

2014 Annual Education Conference & Resource Center Exhibition

NALP in Seattle

MARKET RESEARCH

From Veteran To Law Student To Lawyer

How to Recruit, Counsel and Employ Military Veterans

Susanne Aronowitz, Associate Dean for Law Career Services,
Golden Gate University School of Law

Mary Wright, Shareholder,
Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

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MARKET RESEARCH

Why is this an issue?

- Veterans return from service
- Yellow Ribbon Program/ GI Benefits
- Diversity

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MARKET RESEARCH

Understanding Veteran Law Students

When will we see them? Which war?
Age? Experience? Education? Skills?

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Understanding Veteran Law Students

Who Are Student Veterans?

- Older than the nonveteran population
- Constantly changing demographically
- Higher percentage of women
- More racial and ethnic diversity (2010 U.S. Census Bureau)

Who Are YOUR Student Veterans?

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Understanding Veteran Law Students

Unique Needs

- Classroom experience
- Military/reserve service
- Medical appointments
- Campus healthcare
- Maintain physical fitness
- Career development support



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Student Veteran Mindset

- If I perform well, success will follow
- I am not trained to understand value of:
 - Self-assessment
 - Career exploration
 - Networking
- I don't know where to turn for guidance

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**Moving from Ideals to Action
With Legal Community Involvement
Not Just Another Photo Op**



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Career Development Strategies

- Boot Camp: Teaching Job Search Skills



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Career Development Strategies

- Boot Camp: Teaching Job Search Skills
- Learning the Lawyer Language



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Career Development Strategies

- Boot Camp: Teaching Job Search Skills
- Learning the Lawyer Language
- Networking Opportunities

BE A HERO HIRE A HERO

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Career Development Strategies

- Boot Camp: Teaching Job Search Skills
- Learning the Lawyer Language
- Networking Opportunities
- Involve Alumni

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Career Development Strategies

- Boot Camp: Teaching Job Search Skills
- Learning the Lawyer Language
- Networking Opportunities
- Involve Alumni
- Foster Campus Leadership

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Career Development Strategies

- Boot Camp: Teaching Job Search Skills
- Learning the Lawyer Language
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- Involve Alumni
- Foster Campus Leadership
- In-Service Training for Faculty

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Career Development Strategies

- Boot Camp: Teaching Job Search Skills
- Learning the Lawyer Language
- Networking Opportunities
- Involve Alumni
- Foster Campus Leadership
- In-Service Training for Faculty
- Develop Pro Bono Opportunities

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Business Case for Hiring Vets

- Financial Benefits
- Tax Incentive Programs
- Ability to Diversify Firm's Talent Pool
- Client Retention and Development

White Hat
Public Relations



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Law Firm Issues:

- Disability
- Onboarding / Integration
- Continuing Military Obligations

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Disability

“No covered entity shall discriminate against a qualified individual on the basis of disability in regard ... **the hiring** ... of employees ...”

- Disability
- Record of Disability
- Regarded as Having an Impairment

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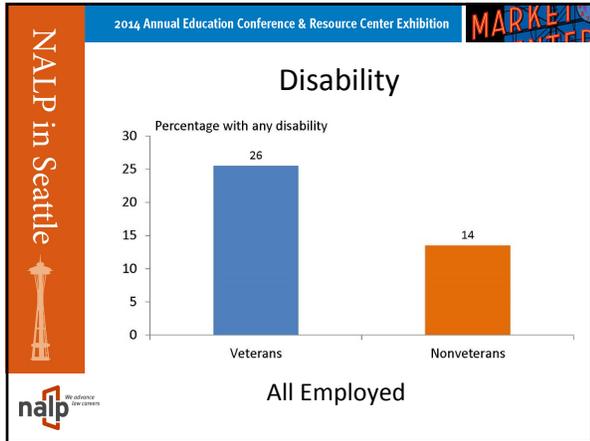
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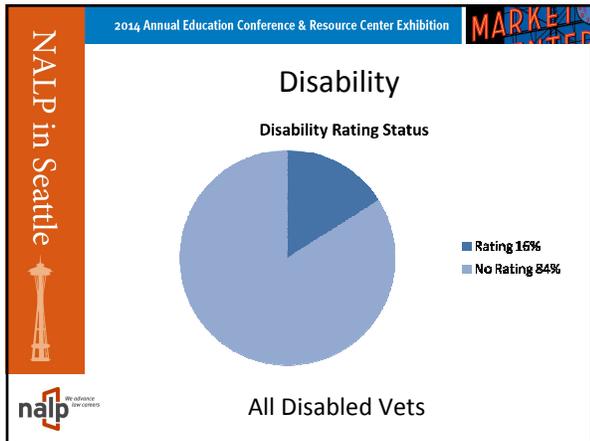
Disability

Overcoming Stereotypical Bias



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Onboarding

Standard Issue Civilian:

- Prepared to Work
- Knows Expectations
- Understands Culture
- Learns the Layout

Civilian employee may have a common frame of reference for this experience.

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Onboarding

Veteran's Unique Needs:

- Civilian Training
- Mentor/Sponsorship
- Learning Resource
- Training
- Relocation



Veteran may have no civilian work experience.

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**Moving from Ideals to Action
With Law School, Community and
Government Involvement
More Than a Great Photo Op**



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Integration

- Veteran's Affinity Group



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Integration

- Veteran's Affinity Group
- Maximize Exposure




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Integration

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- Hands On Training




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- GI Bill Benefits




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- Develop Industry Standard Programs




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Integration

- Veteran's Affinity Group
- Maximize Exposure
- Hands On Training
- GI Bill Benefits
- Develop Industry Standard Programs
- Utilize Apprenticeship Opportunities




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Integration

Outreach

- University
- Community
- Government




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Communication and Trust

- “Yes, but...”
- “Civilians don’t pull their own weight...”
- I have your back. Do you have mine?”




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Assimilation

- Career Watch Programs




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Assimilation

- Career Watch Programs
- Develop Military Sub-Specialties




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Assimilation

- Career Watch Programs
- Develop Military Sub-Specialties
- Spot/Interact/Accommodate Disabilities




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Assimilation

- Career Watch Programs
- Develop Military Sub-Specialties
- Spot/Interact/Accommodate Disabilities
- Recognize Continuing Military Obligations




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Continuing Military Obligations

Train staff in USERRA

- Employee eligibility and entitlements,
- Employer obligations




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Continuing Military Obligations

- Assistance Programs for National Guard and Reserve
- Include Continuing Family Assistance During Deployment



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QUESTIONS?



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How to Recruit, Counsel and Employ Military Veterans

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Susanne and Mary would be happy to partner with you to develop a veteran's hiring initiative with Golden Gate University School of Law or a law firm onboarding program or other legal industry initiative.

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