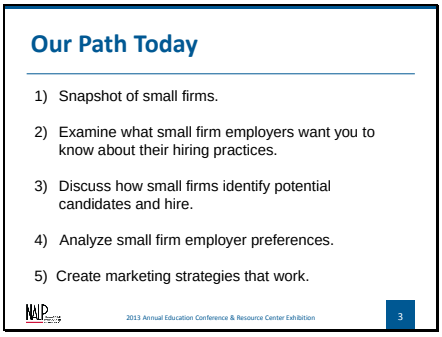
Slide 1

Slide 2

Slide 3



Slide 4

SNAPSHOT OF SMALL FIRMS

Slide 5

Small Firms, *BIG* Opportunity*

ABA GP Solo Section's survey: "**86%** of today's law students EXPECT to practice in small firms."

Slide 6

Small Firms, *BIG* Opportunity*

Size Firm	Nationally	Florida
2-10	42.90%	49.40%
11-25	10.50%	14.80%
Total	**53.40%**	**64.20%**

NALP, JOBS & JD's 2012

Slide 7

Small Firms, *BIG* Opportunity*

- Nationally, **80%** of the licensed attorneys employed with firm 2 - 50 lawyers.
- Florida **73%** employed in firm of 2-10 attorneys.

Slide 8

SMALL FIRM EMPLOYERS WANT YOU TO KNOW ABOUT THEIR HIRING PRACTICES

Slide 9

Small Firm Employers Want You to Know

- Fit essential
- Hire as-needed
- Timing needs may differ significantly
- Need YOU to be flexible & work with them

Slide 10

Five Florida Attorneys

- Tim, firm of 12 attorneys Sarasota (plaid shirt)
- Teresa, solo from Lake City (blue top)
- Bob, solo from Miami (blue jacket)
- Jack, solo from Jacksonville (grey sweater)
- Sean, solo from Tallahassee (white shirt)

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Small Firm Employers Want You to Know - Tim from Sarasota, Florida

Slide 12

An Actual Email Exchange:

Dear Small Firm Attorney:

Please hire our students and grads. I'm happy to answer any questions you have about how we can help find the right fit.

Sincerely yours,
Samantha Williams

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Responses:

Sorry but it doesn't look like we will be hiring a clerk at this time. If anything changes, I will be sure to let you know.

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Response:

I would be happy to interview candidates

--
Richard Attorney, Esq.
Attorney & Associates, P.L.L.C.
500 West Roosevelt
Phoenix, Arizona 85003

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Sam's Reply:

Hi Richard,
Thank you for letting me know. We can start corralling some good candidates for you, but it would help them to know a couple of things:

1) Roughly how many hours per week might they expect to work?

2) Will their experience be entirely criminal defense or would they also be working in other areas?

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Richard:

Criminal defense 20-25 hours week

--

Richard Attorney, Esq.
Attorney & Associates, P.L.L.C.
500 West Roosevelt
Phoenix, Arizona 85003

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Sam:

Thank you. We will begin compiling resumes and cover letters today and get back to you next week at the latest. I also indicated the hourly rate as Dependent Upon Experience. The normal range for 1Ls and 2Ls is $10-$20/hour.

Thank you again and please do not hesitate to contact me if you have any questions.

Samantha

Slide 18

Richard:

Great

--

Richard Attorney, Esq.
Attorney & Associates, P.L.L.C.
500 West Roosevelt
Phoenix, Arizona 85003

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HOW SMALL FIRMS IDENTIFY POTENTIAL CANDIDATES AND HIRE

Slide 20

Identifying Candidates

- Formal:
  - Participate in law school recruiting program
  - Post opening at law school
- Informal:
  - Referral
  - "Accidental" hiring

Slide 21

Identifying Candidates

Formal

- Participate in law school recruiting program
  - Uncommon practice for smallest of firm
  - Is used by firms of 11-25
- Post opening at law school
  - Symplicity only option or small firm specialist available to assist?

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Identifying Candidates

Informal

- Referral by colleague, former professor
  - Students need to be in their network, attending bar association meetings
- "Accidental" hiring a/k/a right place, right time
  - Solo Small Firm Conference

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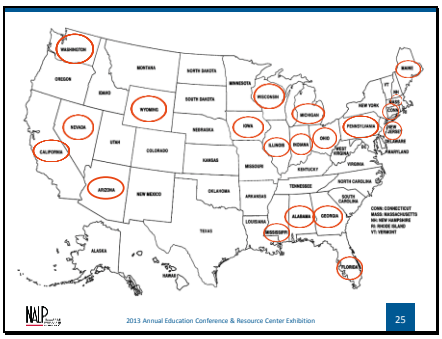
EMPLOYER PREFERENCES

Slide 24

Solo Small Firm Employer Survey

- Survey sent to ABA GP Solo listserv yielded **69** responses from small firm lawyers

Slide 25



2013 Annual Education Conference & Resource Center Exhibition

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Survey Explanation

The rising increase in the number of attorneys practicing in small law firms across the nation has provided an expanded market for law students and new graduates. As a result, CSO's are interested in reaching out to smaller firms to introduce services they can provide to the firms as well as to let them know more about their law schools, their students and alumni. This survey is designed to assist CSO's with learning the most effective ways to conduct outreach or connect with small law firms.

2013 Annual Education Conference & Resource Center Exhibition

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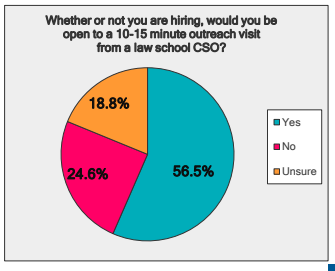
Q1



2013 Annual Education Conference & Resource Center Exhibition

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Q1 Florida Lawyer Response

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Q1 - Comments: Time concerns

- Time is very short. A 10-15 visit is never 10-15 minutes. Too busy.
- I am very busy running my practice & don't have a lot of time. If I were hiring then it would make more sense.
- No, don't want to waste their time if I'm not hiring.
- As a small firm owner, I don't have a lot of time to meet with vendors, unless I absolutely need.

Slide 30

Q1 - Comments: Other

- Not sure of the type of "services" a law school career services office offers to small firm or solo lawyers.
- Why would that be helpful? It would take time without purpose.
- I work from my home.

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Open to Visit from New School?

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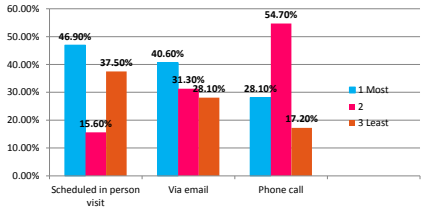
Q2: Outreach Effectiveness Rating



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Q2 Most Effective Outreach Method

- **IN PERSON VISITS:**
  - I prefer in-person visits, but this method would be impractical (costs) for out of state law schools, unless the law school director is visiting my city/town.
  - Pre-scheduled is the operative word. Even a phone call needs to synchronize with schedules.
- **EMAILS:**
  - Emails look like junk or are too pre-canned.
  - Email is more convenient but if it's too long or requires me to write back very much, I will put it off and likely not get back to it.

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Q2 Most Effective Outreach Method

- PHONE:
  - Phone is most convenient but only if they catch me. If they have to leave a voicemail, I probably won't get back to them.
- OTHER:
  - In reality the local law school needs to make the contact or go through the local bar association solo section or rural lawyer section. Given the age of solos there should be a superb opportunity for a recent graduate to be employed.

Slide 35

Q 3 Career Marketing Materials

Marketing materials are often used by many law CSOs to inform potential employers about students' skills and qualifications and also to educate on what services CSOs can provide.

Assuming that you would be open to receiving such materials, we'd like to learn your preferences about the materials.

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Florida Attorneys

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Q3 Preferred Means of Receiving In-print Materials from CSO

- **Via U.S. Mail: 50% yes, 50% no**
  - Too much junk mail, would get lost.
  - I have seen it before & is really not that helpful.
  - I have too much to read as it is. What would I learn from reading these materials?
  - Less paper is better. Send me a web link or pdf prior to & before the meeting.

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Q3 Preferred Means of Receiving In-print Materials from CSO

- **Via E-mail: 51.7% yes, 48.3% no**
- I'm running an almost paperless law office, I hate more paper. Email/pdf more efficient since I'd just end up scanning what I was sent anyway.
- Prefer emails that I can circulate to my partners.
- I don't like the paper waste and I get enough mail solicitations. I prefer e-mail with a website link I can learn more info.

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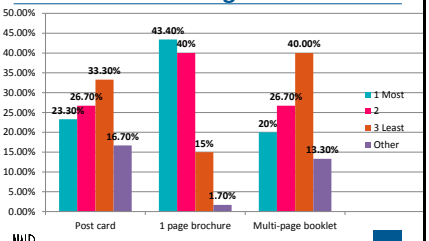
Q4 In-print Marketing Materials Effectiveness Rating



Slide 40

Q5 Resume Books

- Resume Books are used by some law career services offices to promote specific students to private practitioners who may have needs for project work, law clerk positions and attorneys. They are often compiled based on class year (2L, 3L) and by specific practice area (real property, family law).

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Q5: Florida Lawyers

- 4 indicated they'd be willing to receive
- 1 yes, but not most effective means – would prefer conversation with CSO's

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Q5 Would you be Open to Receiving Resume Books from Local CSO's?

- **52.5% yes, 47.5% No**
- I think this is way more effective marketing. I would rather receive this info than generic marketing.
- Targeted hiring is more effective. Resumes tend not to get to the heart of what I'm looking for in an employee.
- Better to have something online that I can search.

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CREATE MARKETING STRATEGIES THAT WORK

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Question 6 - Fostering Interactions with Small Firm Employers

Please provide suggestions for how law school career services offices can best foster interactions with small firm employers.

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Q6 Fostering Interactions with Small Firm Employers

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Q6 Fostering Interactions with Small Firm Employers

- Attend local solo/small firm functions
- Invite attorneys to educational or business events where CSO staff and students are present
- Consider having separate career fairs just for small firms.

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Q6 Fostering Interactions with Small Firm Employers

ABA: GP Solo, Small Firm Division – Law Student Membership

State Bar Small Firm Resources
- Also called Law practice management sections or general practice sections
- Almost all states have

Florida Bar Section on General Practice, Solo, & Small Firm (GPSSF) - Law Student Membership

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Q6 Fostering Interactions with Small Firm Employers

- Use a CLE to show how law school facilities have changed and what is new at the school.
- Opportunities to do workshops at the schools.
- Advertise on the schools' website for employment opportunities.

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Q6 Fostering Interactions with Small Firm Employers

- Develop joint public service and pro bono projects involving law students and lawyers working together.

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Q6 Fostering Interactions with Small Firm Employers by

***Adding value* - provide helpful information to attorneys!**

Susan Gainen's two articles for employers in *Lawyerist.com*:

- "Hiring a Law Clerk? Ask Yourself These Questions First"
- "Hire the Right Law Clerk: 4 Steps"

Linda Calvert Hanson's articles for employers:

- "Maximizing your Valuable Time" appeared in the FL 8th *Judicial Circuit Bar News* & FL Bar, *Journal of the GPPSF, FL Law Practice Link*
- "The Law School Perspective of Small Firm Practice" appeared in the FL Bar *GPPSF Link*

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Q6 Fostering Interactions with Small Firm Employers by

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Q6 Fostering Interactions with Small Firm Employers by

***Adding value* - provide helpful information to attorneys!**

- Post information about Resume Books
- Post Salary Information
- Consider creating a small firm corner on your career services webpage with resources for them
- Designate a small firm "specialist" in your office

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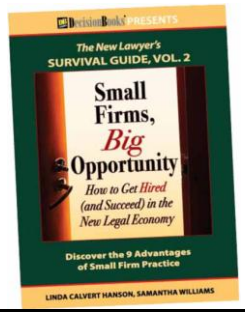

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Our Resources on NALP website under "conference handouts"

2012 Conference Handouts:

- Thursday, April 19, 2012 at 2:00 p.m. "Raising Your School's Profile in the Land of Opportunity: The Smaller Firm Market" – Resources List and Chart, Linda Calvert Hanson and Samantha Williams

2012 webinar:

- "Connecting Students to Small and Mid-Sized Law Firms: What Newer CSO Professionals Need to Know" Linda Calvert Hanson and Samantha Williams

2011 Conference Handouts:

- Friday, April 29, 2011 at 10:15 a.m., "Small Firms = Big Market" – PPT and Supplemental Materials, Linda Calvert Hanson and Samantha Williams

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Another Small Firm Resource

http://smallfirmsbigopportunity.com/

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Contact Information

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Small Firm Outreach from the Employers' Perspective:

Best Practices for Identifying Job Opportunities