



10 FAQs About Mansfield Certification

[Kaufman Dolowich & Voluck](#) (“KDV”) is committed to building diverse client service teams by focusing on recruiting, retaining, and promoting women, racially and ethnically diverse, LGBTQ+ lawyers and lawyers with disabilities. We know diversity of thought and ideas drive results. KDV focuses on educating our firm’s leaders on how to mentor and grow our attorneys from all backgrounds and of varying perspectives. KDV’s inclusive culture is essential to our mission to deliver the best results and ensure positive change in the legal environment.

In 2021, KDV was one of only 118 law firms in the nation to receive the coveted Mansfield 4.0 Certification., completing a rigorous 12-month collaboration with Diversity Lab with built-in measurement, transparency, and accountability. This is the third consecutive year KDV earned this status underscoring the Firm’s commitment to diversity and inclusion. KDV has formally committed to expansive diversity and inclusion goals to achieve a 5.0 Mansfield Rule certification in 2022 to further enhance diversity among its leadership and enhance opportunities in our pipeline to leadership.

1. **What is the Mansfield Rule?**

To boost diversity in the law, the Mansfield Rule drew on the ideas of the late Dan Rooney, owner of the Pittsburgh Steelers, and Arabella Mansfield, who in 1869, was the first U.S. woman admitted to the Bar as a lawyer. The Mansfield Rule is a data-driven, quite modified version of the Rooney Rule, which when first used by the NFL required teams to interview at least one minority candidate for head coach vacancies. Today the Mansfield Rule utilizes learnings from the Rooney Rule, with stringent science-backed efforts. The structure, implementation, accountability, and outcomes are entirely different in measurements to review if law firms have affirmatively considered at least 30% lawyers who are women, racially and ethnically diverse, LGBTQ+ and/or lawyers with disabilities for leadership and governance roles, as well as equity partner promotions, formal client pitch opportunities, and senior lateral positions. **Please see the 12 key differences in the Mansfield Rule, in contrast to the Rooney Rule on KDV’s website [here](#)**

2. **Does the Mansfield Rule establish a quota for promotion, leadership and pitch opportunities?**

No. The rule simply helps highlight qualified women, racially and ethnically diverse, LGBTQ+ lawyers and lawyers with disabilities who might otherwise go unnoticed for consideration and encourages the Firm to build a pipeline of qualified candidates.

3. **What roles in the firm apply under the rule?**

Candidates for:

- Office managing partners
- Practice group leaders
- Lateral mid/senior-level associate
- Managing Partner
- Lateral partner
- Equity partner promotion
- Formal pitch opportunities

4. **Who is included in the 30 percent requirement?**

Women attorneys and/or attorneys who are racially or ethnically diverse, LGBTQ+ and/or attorneys with disabilities.

What happens during the 5.0 period?

5. The time period for Mansfield 2022 tracking is one year, from July 15, 2021, to July 14, 2022. KDV will build upon its prior Mansfield Certification metrics for assessing and analyzing our talent pipeline. The Firm continues to create and adopt documentation and tracking norms to measure progress, identify areas for improvement, and implement strategic planning as fully developed by its Diversity & Inclusivity Committee.

What is the point of collecting this data?

6. If we can show success in complying with Mansfield 5.0, the Firm will become Mansfield Certified again in Summer 2022.

Who decides if we get certification?

7. The Diversity Lab, an incubator for innovation to boost diversity and inclusion in the legal profession. The original Mansfield Rule was the winning idea in the Diversity Lab's 2016 Women in Law Hackathon, a Shark Tank-style pitch competition where private practice and in-house lawyers developed ideas for innovations in diversity and inclusion. The original Mansfield Rule applied only to women attorneys and did not include the pitch team component.

What is the point of getting certified?

8. Mansfield Certified firms are given unique business opportunities including sending recently promoted historically underrepresented partners to client forums where they can build relationships with in-house counsel from legal departments in major U.S. corporations. A database is also under development to allow in-house counsel who are looking to work with diverse teams to search for law firms that are Mansfield Certified or in the process of becoming certified. Certification also demonstrates a strong commitment to diversity, equity, belonging, and inclusion, and we can proudly display this prestigious distinction on our website and in our pitch materials.

What are the outcomes thus far from Mansfield Rule?

9. There are several indicators that demonstrate the Rule's positive impact on diversity in leadership from the Mansfield midpoint data, year-end collection processes and check-ins. Diversity Lab is committed to regularly measuring and reporting on the Rule's impact. The Progress Report and the forthcoming 4.0 Year End Progress Report may be found [here](#).

Where can I find out more information about Mansfield 4.0 & 5.0?

DIVERSITYLAB [The Diversity Lab website is a great resource.](#)

