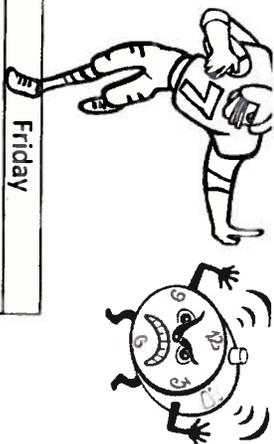


# TIME BLOCKING SCHEDULE

For the week of \_\_\_\_\_



	Monday	Tuesday	Wednesday	Thursday	Friday
8:00		8'fast w potential emp'er	Meeting Prep		
9:00	Email / Misc.	Student Counseling appt.	Administrative Staff Mtg.	Email / Misc.	Email / Misc.
10:00	Meeting Prep Career Staff Meeting	Email / Misc.	Meeting w/ Comm. Dir.	Student Counseling appt.	Follow up on Meetings
11:00			Email / Misc.	Student Counseling appt.	Prep/send E/O report to colleagues
12:00	Lunch w local employer	1L Student Presentation	Lunch w local employer		
1:00				Plan upcoming E/O travel	
2:00	Student Counseling appt.	NALP Conference Call	Plan/communicate re: next week mtgs.		Email / Misc.
3:00		Employer phone calls		Email / Misc.	Planning/Time Blocking for next week
4:00	Student Counseling appt.				
5:00	Email / Misc.	Email / Misc.	Email / Misc.		
6:00				Local Bar Function	

**Employer Outreach Goals to Include:**

- Contacting a new employer(s)
- Scheduling your next employer meeting(s)
- A conversation with an existing employer contact(s)
- Following up on previous meetings/contacts
- Recording/sharing results from employer conversations
- Strategic/long-range outreach planning

**Monthly Goals to Consider for Inclusion:**

- Read pertinent industry publications
- Attend one Bar Association function
- Clean out old emails
- Review yearly strategic plan
- Have lunch with someone new

# Employer Outreach: A Roadmap to Reaching Outside Your Region to New Geographic Markets

by Erin Guruli

While hiring is becoming increasingly local in many regions, career services offices are typically tasked with conducting employer outreach in other geographic legal markets to identify both summer and permanent opportunities for law students and graduates. With out-of-state student recruitment on the rise, more law schools are admitting students who seek to return to their hometowns after graduation, and who thus seek permanent employment opportunities in those cities. Some students will also identify cities experiencing an up-tick in a specific industry (e.g., energy) and target that employment market. For all of these reasons, expanding employer outreach efforts beyond a school's local employment market should be an integral part of every law school's marketing plan.

If you've never created an employer outreach plan for a new (or unfamiliar-to-you) geographic market, here's a roadmap for how to get started. First, you will need to identify new geographic markets. You can do this based on an assessment of where your students want to work (this can be done by surveying the 1L class each fall) and identifying those cities where employers are most interested in recruiting from your law school. There might be occasions when you only have a handful of students interested in a particular city, but it might be worth conducting outreach in that city if you have one or two alumni from your law school who are already established there.

Next, identify employers you want to target for outreach. In building your list of law firms, corpo-

rations, government offices, and other organizations, you will want to consider the size of the organization, whether any alumni from your law school are currently (or formerly) employed there, why this employer might be attracted to recruiting students from your law school, and whether you are making a pitch for students to be hired for summer clerkships, internships, externships, and/or permanent positions. You can create this marketing list by running online searches in [www.martindale.com](http://www.martindale.com), [www.nalpdirectory.com](http://www.nalpdirectory.com), [www.superlawyers.com](http://www.superlawyers.com), Symplicity, and your law school's alumni database. Once you have selected employers in a new geographic market for outreach, collaborating with other departments in your law school, such as alumni affairs and CLE, will ensure that you are contacting the best recruiting leads in the organizations you plan to target.

Now that you have identified potential employers to contact, how can you prepare for meetings with your target employers to market your law students? What's your pitch? Why are you visiting this city? Why should this employer hire students from your law school? You can begin with an introduction to let the employer know why you have targeted their city — for example:

- A recent survey of our students indicates that *this city/state* ranks among their top choices for out-of-state employment.
- The *XYZ Law School* has increased its efforts with respect to out-of-state recruitment, and currently *X%* of our enrolled students are from out of state;

*Y%* are from your area, and most of them want to return to your area after graduation.

- It is our desire to increase the *XYZ Law School* alumni presence by employing more graduates in this legal market, thereby enhancing continued efforts to open more doors to new out-of-state employers.

Let the employer know how they can help, since most will ask how they can get involved with your law school:

- Ask what ideas they have as successful professionals in the area on how to better market the students of the *XYZ Law School* to local firms and corporations, given the current state of the economy. Let them know your goal is to brainstorm about possible options and the best way for your students to approach employers in this region.
- Ask them to tell you more about their firm/organization, including standards/criteria used in recruitment efforts.
- Inquire about summer programs and timing of student applications.

Talk about *XYZ Law School* and why they should hire *your* law students:

- Explain the benefits and versatility of your school's certificate programs, dual degree programs, LL.M. programs, civil law component, or clinical program.

- Provide data that supports the claim that your law school stands up to many of the best law schools in the city you are visiting.
- Highlight alumni from your law school who work in that city.
- Review your career services marketing brochure and leave it behind with the employer.

Finally, do your research in advance:

- Provide a comparison of the schools that city's employers typically recruit from to the students of *XYZ Law School*.
- Identify which out-of-state employers are already coming to your state to recruit law students.
- Identify the programs that other law schools in your state are using to recruit out-of-state employers.

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*Erin Guruli, Esq., is Director of Career Services & Employer Relations for the Paul M. Hebert Law Center, Louisiana State University. This article was submitted on behalf of the NALP CSO Employer Outreach Section.*