

2014 Annual Education Conference & Resource Center Exhibition

**NALP in Seattle**

**Strategic Collaboration in the "Off Season":  
Connecting with Students Before OCI**

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**nalp** the national association of legal placement

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**Overview and Considerations**

- Timing of the recruiting season
- Challenges for both schools and firms
- We must adapt and be creative
- Sharing experiences, keeping in mind differences and limitations, can help generate ideas
- Goal: Leave with 2-3 ideas that you can implement when you return to your firm/school

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**Challenges - Firms**

**Challenges -**

- Students have no time to distinguish among firms
- Students only have 28 days to respond to any one offer
- Less time to actually meet and persuade students in person, particularly given student travel schedule
- Others?

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## Solutions - Firms

### Possible Solutions -

- Introduce students to your firm prior to OCI through:
  - 1L events
  - Panels/presentations at school or firm
  - Hiring of 1Ls or students from SEO or other pipeline programs
  - Affinity group outreach to ALSAs
  - Mock interview, mentoring and shadowing programs for 1Ls
  - Increased targeted marketing (webinars, Facebook, apps, LinkedIn, newsletters, email updates)
- Others?

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## Challenges - Schools

### Challenges –

- How best to deliver pre-OCI programs and counseling, including
  - Options to consider - careers, firms/practice areas, geographical areas, etc.
  - Job search strategies (not just OCI)
  - Interview skills, employer research, OCI orientation
  - Student's summer experience and the impact on their fall job search plans
  - OCI bidding/application strategy
- Others?

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## Solutions - Schools

### Possible Solutions -

- Hold programs and events in the spring semester to prepare 1Ls for the upcoming recruiting season.
- Some programs can also be held during the summer.
- Messaging is important! Brand the series of programs so students understand it's for the oci season.
- Options for attorney-counselor availability over the summer
- Others?

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## Wrap up & Questions

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