

## **Designing on a Dime: Low or No Cost Resources to Leverage Small and Solo CSOs**

With limited staff and budget resources, CSOs are constantly challenged to “do more with less” and provide a wide array of services to law students and recent graduates. We will explore some of the many tools at your disposal that cost little or nothing to your bottom line – strategic partnerships, free online resources, reduced-cost deals from vendors, NALP programs and brochures – that help broaden your reach.

### **Coaching/Counseling/Advising**

- Group coaching sessions organized by interest area
- Meet students where they are (speak during classes, join student org meetings)
- Outsource document reviews, mentor programs, mock interviews and legal market guidance:
  - Career specialist training
  - Peer Mentor programs ([National Legal Mentoring Consortium](#))
  - Graduate fellows
  - Alumni and friends of the law school
  - Legal recruiters and career coaches
  - Local bar association and affinity organizations
- Online coaching and resources

### **Career Education + Programming**

- Record your programs and use them again (if you’re not already)
- Collaborate with student organizations on programming and communication strategies
- Leverage virtual programs presented by national or out-of-market organizations such as [ABA Career Center](#) (Career Choice practice area webinars) or [ACC](#)
- Local bar association-sponsored events and mentoring program
- Coordinate with main campus to see what partnerships already exist (e.g., [Vault](#))
- Negotiate with vendors for reduced-cost deals ([PLI](#), Lexis/Westlaw)
- NALP resources (brochures, [Emerging Legal Jobs](#), [21<sup>st</sup> Century Legal Career Series](#))
- Offer programming through AccessLex on financial implications of career choices

### **Job Search Strategies + Resources**

- Promote experiential programs like LawMeets, M&A Bootcamp and Passport to Practice
- Collaborate with Development Office to fund specific programs and resources
- Engage alumni, judges, and friends of the Law School to offer experiential opportunities
- Bar Associations (including [ABA for Law Students](#))
- LinkedIn and other online resources
- Collaborate with externship program to link students with opportunities
- Job boards (your own and others, including the [ABA Career Center Job Board](#))
- Outsource. Outsource. Outsource: bring in outside experts (virtually)

## Your Own Professional Development

- NALP [Section\(s\)](#) and [Consortia/City Groups](#)
- [ABA Career Center](#)
- Design your year timeline: Map out your yearly calendar in advance to highlight key priorities for each month
- Campus-wide training resources and leadership opportunities
- Track accomplishments and share with key stakeholders

## Hypothetical #1

At the last faculty meeting, they discussed the pending launch of a new program at your Law School which would bring in 15-20 more students each year. There was no mention of adding any student services for this new cohort or increasing any budgets across the board. How will you serve this new and different (and often time-consuming) student population with your already limited resources?

## Hypothetical #2

You and your one assistant director currently serve over 500 law students. You used to see students in the hallways and hear about what they were saying about your office. But with everyone working from home and learning remotely, you are finding it increasingly difficult to keep your finger on the pulse of what your students really need.

## Speakers

Skip Horne (*Moderator*)  
VP for Engagement  
NALP Foundation  
619-873-6408  
[shorne@nalpfoundation.org](mailto:shorne@nalpfoundation.org)

Emily Roy, Esq.  
Director  
ABA Career Center  
312-988-5692  
[emily.roy@americanbar.org](mailto:emily.roy@americanbar.org)

Susanne Aronowitz, JD ACC  
Senior Consultant  
Naomi Beard & Associates  
971-361-6822  
[susanne@naomibeardinc.com](mailto:susanne@naomibeardinc.com)

Kala Taylor, JD  
Assistant Dean  
Campbell Law  
919-865-5894  
[ktaylor@campbell.edu](mailto:ktaylor@campbell.edu)