

Less Time, More Jobs: Strategies to Optimize and Automate your Employer Outreach

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Your Action Items

Highlight the strategies you want to try then use this as your employer outreach “to do” list after the conference. Use blank spaces to add your ideas and our colleagues’ tips shared during the session, too!

Tip 1: Integrate Passive Outreach

	Attend legal and hiring events: bar associations, practice area specific organizations, Inn of Courts, events with your local city group consortia, etc. Set a goal of how many you will attend per semester.
	Host lawyer-led programming, like panels,
	Post on LinkedIn. Post about programming, events, or even your offices services (like registering for OCI). Use photographs where possible and tag individuals and your law school to increase visibility. Ask colleagues to like and re-post your content for higher visibility.
	Identify legal organizations for partnerships. Offer your Office and its services as a free member resource. Ex: write articles or columns, give presentations on professionalism and career topics, create written resources.

Tip 2: Create Annual “Anchor” Projects – See the “Worksheet” in Resources

	Complete the Annual Anchor Projects worksheet in resources. Set a goal to complete # ____ annual anchor projects next year (suggested: start with 2-3).
	Take it to the next level: add in weekly or monthly time on your calendar for outreach or planning.
	Schedule time in six months to check on your plan and re-evaluate, if necessary.

Tip 3: Use Templates

	Draft email, CRM, or LinkedIn template re: cold outreach.
	Draft email, CRM, or LinkedIn template re: warm lead.
	Draft email, CRM, or LinkedIn template re: existing employer “check-in”.
	Draft email, CRM, or LinkedIn template re: OCI outreach.
	Draft checklist for employer outreach phone calls.
	Draft checklists for employer outreach meetings.

Tip 4: Maximize your Resources

	Set up flags on Symplicity or 12Twenty to track employer targets.
	Run reports to generate employer lead lists. For example, employers that posted jobs prior to a certain year.
	Use Symplicity Campaigns to set up a broad outreach campaign. Use automatic emails, reminders, timelines, and Pending Actions/Follow-Up as a to-do list.
	Add a link for employer inquiries/job postings to your email signature block.
	Define outreach responsibilities and roles for each member of your team.
	Work with your Alumni Office. Try: a joint presentation, introduction at the next Alumni event, or including CSO information in the next Alumni publication.
	Work with your Experiential Learning Office. Try: hiring inquiry on experiential learning paperwork, sharing names of participating employers for outreach leads.
	Work with your Communications department. Try: CSO Social Media “spotlight,” marketing materials for digital campaigns, etc.
	Educate and empower your Dean and Faculty. Try: circulating a brief reminder email re: target employers, target job types, and how to proceed if they hear about an opportunity.
	Touch base with your school’s Undergraduate CSO. Ask that they share opportunities appropriate for law students and offer to share opportunities appropriate for undergrads (like paralegal positions).

Tip 5: Tap into Tech

	Try a new CRM or marketing automation tool, like ACT! Software or Contacts+.
	Download Project Management software like Trello, Asana, or Notion and set up a workflow for your annual outreach strategy.
	Set up Google Alerts for your school and any large target employers.
	Set up LinkedIn Job Alerts for target employers.
	Use Microsoft Forms or SurveyMonkey to survey employers about hiring needs, preferences, etc.

Resources

Tip 1: Integrate Passive Outreach

- Increase your LinkedIn Visibility:
 - Tag relevant people and organizations in the text of the post.
 - Include a photograph with your post and tag people and relevant organizations in the photograph.
 - Ask colleagues to “like” and re-share the post on their Newsfeed. As long as your post is set to public, the post will be visible in their network, too.
 - Publish a LinkedIn article or start a newsletter.
 - Ask a question in your post to generate responses.
 - Use hashtags; though most LinkedIn users do not use hashtags to find content, LinkedIn will use the hashtags to sort your content to target users.
- Potential partners for articles, publishing, and speaking engagements:
 - NALP
 - Bar Associations
 - Local city groups
 - Your law school’s alumni newsletter or magazine
 - Self-publish on LinkedIn
- Create QR Codes
 - Using Microsoft Web Browser:
 - Right click page
 - Select “Create QR Code”
 - Download Code
 - Third Party QR generators:
 - <https://www.adobe.com/express/feature/image/qr-code-generator>
 - <https://www.qr-code-generator.com/>
 - <https://myqrcode.com/>

Tip 2: Create Annual “Anchor” Projects

Check out the Annual Anchor Projects Worksheet included in your packet.

Tip 3: Use Templates

- Examples of Template Topics for Email, LinkedIn, Etc.:
 - Cold outreach to new employer
 - Warm leads
 - Existing employer “check-ins”
 - OCI Outreach
- **Outlook Email**
 - On the **Home** menu, click **New E-mail**.
 - In the message body, enter the content that you want.
 - In the message window, click **File > Save As**.
 - In the **Save As** dialog box, in the **Save as type** list, click **Outlook Template**.
 - In the **File name** box, type a name for your template, and then click **Save**.
- **LinkedIn** – LinkedIn Recruiter allows you to save templates, but it is a paid subscription. Instead, save your LinkedIn templates as email templates and copy and paste them.
- **Checklists**
 - Create checklists and worksheets to quickly prepare for outreach phone calls, Zooms, meetings, and events.
 - See the [CSO Employer Outreach Best Practices Guide](#) under Resources for CSOs (Employer Outreach) on the NALP Resources Page for Templates and examples.
 - Include information about:
 - The school
 - Size
 - Student demographics, interests, and organizations
 - Experiential learning program
 - What sets your school or your students apart from other law schools and law students?

- Why would your students be a good fit for this employer?
- Do students have a demonstrated interest in this particular employer?
- The CSO
 - Your team and their specialties
 - Services, events, and programming relevant to the employer
- The firm
 - Size
 - Practice areas
 - Note: which of these practice areas are your students and alumni interested in?
 - Locations
 - Note: which locations are your students and alumni interested in?
 - Recruitment history with the school
 - Check job postings and OCI history on LinkedIn.
 - Alumni at the firm
 - Make it a priority to note recent alumni.
 - Check the firm's website to make sure they are still there.
 - Recent major news
 - Check the firm's website for news, announcements, etc.
 - Do a quick Google search.
 - What is the firm's reputation with students? How can you strengthen your schools relationship with the firm?
- The persons with whom you are meeting.
 - Pull this information from the firm's website and the person's LinkedIn page.
 - Attorneys – practice areas, law school (are they an alum?), practice group size, etc.

- Recruiters – role on the recruitment team (law student, entry-level, lateral, partner hiring), which offices they recruit for, etc.
- Fill-in-the-blanks before your meeting while you prepare. Use the worksheet as a checklist to hit all the important topics during your meeting.
- Share the completed worksheet with colleagues in the CSO and law school who will be joining the meeting so you are all on the same page.

Tip 5: Tap into Tech

- **CRMs**

- **Contacts+ App**

Cloud-based contact management application. Use it to store and sort contacts. Easily scan information from business cards and import to the app. Flag contacts to sort for outreach purposes.

- Free basic version or paid monthly premium version to share across teams.
- Available on desktop and mobile.
- Sign up online at <https://www.contactsplus.com/>
- Download mobile app in the App Store or scan the QR code:

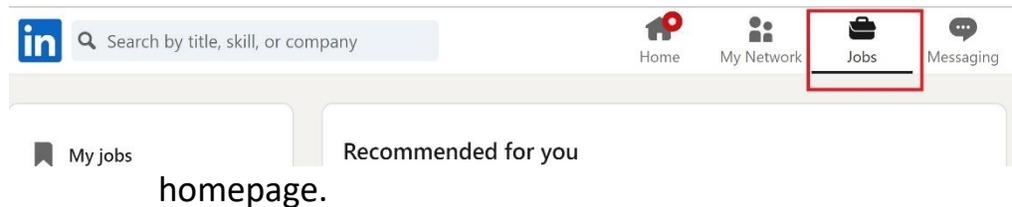


- **ACT! Software**

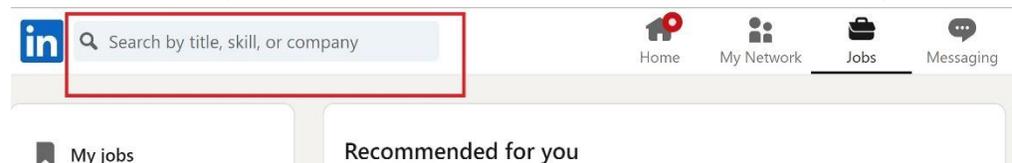
Automated CRM and marketing automation software including account management, Office and Outlook integration, pipeline management, and data import tools.

- Paid monthly (approximately \$30-35/mo)
- Free trial available
- Available on Desktop or Cloud-based
- Sign up online at: <https://www.act.com/>

- **Project Management** – Free and Paid Versions of Each App
 - Trello: <https://trello.com/>
 - Asana: <https://asana.com>
 - Notion: <https://www.notion.so/>
 - Monday: <https://monday.com/>
- **Data Monitoring**
 - **Google Alerts**
 - Free. Must be linked to Gmail Account.
 - Go to: <https://www.google.com/alerts> .
 - In the box at the top, enter a topic you want to follow.
 - To change your settings, click **Show options**. You can change:
 - How often you get notifications
 - The types of sites you'll see
 - Your language
 - The part of the world you want info from
 - How many results you want to see
 - What accounts get the alert
 - Click **Create Alert**. You'll get emails whenever we find matching search results.
 - **LinkedIn Job Alerts**
 - Free. Use your personal LinkedIn account.
 - To create an alert for a **job type based on location**:
 - Select the “Jobs” icon at the top of your LinkedIn

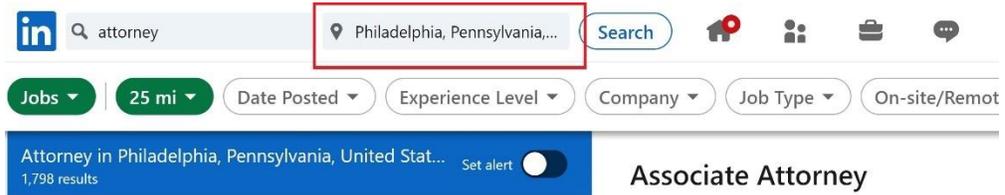


- Select the “Search Jobs” field and enter keywords or a company name. You can also select from the job roles

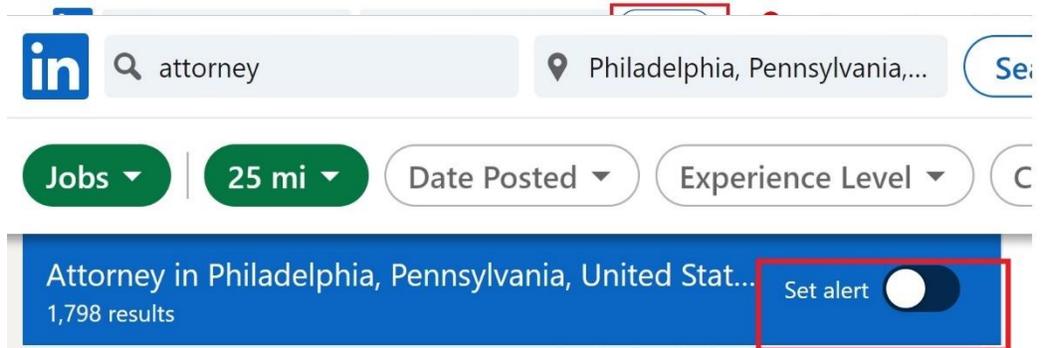


suggested by LinkedIn based on your qualification and experience.

- Enter the job location that you prefer in the Search location field and select “Search.”



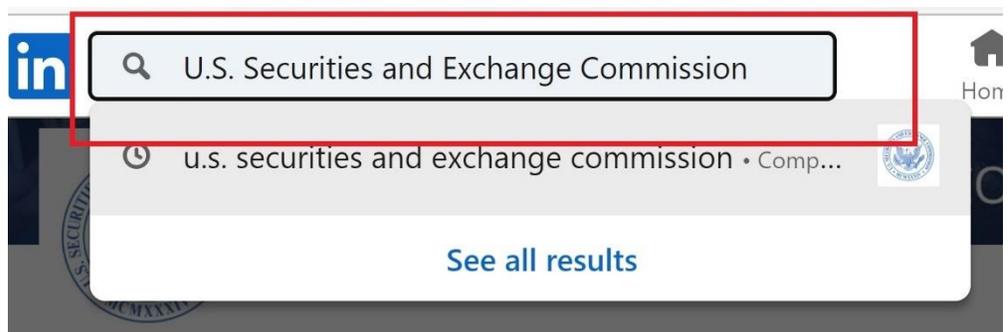
- Use the filter options at the top of the search results page to filter the results. Once you’ve applied your filters, you



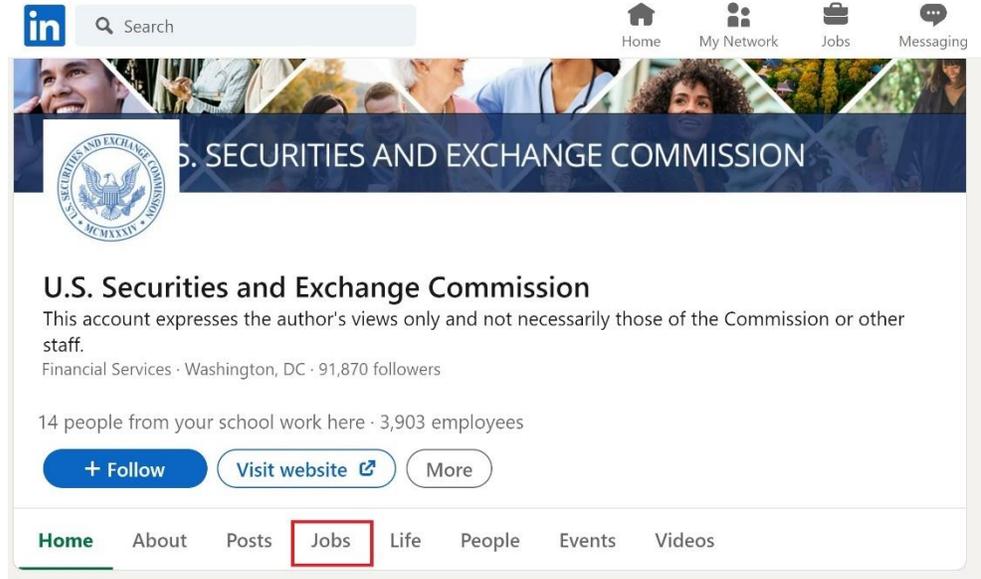
can switch on the Job Alert toggle to create a job alert.

- To create an alert for a **specific employer:**

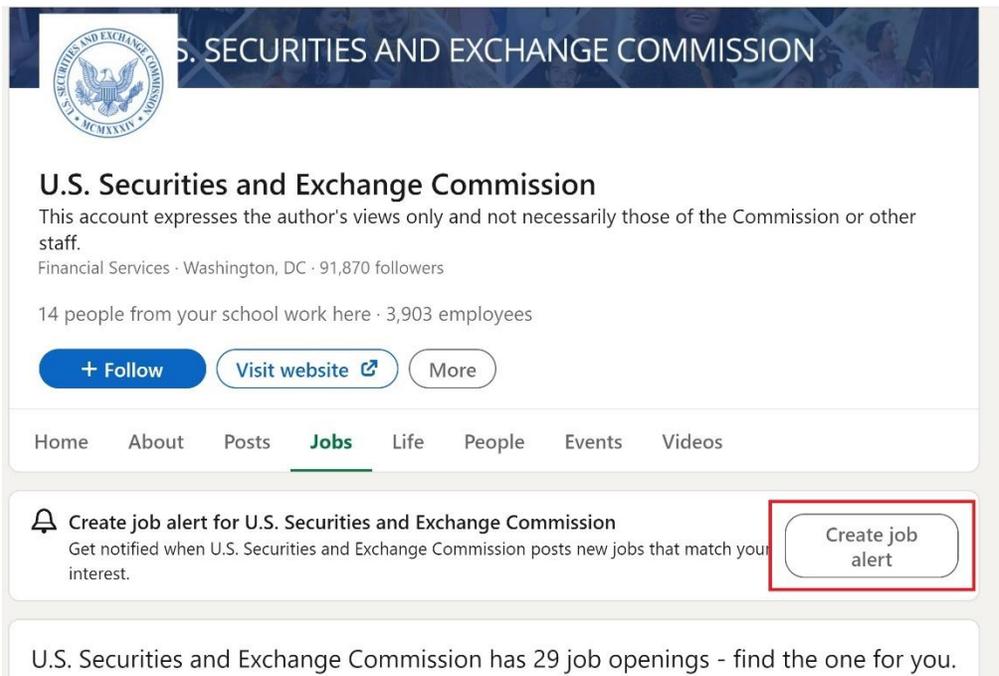
- Search for the company you’re interested in on the homepage.



- On the company's page, select the "Jobs" tab on the left.



- Select "Create Job Alert."



- Complete the required fields and select “Create Job Alert.”

The image shows a screenshot of a web form titled "Create job alert" for the U.S. Securities and Exchange Commission. The form is white with a red border and contains the following elements:

- Title:** "Create job alert" with a close button (X) in the top right corner.
- Logo:** The U.S. Securities and Exchange Commission seal is centered at the top.
- Text:** "Get notified about new jobs at U.S. Securities and Exchange Commission".
- Form Fields:**
 - Job title*:** A text input field with the placeholder text "Job title (ex: Retail Sales Manager)".
 - Job location*:** A text input field with the placeholder text "Job location (ex: City, state, zip code or country)".
- Text:** "We'll send you relevant remote jobs that allow you to work from this location." located below the location field.
- Button:** A blue button labeled "Create job alert" is located at the bottom right of the form.

Annual Anchor Projects Worksheet

Print this worksheet and fill-in-the-blanks as you create your plan.

STEP ONE: Create your timeline. Include relevant events and dates for your law school and your CSO. Examples:

- CSO
 - OCI
 - CSO Programming (Mock Interviews, Panels, Employer Events)
 - Busy Seasons – Mandatory Student Meetings, Resume Review Sessions, Programming, Data Collection, etc.
 - ABA Employment Deadline
- Law School
 - Grades Released
 - Law School Events featuring Alumni, Attorneys, etc., including CLEs and Symposiums
 - Major 1L Writing Assignments
- External
 - Job fairs
 - Consortia or local legal organization events
 - Bar Exam & Bar Exam Results

STEP TWO: Identify your target employers. Choose a broad category, either by employer type or goal. Examples:

- By Employer Type:
 - State or Federal Judges
 - Small, Mid-Sized, or Large Law Firms
 - In-House Jobs
 - Government Jobs
 - District Attorneys or Public Defenders Offices
 - Public Interest Positions
- By Goal:
 - New OCI Firms
 - JD Advantage Jobs
 - Environmental Law Jobs

STEP THREE: Add in your target employers' relevant dates and events. Examples include when:

- The employer typically prefers to hire.
- A hiring portal opens or formal or informal recruitment process begins, including pre-cruiting and typical time for offers and acceptances.
- A new class of summer or entry-level candidates start (or ends if it is an annual position like a clerkship).
- The employer typically posts on your job portal (look at Archived job posts).
- The employer typically assesses hiring needs for next hiring cycle, if known.

STEP FOUR: Considering the timeline, decide when to execute the project. Examples:

- If it's an employer that typically looks for bar results before hiring for post-grad positions, like a small firm or public interest employer, it might be best to do outreach around or after bar exam results.
- If it's an employer that has regular start and end dates for entry-level candidates, like a judge for clerkship term that starts and ends in August, it would not make sense to do broad outreach to the judges in that jurisdiction in September after a new batch of clerks just started.
- It is not realistic to execute an outreach plan during a particularly busy season in your office.

STEP FIVE: Create a plan and calendar it! Choose whether an email, phone, meeting, or Zoom meeting campaign makes sense.

- Add dates to your calendar. Include when you want to start the project and your deadline to complete it.
- Choose whether an email, phone, meeting, or Zoom meeting campaign makes sense.
- Write down the high-level steps you need to execute the plan. If you are using Asana or another project management software we discussed, record your notes there. Otherwise, add them into the body of your event on your calendar.

Month	Events	Outreach
Jan	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	
Feb	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	
Mar	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	
Apr	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	
May	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	
Jun	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	
Jul	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	

Aug	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	
Sept	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	
Oct	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	
Nov	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	
Dec	<u>CSO:</u> <u>Law School:</u> <u>External:</u> <u>Employer:</u>	