

Twin Cities 
Diversity in Practice



TWIN CITIES
DIVERSITY IN PRACTICE
ANNUAL REPORT
APRIL 10, 2013

Organizational Overview

Twin Cities Diversity in Practice is a non-profit member association of 28 law firms and 13 corporate legal departments with a mission to attract, recruit, advance, and retain attorneys of color in the Twin Cities legal community. *Diversity in Practice* is also dedicated to promoting the Twin Cities of Minneapolis/St. Paul as a great place for attorneys of color to develop professionally and personally.

Diversity in Practice was formed in May of 2005 out of discussions among the major Twin Cities law firms about how they must take a leadership role to attract, recruit, advance, and retain lawyers of color in Minnesota's legal community. Across America, employers are being challenged to increase diversity. Our law firms and corporate legal departments recognize that they must hire and retain a diverse team of lawyers, which reflects the global market place in which we work, to remain competitive.

Diversity in Practice is unique in that it has both law firm members and corporate legal departments from across the Twin Cities. We have continued to grow our membership – *Diversity in Practice* now has 28 law firm and 13 corporate law department members. Our member organizations range in size from 4 attorneys to more than 300 attorneys.

Corporate Members

3M
Best Buy Co., Inc.
Boston Scientific Corporation
Cargill, Inc.
Ecolab Inc.
General Mills
Land O' Lakes, Inc.

Medtronic
Target Corporation
Travelers
UnitedHealth Group
Wells Fargo & Company
Xcel Energy

Law Firm Members

Barnes & Thornburg LLP
Bowman and Brooke LLP
Briggs and Morgan, P.A.*
DLA Piper
Dorsey & Whitney LLP*
Faegre Baker Daniels LLP*
Felhaber, Larson, Fenlon & Vogt, P.A.
Fish & Richardson, P.C.
Foley & Mansfield, PLLP
Fredrikson & Byron, P.A.*
Fulbright & Jaworski L.L.P.
Gray Plant Mooty*
Greene Espel P.L.L.P.
Hamre, Schumann, Mueller & Larson, P.C.

Larkin Hoffman Daly & Lindgren, Ltd.
Larson•King LLP
Leonard, Street and Deinard*
Lindquist & Vennum LLP*
Littler Mendelson, P.C.
Merchant & Gould, P.C.
Moss & Barnett, P.A.
Nilan Johnson Lewis PA
Oppenheimer Wolff & Donnelly LLP
Robins, Kaplan, Miller & Ciresi L.L.P.*
Sapientia Law Group, PLLC
Stoel Rives LLP
Winthrop & Weinstine, P.A.
Zelle Hoffman Voelbel & Mason LLP

* denotes an incorporating member

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Diversity in Practice is a 501(c)(6) non-profit association. Membership is open to private law firms and corporate legal departments in the Twin Cities Metropolitan Area that are committed to advancing diversity in the legal community. *Diversity in Practice* is funded by its members, based on the number of attorneys of the member organizations in the Twin Cities metro area and is governed by a Board of Directors made up of our members' leadership. *Diversity in Practice* has a full-time Executive Director and a full-time Executive Assistant whom report to the Board.



Board Members (l to r) Gaye Adams Massey, Roshan Rajkumar, and Board Chair Trevor Gunderson

2012 Board of Directors

Gaye Adams Massey, UnitedHealth Group
Marlon Cush, UnitedHealth Group, Young Lawyers Group Chair
Daniel Gilchrist, Lindquist & Vennum LLP
Trevor Gunderson, General Mills, Board Chair
Andrew Humphrey, Faegre Baker Daniels LLP
Larry King, Larson•King LLP, Board President
Munir Meghjee, Robins, Kaplan, Miller & Ciresi L.L.P.
Cornell Moore, Dorsey & Whitney LLP
Bruce Mooty, Gray Plant Mooty
Arleen Nand, Faegre Baker Daniels LLP
Tom Nelson, Leonard, Street and Deinard
Roshan Rajkumar, Bowman and Brooke LLP
Mary Ranum, Fredrikson & Byron, P.A.
Steven Schumeister, Robins, Kaplan, Miller & Ciresi L.L.P.
Marianne Short, Dorsey & Whitney LLP
Greg Stenmoe, Briggs and Morgan, P.A.
Michael Sullivan, Gray Plant Mooty
Laura Witte, Cargill, Inc.

Kim Lowe, Corporate Secretary, Fredrikson & Byron, P.A.
Dan Millea, Treasurer, Zelle Hofmann Voelbel & Mason LLP



Executive Director's Message

Valerie M. Jensen, Executive Director

We are working in a legal marketplace which is much different than when I began in 2007. Diversity and inclusion are the words you will continue to hear as we move forward in addressing not only the demographic numbers but the cultures and investments required to retain and advance lawyers of color. Over this past year, we have focused on putting into action what we outlined in our strategic plan; specifically trying to ascertain what our members and our lawyers of color need to succeed. In 2012 we conducted our first member survey which was designed to get a concrete view of what we are doing well and where we need to improve. What we heard from you was the following:

1) Professional Development and CLEs

Many of the people that I have talked to support our efforts with young lawyers and the innovative programming that we offer. One of the programs most praised across all attorneys was the program focused on generational differences in the workplace. Several of you have shared how the suggestions and tips have changed the way that you do things with your colleagues of different generations and how it has positively impacted your workplace.

2) Authentic relationships through young lawyer engagement

Both via the member survey and one-on-one, there is a great level of support for programming and networking opportunities for our senior lawyers to engage with young attorneys in formal and informal settings. With this in mind, we have planned a joint outing to a Timberwolves game with our Board and Young Lawyers Group. The Young Lawyers Group also presented at our December Board meeting a project that they worked on, including recommendations that they believe would enhance their work experience. We have continued to give attorneys of various levels the opportunity to meet and build relationships through social events, as well as through professional development events with wider ranges in target audience.

3) Extended Member meetings

These meetings are held quarterly and give an opportunity for the Board and representatives from all member to discuss or present topics that are key to our mission. Our Extended Members meeting in October included a panel by law school leadership, where they discussed the changes in legal education and what they believe the future has in store for legal education.

4) Core Programming Solidified

Part of our strength is that we do have some core programming that has been solidified, while not being carved in stone. We continue to look at our program offerings to determine whether they are still relevant and how we measure their success. Our 1L Clerkship Program, where a law firm and legal department come together to host a 1L for the summer, has been highly effective in getting students to come here, but we continue to work with law firms and corporations on the transition from attracting and recruiting law students to retaining them long term as Associates.

In addition to strengths, we have also been identifying challenges that our organization faces and addressing what Diversity in Practice can do better. We have identified the following items to work on improving over the course of the next year:

1) Individual & Leadership Engagement

We need to better engage members and leadership in ways that are meaningful to them. Several of you have commented that we are doing great things, but they may not be seen by all interested parties. One of the ways that we are beginning to address this is through our new Membership Committee. Through this committee, we have gathered baseline data on the

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perception of Diversity in Practice and what we are doing and should be doing to serve you better. At our January Board meeting, we will be shared our findings and recommendations with the Board. In order to make your membership experience even better, please feel free to share any ideas and concerns with me or any Board members.

2) Retention Best Practices

We adopted our Retention Best Practices documentation in late 2011 and recommended four of the best practices to begin with. We shared this information with all of our members over the course of the 18 month process and after completion. Now that time has been given to organizations to implement the Best Practices, implementation must transition to evaluation. One of the focuses of 2013 will be finding ways to discuss and share successes and challenges of these best practices to help organizations use the tools that we create in a valuable and meaningful way.

3) Attorney of Color Retention

Naturally, this is a long-term process and a large part of the focus of our strategic plan. We must be able to help our member organizations advance lawyers of color to the senior level, in order to increase demographic representation in a sustainable way, as paths of advancement also directly impact our attracting and recruiting efforts. At our November Board meeting, we discussed lateral hiring and its impact on retention. We will continue to look at different ways to partner and collaborate with all lawyers, so we can build a strong community and retain the lawyers that we do have coming from other markets.

4) Corporate Member Engagement

The revival of our Corporate Members Group is a top priority in 2013, after a year of dormancy. With the loss of the driving force behind this group, we struggled to keep this group active. Based on conversations with corporate members, there is a real desire to meet around diversity issues and to be involved with Diversity in Practice, in particular. I have begun meeting with our corporate leaders to determine how this group can exist in a meaningful way and our vision for 2013.

Every year, each organization will receive a detailed member profile, giving them an outline of what we have to offer and who within their organization is participating in our events and programs. As a membership association, we must continuously ask whether we are serving our members and being good stewards of our resources. I believe the programs that we coordinate and the connections we facilitate serve our members – both organizations and individuals – well, but there is always room for improvement. Our Board and Diversity in Practice will continue to improve our efforts to communicate and engage our members in a way that is meaningful to all parties involved.

Financial Summary*

We began 2013 with the following:

Assets

Current Assets

Cash and Cash Equivalents	\$ 260,925
Accrued Interest Receivable	-
Prepaid Expenses	<u>\$ 1,427</u>
Total Current Assets	\$ 262,352

We set our budget each year to take into account a decrease in total number of attorneys, as well as, spending into our surplus in order to stay within our non-profit guidelines. In 2012, our annual budget was based on dues, determined by \$120 per each attorney employed by our member organizations. We have been able, with good financial management, to cut costs and continue the same high quality programming and events that have made us attractive to both existing and new members.

As of December 31, 2012* we had the following:

Assets

Current Assets

Checking/Savings	
Checking	140,928.99
Savings	<u>119,996.27</u>
Total Checking/Savings	<u>260,925.26</u>
Other Current Assets	1,427.53
Total Assets	<u>262,352.79</u>

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Credit Cards

Wells Fargo Visa Business Card	379.12
Total Credit Cards	379.12

Other Current Liabilities

Accounts Payable	6,890.00
Credit Cards	(379.12)

Total Other Current Liabilities	<u>6,890.00</u>
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Total Current Liabilities	<u>6,510.88</u>
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Total Liabilities	6,510.88
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Equity

Retained Earnings	225,230.67
Net Income	<u>30,611.24</u>
Total Equity	<u>255,841.91</u>

TOTAL LIABILITIES & EQUITY	<u>262,342.85</u>
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* This is not based on 2012 final audit financials. Our audit is scheduled in June of each year.

YEAR IN REVIEW

In 2012 Diversity in Practice sponsored the following programs and initiatives for our members

ATTRACT/RECRUIT

1L Summer Clerkship
Ambassador Program
Flying Squads
Mapping Your Legal Pathways
Minnesota Minority Recruitment Conference

ADVANCE/RETAIN

Mentoring Circles
Professional Development Series
Summer Social

Program Highlights



Stephen Young, "Microinequities: The Power of Small"

Professional Development Series

We kicked off our third professional development series in 2012, developed by the Diversity in Practice Professional Development Committee (PDC). **While the programming was targeted at attorneys with 0-9 years of experience, much of the programming was chosen to give a broad spectrum of skills and was open all attorneys, both minority and majority.** The Professional Development Series had over 165 attorneys participate in some or all of the programs set forth below:

March 30, 2012

"Developing Your Authentic Leadership"

featuring Alanna Moravetz

3.0 MN CLE Credits - Professional Development

Course Number: 166191

Thank you to Dorsey & Whitney LLP for hosting this event!

May 3, 2012

"Microinequities: The Power of Small"

featuring Stephen Young

2.0 MN CLE Credits - Elimination of Bias

Course Number: 167272

Thank you to Robins, Kaplan, Miller & Ciresi L.L.P. for hosting this event!

August 9, 2012

"When Generations Collide: Communication in the Multi-Generation Workplace"

featuring Amy Lynch

1.5 MN CLE Credits - Standard

Course Number: 171457

Thank you to the Hennepin County Bar Association for hosting this event!

November 27, 2012

"The Legacy of Great Managers"

featuring Kevin Wilde & Trevor Gunderson of General Mills

1.5 MN CLE Credits - Professional Development

Course Number: 174001

Thank you to General Mills for hosting this event!



Amy Lynch, "When Generations Collide: Communication in the Multi-Generation Workplace"

1L Summer Rotation Clerkship

The 1L Summer Rotation Clerkship was, once again, quite successful in 2012. This clerkship program offers first year law students of color a unique opportunity to combine a traditional law firm clerkship with experience working in a corporate legal department.

- Students spend 5-7 weeks with a participating law firm, and then spend a rotation with a corporate legal department, lasting 3-4 weeks.
- Member organizations hosted 13 clerks in 2012. Of the 13 clerks, 6 received offers, and 2 will be returning in this coming summer.

The following firms and corporate law departments participated:

Barnes & Thornburg LLP | Best Buy
Briggs and Morgan, P.A. | Xcel Energy
Dorsey & Whitney LLP | UnitedHealth Group
Faegre Baker Daniels LLP | 3M
Faegre Baker Daniels LLP | Cargill, Inc.
Faegre Baker Daniels LLP | Target Corporation
Fredrikson & Byron, P.A. | Medtronic
Fulbright & Jaworski L.L.P. | General Mills
Larson•King LLP | 3M
Leonard, Street and Deinard | Land O'Lakes, Inc.
Oppenheimer, Wolff & Donnelly LLP | Ecolab Inc.
Robins, Kaplan, Miller & Ciresi L.L.P. | Best Buy
Zelle Hoffman Voelbel & Mason LLP | General Mills

We thank all these members who have made the 1L clerkship one of the most sought after clerkships each summer!

During 2012, we continued to improve our core initiatives and maximize effectiveness and participation. We could not do this without the support of our members. We would like to recognize the following organizations for participating in more than half of the available programming and initiatives in 2012:

Law Firms

Bowman and Brooke LLP
Briggs & Morgan, P.A.
Dorsey & Whitney LLP
Faegre Baker Daniels LLP
Fredrikson & Byron, P.A.
Fulbright & Jaworski L.L.P.
Gray Plant Mooty
Larson•King LLP
Leonard, Street and Deinard
Lindquist & Vennum LLP
Nilan Johnson Lewis, PA
Oppenheimer Wolff & Donnelly LLP
Robins, Kaplan, Miller & Ciresi L.L.P.
Sapientia Law Group, PLLC
Zelle Hofmann Voelbel & Mason LLP

Corporations

Cargill, Inc.
Target Corporation
UnitedHealth Group
Xcel Energy

Committee Work

We had significant participation on all key committees of the Board in 2012. The following committee members dedicated significant amounts of time and effort in planning, supporting, and advising the Board on key objectives. Committee work is essential to moving the organization's objectives and initiatives forward to make progress on our goals!

Professional Development Committee – 2012

- Trevor Gunderson, General Mills, Chair
- Flavio Acosta, Xcel Energy
- Aakash Chandarana, Briggs and Morgan, P.A.
- Marta Chou, Barnes & Thornburg LLP
- Marlon Cush, Faegre Baker Daniels LLP
- Loan Huynh, Fredrikson & Byron, P.A.
- Chris Royal – Sapientia Law Group, PLLC
- Jim Simonson – Gray Plant Mooty

Membership Committee - 2012

- Mary Ranum, Fredrikson & Byron, Chair
- Gaye Adams Massey, UnitedHealth Group
- Dan Gilchrist, Lindquist & Vennum
- Jennifer Miernicki, Faegre Baker Daniels
- Dan Millea, Zelle Hofmann Voelbel & Mason
- Cornell Moore, Dorsey & Whitney
- Henry Wang, Gray Plant Mooty
- Laura Witte, Cargill, Inc.

Organizational Effectiveness Working Group

- Larry King, Larson•King LLP
- Kim Lowe, Fredrikson & Byron, P.A.
- Roshan Rajkumar, Bowman and Brooke LLP

Young Lawyers Group

- Marlon Cush, Faegre Baker Daniels LLP, Chair
- Flavio Acosta, Xcel Energy
- Damien Bass, UnitedHealth Group
- Catie Bitzan Amundsen, Gray Plant Mooty
- Amber Brown, Fredrikson & Byron, P.A.
- Victor Chan, Robins, Kaplan, Miller & Ciresi L.L.P.
- Cassie Fortin, Larson•King LLP
- Melitta George, Briggs and Morgan, P.A.
- Liz Kniffen, Zelle Hofmann Voelbel & Mason LLP
- Veena Iyer, Nilan Johnson Lewis PA
- Jennifer Miernicki, Faegre Baker Daniels LLP
- Adine Momoh, Leonard, Street and Deinard
- Katherine Muller, Merchant & Gould, P.C.
- Chris Okoroegbe, Cargill, Inc.
- Nisha Patel, Merchant & Gould, P.C.
- Chris Pham, Lindquist & Vennum, PLLP
- Brandon Vaughn, Robins, Kaplan, Miller & Ciresi L.L.P.
- Sanjee Weliwitigoda, Faegre Baker Daniels LLP

Outcomes

From a marketing perspective, we created a social media campaign that now includes a Blog, a Twitter account and Facebook. The following data indicates who and how we are touching our followers! Please feel free to connect with us on any of these outlets.

- Blog: 1,101 views
- Facebook: 90 Likes
- LinkedIn: 33 in group
- Twitter: 240 Followers

Our first member survey was completed thanks to the work of the Membership Committee. We sent the survey to the leadership of our member organizations and to many of front line diversity staff. Over 40% of both leadership and front-line surveys were completed, much higher than projected. These surveys allowed us to set a baseline for the organization. Per our strategic plan, we must continue to gather this data and develop our action items based on the response.

The Professional Development Committee continued the tradition of success from 2010 with the third event series. Once again, this series, with the programs outlined above, continue to be one of our most successful initiatives of the year. Providing 8.0 hours of CLE credits total with 2.0 of those being Elimination of Bias.

The Young Lawyers Group has been a great asset to the organization. In 2012 the group provided the Board with several opportunities to discuss how to advance in the profession with the perspectives of all parties considered. The young lawyers came to the Board with actual suggestions on best practices that they believe could make their careers and the career of their peers more successful. The Board, through these meetings and Extended Members Meetings, will continue the conversations between these key stakeholders.

Looking Forward

Diversity in Practice has already begun the 2013 programming calendar, including the kickoff event to the 2012 Professional Development Series on April 4th, with “Building Lawyer Resilience to Cope with Change” by Dr. Larry Richard. Dr. Richards comes to us from a background as a lawyer himself and has spent 28 years researching lawyers personality traits. The next two programs in our series feature national, highly regarded speakers, Angel Gomez and Chris DeSantis. We hope that you will join us at these programs.

The summer is also fast approaching, during which we will welcome our 1L Summer Rotation Clerkship participants with a reception with participating employers and their counterparts from the Minnesota State Bar Association’s Minnesota Minority Clerkship Program on June 4th at the Guthrie Theater.

We will host the 8th Annual Summer Social in July and move forward with the Minnesota Minority Recruitment Conference again, hosted by the University of St. Thomas Law School, in August. Please check our website at www.diversityinpractice.org for all upcoming events and meeting registration. We look forward to working with you for the rest of 2013 and well into the future!