

# Strategy Time!!!

**Form a group in the room. Next think and come up strong, economical ideas that you can use in your CSO department. If you are an employer, please come up with creative ways to form alliances with law schools in your area.**

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## Out of the OCI Box Ideas: Creative ideas that will increase your employer outreach with a small budget

- 1. Have an event for Alumni employers to give them exposure to upcoming grads and interns.**
  - a. Results- increases alumni engagement; starts or creates pipelines with companies in your area
  
- 2. Have wine and cheese receptions for employers and faculty members.**
  - a. Result- faculty members use to practice and will rekindle or create new relationships with their fellow colleagues. In addition, with the corporate alternative employers love networking with attorneys. CSOs typically feel siloed from their institution. Regular events such as this will create CSO inclusion.
  
- 3. Cold Calling- Take the time to call companies and firms that are within a 90 mile radius.**
  - a. In addition, as you complete this task, move your calling to out of state companies.
  - b. This is especially critical for lower tiered schools because they lose name recognition.
  - c. Result- Creating a relationship with the companies will provide your students with employment opportunities before they are revealed to the public.
  
- 4. Reach out to employers who submit a job on Symplicity.**
  - a. This is by far the easiest opportunity to capture an employer. Let the employer know that you will present top candidates.
  - b. Ask them what they are looking for.
  - c. Tell them that you would like to make their jobs easier (Corporate recruiters love this!)
  - d. Vet resumes and screen candidates before presenting them to the employer
  - e. Allow them to have an OCI at the school with your candidates
  - f. Result- CSO builds a trustworthy relationship with the employer. The employer will return with more opportunities before posting to the public.
  
- 5. Conduct Graduate OCI/Career Fair events**
  - a. This is rather successful as the legal job market is increasing.
  - b. Result-engages alumni and provides strong opportunities with local companies, recruiters, and hiring managers.
  - c. This is really great with legal and corporate staffing agencies
  - d. Traditional college career fairs are great to entice corporate employers for alternative careers such as compliance, Landman, risk management, auditing, wealth management, Anti-Money Laundering, etc.
  
- 6. Keep in touch with 2-7 year alumni.**
  - a. These alumni will be the ones to likely to change firms and will be pretty active. Invite them to lunch, coffee, as well as extending invitations to serve on panel presentations, mock interviews, dean's events, etc.
  - b. Result- Alumni will feel valued and will increase opportunities for students and recent graduates.

**7. Bar Organization Group Meetings.**

- a. Offer to host bar organization events/groups on the law school campus. Ask that the deans stop by before the presentation and introduce themselves to org. members.
- b. Result- The organization will be on campus, resulting school visibility with bar org. members, (also free advertising) and leaders and members will have the opportunity to connect with students.