



# SOCIAL IMPACT LEADERS

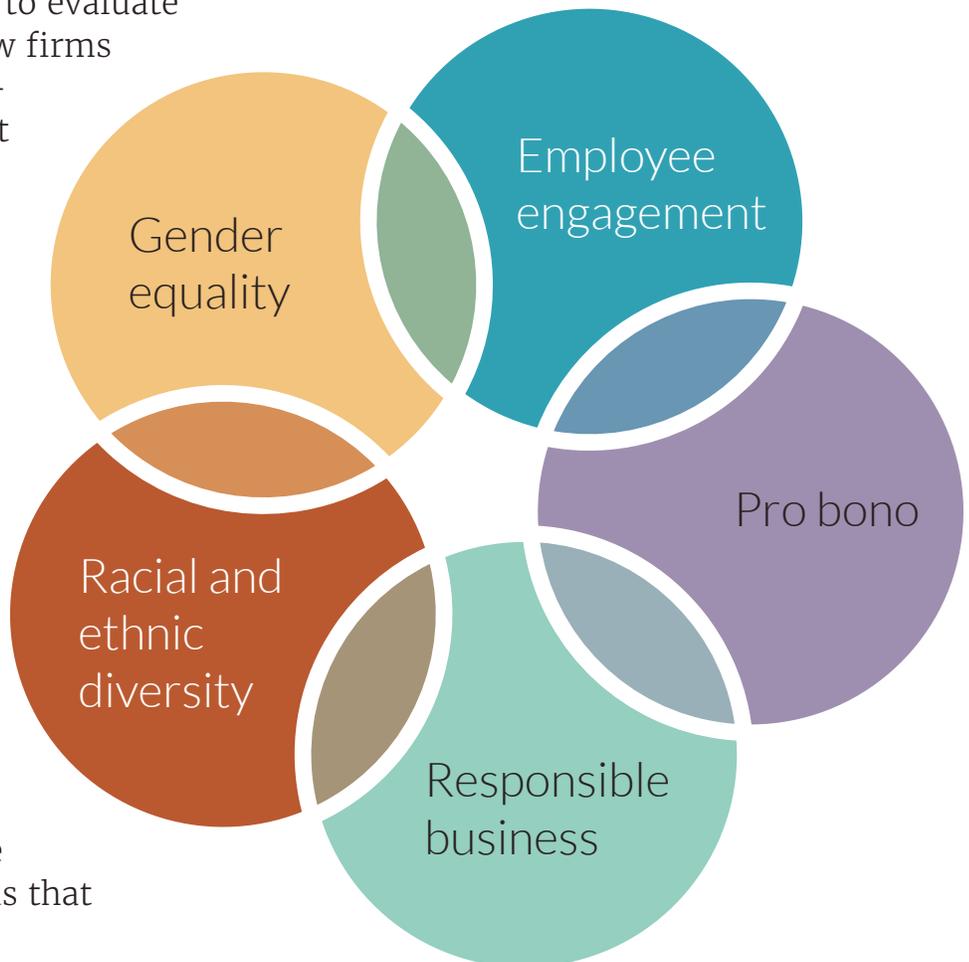
## Methodology

**H**ow do we assess the social responsibility efforts made by law firms in the U.S.? Are their efforts bearing fruit or are they largely symbolic? Do they incorporate sufficient talent and resources of the firm?

For the second year, the Law360 Pulse Social Impact Leaders ranking attempts to answer these questions using indicators derived from Law360 Pulse's annual survey of law firms. The survey covers attorney diversity, pro bono work, law firm culture and responsible business practices.

The assessment is designed to evaluate social impact initiatives at law firms and measure the relative performance of law firms against their peers. Firms are evaluated across five thematic pillars: racial and ethnic diversity, gender equality, employee engagement, pro bono and responsible business.

Each measure is allocated to one of five pillars. Firms included in the ranking have available data relevant to at least three pillars. Not all firms provided data for all measures. Where there is missing or unavailable data, we indicate that in the ranking itself. The ranking includes the 100 firms that received the highest scores.



# Detailed Methodology

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The calculation of each firm's score is done annually, using data from Law360 Pulse's annual survey of law firms.

Each pillar has one or more core measures representing 60% of the total score. Each pillar also has a set of supporting measures that make up the remaining 40%. The core measures align with Law360 Pulse's previous rankings as well as recognized standards across the legal industry and other sectors. The supporting measures allow us to use other data to create a fuller picture of law firms' efforts.

With the exception of the supporting measures on racial and ethnic diversity and gender equality, measures for which data is unavailable earn a zero. Where data is entirely unavailable for a pillar's core or set of supporting measures, firms' scores are marked with an asterisk in the main ranking.

Law360 Pulse brings all continuous mea-

asures onto the same scale using min-max normalization. Firms are grouped with their peers of similar size, then each statistic is scaled from 0, the lowest ranking value, to 100, the highest ranking value.

We then calculate a weighted average of the measures within each pillar. Added together, the weighted scores for each individual pillar range from 0 to 100. The five pillar scores are averaged to determine each firm's final score for the Social Impact ranking. Last year, Law360 polled legal industry stakeholders to ask which factors they consider to be most important when evaluating a law firm's commitment to socially responsible business practices; the results of the poll informed Law360's decision to equally weigh each pillar.

Law360 Pulse only publishes scores for firms that are in the top 100 in the Social Impact Leaders. All scores are used later on for the Law360 Pulse Leaderboard.

## Pillar Descriptions

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### Racial and ethnic diversity

#### Core measure

- **Diversity Snapshot:** A measure of how firms' racial and ethnic diversity at four attorney levels compares to the potential marketplace of hires. This metric receives the full 60% weight.

#### Supporting measures

- Percentage of practice group or department leaders who are people of color and percentage of executive management committee members who are people of color. These supporting measures help provide a view of racial or ethnic representation among the firms' leaders and key decision-makers. If a firm has both department leaders and an executive committee, each statistic receives a 20% weight. If a firm has one but not the other, the relevant category receives the full 40% weight.

## Gender equality

### Core measure

- **Glass Ceiling Report: Women in Law:** A measure of how firms' proportion of women at four attorney levels compares to the potential marketplace of hires. This metric receives the full 60% weight.

### Supporting measures

- Percentage of practice group or department leaders who are women and percentage of executive management committee members who are women. These supporting measures help provide a view into the representation of women among the firms' leaders and key decision-makers. If a firm has both department leaders and an executive committee, each statistic receives a 20% weight. If a firm has one but not the other, the relevant category receives the full 40% weight.

## Employee engagement

### Core measure

- Overall attorney turnover rate, calculated as the number of attorneys who left in 2021 divided by the average number of attorneys at the firm at the end of 2020 and 2021. Turnover is frequently cited by HR professionals as a top indicator of employee experience. This metric receives the full 60% weight.

### Supporting measures

- Firms' answers to whether they have a written flextime policy, provide at least 90 days of paid parental leave, and have a permanent policy in place allowing attorneys to work from home. Answers of yes received a value of 1; answers of in progress received a value of 0.5; answers of no or blanks received a value of 0. Each of these three questions split the 40% weight in even thirds. These measures assess whether firms have various modern policies in place to support their workforce.

## Pro bono

### Core measure

- Firms' percentage of attorneys who posted at least 50 hours of pro bono work. This is in accordance with the American Bar Association's Model Rule 6.1, which establishes a professional responsibility to provide pro bono service and strongly recommends that all lawyers provide a minimum of 50 hours of pro bono service annually.

### Supporting measures

- Firms' percentage of attorneys who participated in pro bono work and average pro bono hours worked per attorney act as supporting measures. These metrics provide additional views on the extent to which attorneys are performing legal services free of charge. Each of the two supporting measures receives half of the 40% weight.

# Responsible business

## Core measures

- The ratio of a firm's charitable contributions to its revenue on a global basis. This component is worth 20%.
- Indicators of a) whether the firm has a U.S. practice focusing on sustainability and environmental, social and governance concerns, and b) whether the firm advised clients on making their operations compliant with environmental regulations. Each component is worth 10%.
- Indicators of whether the firm's U.S. attorneys completed pro bono work in the following areas: Child and family programs; civil rights, civil liberties and human rights; criminal justice and prisoners' rights; domestic violence and abuse; education; employment; health care and medical issues; housing and homelessness; human trafficking; immigration and deportation; military and veterans' affairs; non-profit operations; physical and developmental disabilities; racial, ethnic, gender and LGBTQ+ discrimination; religious freedoms; reproductive rights; sustainability and environmental matters; voter protection. These components are worth a total of 20%, and credit is split evenly among the 18 areas.

## Supporting measures

- Firms are scored based on whether they require suppliers to sign a code of conduct affirming that they will adhere to certain responsible business requirements for environmental practices, labor rights and/or human rights; whether they participate in the United Nations Global Compact, Science-Based Target initiative or Carbon Disclosure Project; whether they underwent a materiality assessment in the past five years; whether they have an emissions target in place. Each indicator is worth 10%.



# Scoring Model



Data must be available in at least three pillars in order for a firm to be assigned an overall score. We want to include firms that are actively monitoring and publicly disclosing these common measures of their own socially responsible activities.

In future years, we will continue to develop this new standard in response to how law firms are developing their own initiatives. We welcome your comments and suggestions for future iterations. Reach out to [surveys@law360.com](mailto:surveys@law360.com) with your thoughts.