

Off-Broadway Takes Center Stage: Promoting Your Regional School or Employer

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Off-Broadway Takes Center Stage



Off-Broadway Takes Center Stage



Relationship Building/Networking

1

- **Just do it**
 - Schedule the visits and make them happen
-

Relationship Building/Networking

1

- Just do it
 - You never walk alone
 - Tap your alumni to help open doors
-

Relationship Building/Networking

1

- Just do it
- You never walk alone
- **Strut your stuff**
 - Host events at your school to build your brand and visibility

Relationship Building/Networking

1

- Just do it
- You never walk alone
- Strut your stuff

- **Show your manners**
 - Follow-up with and thank employer targets

Relationship Building/Networking

1

- **Outreach to law schools**
 - Establish relationships
 - Visit law schools regularly
 - Offer to help
-

Relationship Building/Networking

1

- Outreach to law schools
 - **Track and use law school alumni**
 - Who is at your firm
 - Which offices
-

Relationship Building/Networking

1

- Outreach to law schools
- Track and use law school alumni
- **Student ambassadors**
 - “Who would ‘you’ want to practice with?”
 - Arm 3Ls with information

Relationship Building/Networking

1

- **Year-round communication**
 - Holiday cards
 - Holiday party invitations
 - Employee newsletters
 - Monthly, quarterly
 - Special firm announcements
-

Relationship Building/Networking

1

- Year-round communication
- **Maintain contact with former candidates**
 - Who turned you down for the lights of Broadway
 - Social media - fb, LinkedIn, Twitter

Relationship Building/Networking

1

- EXERCISE No. 1
-

Creating Name Recognition

2

- Develop Lecture Series Program or Class
 - “What can you do with a JD?” Series
 - Maximize attendance by offering 1/2 credit
 - Tap alumni and local attorneys to speak
 - Most are tickled pink to be asked
 - High level federal judge: “speaking to the students was the most fun he had all year”

Creating Name Recognition

2

- Develop Lecture Series Program or Class
- **Hold Panel Discussions**
 - Invite alumni/others to sit on panel
 - Panels in connection with:
 - Career exploration/other CSO activities
 - Student organization/club activities
 - Alumni CLE events/programming

Creating Name Recognition

2

- Develop Lecture Series Program or Class
- Hold Panel Discussions
- **Employer Outreach**
 - Let firms/organizations know you have students with city/regional ties
 - Contact alums and provide marketing information to pass along internally

Creating Name Recognition

2

- Develop Lecture Series Program or Class
 - Hold Panel Discussions
 - Employer Outreach
-
- **Externships**
 - Work for credit
 - No better advertising than students/alumni performing well “on-the-job”

Creating Name Recognition

2

- Develop Lecture Series Program or Class
- Hold Panel Discussions
- Employer Outreach

- Externships
- **Show Your Personality**
 - What do you want employers to know
 - Admission scores
 - Writing program
 - Externship/clinical experience
 - BYU Business School's Humorous Holiday Card

Creating Name Recognition

2

- Conference sponsorships
 - Thompson/West, FL Bar, PLI - Securities
 - Miami
-
- New York
 - New Orleans
 - San Diego
 - Host reception for additional law students/attorneys
 - Work with law schools' CDOs

Creating Name Recognition

2

- Conference sponsorships
 - Presence at career fairs
 - Be “on message”
 - Be “present”
-

Creating Name Recognition

2

- Conference sponsorships
- Presence at career fairs
- **Solicit attorney participation**
 - Moot courts, trial, mediation competitions
 - Mock interviewing workshops
 - Discuss “goals” with attorneys!

Creating Name Recognition

2

- Conference sponsorships
- Presence at career fairs
- Solicit attorney participation
- **Show your personality**
 - Choate recruiting website “Choate TV”:
<http://www.choate.com/careers/>
 - Boardroom Brief
 - Gunster’s Daily Business News Aggregator Email for Florida business CEO’s, VPs, GCs, *etc.*
 - Florida photos (Home page www.gunster.com)

Creating Name Recognition

2

- EXERCISE No. 2
-

Marketing Your Organization/Public Relations

3

- **Do your homework**
 - Conduct market research to test your ideas and strategies
-

Marketing Your Organization/Public Relations

3

- Do your homework
 - **Play to your strengths**
 - Tout the attributes that distinguish your school
-

Marketing Your Organization/Public Relations

3

- Do your homework
- Play to your strengths
- **Think out of the box**
 - Try new marketing approaches and techniques

Marketing Your Organization/Public Relations

3

- Do your homework
 - Play to your strengths
 - Think out of the box
-
- **Manage the train wreck**
 - Respond head-on to negative press or PR

Marketing Your Organization/Public Relations

3

- **Having a Presence on Campus**
 - OCI
 - Job Fairs
 - Mock Interviews
 - Moot Court Competitions
 - Diversity Forums
 - Firm Presentations/Receptions
 - Other Law School Sponsored Events

Marketing Your Organization/Public Relations

3

- Having a Presence on Campus
- **Getting the Most Out of Print**
 - Recruiting Brochures
 - Sponsorships
 - Advertisements
 - Press Releases
 - Firm-Related Articles
 - Firm Accolades/Survey Results

Marketing Your Organization/Public Relations

3

- Having a Presence on Campus
- Getting the Most Out of Print
- **Utilizing Technology**
 - Website
 - Social Media
 - Positive Presence on Law Related Sites
 - Reaching out Individually

Marketing Your Organization/Public Relations

3

- EXERCISE No. 3
-

- **Consortia**

- Law schools in same region working together on job fairs

- Gives employers opportunity to maximize “travel dime and interview time”
- NW Consortium Public Service Career Fair
 - Informational & screening interviews
 - Seattle - Friday
 - Portland - Saturday

Recruiting Effectively

4

- Consortia
- **Joint Interviewing Events**
 - Do not need large number of law schools
 - BYU has worked with neighboring law school on joint (2-school) Job Fairs

Recruiting Effectively

4

- Consortia
- Joint Interviewing Events
- **Collaborative Interviewing Schedules**
 - Coordinate OCI dates w/ neighboring schools
 - Works well for out-of-state employers

Recruiting Effectively

4

- **Create a Brand**
 - Have a Story
 - Distinguish Yourself
 - Tell Your Story
-

Recruiting Effectively

4

- Create a Brand
 - Choose Your Medium and Create Impact
 - High Tech vs. Low Tech
 - Personal vs. Impersonal
-

Recruiting Effectively

4

- Create a Brand
- Choose Your Medium and Create Impact
- **Establish Early Contact**
 - Creating a Pipeline of Candidates
 - Early Interview Day
 - Holiday Lunches
 - “Get to Know You” Events

Recruiting Effectively

4

- Create a Brand
- Choose Your Medium and Create Impact
- Establish Early Contact

- **Set Your Organization Apart**
 - Scholarships
 - Unpaid Externships
 - Organize Your Own Consortium
 - Visibility in the Community

Recruiting Effectively

4

- EXERCISE No. 4
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Off-Broadway Takes Center Stage

Thank you!

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