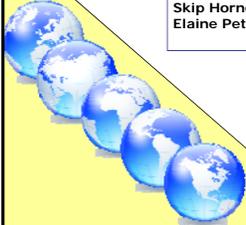


**Long Distance (Recruitment) Relationships:  
Helping Your Students Keep the Spark Alive**

**Karen Britton**, University of Tennessee College of Law  
**Bill Chamberlain**, Northwestern University School of Law  
**Matt DeGrushe**, University of Southern California Law School  
**Skip Horne**, Latham & Watkins LLP  
**Elaine Petrossian**, Villanova University School of Law

NALP Annual Educational Conference  
Washington, DC  
April 1, 2009



---

---

---

---

---

---

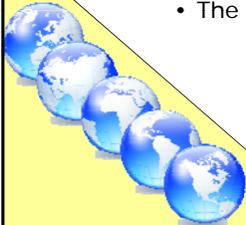
---

---



**Program Agenda**

- The School Perspective
- The Employer Perspective
- The Alumni Perspective
- The Student Perspective



---

---

---

---

---

---

---

---

*Only connect...*  
--E.M. Forster, *Howards End*

*Innovation loves a crisis...*  
--Jonathan Schwartz, President & CEO Sun Microsystems

*It's hard out here for a pimp...*  
--Three Six Mafia, from the Film *Hustle & Flow*



---

---

---

---

---

---

---

---



## The School Perspective

Employer visits – not impossible

- Seize the day – plans AND impulses
- Frame your purpose - visualize “success”



---

---

---

---

---

---

---

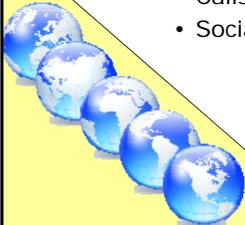
---



## The School Perspective

Visit-free “alternatives”

- Leverage your usual “touches”
- Calls and notes – set targets
- Social networking sites



---

---

---

---

---

---

---

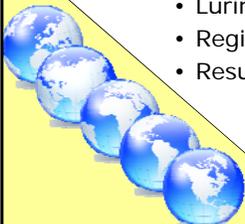
---



## The School Perspective

Keeping the “Recruitment” in  
“Recruitment Programs”

- Luring them to campus
- Regional Career Events
- Resume Books



---

---

---

---

---

---

---

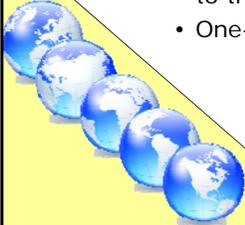
---



## The School Perspective

Marketing Materials: Minimal

- Give employers what is relevant to their needs
- One-pagers




---



---



---



---



---



---



---

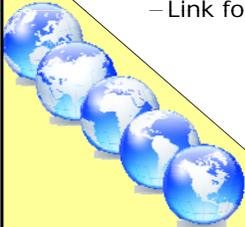


## The School Perspective

Employer Portion of Law School Website

One or two clicks to get to employer information:

– Link for Employers



Content:

- About Our Students
- Recruiting
- How to get involved
- (How to) Post a job

---



---



---



---



---



---



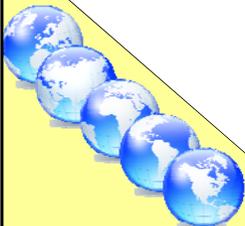
---



## The School Perspective

Effective Use of Dean to Visit Employers in Distant Cities

- Work with Alumni & Development
- Use Dean to connect with firms where you do not have alums
- Ask a firm to host an alumni/summer event
- Coordinate firm visits with Dean's travel




---



---



---



---



---



---



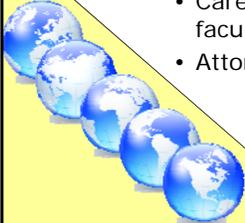
---



## The Employer Perspective

### Connecting with Primary Audiences

- Law students
- Career services staff, deans, faculty
- Attorneys




---

---

---

---

---

---

---

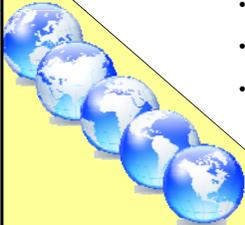
---



## The Employer Perspective

### Law Students

- Encourage peer-to-peer connections
- Sponsor student activities and organizations
- Consider alternative marketing strategies
- Consider regional or targeted job fairs
- Think strategically about events




---

---

---

---

---

---

---

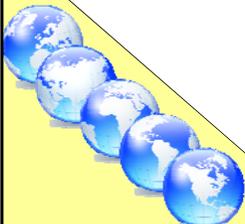
---



## The Employer Perspective

### Career services staff, deans, faculty

- Get to know everyone
- Look for connections
- Take advantage of associations
- Play host




---

---

---

---

---

---

---

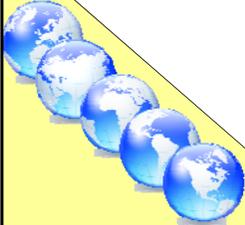
---



## The Employer Perspective

### Attorneys

- Create/update database
- Survey attorney activity
- Educate Recruiting/Hiring Committee




---

---

---

---

---

---

---

---

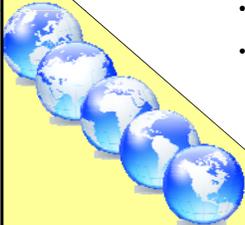


## Employers & Schools



Both employers and schools can:

- Attend the NALP Annual Conference
- Participate in Section Conference Calls
- Run for NALP office




---

---

---

---

---

---

---

---

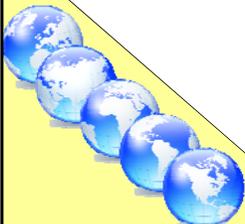


## Employers & Schools



Particularly when times are tough, need good relationship between schools and employers if:

- Students have problems during a summer associate program
- Students do not receive permanent offers
- Firms need to lay off attorneys
- Firms need to postpone start dates




---

---

---

---

---

---

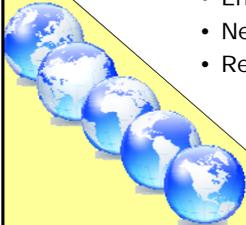
---

---



## The Alumni Perspective

Maximize the Alumni Connection –  
Alumni roles:



- Employers
- Networkers
- Resources

---

---

---

---

---

---

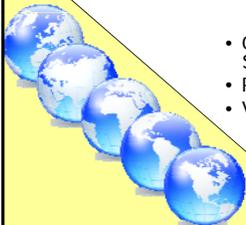
---

---



## The Alumni Perspective

As Employers:



- Communication Plan with Alumni Employers
  - Linked In, Facebook
  - Traditional Methods
- Offering Options in Employment Services
- Priority VIP Treatment
- Visibility for the Career Center

---

---

---

---

---

---

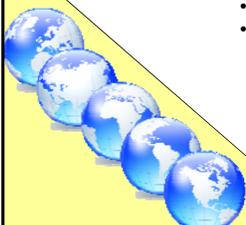
---

---



## The Alumni Perspective

As Networkers:



- Informational interviews
- Local resource for students
- Host local outreach events

---

---

---

---

---

---

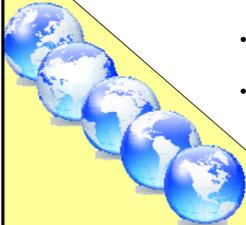
---

---



## The Alumni Perspective

### Employer side/Engaging Alumni in Recruiting:



- Educate attorneys about relationship-building
- Track standing relationships and create new ones strategically
- Get creative

---

---

---

---

---

---

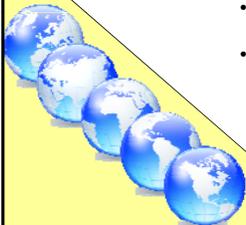
---

---



## The Alumni Perspective

### As Resources:



- Speakers or panelists
  - Practice Areas
- Coaching
  - Northwestern Model
- City/Area presentations

---

---

---

---

---

---

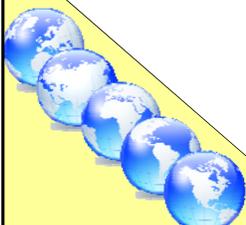
---

---



## The Student Perspective

### What markets are popular with your students?



- Survey current students
- Review past employment reports
- Identify Top 5 markets based on data

---

---

---

---

---

---

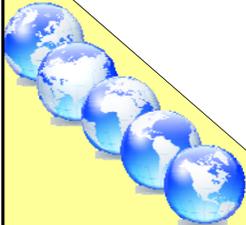
---

---



## The Student Perspective

Identify specific resources for distant markets



- Create out of town job search guides
  - Alumni list
  - Students who worked in the area
  - Past Employer list
  - Links to Public Interest, Govt and Judicial employers
  - Local Bar associations
  - Legal news sources

---

---

---

---

---

---

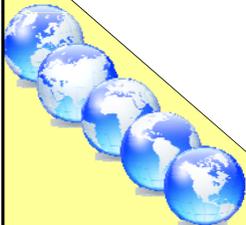
---

---



## The Student Perspective

Additional ideas:



- Conduct a long distance job searching workshop
- Encourage students to schedule one-on-one counseling
- Find ways to connect students with alumni (info interviews, mock interviews)
- Create handouts for prospective students with data and information on specific distant markets

---

---

---

---

---

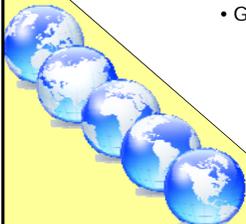
---

---

---



## CONCLUSION



- Key Takeaways/Top Ten
- Group Discussion/Best Practices

---

---

---

---

---

---

---

---