

Plunkett Cooney Achieves Mansfield Rule Certification for Diversity & Inclusion

May 31, 2023

Plunkett Cooney, one of the oldest and most accomplished law firms in the Midwest, recently achieved Mansfield Rule Certification for midsize law firms following completion of an 18-month program designed to promote and support diversity and inclusion in law firm leadership.

Mansfield Rule Certification measures whether law firms have affirmatively considered a pool of at least 30% women, racial and ethnic minorities, LGBTQ+ attorneys, and attorneys with disabilities for recruitment, governance roles, equity partner promotions, and inclusion in formal pitches to clients. To achieve Mansfield Certification, Plunkett Cooney participated in the program, which was coordinated by Diversity Lab, an incubator for innovative ideas, from September 2021 to March 2023. The program included built-in measurement, transparency and accountability mechanisms to achieve certification.

“We are extremely proud of this prestigious certification,” said Plunkett Cooney President & CEO Thomas P. Vincent. “Our firm is committed to the principles of diversity, equity and inclusion, and Mansfield Rule Certification demonstrates that our efforts to recruit, train and maintain a diverse team of attorneys and staff are making an impact.”

“I also want to acknowledge and thank our Director of Diversity, Equity & Inclusion, Laurel McGiffert, for leading the firm throughout the Mansfield certification process. We couldn’t have done it without her.”

The goal of the Mansfield Rule Certification program is to boost the representation of diverse lawyers in law firm leadership by broadening the pool of candidates considered for these roles and opportunities. The certification process has helped more than 70 recently certified midsize law firms to significantly increase opportunities for attorneys from traditionally under-represented backgrounds and to build the institutional framework necessary to ensure each firm’s continued forward progress with increased diversification.

According to data supplied by Diversity Lab, Mansfield Rule certified law firms have achieved the following results upon completion of the program:

- 94% of firms reported a higher percentage of diverse attorneys participating in formal pitches.

PLUNKETT COONEY ACHIEVES MANSFIELD RULE CERTIFICATION FOR DIVERSITY & INCLUSION Cont.

- 92% of firms reported a higher percentage of diverse attorneys elected or appointed to their management/executive committee.
- 57% of firms increased the percentage of underrepresented lawyers in office head positions.

“Obtaining Mansfield Certification was a firm-wide effort” said McGiffert. “Our entire firm pulled together in support of this program. Our internal Mansfield Working Group, which was comprised of attorneys and staff, focused on making sure we met each certification goal, and they helped build a framework to ensure our long-term success.”

Established in 1913, Plunkett Cooney is a leading provider of business and litigation services to clients in the private and public sectors. The firm employs approximately 130 attorneys in seven Michigan cities, Chicago, Illinois, Indianapolis, Indiana and Columbus, Ohio. Plunkett Cooney has achieved the highest rating (AV) awarded by Martindale-Hubbell, a leading, international directory of law firms.

For more information about Plunkett Cooney receiving Mansfield Rule Certification, contact the firm's Director of Marketing and Business Development, John Cornwell, at (248) 901-4008; jcornwell@plunkettcooney.com.

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