

# Don't Let the Door Hit Them on the Way Out!

*Counseling Your Alumni Before and After They Leave*

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2013 Annual Education Conference & Resource Center Exhibition

Tampa, Florida • April 24 - 27

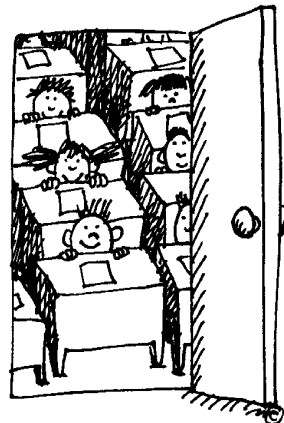
## INTRODUCTIONS



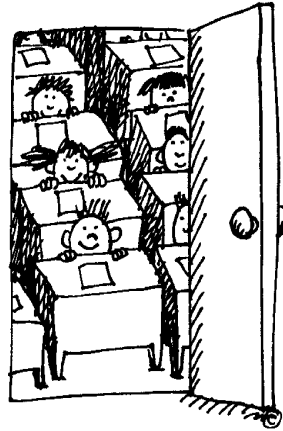
## HOW DO WE FOSTER ALUMNI RELATIONSHIPS PRIOR TO OUR ASSOCIATES AND STUDENTS JOINING OUR INSTITUTIONS



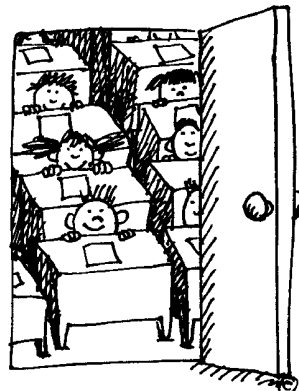
- Whom do you consider alumni?
- How can we demonstrate the value of our “degrees”?



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- Demonstrate that alumni are an integral part of our institutions
  - Introduce alumni relations and the importance of the role and functions
  - Encourage attendance at programs featuring alumni



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- Send internal announcements regarding alumni accomplishments
  - Newsletters, Bulletins, and Media Outreach



## WHEN ASSOCIATES/3LS BEGIN TO PEEK THROUGH THE DOOR AND CONSIDER THEIR TRANSITION



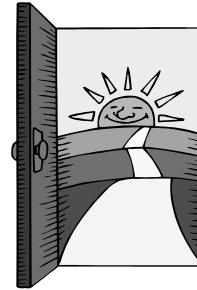
### Associates

- Outplacement counseling
- Secondments
- Clearinghouse portal for job postings
- NALP Network Connections

### 3Ls

- Overview of 3L job search
- 3L event programming and resources
- Set expectations
- OCS Counselor

## WHEN ASSOCIATES/LAW GRADUATES BEGIN TO WALK THROUGH THE DOOR LEADING TO THE ALUMNI WORLD

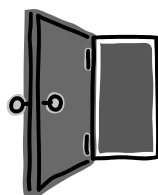


### Associates

- Meet with alumni/marketing person
- Introduction to the alumni website
- Register on the alumni website
- Farewell event

### Law Graduates

- Specific events aimed at new grads
- Targeted invitations and resources
- Pre-bar exam
- Post-bar exam
- Counseling



## HOW TO FOSTER ALUMNI RELATIONSHIPS AFTER THEY LEAVE US

## With a law firm:

- Alumni Website/Social Media
- Create an Alumni Directory
- Encourage active participation in the alumni network
- Feature news and press honoring alumni on the website
- Support alumni organized events



## With a law firm:

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- Encourage ad hoc get togethers
- Facilitate lawyers speaking in alumni law school classes
- Pitches/Referrals



## With a law school:

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- Offer alumni-focused programming
- CLE training
- Targeted communications and resources
- Liaison with alumni committees
- Alumni job bank
- One-on-one counseling at all stages of career



## Closing Remarks

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- For more on the particular year's most recent graduates, join us at the Friday, April 26 10:45 AM NALP panel titled *Staying in Touch: Balancing Data Collection & Recent Alumni Counseling Nine Months Out*
- Join our colleagues at the Friday, April 26 2PM NALP panel titled *Creating Connections, Engagement, and Loyalty with Your Alumni Communities*



## Closing Remarks

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- Join NALP!
- And our NALP Sections:

**Law School Alumni Career Services  
and**

**Legal Employer Alumni Relations**

- Seek out local NALP colleagues



## Resources

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- Survey results:  
[www.nalp.org/uploads/13Handouts/CirincioneNALPSurveyResultsforPosting.pdf](http://www.nalp.org/uploads/13Handouts/CirincioneNALPSurveyResultsforPosting.pdf)
- To participate in our surveys, go to:  
<https://www.surveymonkey.com/s/H6D3292>  
and  
<https://www.surveymonkey.com/s/6C8ZP23>



## Resources

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- Alumni Programs 101: How to Start an Alumni Program at Your Law Firm
- Bulletin Articles/Quick Tips links available on NALP website:
- Quick Tips:  
<http://www.nalp.org/alumnicounselingquicktips>



## Resources

### Bulletins:

- February 2013, *Making Alumni Networking Happen* by Julie Anna Alvarez & Robert White
- November 2012, *Tips on Offering Effective Alumni-Focused Programming* by Julie Anna Alvarez & Robert White
- March 2012, *Quick Tips: Alumni Counseling Basics for Law School Career Counselors* by Julie Anna Alvarez
- Bulletin Archive:  
<https://www.nalp.org/archives/index.cfm?s=NALP%20Bulletin%20>



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## Contact Information

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