MAXIMIZING EMPLOYER BRAND THROUGH TECHNOLOGY

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Today’s Discussion

- Big Picture Recommendations
- Tips & Tricks for Career Service Management Systems
- Learn From Our Peers
- Q&A and Share!

Big Picture

Who is in the Room? (Mentimeter Exercise)

How many times a year do you log into a CSM site?

- Never
- Only for the purposes of OCI
- Fewer than 10 times (excluding OCI)
- 11-20 times (excluding OCI)
- More than 20 times (excluding OCI)

Do you train your staff or have you received training on how to use the various systems?

- Yes; sit-down training and go over the steps
- No; they/I can figure it out
- Minimal; provide guide sheet/exit memo

Glossary of Systems/Applications

CSM Systems

SYMPLICITY

12twenty

Applicant Tracking Systems

viGlobal

ApplicantStack powered by swipeclock

LawCruit

Virtual Interview Platforms

flo RECRUIT

Microsoft Teams

zoom

Shared Drives/Info Management

Google Drive

ShareFile

Event Sharing/Communications/Surveys

SurveyMonkey

CampusGroups

Forage

mailchimp

General Recommendations

- Train team
- Quality check
- Information management/tracking & maintaining

Template to Track CSO Information

Law School/Office	Contact	Website	Link to Employment Policies	Job Postings & OCI Current Students	Job Postings Alumni	Event Communications	Allows Student Listservs
Boston University School of Law - Career Development Office	Asst. Dean Mandie LeBeau, mlebeau@bu.edu Ethan Carr - Asst. Director for Employer Relations and Outcomes, carre@bu.edu Jessica Leveroni – Asst. Director, Private Sector Employment, jesslev@bu.edu Grace Sherwood – Employer Outreach and Recruitment Programs Manager, gjsher@bu.edu	https://www.bu.edu/law/employers/	https://www.bu.edu/law/employers/policies-and-guidelines/	CareerHub powered by 12Twenty	CareerHub powered by 12Twenty	Email event details to lawcdo@bu.edu or jesslev@bu.edu; will be posted on CareerHub and shared in weekly emails and individual outreach	No
Columbia Law School - Office of Career Services	Danielle Schweiloch, Dean of Career Services, ds4081@columbia.edu Nancy Merriman, Director of Recruiting & Prof. Development, nm3025@columbia.edu Frantz Price, Director of International & Alumni Careers, ftp4@columbia.edu Sonovia Harmon, Asst. Director of Programming, sh3477@columbia.edu (Events & Practice Interviews) Jennifer Torres, Asst. Director of Recruiting, jl6185@columbia.edu (OCI & LLM Interview Program)	https://www.law.columbia.edu/careers/private-sector/employers	https://www.law.columbia.edu/careers/employment-policies	Symplicity	Symplicity	Email event details to Sonovia Harmon; will be posted on Events portal and listed in weekly email	No

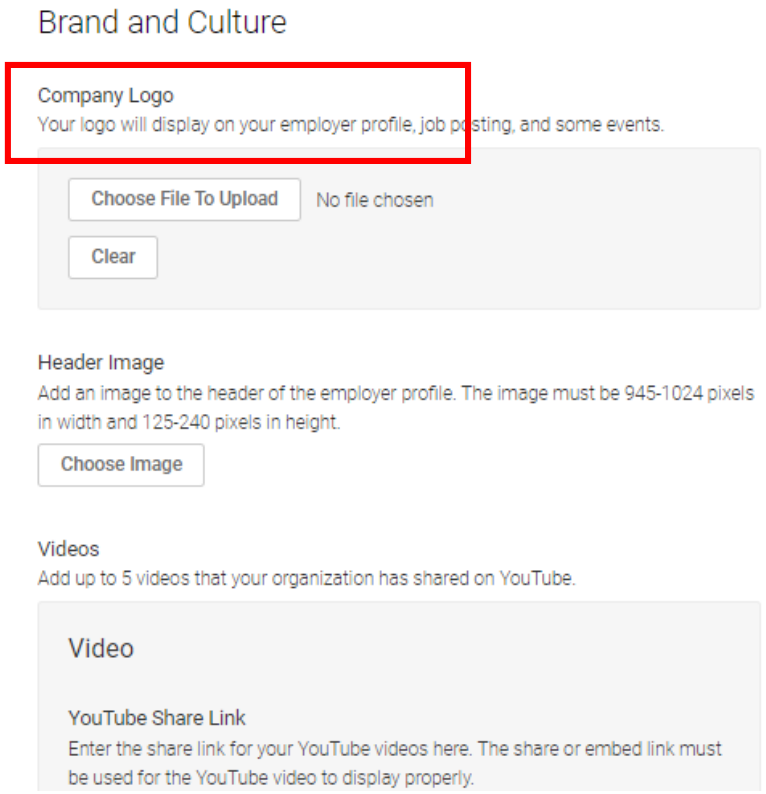
Tips & Tricks: CSM

Tips and Tricks: Using CSM Sites

- Each school's job posting board has different settings
- Be aware of the required criteria for your job postings – allows for consistency across all the different platforms at different law schools
- Have a checklist of things to include for every posted position
- Candidate search features
- Sharing Opportunities
  - Job postings
  - Resume collections
  - OCI

Tips and Tricks: Using CSM Sites

Include your organization's logo in your employer profile



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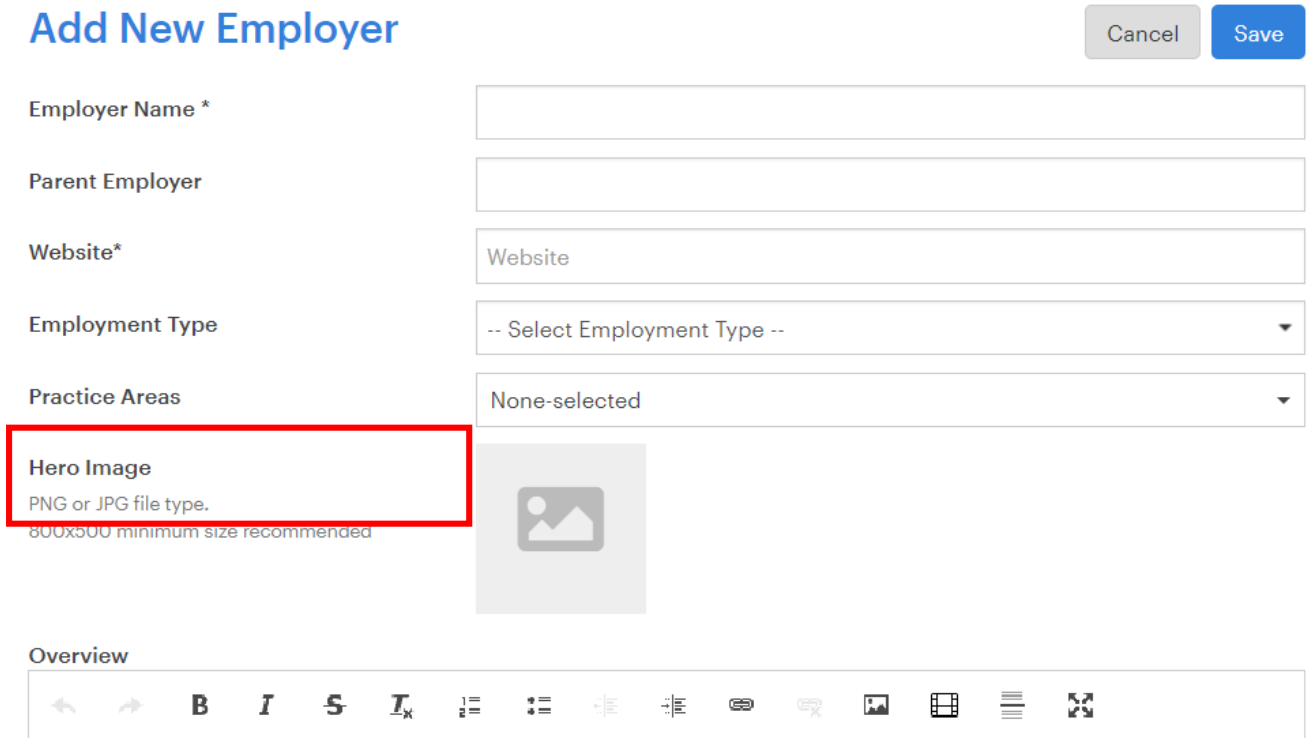
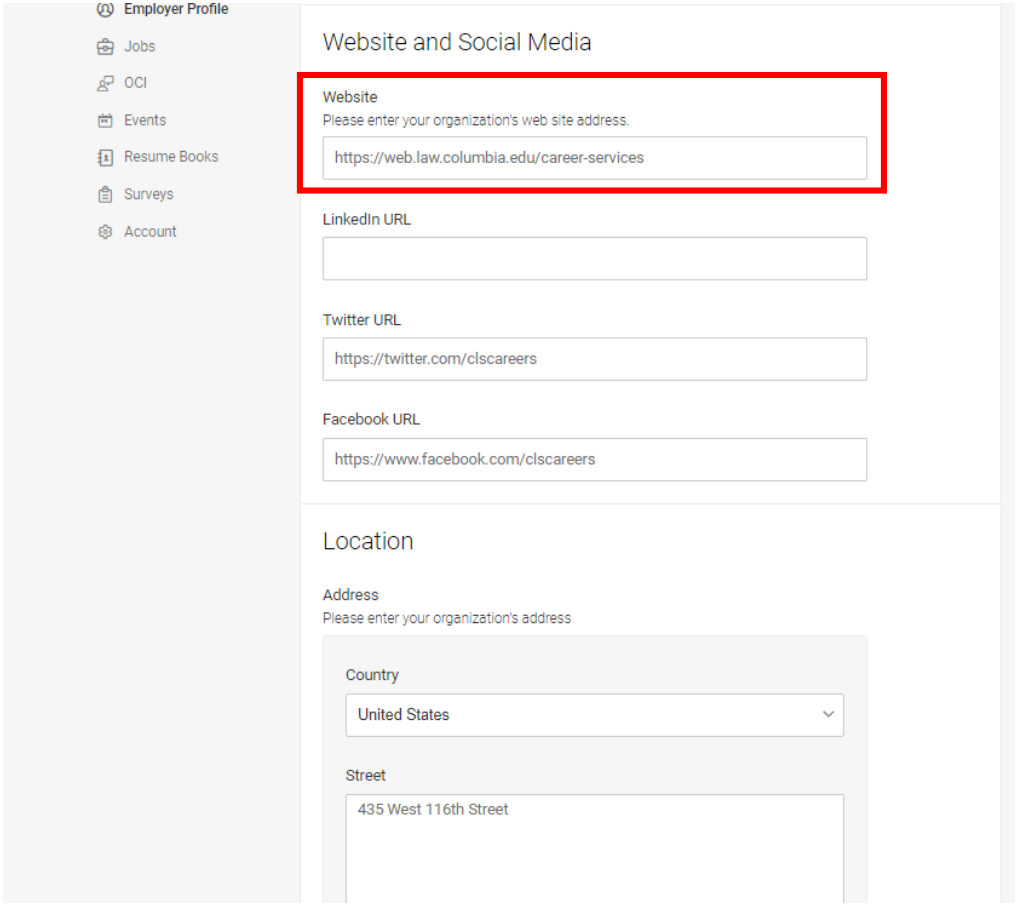


12Twenty

Tips and Tricks: Using CSM Sites

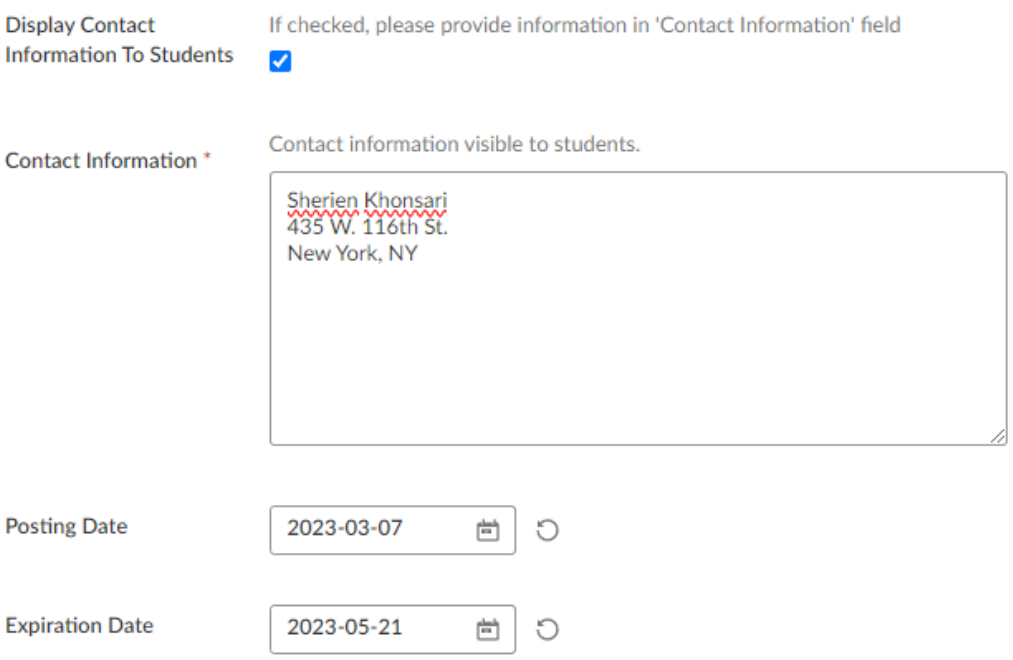


- Always include your organization or firm's website so students can easily find it
- This might be a required field on 12Twenty

Symplicity

Tips and Tricks: Using CSM Sites

Listing contact information is important and might even be required when posting a job



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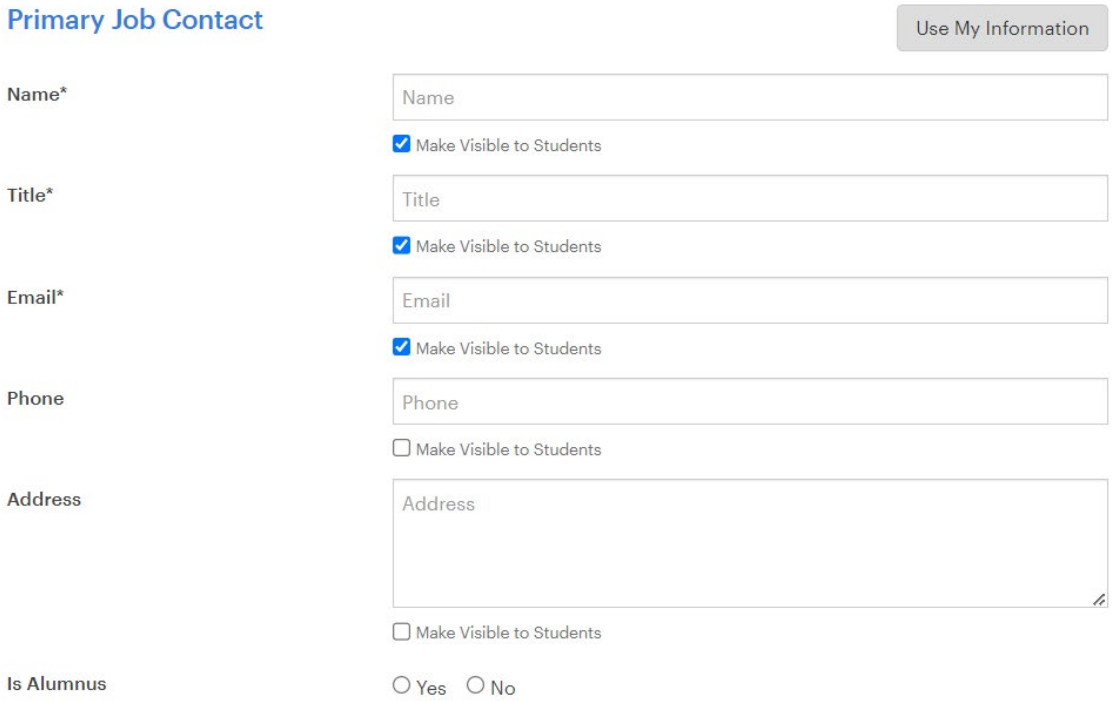
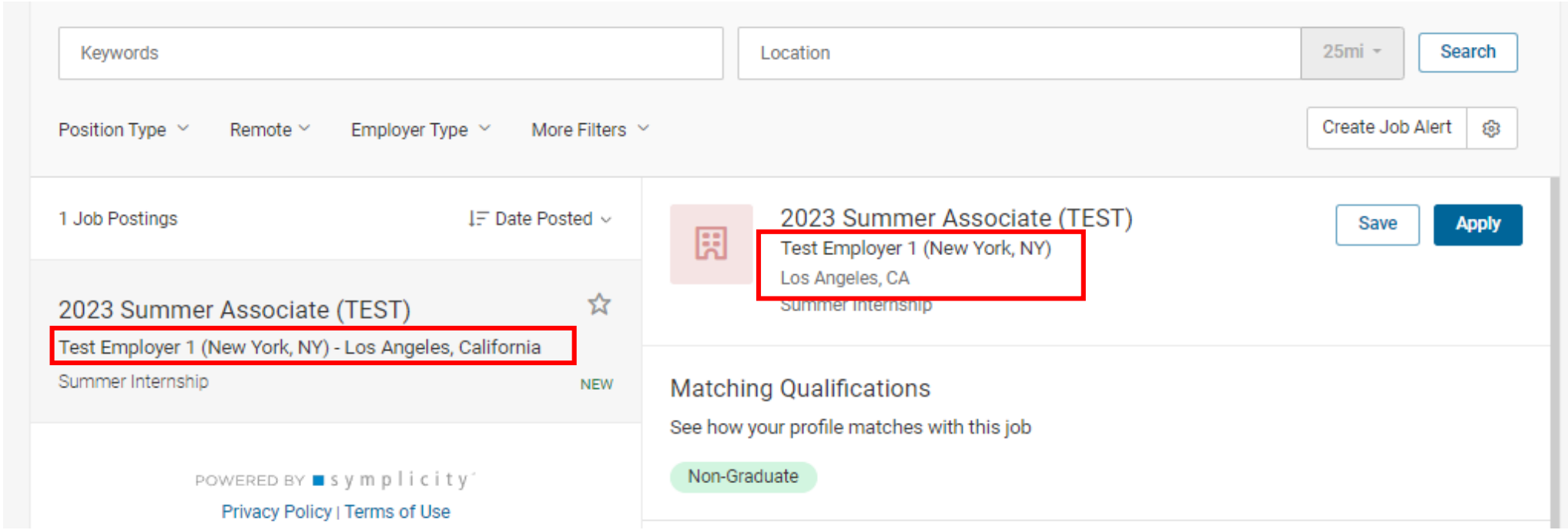


12Twenty

Tips and Tricks: Using CSM Sites

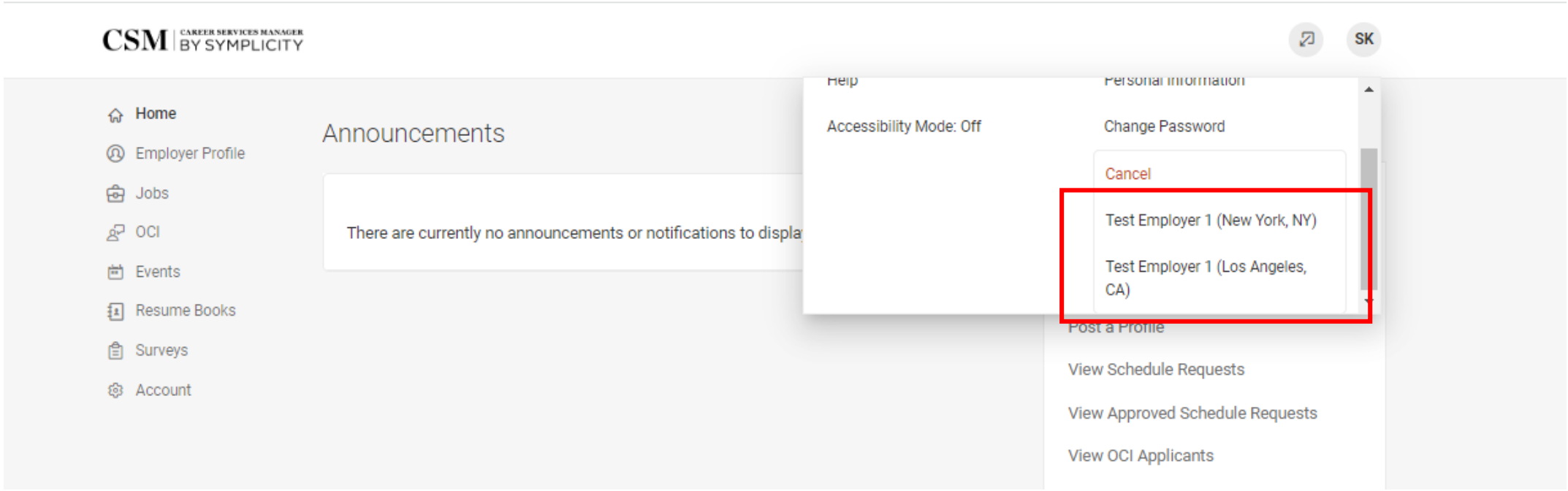
- Make every contact a multi-office contact
- When a contact isn't designated as a multi-office contact, the applicants will see the home office as the location of the contact instead of the location of the position - causing confusion



Symplicity

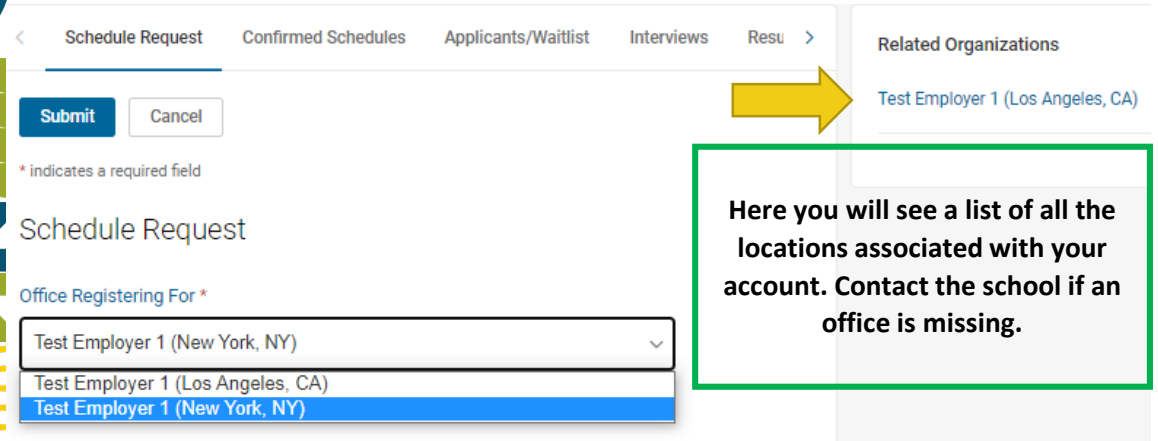
Tips and Tricks: Using CSM Sites

When a contact is set as a multi-office contact, make sure to switch offices before submitting a job posting so the correct office is included in the job posting

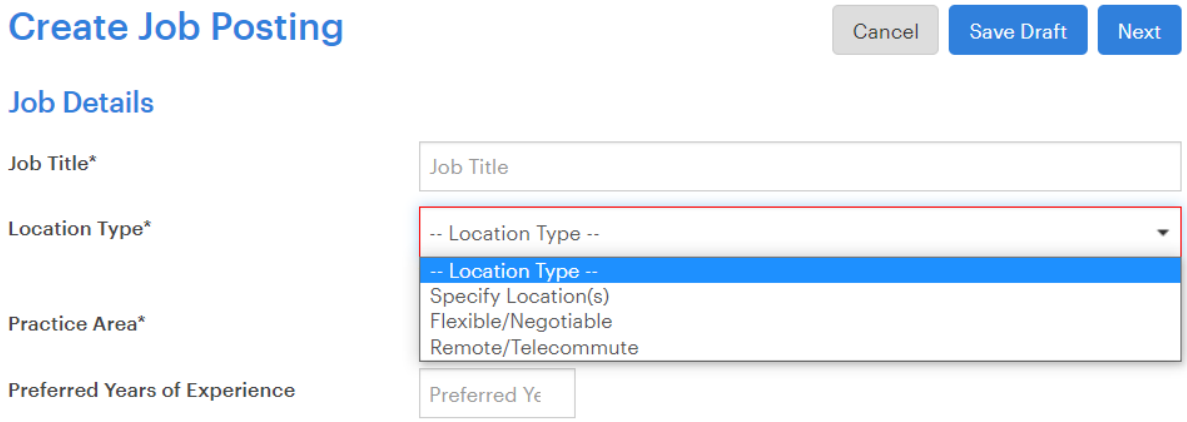


Tips and Tricks: Using CSM Sites

- Be specific about which offices are hiring and include a list in both the location section and in the job description
- On Symplicity, make sure to select the correct office location from the dropdown menu or answer “yes” to the “multiple office schedule” question to include more than one office on a schedule
- On 12Twenty, select “specific location(s)” and select those locations; if you are hiring for multiple offices in one posting, add the additional locations one at a time



Symplicity



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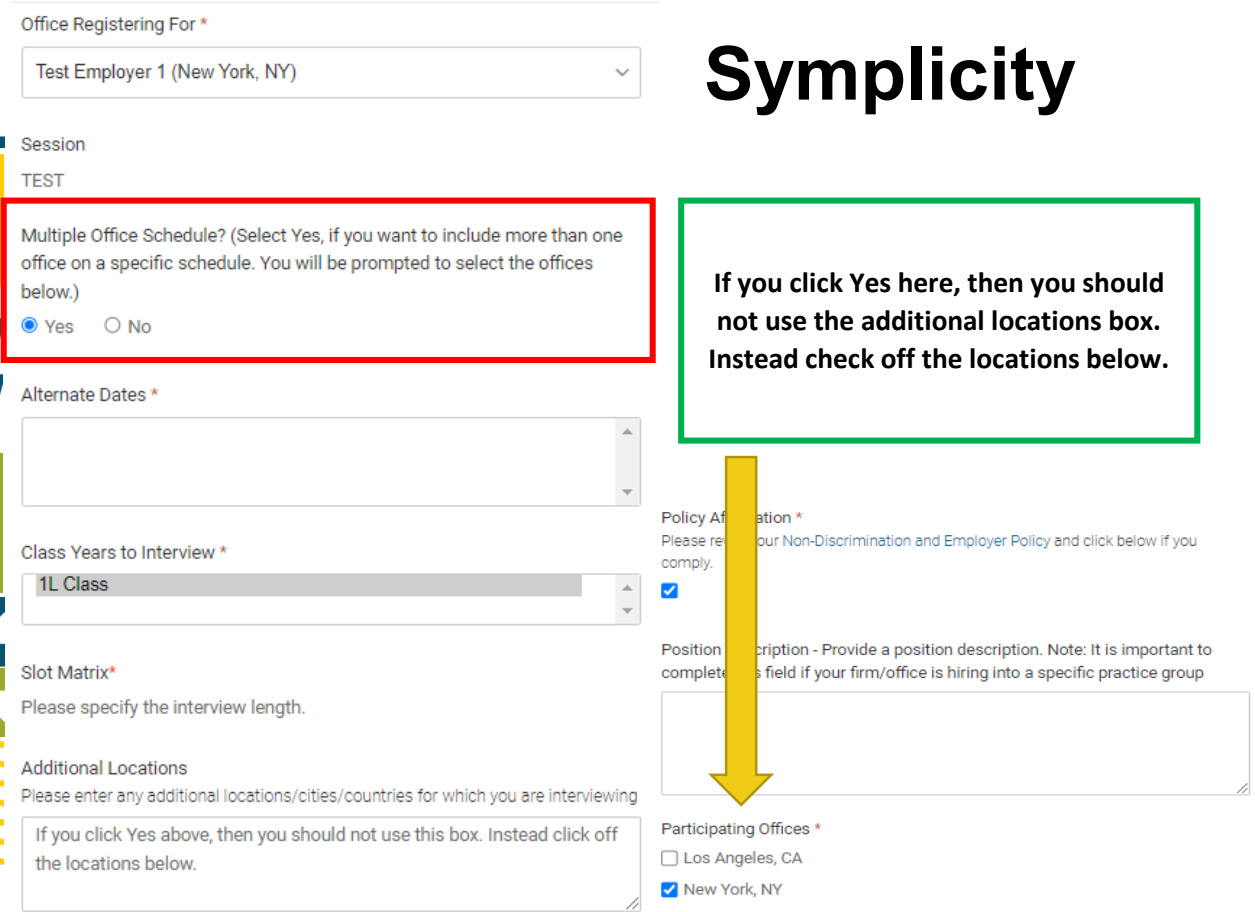
Tips and Tricks: Using CSM Sites

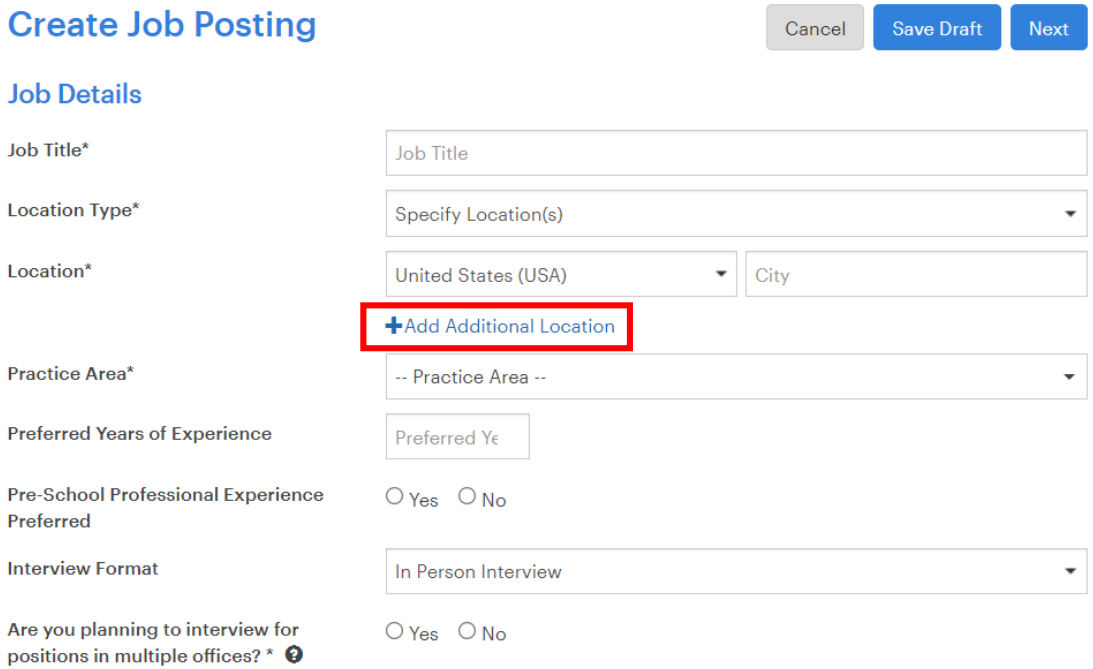
How to include multiple offices for one OCI schedule

Symplicity



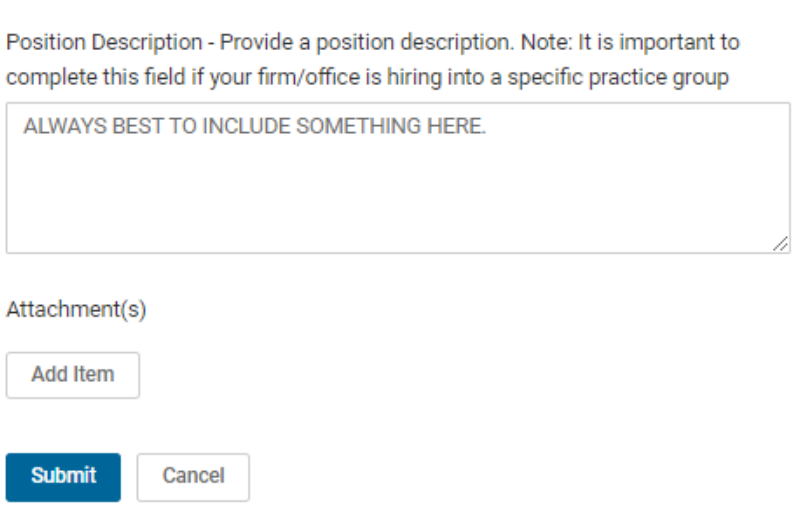
If you click Yes here, then you should not use the additional locations box. Instead check off the locations below.

12Twenty



Tips and Tricks: Using CSM Sites

- Always include a position description
- Opportunity to highlight specific information about your organization or hiring program



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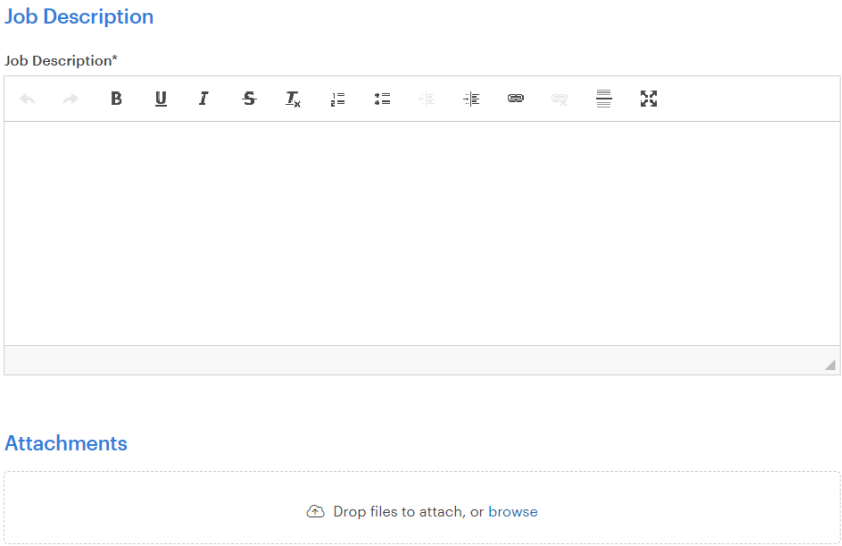

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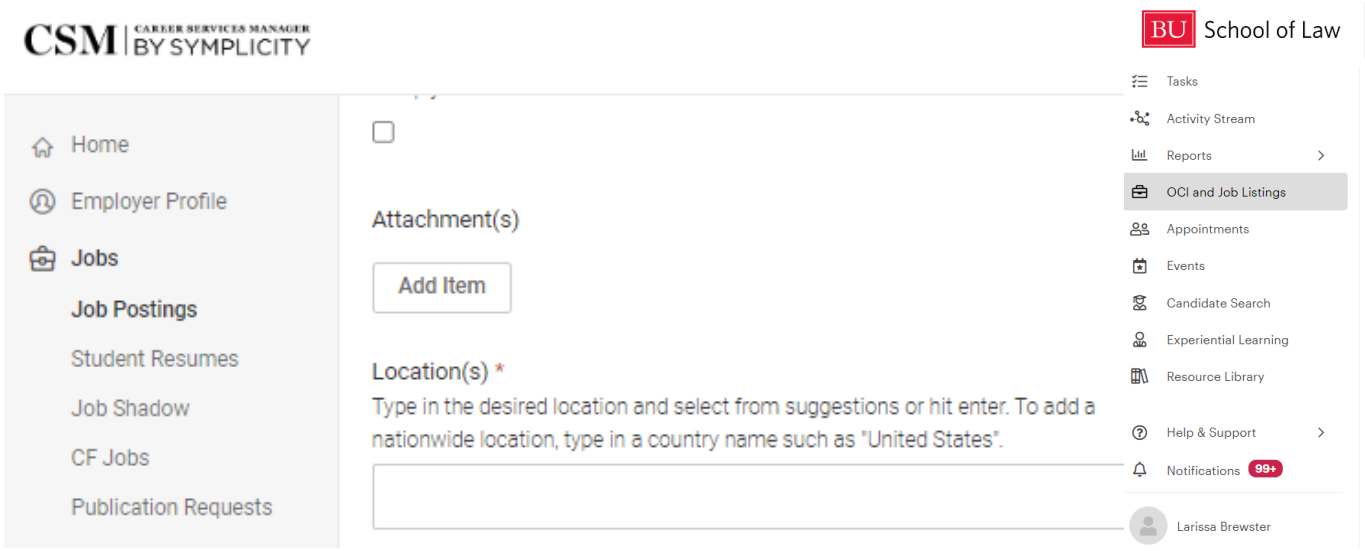
Tips and Tricks: Using CSM Sites

- Use attachments for full job description or to share marketing materials about your organization or firm
- List the locations both in the job description and in the designated location field



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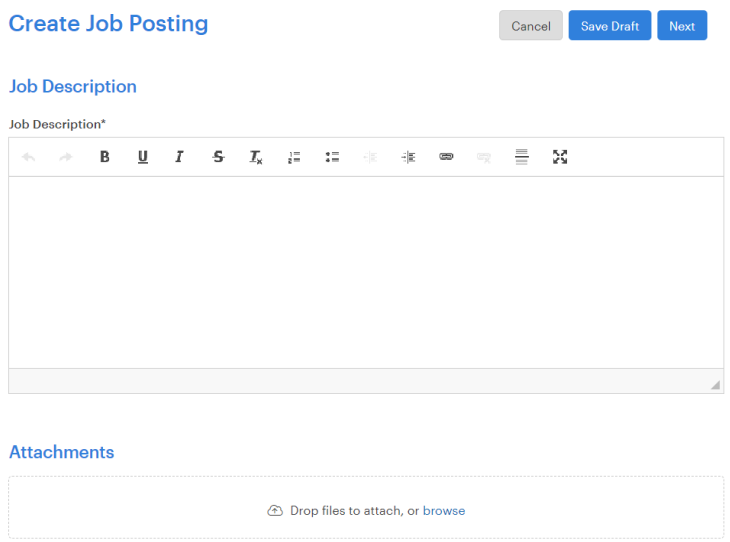


12Twenty

Learn from our peers: A Law Firm

Engaging with Candidates: Promoting Events

Spreading the word

- Symplicity and 12Twenty
- CSOs: Newsletters, Calendars (Please help us help your students!)
- LinkedIn
- Student groups
- Watchlists

Meaningful Virtual events

Expand outreach and give students a reason to attend

GIBSON DUNN: IS "BIG LAW" FOR ME? A FIRST GEN VALUES EXPLORATION WITH DR. ELISA HERNANDEZ | 3.1.23

by WashULaw Career Center Staff | Feb 14, 2023 | Diversity, Network & Engage, Professional Development

You are invited to join Gibson Dunn and Dr. Elisa Hernandez for a presentation on First Generation values in Big Law. Dr. Hernandez will discuss the origins of professional/career values, lead you through exercises to help you determine which values fit for your lifestyle, ar explore how you can anchor your professional decisions in your personal values.

You will also hear from First Generation Gibson Dunn lawyers on how they successfully navigated their own professional/career values in Big Law.

Dr. Elisa Hernandez (she/her) Psychologist First Gen Journey

Mike Szczurek (he/him) Partner Los Angeles

Jessica Valenzuela (she/her) Partner Palo Alto

Nicole Lee (she/her) Associate Washington, D.C.

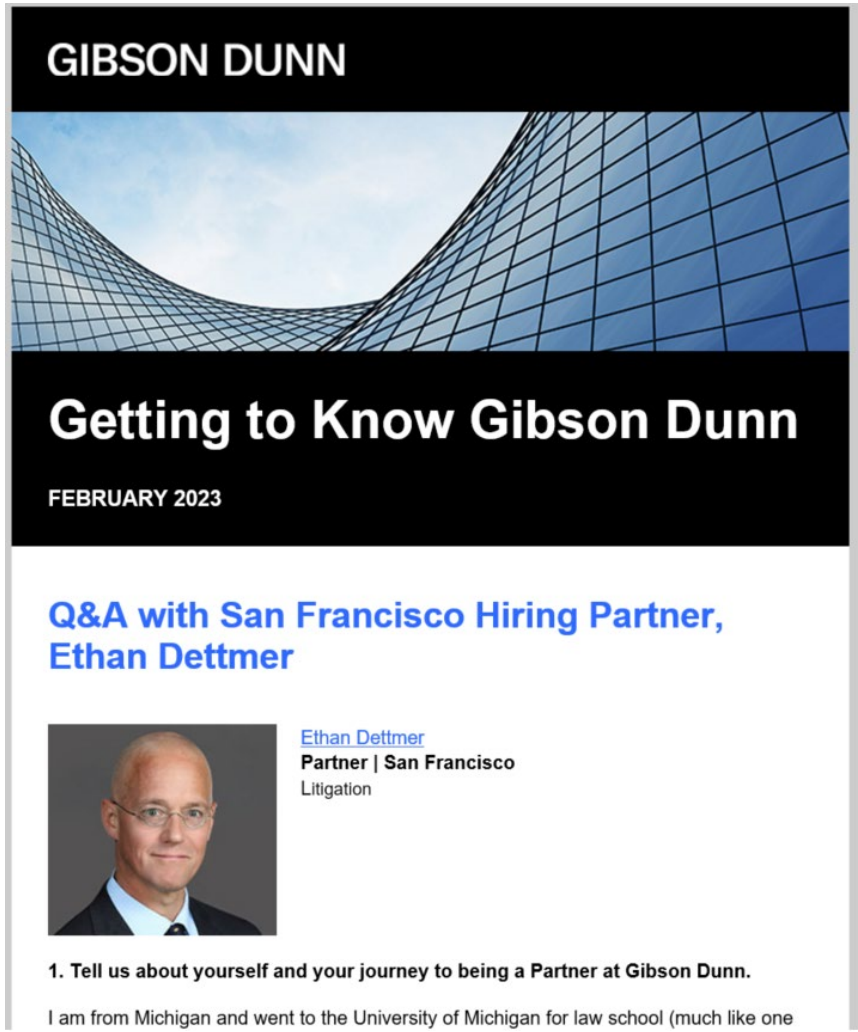
Adri Langemeier (she/her) Associate Houston

Wednesday, March 1, 2023| 4 p.m. PT / 7:00 p.m. ET | **REGISTER**

Questions:
Brooke Wilson | Law Student Outreach Manager: bwilson@gibsondunn.com

Engaging with Candidates: Direct/Follow-up

- “Direct mailers”
- Newsletters
- Social Media highlights
  - Day in the life, practice group highlights, pro bono – grab attention and personalize
- Mixers/Receptions/On-campus touchpoints
- Highlight and include alumni for a different angle on firm identity


GIBSON DUNN

Getting to Know Gibson Dunn

FEBRUARY 2023

Q&A with San Francisco Hiring Partner, Ethan Dettmer

Ethan Dettmer
Partner | San Francisco
Litigation

1. Tell us about yourself and your journey to being a Partner at Gibson Dunn.

I am from Michigan and went to the University of Michigan for law school (much like one

Getting the Message Out: Maximizing Recruiters and Solidifying Connections

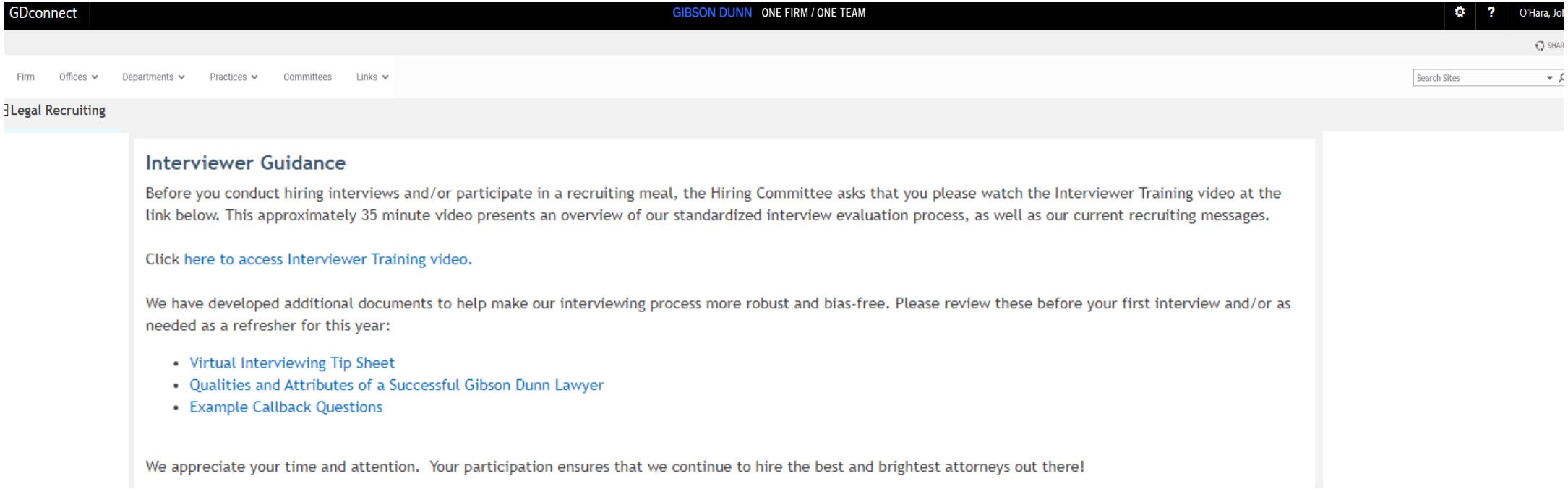
How will your people be your most effective messengers?

- Trainings
- Talking Points
- References
- Recruiting Data

Getting the Message Out: Maximizing Recruiters and Solidifying Connections

How will they stay engaged and motivated?

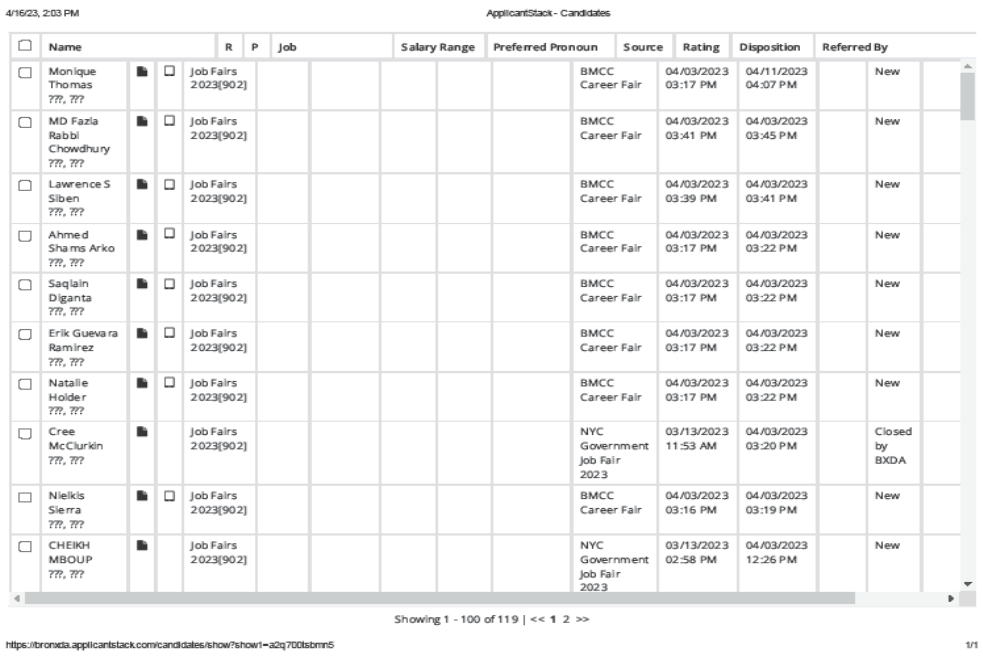
Internal messages: Reports, Statements, Highlights



Learn from our peers: A DA’s Office

Engaging with Candidates: Direct/Follow-up

Using Recruitment Database to Connect



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☐	MD Fazla Rabbi Chowdhury ???, ???		☐			Job Fairs 2023[902]			BMCC Career Fair	04/03/2023 03:41 PM	04/03/2023 03:45 PM		New
☐	Lawrence S Siben ???, ???		☐			Job Fairs 2023[902]			BMCC Career Fair	04/03/2023 03:39 PM	04/03/2023 03:41 PM		New
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Showing 1 - 100 of 119 | << 1 2 >>

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- Jobs
- Questionnaires
- Messages
- Tasks
- Events
- Documents

Message Template Information

Name:
Job Fair Follow Up

Delay:
None

From:
System

Subject:
Bronx District Attorney's Office - Nice to Meet You!

Email Body

Dear {!candidate-name},

It was a pleasure meeting you at the {!application-referredby}. We are reviewing your resume and will be in touch regarding open positions that we think you would be great fit for.

If you have any questions or would like to speak with a Recruiter at BXDA, please contact Recruitment at 718-590-2258. You can also email Recruitment at BXDARecruit@bronxda.nyc.gov. I encourage you to visit our website, bronxda.nyc.gov, to learn more about the Bronx District Attorney's Office and our current job offerings.

https://bronxda.applicantstack.com/library/view/aeq700lzywx 1/1

Engaging with Candidates: Promoting Events

Spreading the word

- Virtual Panels
  - Criminal Justice Reform
  - How to become a prosecutor
- LinkedIn
- Student groups
- District Attorney Aligned Groups
  - NBPA – Virtual Job Fair
  - NDAA – Educational Events

Meaningful Virtual events

Expand outreach and give students a reason to attend

Getting the Message Out: Maximizing Recruiters and Ensuring Fair Process

How will your people be your most effective messengers?

- Implicit Bias Training for Interviewers
- Structured Interviews
- Tours
- Alumni outreach

Q&A

Contact Information

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THANK YOU!