



NALP 2011 Annual Education Conference

April 27 - 30, 2011, Palm Springs, CA

Developing and Maintaining the Law School-Employer Relationship

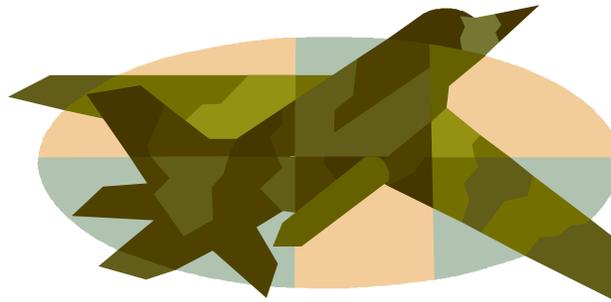
Sarah Dylag Beznoska, CWRU

Kelli C. Curtis, CWRU

Lacie Marshall, McDermott, Will & Emery



What is Employer Outreach?



Outreach Goals and Challenges

- School Side
 - Dual Purpose:
Recruiting Programs
and Information for
Counseling
 - How to get employers
to agree to meetings
when formal recruiting
might not be an option.
- Employer Side
 - Academic programs,
student demographics,
statistical information,
recruiting options
 - Support for
recruitment at your
school

Getting Started

- Identifying Target Employers
 - Employers that consistently recruit
 - Employers that used to recruit, but stopped
 - Realistic new employers
 - Long-Shot employers
- Determining Your Goals
 - Information gathering
 - Increasing participation in recruiting programs

What Influences an Employer to Accept a Meeting?

- Do they currently recruit at your school?
- Availability/Time Constraints
- Do you have new information to share?
- Academic programs that match firm needs (technical focus; health law clinic)
- Alumni
- Volume of recruiting

Getting Started

- Making Contact



- Recordkeeping

Outreach Meetings: What to Bring

- What materials do employers want?
- School Marketing Materials
- Statistics
 - Student Demographics
 - Geographic Stats
- Other People?



Outreach Meetings: Structure

- Average 30 minute meeting in person or by phone
 - Information Exchange
 - Non-Standard Meetings



Substance of a Meeting

- School Side

- Begin with explanation of your reasons for the meeting
- Emphasis relationship building/ exchange of information
- Ask questions about hiring practices, recruiting, tips for students

- Employer Side

- Be realistic about your approach
- Give me information I can use to champion your school
- Understand that the firm may not recruit from the school right away...building a relationship takes time.

Follow Up

- Periodic Check Ins



- Repeat Meetings?

Performance Measures

- Refer to your Goals
- Numbers
 - Meetings
 - Attempted Meetings
 - New Interview Program Participants
- Intangibles
 - Improved Counseling
 - Student Perception of the Career Office



Discussion
