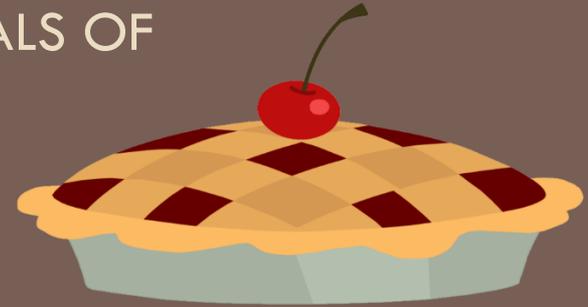


NALP: EASY AS PI

IMPLEMENTING THE ESSENTIALS OF PUBLIC INTEREST ADVISING



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What will you get out of today's session?

- ❑ Ideas, innovation and systems you can implement
- ❑ Time management when wearing multiple hats
- ❑ Programs that make the biggest impact
- ❑ How to make technology work for you
- ❑ Internal/external partnerships with stakeholders
- ❑ Leverage multiple roles to enhance outcomes
- ❑ Impact through coaching vs. counseling
- ❑ Create a toolkit in our break out session!



Getting students excited about Government/Public Interest Careers

- ❑ Bringing engaging speakers to campus
- ❑ Getting students interested through Pro Bono
- ❑ Explaining the benefits of PI/PS employment
- ❑ Valuable experience you won't get at a firm
- ❑ Creative ways to get students to connect with employers



Managing your **PORTFOLIO**

- ❑ Understanding the needs of your constituents
- ❑ Planning your calendar of events
- ❑ Developing timelines
- ❑ Balancing your portfolio
- ❑ Carving time out to obtain *substantive knowledge*





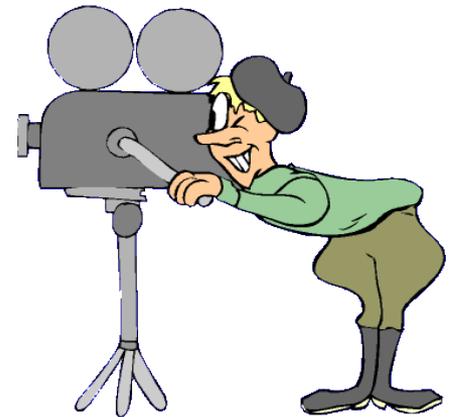
To Email or Not To Email: “That is the Question”

- ❑ Email is not enough-use 3 modes to outreach
- ❑ Keep in brief, but meaningful
- ❑ Yet provide a detailed plan or instruction
- ❑ Choose the best medium for your audience
- ❑ Understand the 24/7 communication cycle
- ❑ Use mission driven communication
- ❑ Give students reasons to be engaged
- ❑ Use visuals
- ❑ Word of mouth-its all about the BUZZ 😊



Think outside the live programming box

- ❑ Moving away from live programming
- ❑ Broadcast programs live for online audience
- ❑ Record programs
- ❑ Finding unique ways to deliver content
- ❑ Tools: Panapto, Adobe Connect, WebEx, Prezi and Power Point
- ❑ Post Content: TV monitors on campus, YouTube channel and password protected Canvas site
- ❑ Imbed colorful PDF's in your emails:
icontact/constant contact
- ❑ The resurgence of the flier



Adobe software created this!

WANT TO BE YOUR OWN BOSS?
START YOUR OWN LAW PRACTICE?
HELP THOSE WHO CANNOT AFFORD AN ATTORNEY?



COME LEARN ABOUT THE

BAY AREA LEGAL INCUBATOR (BALI)

MEET ALUMS STARTING THEIR OWN PRACTICE
MEET MEMBERS OF THE ACBA RUNNING THE PROGRAM

MONDAY, MARCH 28
3:30 - 4:30PM
ROOM D

BALI IS A FUNDED AND SUPPORTED BY

UC HASTINGS, UC BERKELEY, SANTA CLARA LAW SCHOOL, USF LAW SCHOOL AND GOLDEN GATE
ALAMEDA COUNTY BAR ASSOCIATION (ACBA)

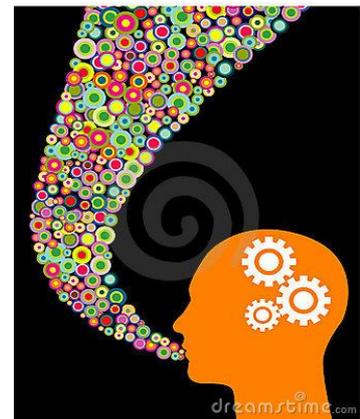
FOR MORE INFORMATION ABOUT THE PROGRAM
VISIT WWW.ACBANET.ORG

A SPECIAL THANKS TO OUR CO-SPONSORS

HASTINGS ASSOCIATION OF YOUTH ADVOCATES (HAYA)
HASTINGS EMPLOYMENT & LABOR LAW STUDENT ORGANIZATION (ELLSA)
NATIONAL LAWYERS GUILD-HASTINGS CHAPTER (NLG)
HASTINGS TRIAL LAW ASSOCIATION (HTLA)
HASTINGS WOMEN'S LAW JOURNAL (HWLJ)
GOVERNMENT LAW ORGANIZATION (GLO)
HASTINGS TO HAITI PARTNERSHIP (HHP)
HASTINGS PUBLIC INTEREST LAW FOUNDATION (HPILF)

Creative programming that works

- ❑ Working with departments on campus
- ❑ Moving programming into the classroom
- ❑ Develop programming with Bar Associations
- ❑ Delivering programming at student group meetings
- ❑ Piggybacking on others delivering programming
- ❑ Classroom announcement and professor buy in
- ❑ OCI is not the only message students hear



Develop Internal



How IP's in your own backyard make life EASIER!

- ❑ Legal Clinics
- ❑ Faculty
- ❑ Public Interest Law Center
- ❑ Student Groups
- ❑ Administration
- ❑ Alumni Development
- ❑ Working with your undergraduate and graduate programs

Develop External



EP's are all about being STRATEGIC!

- ❑ Bar Associations
- ❑ Alumni Association
- ❑ Law School Consortia
- ❑ Incubator
- ❑ Partnerships with state actors/employers

How to leverage your roles

- ❑ Externship Program
- ❑ Pro Bono Program
- ❑ Develop Programs with local Bar Associations
- ❑ Develop alumni career network



Counseling vs. Coaching

- ❑ Impactful Counseling
 - Best practices for solos
 - Challenges and rewards of counseling alumni
- ❑ The Coach Approach
- ❑ Best Practices for getting students to come back
- ❑ Counseling students on non-traditional careers
- ❑ Help students identify their drive



How to have difficult conversations

- With Students



- With Administrators

Resources for your students

- ❑ SHARING OUR MOST USEFUL HANDOUTS AND RESOURCES
 - List of PI/Gov't websites for job search information
 - Lists of PI/Gov't bar associations to join for free lists
 - Planning a PI career timeline
 - Annual PI compensation information into handout
 - EJW's *PI Student Organizing Manual (NEW!)*
 - Annual Robert M. Cover PI Retreat
 - Annual PI career fairs and table talk tips
 - Public loan forgiveness information
 - Summer funding
 - Federal background checks
 - Federal resume-*Government Honors Handbook*
 - Tips for searching and applying for federal positions
 - PI summer job search webinars

Resources for your professional development



- ❑ Use handouts/practice guides from other schools
- ❑ Join listservs (NALP/EJW/ABA Pro Bono Coordinator)
- ❑ Get trained to be a Public Service Advisor
 - Partnership For Public Service/Federal Advisor Certificate and Training Program
- ❑ Attend Conferences/Training Workshops
 - NALP Public Service Mini-Conference (Fall)
 - Equal Justice Works Conference/Career Fair (Fall)
 - JAG summer educator workshops (Air Force, Army and Marines)
- ❑ Webinars/Trainings
 - EJW PS Loan Forgiveness webinar/OSCAR/fellowships (PMF/EJW/Fulbright)
- ❑ Read and contribute to articles/blogs
- ❑ Contact schools In your area to set up quarterly calls



Questions

Create your own toolkit

TIME TO BREAK OUT!

How to contact us?

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Who created this
handout? Click on
pin

I. Resources for Students

A. Online Job Search Resources:

1. USAJobs [<https://www.usajobs.gov/>]
2. PSJD
 - a. Job Postings [<https://www.psjd.org/search>]
 - b. Comprehensive Fellowship Guide [[http://www.psjd.org/2015-2016 Comprehensive Fellowship Guide](http://www.psjd.org/2015-2016%20Comprehensive%20Fellowship%20Guide)]
3. Annual AZ Handbook *subscriptions* [<http://arizonahandbooks.com/>]
 - a. Government Honors and Internship
 - b. Public Policy
4. Legal Aid and Defender Offices [www.nlada.org/jobs]
5. Judicial Clerkships
 - a. Annual VT Guide to State Judicial Clerkships *subscription* [<http://forms.vermontlaw.edu/career/guides>]
 - b. NALP Judicial Clerkship Section “Insight & Inside Information for Select State Court Clerkships” guide March 2012 [http://law.wustl.edu/career_services/judicialclerkship/NALPGuide-SELECTSTATECOURTCLERKSHIPS.pdf]
 - c. OSCAR for Federal Clerkships [<https://oscar.uscourts.gov>]
 - d. NALP Judicial Clerkship Section “Federal Administrative Law Judge Post Graduate Clerkships” guide September 2010 [<http://www.nalp.org/aljclerkshipinfo>]

B. Tips for Searching and Applying for Federal Positions:

1. “USAJobs Search/Alert Walk Through” Georgetown University Law Center Office of Public Interest and Community Service [http://www.psjd.org/usajobs_walkthrough]
2. NALP Bulletin “The Pathways Programs: Clearing the Way to Entry-Level Federal Employment” Maria Hibbard September 2012 [<http://online.qmags.com/NALP0912/?pg=1#pg6&mode1?fs=2&pg=6&mode=1>]
3. U.S. Department of Justice “Top Three Tips to Secure a Legal Internship” video [<https://www.justice.gov/legal-careers/video/top-3-tips-secure-legal-internship-us-department-justice>]
4. Government Executive “Six Tips for Writing Federal Resumes” Lindy Kyzer June 2015 [<http://www.govexec.com/excellence/promising-practices/2015/06/6-tips-writing-federal-resumes/114616/>]
5. Annual PSJD Federal Legal Employment Guide [[http://www.psjd.org/2015 - 2016 Federal Legal Employment Guide %28FLEG%29](http://www.psjd.org/2015%20-%202016%20Federal%20Legal%20Employment%20Guide%20%28FLEG%29)]

C. Career Fairs and Table Talk Tips:

1. NALP Bulletin “Participating in Public Service Career Fairs: How Students Can Make a Difference” Ginna Galbraith and Samantha Kasmarek Sept. 2012 [<https://www.nalp.org/viewbulletin/?documentID=3131&bulletinID=392>]
2. EJW Conference and Career Fair: During fall in DC area [<http://equaljusticeworks.org/law-school/conference-and-careerfair>]
3. Public Interest Career Fair and Events Calendar [<https://www.psjd.org/resource?ResourceID=41>]

D. NALP/EJW Public Interest Summer Job Searching:

[\[http://www.nalp.org/public_interest_summer_job_search_webinars?s=summer%20job%20search\]](http://www.nalp.org/public_interest_summer_job_search_webinars?s=summer%20job%20search)

1. “The Summer Public Interest Job Search Part I: Best Practices in Drafting Cover Letters and Resumes” video July 2014
2. “The Summer Public Interest Job Search Part II: Best Practices in Interviewing and In-person Networking” video July 2014

E. Summer Funding Sources:

1. PSJD [\[http://www.psjd.org/Funding_Sources\]](http://www.psjd.org/Funding_Sources)
2. Contact local non-legal organizations interested in supporting civic engagement about law student grants/scholarships (KoC, Elks, JVC)

F. Federal Background Investigations/Suitability and Security Clearances:

1. USAJobs Security Clearances [\[https://help.usajobs.gov/index.php/Security_Clearances\]](https://help.usajobs.gov/index.php/Security_Clearances)
2. NALP “The Ins and Outs of the Suitability and Security Review Processes in Government Hiring” webinar July 2013
[\[https://www.nalp.org/suitability_security_review_in_govt_hiring_webinar/?404;http://www.nalp.org:80/suitability_security_review_in_govt_hiring_webinar&CFID=27853579&CFTOKEN=27809908\]](https://www.nalp.org/suitability_security_review_in_govt_hiring_webinar/?404;http://www.nalp.org:80/suitability_security_review_in_govt_hiring_webinar&CFID=27853579&CFTOKEN=27809908)

G. NEW! EJW Student Organizing Manual: Guide to set up public interest student group on campus

[\[http://files.equaljusticeworks.org/studentorganizingmanual.pdf?cm_mid=5333880&cm_crmid=2cd78573-0656-e211-a4e4-78e7d1fad1a0&cm_medium=email\]](http://files.equaljusticeworks.org/studentorganizingmanual.pdf?cm_mid=5333880&cm_crmid=2cd78573-0656-e211-a4e4-78e7d1fad1a0&cm_medium=email)

H. Annual Robert M. Cover Public Interest Law Retreat: During spring in NH [\[https://www.linkedin.com/in/robert-m-cover-retreat-606344b4\]](https://www.linkedin.com/in/robert-m-cover-retreat-606344b4)

I. Bar Associations:

1. ABA Government Lawyers Division [\[http://www.americanbar.org/aba.html\]](http://www.americanbar.org/aba.html)
2. ABA Public Services Division [\[http://www.americanbar.org/groups/public_services.html\]](http://www.americanbar.org/groups/public_services.html) student membership

J. Public Service Loan Forgiveness:

1. “Guidebook on the Federal Public Service Loan Forgiveness Program” under the College Cost Reduction and Access Act
[\[http://www.psjd.org/Guidebook_on_the_Federal_Public_Service_Loan_Forgiveness_Program\]](http://www.psjd.org/Guidebook_on_the_Federal_Public_Service_Loan_Forgiveness_Program)
2. EJW Free Student Debt Webinars [\[http://www.equaljusticeworks.org/ed-debt/webinars\]](http://www.equaljusticeworks.org/ed-debt/webinars)
3. Federal Agency Loan Repayment Programs
[\[http://www.psjd.org/Federal_Loan_Repayment_Assistance_Program_Calendar_Year_2014_Report\]](http://www.psjd.org/Federal_Loan_Repayment_Assistance_Program_Calendar_Year_2014_Report)

K. EJW “Timeline for Planning a Public Interest Career” [\[http://files.equaljusticeworks.org/ccf/publicinterestcareertimeline.pdf\]](http://files.equaljusticeworks.org/ccf/publicinterestcareertimeline.pdf)

L. Favorite Handout: “Public Interest Careers: Working for Nonprofits and Other Organizations” UMass Law Career Services Office September 2013
[\[http://www.umassd.edu/media/umassdartmouth/schooloflaw/careers/careerhandouts/public_interest_jobs_and_federal_loan_repayment_assistance.pdf\]](http://www.umassd.edu/media/umassdartmouth/schooloflaw/careers/careerhandouts/public_interest_jobs_and_federal_loan_repayment_assistance.pdf)

II. Resources for Staff (in addition to those listed on student resource list)

A. Annual NALP Educational Conference!

B. Annual NALP Public Service Mini Conference: During fall in DC area [<http://www.nalp.org/publicservice>]

C. Annual EJW Conference and Career Fair: During fall in DC area directly following NALP Mini Conference [<http://equaljusticeworks.org/law-school/conference-and-careerfair>]

D. Annual U.S. JAG Corps Trainings:

1. Air Force Career Services Officers Orientation Course/Conference: Capt. Hooper justina.o.hooper.mil@mail.mil
2. Marine Corp: Contact local OSO (Officer Selection Officer)

E. Partnership for Public Service Federal Advisor Training and Certification [<http://ourpublicservice.org/issues/inspire-and-hire/call-to-serve-college-events.php>]

F. "PSJD Law School Administrator User Guide" [<http://www.psjd.org/uploads/PSJDLawSchoolAdminUserGuide-LSA.pdf>]

G. Webinars:

1. NALP webinar archives organized into seven categories [<http://www.nalp.org/webinars>], ex. "How to Successfully Advise Students Seeking Public Interest/Government Opportunities" Michelle Vodenik Jan. 2016—INCLUDES EXCELLENT FEDERAL RESUME SAMPLE
2. EJW webinars [<http://www.equaljusticeworks.org/ed-debt/webinars>], ex. public interest loan forgiveness
3. U.S. Department of Justice Office of Attorney Recruitment and Management "Legal Hiring Programs" webinar August 2015
4. Annual "PMF Presentation for Academia" webinar [<https://www.pmf.gov/academia/resources.aspx>]

H. Government/Public Interest Listservs:

1. NALP Public Service Section [<http://www.nalp.org/publicservicesection?print=Y>]
2. ABA Law School Pro Bono [http://www.americanbar.org/groups/probono_public_service/resources/listservs.html]
3. Partnership for Public Service
[http://pps.convio.net/site/Survey?ACTION_REQUIRED=URI_ACTION_USER_REQUESTS&SURVEY_ID=1945]
4. PDJS Blog [<http://blog.psjd.org/>]
5. PSJD Public Interest News Bulletin [<http://www.nalp.org/psjdnewsbulletin>]

I. "Resources for Law School Pro Bono"

1. Comprehensive compilation Carolyn Goodwin
2. Join pro bono coordinator listserv in your area to learn about regional nonprofits job opportunities

J. "Guide to Law School Loan Repayment Assistant Programs (LRAPs)" [[http://www.psjd.org/Guide to Law School LRAPs](http://www.psjd.org/Guide%20to%20Law%20School%20LRAPs)]

K. Coaching Certification: at NALP Annual Educational Conference