

Relationship Building/Networking

| Law School | Employer |
|---|---|
| <ul style="list-style-type: none"> • Detroit Tigers baseball game with students and employers | <ul style="list-style-type: none"> • Exam care packages to summer associates |
| <ul style="list-style-type: none"> • 2-yr process: alumni survey/speakers/reception to roll out results • Useful swag <ul style="list-style-type: none"> • Thumb drives • Notebook with pen, with contact info • Hand-signed holiday cards • Annual wine tasting • Use career center as judge lounge for moot court | |
| <ul style="list-style-type: none"> • Mock Interviews • Invite judges/local court on-campus with students for breakfasts • Mentorship program with local bar association • 30-40 alumni for orientation to participate with students | <ul style="list-style-type: none"> • Adjunct professor • Teach in LL.M. program • Adapt in-house training & offer to conduct them at law schools |
| <ul style="list-style-type: none"> • Alumni Board meets quarterly in February in Sacramento area (alumni office, Dean, Faculty & always career office) | <ul style="list-style-type: none"> • Take holiday party further – invite students to happy hours etc. • Care packages for students for exams |
| | <ul style="list-style-type: none"> • Spring receptions – all offers, students in the area – show off the office |
| <ul style="list-style-type: none"> • Create networking events • Use employers for workshops • No fee for out of area law firms and 100% pre-selection | <ul style="list-style-type: none"> • Send baskets of goodies to incoming summers |
| <ul style="list-style-type: none"> • Postcards to remind of services/less formal thank you | <ul style="list-style-type: none"> • Popularity theory – reach out to other schools when you will be in the area |
| <ul style="list-style-type: none"> • Mixed event at an alternate location targeting multiple parties • Partnering and Pooling resources • Mock Interviews/mentor • Partnering with other departments | <ul style="list-style-type: none"> • Networking is in anything/everything you do • Personal notes |
| <ul style="list-style-type: none"> • Bar association sponsored lunches • Visit employers, send to students (bulletin, email) what you've done with those employers | <ul style="list-style-type: none"> • Participate in panels, have alumni attend receptions, mock interviews, etc. |
| <ul style="list-style-type: none"> • Pens and materials to employers • Mixers based on employer regions • Advancement office meets with alumni | <ul style="list-style-type: none"> • Mock interview programs • 1L receptions for law schools – 3L's at school host |

Creating Name Recognition

| Law School | Employer |
|---|----------|
| <ul style="list-style-type: none"> • Awards in various cities • Admitted students dinner around the country • Tying in slogans to athletic/university branding | |
| <ul style="list-style-type: none"> • Send Syracuse T-Shirts during successful | |

| | |
|--|---|
| <ul style="list-style-type: none"> Basketball season Bar association involvement | |
| <ul style="list-style-type: none"> Regional OCIs Receptions with CLE/Updates for judges and presented by judges who are alumni | <ul style="list-style-type: none"> Newsletter for area law schools & undergrad schools with resume tips Chocolate covered peanuts are firm's annual holiday gift – if people don't receive them they call |
| <ul style="list-style-type: none"> Small firm list created & email information relevant to them | |
| <ul style="list-style-type: none"> Law School sponsored "sidebars" at local bar association Alumni Chapters – Dean & Staff travelling around the country – remember us! If you can't give money to the school, please give your time to the students. Law School offers CLE - Alumni give the CLE | |
| <ul style="list-style-type: none"> Sponsoring the moot court competitions Create own Inns of Court for your students and Alumni | <ul style="list-style-type: none"> CLE opportunity and invite students |
| <ul style="list-style-type: none"> Health law and CA Innocence Project – distinguishable programs Micro mentoring program – take on road for 3 days (shadow matched alumni) | <ul style="list-style-type: none"> Sponsor/organize programming in schools, working with Career Development office and student groups |
| <ul style="list-style-type: none"> Nominate professors, administrator, etc. for awards | <ul style="list-style-type: none"> Announcing award winners/nominees that are attorneys at your firm |
| <ul style="list-style-type: none"> Always take items with you Consistent messaging – one newsletter Alumni department | <ul style="list-style-type: none"> Marketing materials Interview rooms Newsletter to the law school Social media |

Marketing Your Organization/Public Relations

| Law School | Employer |
|---|---|
| <ul style="list-style-type: none"> Lecture series for Supreme Court series (Justice Kennedy came out) Use constant contact/physical mailings | |
| <ul style="list-style-type: none"> Send photos | <ul style="list-style-type: none"> Copy strategies that admissions office would use to attract law students - applicable to firms also |
| | <ul style="list-style-type: none"> Music download cards, iPod speakers & then iPod: gifts to students thru interview/offer process |
| <ul style="list-style-type: none"> E-Postcards/Interactive Email Using existing programs to promote our own program | |
| <ul style="list-style-type: none"> Ads in Journals/Law Reviews/Bar Directories Electronic ads with OCI invites, etc. | |
| <ul style="list-style-type: none"> Employer newsletter with student/school accolades (awards, moot court, mock trial competition), recent news – sent to firms | |

| | |
|---|---|
| having partners, alumni | |
| <ul style="list-style-type: none"> • Seek speaking opportunities for faculty/administration in marketplace • Partner with bar association | <ul style="list-style-type: none"> • Electronic newsletter – (one place for consistent relations) • Lawyers seek opportunities as adjunct law professors or panel experts |

Recruiting Effectively

| Law School | Employer |
|---|---|
| <ul style="list-style-type: none"> • Consortia • Oregon legal recruiters association | <ul style="list-style-type: none"> • Minority networking reception for law students during winter break & follow up with them to create pipeline |
| <ul style="list-style-type: none"> • Be sure you have student buy-in before expanding to different markets | <ul style="list-style-type: none"> • Consistency is important |
| <ul style="list-style-type: none"> • Joint OS/PS | |
| <ul style="list-style-type: none"> • Consortium for Public Interest/Government | <ul style="list-style-type: none"> • Swag/Creative products • Informal coffee chats • Lunches |
| <ul style="list-style-type: none"> • Face to face meetings with recruiters • Small firm job fair | <ul style="list-style-type: none"> • Home for the Holidays reception (law students) |