

Law School Business Plan Template:

1. Executive Summary: (write this last)

- Describe the law school, the current recruiting challenges and summarize the goals and objectives for the upcoming recruiting season.
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2. Law School Summary/Description:

- List special programs at the law school:
Examples include:
 1. LLM program
 2. Reputable JD/MBA or other joint degree programs
 3. Evening or part-time programs
 - Describe the key characteristics of the law school:
Questions to answer:
 1. What grading system is used?
 2. What are the active student groups?
 3. What is the culture of the school and personality of each class?
 4. What is your firm's current reputation at the law school?
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3. Law School Programs/Services: (See Recruiting Roadmap Handout Section I C)

- What services or programs does the law school sponsor that your law firm could participate in throughout the year? Check in with the following departments at the law school to see what they have to offer to your law firm.
 1. Career Services Office
 2. Alumni Relations/Fundraising Department
 3. Career Program Development Office
 4. Student Groups
 5. Teaching Opportunities (contact the Dean of the Law School)
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4. Market Analysis Summary:

- Evaluate your **target market** at the law school. Which populations are you trying to reach and why?
Examples include:
 1. Class (1L, 2L 3L, LLM)
 2. Diverse Students
 3. Students with a certain geographic preference after graduation
 4. Students with a certain practice area preference or a specific background

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5. Strategy and Implementation Summary: (See Recruiting Roadmap Handout Section I-A & II A-B)

- **Competitive Edge:** How will your firm stand out to law students? What is your competitive advantage? How will you sell your firm to the students at this law school? How will you communicate your message so it stands out?
 - * Provide this information to the Career Services Office
- **Strategy:** What are you going to do to fix the problems you identified?
 - Forecast and plan for the academic year ahead
 - *Work with the Career Services Office to develop this strategy
- **Milestones:** Set deadlines and check-in dates to measure progress
 1. Set initial meeting with Career Services Office - Date: _____
 2. Events/activities you plan to participate in at the law school - Date(s): _____
 3. Follow up meeting with law school staff - Date: _____
 4. Fall OCI - Date: _____

6. Management Summary: (See Career Services Department Org Chart)

- **Personnel Plan:**
 - Law School: Who's who at the Law School? (see handout)
 - Understand the career center structure and staff and find out who the key players are
 - Law Firm: Who is leading the charge on this initiative?
 - Who are the key lawyers or decision makers invested in this change?

7. Financial Plan:

- Annual Recruiting Budget: How much do you have to spend at this school?
- Allocate your budget:
 - Examples include:
 1. Sponsorship opportunities (student groups, program sponsorships, etc.)
 2. Scholarships or fellowships in the firm's name
 3. Receptions, hospitality suites, lunches, dinners, etc.

8. Recruiting Statistics and Current Records:

- Compile recruiting results for the last 5 years from the law school
- Compile list of current Summer Associates and New Associates information from the law school
- Compile list contact information for active alumni currently at your Firm

