

#NALP ANNUAL

ANNUAL EDUCATION CONFERENCE
— April 18 – 22, 2017 —
SAN FRANCISCO, CA



Building and Maintaining Your Firm's Recruiting Pipeline



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Agenda



- Entry-Level Recruiting and Law School Outreach
- Diversity Recruiting and Outreach
- Developing Your Pipeline for Lateral Attorney Hiring
- Developing Your Pipeline for Specialty Practice Areas
- Q&A / Breakout Discussions

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Entry-Level Recruiting and Law School Outreach

- Who we are
 - Mid-sized, regional firm based in Buffalo, NY
- What are we looking for?
 - Geographic connection



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Entry-Level Recruiting and Law School Outreach

- Determine recruiting strategy
 - What are we looking for?
 - Geographic connection
 - How do we find it?
 - Where are our target candidates going?
 - What connections do we already have at these schools?



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Entry-Level Recruiting and Law School Outreach

- Law school outreach
 - Build relationship with CSO
 - Boots on the ground
 - Networking opportunities
 - One-on-one meetings with candidates
 - Mock interviews
 - Coffee
 - Lunch
 - Coming home reception



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Entry-Level Recruiting and Law School Outreach

- Attorney engagement
- Law school visits
 - Multipurpose your visit
 - Connect with candidates remotely
- “Keep in touch” efforts
 - Assign a contact
 - Schedule outreach



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Entry-Level Recruiting and Law School Outreach

- Alternate outcomes
 - Future lateral opportunities
 - Business connections
- Early and continuous outreach
 - High school “all-stars”
 - Summer internship program



Diversity Recruiting and Outreach



Diversity Recruiting & Outreach Developing Your Pipeline

Internal Relationships Are Key

- Be known by your firm's attorneys
 - Talk about your role
 - Talk about the recruiting and outreach goals of your firm
 - How can they help you accomplish your firm's recruiting goals?
- New (Lateral) Relationships
 - Who can you talk to in those "hard to hire" practice groups?
 - Make new friends!
 - Make sure to meet with every new hire



Diversity Recruiting and Outreach

How do you find a highly qualified diverse candidate for your firm?

- Where do I start?
 - Strengthen your relationship with your internal diverse attorneys
 - Work with your Diversity & Inclusion Committee, Affinity Groups and more
- When do I start?
 - ASAP!
 - No job is currently available? No problem.
- Connect with the candidate
 - Build relationships early
 - Keep in touch!



Diversity Recruiting and Outreach

How do you reach diverse candidates for your firm?

- Diversity Scholarships
- Diversity Job Fairs and Conferences
 - Consider expanding your search
- Job Posting
 - Do you have a good strategy on where to post your jobs?
- OCI and Resume Collect
 - Engage schools with a higher minority population
- Community Involvement
 - Connect with diverse organizations while giving back to your community
- Create a Unique Outreach Program
 - High school internship program
 - Attend professional day at local schools



Developing Your Pipeline for Lateral Attorney Hiring



Developing Your Pipeline for Lateral Attorney Hiring

Develop External Relationships!

- Who do you know?
 - Ask attorneys about organizations and network opportunities
- Are there opportunities at your firm?
 - Check your firm's website for events that you may be able to attend
 - Does your firm have an alumni program?
- Follow-up and keep in touch!
 - Connect with new attorneys you meet
 - Keep candidates and search firms informed in the process and respond in a timely manner to all applicants



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Developing Your Pipeline for Lateral Attorney Hiring

Attorney Referral Bonus Program

- Do you have one?
 - Learn the policy so you can be the expert.
 - Should you consider different compensation for certain positions?
- How are you utilizing it?
 - Who knows about it?
 - Remind your audience; they have friends!
- You received a referral!
 - Always thank the referral source
 - Keep the referral source informed during the process



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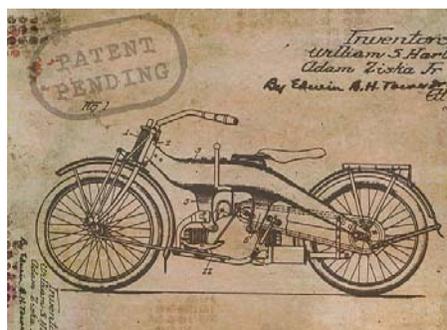
Developing Your Pipeline for Lateral Attorney Hiring

Utilizing Your Recruiting Database

- Has everyone been trained to use your ATS (Application Tracking System) properly?
 - Consistency and correct use is invaluable
- Does your ATS have good searching functionality?
 - Can you find your “good candidates”?
 - How do you flag past candidates for future consideration?
- Ask your ATS company for group or one-on-one training



Developing Your Pipeline for Specialty Practice Areas



Developing Your Pipeline for Specialty Practice Areas

- Target the “right” candidates
 - Relevant/required background
 - Demonstrated interest
 - Work/volunteer experience Undergraduate majors and activities
 - Course selection
 - Journal
 - Convincing answers and cover letter
- Strive for a higher acceptance rate to manage class size



Developing Your Pipeline for Specialty Practice Areas

- Build relationships early on
 - Schools
 - Help career counselors understand your needs
 - Guest lecture for classes
 - Participate in events
 - Candidates
 - Attorney connections
 - Invite to future events
- Focus on “bang for your buck”



Developing Your Pipeline for Specialty Practice Areas

- Structure your summer program strategically
 - Hire 1Ls!
 - NO splitting
 - Market as a two-summer program
- Participate in co-op programs
- Offer part-time work during the school year
- Technology Specialist programs or similar



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Developing Your Pipeline for Lateral Attorney Hiring

Let's All Discuss Social Media!

- If your firm has social media accounts ...
 - How can you be involved in content?
 - Do you post jobs/events there?
- How does your firm's website look?
 - Do you have a Careers Page on your website?
 - How effective is it (mobile-user friendly)?
- Other discussion topics:
 - Most effective social media outlets, besides LinkedIn, for posting jobs/other content?
 - When do you connect with your pipeline?
 - Firm policy/best practices on when to connect with students or if OK to connect with search firm reps?



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Q&A



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