



**Recognizing:** ALA's Greater Phoenix-Valley of the Sun Chapter

**Project Title:** Business Partner Internship Program

It is with great excitement and pride that we share the Greater Phoenix – Valley of the Sun Chapter's Business Partner Internship Program. This program was successful because it embraced and promoted the intent of the 2015 ALA Bylaws Amendment allowing students in four-year degree programs to become members of the Association.

### **A BRIGHT IDEA...**

Prior to the Bylaws Amendment, our Chapter had been involved at various levels with local universities and law schools, including mentoring students from the W.P. Carey School of Business at Arizona State University. So when we heard of the proposed Amendment which would allow college students to join ALA, there was a light bulb... a bright IDEA! Since we had already established a relationship with Vivian Kiss and Christopher Holland, career counselors at W.P. Carey, our bright idea quickly evolved into an internship program where students would be paired with our Chapter's Business Partners and member Law Firms to gain working knowledge of the business of law.

### **GETTING STARTED...**

Vivian Kiss, Celeste Robertson (then President of the Undergraduate Law Association "ULA") and Gina Sanfillippo (Chapter President 2015-16) met to discuss the guidelines for acceptance into the program. They agreed to seek out the brightest, most committed, and most curious honor students who were focused on careers in the business of law.

### **RECRUITING THE STUDENTS...**

An email was then distributed to all students within ULA, as well as other business students attending the W.P. Carey School of Business. Below is the email sent from Vivian Kiss which is linked to the short application form the students used to submit their information, along with their resume and any supporting letters of recommendation:

*Congratulations on completing finals! Before you head off for the summer, the Greater Phoenix – Valley of the Sun Chapter of the Association of Legal Administrators (ALA) and the Undergraduate Law Association (formerly Business Law Club) invite you to participate in the first Business Partner Internship Program!*

*The internships will take place during the upcoming fall 2015 semester with Business Partners such as the Phoenix Suns, Royal Cup Coffee, Westlaw, and many more high profile partners in the legal community. This is an amazing opportunity to gain inside knowledge of the Business Law and make lasting connections within the legal community. You will be matched with a mentor from one of the Business Partner companies, and over the span of 6 weeks, have multiple opportunities to discuss career goals and gain working knowledge of in-demand professional skills. In addition, your Business Partner mentor will sponsor an ALA student membership on both the National and Local Chapter levels - \$400 value!!*

### **How do I join?**

1. Fill out this [form](#).
2. Reply to this email with your resume attached before the deadline: **May 29, 2015 at 11:59 PM MST**
3. Attend the mandatory Pre-Event Information Session: **Monday, August 10 at 5pm\***  
\*If you are unable to attend, please respond with dates and times you have availability.



Once your application has been selected, you will be contacted by Gina Sanfillippo, President of the ALA Greater Phoenix – Valley of the Sun Chapter, with your Business Partner match and next steps.

You will be asked to attend the **Business of Law Student Breakout Panel Session from 11 am - 12 pm and the internship program kick off at the ALA Business Partner and Education Expo at the Phoenix Convention Center on Wednesday, August 12 at 5pm.** Food and drinks will be provided as well as an opportunity to meet your mentor and other participants in the program.

There are multiple internship slots available. If you have any questions please contact Vivian Kiss at [vivian.kiss@asu.edu](mailto:vivian.kiss@asu.edu).

Thank you,

Vivian Kiss

Arizona State University | W. P. Carey School of Business

International Student Engagement Coordinator

Career Consultant

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Student Appointments: [wpcarey.asu.edu/sos](http://wpcarey.asu.edu/sos)

## STUDENT RESPONSE...

So what sort of response did we get from the students? We received 79 SUBMISSIONS for 25 SPOTS! Their reaction was nothing short of amazing!

## BUSINESS PARTNER PARTICIPANTS...

Concurrent with the email to the students, Gina Sanfillippo sent the below e-blast to the Chapter's Business Partners inviting them to participate in this flagship program:

*Good Morning Business Partners!*

*For just over a year now, I have been involved with the Business of Law Chapter of ASU (undergrad) as well as working with the Arizona Summit Law School mentoring students on career choices and ideas once they graduate and obtain their degrees. It has been both rewarding and eye opening for me, as it is readily apparent many of these students, while extremely smart, dedicated and focused, they really don't understand the diversity within the legal community and the career paths that are available to them outside of being a lawyer.*

*The ALA's main focus is on the actual Business of Law, embracing varying college majors like business, economics, finance, human resources, marketing, technology, global sustainability, and of course those students going on to obtain their JDs. During my presidency, I would like to embrace those amazing students who have a passion for the legal field and pair them up with some amazing Business Partners who work side-by-side with our Chapter and at the International level to help widen their scope of interest in what we do!*

*So here it is.... I am inviting you to be part of a flagship program that will take this excitement and succession planning to the next level. Our Chapter has created and is embarking on a first time ever Business Partner Internship Program. Here's what we have done so far:*

*Invitations and requests for resumes have gone out to students associated with the Undergraduate Legal Association (formerly Business of Law Chapter) of ASU as well as AZ*



*Summit Law School for students to make application to be accepted into this internship program. The Program would begin on August 12, right after the Expo, through September 30, 2015. During that period of time, the Intern would be expected to give 25 hours of their time (unpaid internship) to the Business Partner that they are paired up with. They can assist with assigned projects, shadow members in your businesses, and attend events or whatever you feel would help them to understand what it is you do and why you do it! Such interaction can focus on how your business relates to the legal field and why your business is an integral part of the goals of the ALA."*

*What we are hoping to have the students gain during the internship is a better understanding of how large the legal field is and all of the opportunities that lie ahead of them. With increasing tuition and decreasing job opportunities, students more than ever, need to be creative with their degrees and where they can provide the most long-term benefit.*

*What we are asking from you is simple. Your time – 25 hours to be exact. During the 6 weeks, in whatever time increments you and the intern can agree upon to accommodate your schedule, we would like them to put in 25 hours of work with you, in whatever capacity you see fit.*

*We are also asking each Business Partner to sponsor their intern with a paid ALA Student Membership at both the International and local Chapter level in the amount of \$50. This will provide the students with one year of full access to the ALA's educational resources, including conferences, seminars, online resources and possibly even further scholarships. This will also increase our local membership to embrace the ALA ByLaw Amendment that just recently passed, allowing students in degree programs to join the ALA at all levels. It also spotlights the Business Partners' continued efforts to stay up-to-date with ALA changes facing the legal community and helping making those changes effective with their local sponsorships.*

*We believe this program not only addresses a real need for our students, but also gives Business Partners first shot at making relationships with students who are bright, focused and raring to go! We truly believe that at the end of the 25 hour commitment, both the intern and Business Partner will have come away with a positive experience, both sides having gained a new perspective of each other's needs in the community, and the possibility of a long-term working relationship at some point in time.*

*For the last 5 years I have been on this Board, I have created personal relationships with most of you and I hope you all know that I understand how important you are to this Chapter. We couldn't support the programs we have in existence now, or even entertain the thought of new programs without the never-ending encouragement and support you have provided. I am proud of what we have accomplished thus far, and want to push it even further.*

*I am so proud of this program and believe it will also spotlight the amazing Business Partners our Chapter has. You have always been gracious to our Chapter in helping to support our business of law needs, and we believe you are an essential part of succession planning and helping groom the new set of administrators who will ultimately be your decision makers. We also believe this will open new doors off business to you at the college levels and their business needs as well.*

*Please email me and let me know if you can support one student, or perhaps have the room for more than one intern. Our goal is to have 25 Business Partners, and match them with 25 students. I am absolutely certain we will have more than 25 applications so the more BPs the merrier!*

*So I'm asking you – join us – please be part of this opportunity with our Chapter and make this one of a kind program STICK.*



### **BUSINESS PARTNER/LAW FIRM RESPONSE...**

So what sort of response did we get from the Business Partners? The results were AMAZING to say the least! Not only did Business Partners jump at the chance to participate, but our member law firms wanted in on the action too! Here is the final list of Business Partners and member law firms who succeeded in taking this internship program to new heights:

ABA Retirement Funds  
Cresa  
D4 - Ediscovery  
Dessaules Law Group  
First Legal Network  
Gammage & Burnham  
ALA Greater Phoenix Chapter  
IST  
NPP  
Pacific Office Automation  
Phoenix Suns  
Principal Financial Group  
Recall Corporation  
RICOH  
Robert Half Legal  
State Bar of Arizona  
Teledoc  
The Morton Group  
Thomson Reuters  
Total Networks  
VIBE  
Wells Fargo Bank  
Xerox

### **GETTING DOWN TO BUSINESS...**

To kick things off, we held a three-hour training session at ASU campus to provide the students with information on what to expect from the program. A PowerPoint presentation outlined the details, including information on the ALA Bylaws Amendment that was the catalyst for the program, the level of participation and commitment expected from the students, along with the time commitment involved.

Once the six-week Internship Program was underway, the students shadowed their mentors in their daily duties, performed legal research, drafted white papers on specific subjects, attended client meetings, performed detailed statistical work, reviewed and assisted on eDiscovery projects, and assisted with other special projects.

In addition, we hosted weekly meetings where students heard from local industry leaders such as John Phelps, Executive Director of the State Bar of Arizona; Joe Perez, Vice Dean of Arizona Summit Law School; Ruth Carter, an ABA Legal Rebel whose practice focuses on social media law; and Jodi Webber from Ricoh who focused on eDiscovery in a daily practice, as well as in the courtroom. These speakers/mentors presented the business of law from a fresh perspective by highlighting the many career opportunities offered in the legal field and sharing innovative ways for the students to approach their

future career paths.

### **FINANCES...**

From a financial prospective, this program had a life of its own on a very small budget. In exchange for receiving 25 hours of diligent work from the student interns, the Business Partners paid the dues for the students to become members of ALA Headquarters as well as our local Chapter (\$50 per student). In addition, for each of the weekly program meetings, the host law firm covered the cost of drinks and refreshments. And finally, due to their enthusiasm of supporting this program, our Business Partner, VIBE (VIP GLJ Business Partner), graciously agreed to record the accompanying program video at no cost to the Chapter.

### **PROGRAM RESULTS...**

The program resulted in the Chapter's formation of a new Student Liaison position. The Student Liaison is invited to attend and participate in all of our Board meetings giving a voice to our student members and bringing new ideas to the table. Chapter member Celeste Robertson, then President of the Undergraduate Law Association at ASU, held the position of Student Liaison until graduating in December 2015. ULA was so pleased by Celeste's involvement with our Board that each succeeding ULA President will continue on in the role of liaison. We believe that this level of continuity is an important step in our Chapter's succession planning efforts. Getting student members involved in the business of our Chapter, will surely promote our commitment to diversity and inclusion, and will fuel our emphasis on being a forward-thinking Chapter. We also have begun planning quarterly reunions with the inaugural student group to compare notes on the opportunities the internship has brought them and how best to continue their integration into the legal community.

The Internship Program also caused some students to adjust their career paths to include additional majors to meet their goals of becoming strong JD candidates, and some even decided to go in a different direction altogether. After participating in the program, Kyle Mowry decided to take things in a different direction. Learn more about Kyle in the accompanying video presentation. Having vetted the student candidates so strongly, as well as the projects prepared by the Business Partners, we were able to successfully redirect Kyle to a law firm partner who utilized his talents in a sustainability/data analytics project that took Kyle's excitement to a new level! Student Haley Patterson recently contacted our Chapter President to share another success story resulting from the internship program. Haley has received an appointment to an internship with the UN/Department of Defense. It is so thrilling for us to be a part of helping to shape the future of these talented young people.

### **CHAPTER MEMBERSHIP...**

Because of this program, our Chapter has 25 new student members who are delighted to be a part of ALA and our Chapter. These student members have infused our Chapter with a new level of excitement and a fresh perspective on the future of the business of law. They are excited about working with our Board to create new programs to reach our Chapter's goals. They are looking forward to becoming administrators, CEO's, functional specialists, HR managers, IT directors, finance officers – you name it! They represent our Chapter's future – and from where we stand – our future looks bright!

### **BUSINESS PARTNERS...**

We received nothing but positive feedback from our Business Partners on the work performed by these undergrads. More importantly, this experience amped up the connection between the Chapter and our Business Partners and brought our relationships to a whole new level. It is our hope that by continuing this program, we will reinforce the already strong relationships between our members and our Business Partners.



### **SUCCESS...**

The intention behind this program from the very beginning was one of giving back while looking forward. Our Association is about education, knowledge and resources, and these students represent the next generation of legal industry leaders. By connecting these students with ALA, we are creating a force that will elevate our Association while exploring the unlimited potential of these future leaders.

THANK YOU to the students of the ASU Undergraduate Law Association for putting their heads down and going to work! And THANK YOU to the Business Partners and our Chapter members who offered their time and talents in bringing this program to life.

The Greater Phoenix – Valley of the Sun Chapter is genuinely hopeful that the IDEA Award Committee will find our Business Partner Internship Program worthy of recognition. We thank you for your consideration and your time.

This hyperlink will launch the Internship Program Video Recap: <https://youtu.be/Z3gvMDWohlA>

Respectfully submitted by:

Greater Phoenix – Valley of the Sun Chapter