



#NALPAnnual

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

A CSO Director and a Recruiting Manager Walk into a Bar... Building Brands through Collaboration

- Jennifer Henfey, Executive Director of Career Strategy and Advancement, Villanova Law
- Lynn Herron, Regional Associate Recruitment Manager, Hogan Lovells US LLP
- Kristen Hulse, Director of Attorney Recruitment & Professional Development, Coblenz Patch Duffy & Bass LLP
- Amy Jones Mattock, Director of Employer and Alumni Relations, Georgetown Law



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Introductions

Jennifer Henfey

- Villanova University Charles Widger School of Law, Executive Director of Career Strategy and Advancement

Lynn Herron

- Hogan Lovells US LLP, Regional Associate Recruitment Manager

Kristen Uhl Hulse

- Coblenz Patch Duffy & Bass LLP, Director of Attorney Recruitment & Professional Development

Amy Jones Mattock

- Georgetown University Law Center, Director of Employer and Alumni Relations

What Outreach are You Doing Already?

Schools

- Who has staff dedicated to employer relations?
- Who has formal employer partnership programs?
- Who has regular, but informal partnerships or programming with employers?

Employers

- Who has formal partnership programs with schools?
- Who has regular, but informal partnerships or programming with schools?

Partnerships and Outreach – Why?

Differentiating Your Organization

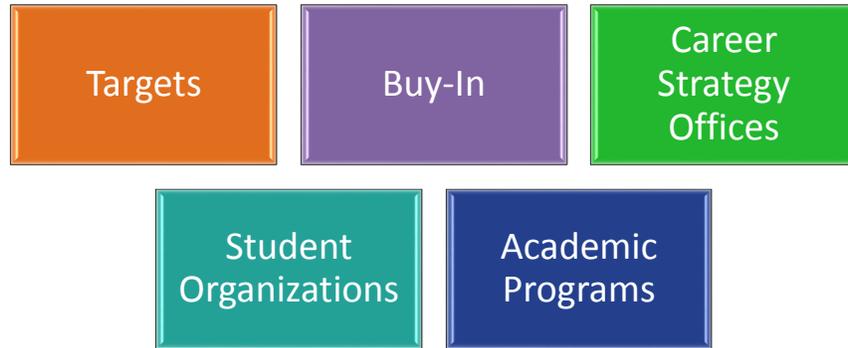
Provide Resources to Colleagues on the Other Side

Introduce New Office/Practice/Law School Programs

Build a Pipeline

Create Brand Ambassadors

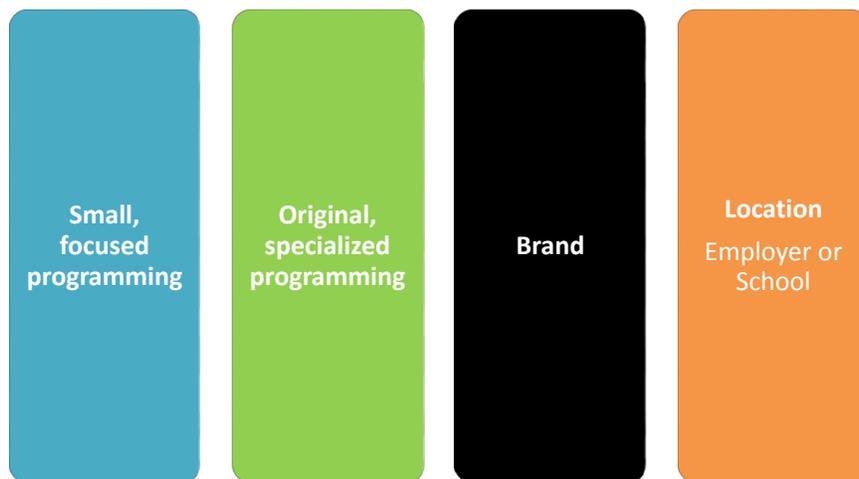
Partnerships and Outreach – How?



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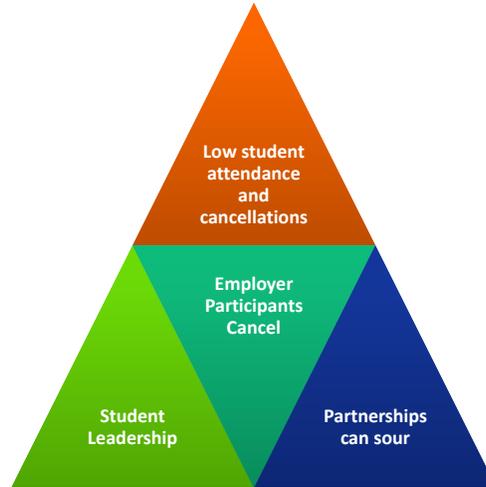
Partnerships and Outreach – What?



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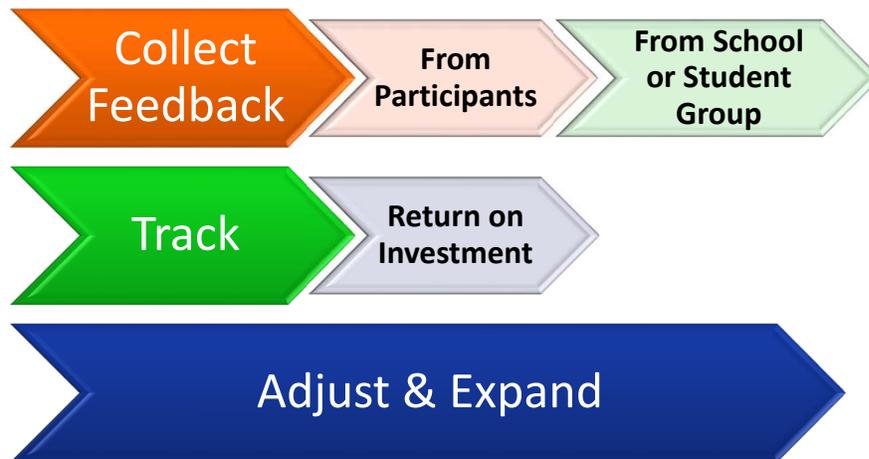
Pitfalls



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Assess, Adjust and Expand



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Best Practices