

MAXIMIZING EMPLOYER BRAND THROUGH TECHNOLOGY

Sherien Khonsari, Digital & Communications Strategy Lead,
Professional Affairs Administration, Columbia Law School

Larissa Brewster, Assistant Director for Government &
Public Interest, Boston University School of Law

Sherry Marcus Cohen, Bureau Chief, Recruitment, Bronx
District Attorney's Office

John O'Hara, Chief Recruiting Officer, Gibson Dunn



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



Applicant Tracking Systems



Virtual Interview Platforms



Shared Drives/Info Management



Event Sharing/Communications/Surveys





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	<p>Asst. Dean Mandie LeBeau, mlebeau@bu.edu</p> <p>Ethan Carr - Asst. Director for Employer Relations and Outcomes, carre@bu.edu</p> <p>Jessica Leveroni – Asst. Director, Private Sector Employment, jesslev@bu.edu</p> <p>Grace Sherwood – Employer Outreach and Recruitment Programs Manager, gjshe@bu.edu</p>	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	<p>Danielle Schweiloch, Dean of Career Services, ds4081@columbia.edu</p> <p>Nancy Merriman, Director of Recruiting & Prof. Development, nm3025@columbia.edu</p> <p>Frantz Price, Director of International & Alumni Careers, ftp4@columbia.edu</p> <p>Sonovia Harmon, Asst. Director of Programming, sh3477@columbia.edu (Events & Practice Interviews)</p> <p>Jennifer Torres, Asst. Director of Recruiting, jl6185@columbia.edu (OCI & LLM Interview Program)</p>	https://www.law.columbia.edu/careers/private-sector/employers	https://www.law.columbia.edu/careers/employment-policies	Symlicity	Symlicity	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

Brand and Culture

Company Logo

Your logo will display on your employer profile, job posting, and some events.

Choose File To Upload

No file chosen

Clear

Header Image

Add an image to the header of the employer profile. The image must be 945-1024 pixels in width and 125-240 pixels in height.

Choose Image

Videos

Add up to 5 videos that your organization has shared on YouTube.

Video

YouTube Share Link

Enter the share link for your YouTube videos here. The share or embed link must be used for the YouTube video to display properly.

Add New Employer

Cancel

Save

Employer Name *

Parent Employer

Website*

Employment Type

Practice Areas

Hero Image

PNG or JPG file type.

800x500 minimum size recommended

Overview



Symplificity

12Twenty

Tips and Tricks: Using CSM Sites

Employer Profile

- Jobs
- OCI
- Events
- Resume Books
- Surveys
- Account

Website and Social Media

Website
Please enter your organization's web site address.

LinkedIn URL

Twitter URL

Facebook URL

Location

Address
Please enter your organization's address

Country

Street

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



Tips and Tricks: Using CSM Sites

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

Display Contact Information To Students

If checked, please provide information in 'Contact Information' field

Contact Information *

Contact information visible to students.

Sherien Khonsari
435 W. 116th St.
New York, NY

Posting Date

2023-03-07  

Expiration Date

2023-05-21  

Primary Job Contact

Use My Information

Name*

Name

Make Visible to Students

Title*

Title

Make Visible to Students

Email*

Email

Make Visible to Students

Phone

Phone

Make Visible to Students

Address

Address

Make Visible to Students

Is Alumnus

Yes No

Symplicity

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

The screenshot displays a job search results page. At the top, there are search filters for 'Keywords', 'Location' (set to 25mi), and a 'Search' button. Below the filters are dropdown menus for 'Position Type', 'Remote', 'Employer Type', and 'More Filters', along with a 'Create Job Alert' button. The main content area shows '1 Job Postings' with a 'Date Posted' sort option. A single job listing is shown for '2023 Summer Associate (TEST)' by 'Test Employer 1 (New York, NY) - Los Angeles, California'. A red box highlights the employer name. To the right of the listing are 'Save' and 'Apply' buttons. Below the listing, there is a 'Matching Qualifications' section with a 'Non-Graduate' tag. At the bottom, it says 'POWERED BY simplicity' with links for 'Privacy Policy' and 'Terms of Use'.

Symlicity

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

The screenshot shows the CSM Career Services Manager interface. On the left is a navigation menu with items: Home, Employer Profile, Jobs, OCI, Events, Resume Books, Surveys, and Account. The main content area is titled 'Announcements' and displays a message: 'There are currently no announcements or notifications to display'. A dropdown menu is open, showing options: 'Help', 'Accessibility Mode: Off', 'Personal Information', 'Change Password', 'Cancel', 'Test Employer 1 (New York, NY)', 'Test Employer 1 (Los Angeles, CA)', 'Post a Profile', 'View Schedule Requests', 'View Approved Schedule Requests', and 'View OCI Applicants'. The two 'Test Employer' options are highlighted with a red box.

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

Screenshot of the Symplicity 'Create Job Posting' interface. The 'Related Organizations' dropdown menu is open, showing a list of organizations: 'Test Employer 1 (Los Angeles, CA)', 'Test Employer 1 (New York, NY)', and 'Test Employer 1 (New York, NY)'. A yellow arrow points to the list. A green box highlights the list with the text: 'Here you will see a list of all the locations associated with your account. Contact the school if an office is missing.' The 'Schedule Request' section shows a dropdown menu with 'Test Employer 1 (New York, NY)' selected. Buttons for 'Submit' and 'Cancel' are visible.

Symplicity

Create Job Posting

Job Details

Job Title*

Location Type*

Practice Area*

Preferred Years of Experience

Job Title

-- Location Type --

-- Location Type --

Specify Location(s)

Flexible/Negotiable

Remote/Telecommute

Preferred Ye

Cancel Save Draft Next

12Twenty

Tips and Tricks: Using CSM Sites

How to include multiple offices for one OCI schedule

Office Registering For *

Test Employer 1 (New York, NY) ▼

Session

TEST

Multiple Office Schedule? (Select Yes, if you want to include more than one office on a specific schedule. You will be prompted to select the offices below.)

Yes No

Alternate Dates *

Class Years to Interview *

1L Class

Slot Matrix*

Please specify the interview length.

Additional Locations

Please enter any additional locations/cities/countries for which you are interviewing

If you click Yes above, then you should not use this box. Instead click off the locations below.

Symplicity

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

Policy Affirmation *

Please review our Non-Discrimination and Employer Policy and click below if you comply.

Position Description - Provide a position description. Note: It is important to complete this field if your firm/office is hiring into a specific practice group

Participating Offices *

Los Angeles, CA

New York, NY

Create Job Posting

Job Details

Job Title*

Location Type*

Location*

Practice Area*

Preferred Years of Experience

Preferred Years

Pre-School Professional Experience Preferred

Yes No

Interview Format

In Person Interview

Are you planning to interview for positions in multiple offices? * ?

Yes No

12Twenty

Cancel Save Draft Next

Job Title

Specify Location(s)

United States (USA) City

+ Add Additional Location

-- Practice Area --

Preferred Years

Yes No

In Person Interview

Tips and Tricks: Using CSM Sites

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

Position Description - Provide a position description. Note: It is important to complete this field if your firm/office is hiring into a specific practice group

ALWAYS BEST TO INCLUDE SOMETHING HERE.

Attachment(s)

Add Item

Submit

Cancel

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Job Description

Job Description*

Rich text editor toolbar with icons for Bold (B), Underline (U), Italic (I), Strikethrough (ABC), Text Color (T), Background Color (■), Bulleted List (•), Numbered List (1), Indent (L), Outdent (R), Link (🔗), Unlink (🔗), Table (📊), and Refresh (🔄).

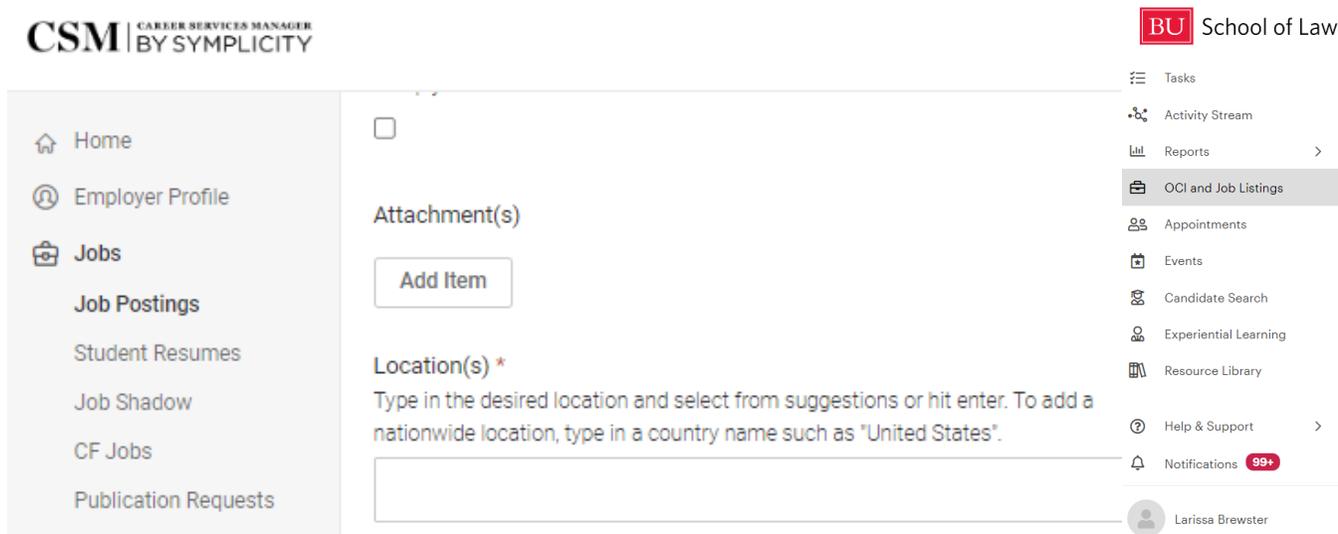
Attachments

Drop files to attach, or browse

12Twenty

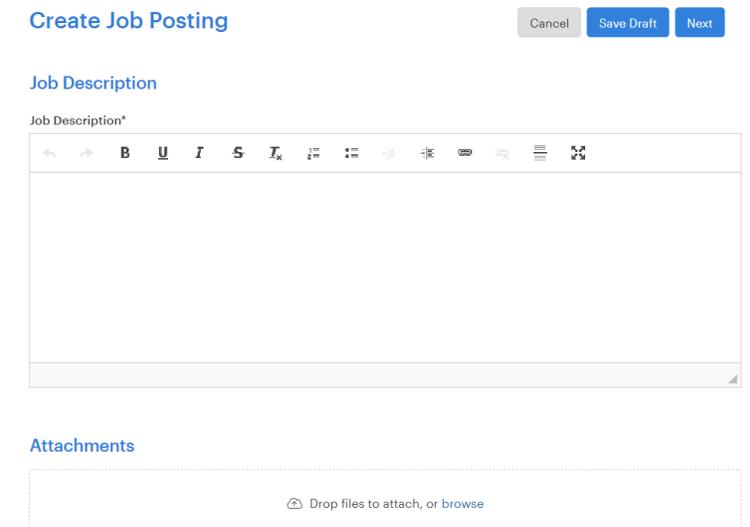
Tips and Tricks: Using CSM Sites

- 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



The screenshot shows the Symplicity Career Services Manager (CSM) interface. The top left features the logo "CSM | CAREER SERVICES MANAGER BY SYMPPLICITY". The top right shows the user's name "BU School of Law" and a navigation menu with options like Tasks, Activity Stream, Reports, OCI and Job Listings (highlighted), Appointments, Events, Candidate Search, Experiential Learning, Resource Library, Help & Support, and Notifications (98+). The main content area is titled "Attachment(s)" and includes an "Add Item" button. Below this is the "Location(s) *" field with instructions: "Type in the desired location and select from suggestions or hit enter. To add a nationwide location, type in a country name such as 'United States'". A sidebar on the left contains navigation links: Home, Employer Profile, Jobs, Job Postings, Student Resumes, Job Shadow, CF Jobs, and Publication Requests.

Symplicity



The screenshot shows the 12Twenty interface for creating a job posting. The top right has buttons for "Cancel", "Save Draft", and "Next". The main section is titled "Create Job Posting" and "Job Description". It features a rich text editor with a toolbar containing icons for bold, italic, underline, strikethrough, bulleted list, numbered list, link, unlink, and image. Below the editor is an "Attachments" section with a dashed border and a "Drop files to attach, or browse" prompt.

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 WashU Law 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, and 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 Szczyrek (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

GIBSON DUNN
FIRESIDE CHAT WITH JUDGE COSTA

Please join Gibson Dunn for a conversation between Gregg Costa, Houston Partner and former Fifth Circuit judge, and his former clerks Matthew Aiken and Dan Ruben. Judge Costa will discuss his path to the bench, transition to private practice, and the future of litigation in Texas.

Wednesday, November 30
6:30 p.m. ET | 5:30 p.m. CT | 3:30 p.m. PT

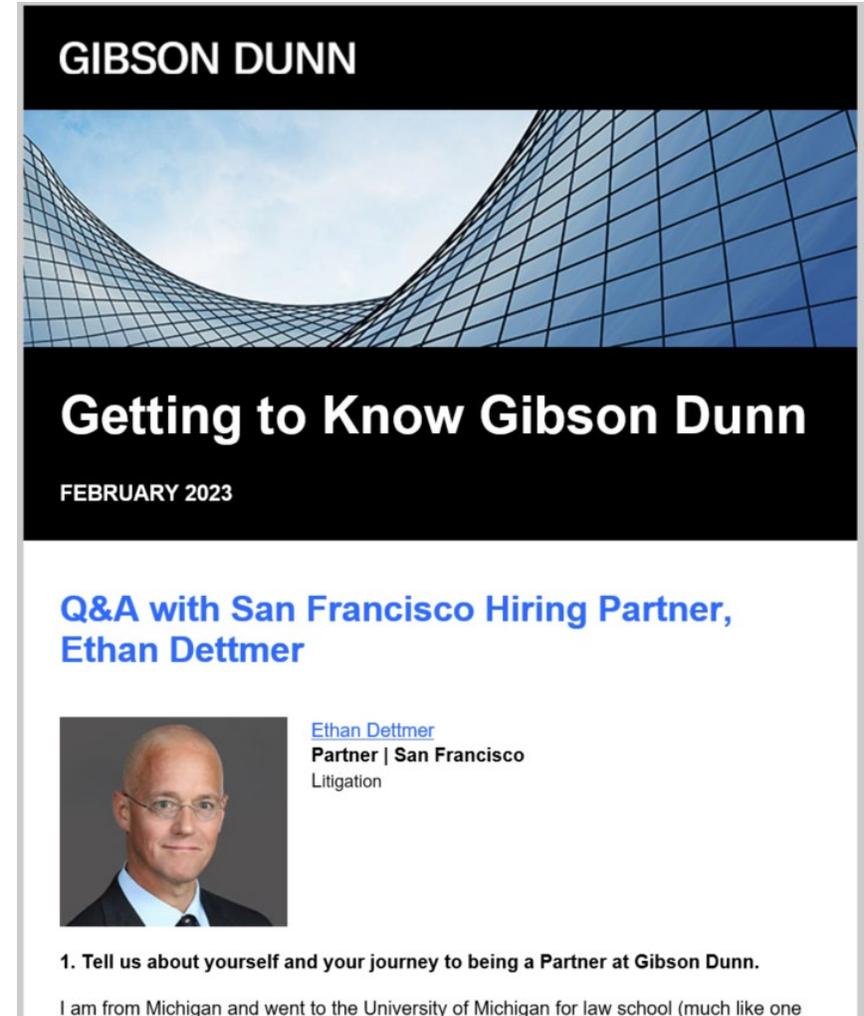
Panelist:

Gregg Costa **Matt Aiken** **Dan Ruben**

Click [here](#) to register
For more information contact 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



The image shows a newsletter cover for Gibson Dunn. At the top, the firm's name "GIBSON DUNN" is written in white on a black background. Below this is a photograph of a modern building's glass facade with a grid pattern, set against a blue sky. Underneath the photo, the title "Getting to Know Gibson Dunn" is displayed in white on a black background, followed by the date "FEBRUARY 2023". The main content area has a white background and features the text "Q&A with San Francisco Hiring Partner, Ethan Dettmer" in blue. To the left of this text is a small portrait of Ethan Dettmer. To the right of the portrait, his name "Ethan Dettmer" is written in blue, followed by "Partner | San Francisco" and "Litigation" in black. At the bottom of the newsletter, there is a numbered list item: "1. Tell us about yourself and your journey to being a Partner at Gibson Dunn." followed by a short paragraph: "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

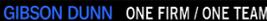
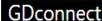
How will your people be your most effective messengers?

- 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



Interviewer Guidance

Before you conduct hiring interviews and/or participate in a recruiting meal, the Hiring Committee asks that you please watch the Interviewer Training video at the link below. This approximately 35 minute video presents an overview of our standardized interview evaluation process, as well as our current recruiting messages.

Click [here](#) to access Interviewer Training video.

We have developed additional documents to help make our interviewing process more robust and bias-free. Please review these before your first interview and/or as needed as a refresher for this year:

- [Virtual Interviewing Tip Sheet](#)
- [Qualities and Attributes of a Successful Gibson Dunn Lawyer](#)
- [Example Callback Questions](#)

We appreciate your time and attention. Your participation ensures that we continue to hire the best and brightest attorneys out there!



Learn from our peers: A DA's Office



Engaging with Candidates: Direct/Follow-up

Using Recruitment Database to Connect

4/16/23, 2:03 PM ApplicantStack - Candidates

<input type="checkbox"/>	Name	R	P	Job	Salary Range	Preferred Pronoun	Source	Rating	Disposition	Referred By
<input type="checkbox"/>	Monique Thomas ???, ???	<input type="checkbox"/>	<input type="checkbox"/>	Job Fairs 2023(902)			BMCC Career Fair	04/03/2023 03:17 PM	04/11/2023 04:07 PM	New
<input type="checkbox"/>	MD Fazla Rabbi Chowdhury ???, ???	<input type="checkbox"/>	<input type="checkbox"/>	Job Fairs 2023(902)			BMCC Career Fair	04/03/2023 03:41 PM	04/03/2023 03:45 PM	New
<input type="checkbox"/>	Lawrence S Siben ???, ???	<input type="checkbox"/>	<input type="checkbox"/>	Job Fairs 2023(902)			BMCC Career Fair	04/03/2023 03:39 PM	04/03/2023 03:41 PM	New
<input type="checkbox"/>	Ahmed Shams Arko ???, ???	<input type="checkbox"/>	<input type="checkbox"/>	Job Fairs 2023(902)			BMCC Career Fair	04/03/2023 03:17 PM	04/03/2023 03:22 PM	New
<input type="checkbox"/>	Saqlain Diganta ???, ???	<input type="checkbox"/>	<input type="checkbox"/>	Job Fairs 2023(902)			BMCC Career Fair	04/03/2023 03:17 PM	04/03/2023 03:22 PM	New
<input type="checkbox"/>	Erik Guevara Ramirez ???, ???	<input type="checkbox"/>	<input type="checkbox"/>	Job Fairs 2023(902)			BMCC Career Fair	04/03/2023 03:17 PM	04/03/2023 03:22 PM	New
<input type="checkbox"/>	Natalie Holder ???, ???	<input type="checkbox"/>	<input type="checkbox"/>	Job Fairs 2023(902)			BMCC Career Fair	04/03/2023 03:17 PM	04/03/2023 03:22 PM	New
<input type="checkbox"/>	Cree McClurkin ???, ???	<input type="checkbox"/>	<input type="checkbox"/>	Job Fairs 2023(902)			NYC Government Job Fair 2023	03/13/2023 11:53 AM	04/03/2023 03:20 PM	Closed by BXDA
<input type="checkbox"/>	Nielkis Sierra ???, ???	<input type="checkbox"/>	<input type="checkbox"/>	Job Fairs 2023(902)			BMCC Career Fair	04/03/2023 03:16 PM	04/03/2023 03:19 PM	New
<input type="checkbox"/>	CHEIKH MBOUP ???, ???	<input type="checkbox"/>	<input type="checkbox"/>	Job Fairs 2023(902)			NYC Government Job Fair 2023	03/13/2023 02:58 PM	04/03/2023 12:26 PM	New

Showing 1 - 100 of 119 | << 1 2 >>

<https://bronxda.applicantstack.com/candidates/show/show?1=a2q700tsrns>

1/1

- 4/16/23, 3:22 PM
- Jobs
 - Questionnaires
 - Messages
 - Tasks
 - Events
 - Documents

ApplicantStack - Library

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/a2q700tzywx>

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

Public Interest Resource Center at Fordham Law
Virtual Info Sessions



Pursuing Justice with Integrity

21st Century Prosecution at the
Darcel D. Clark, Bronx County District Attorney



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

Larissa Brewster

Assistant Director for Government & Public Interest
Boston University School of Law
larissab@bu.edu

Sherien Khonsari

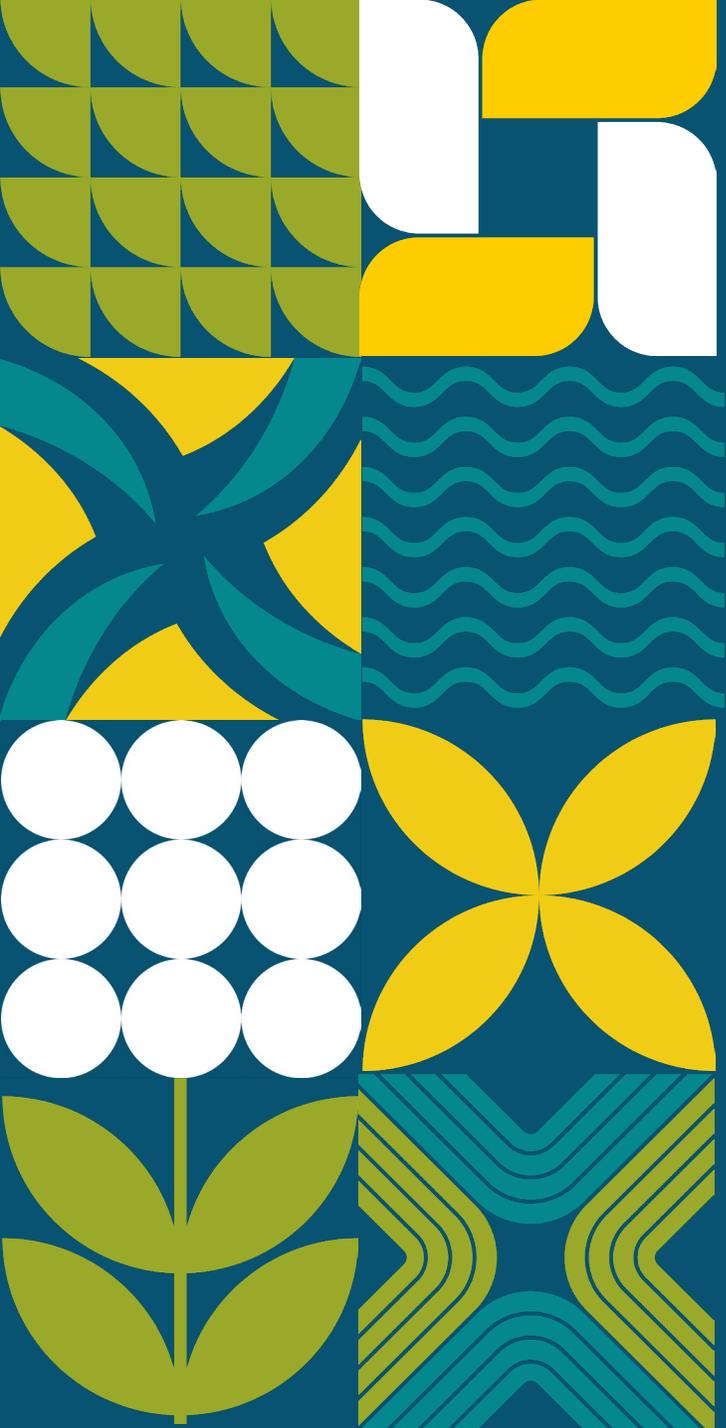
Digital & Communications Strategy Lead
Columbia Law School
sk3829@columbia.edu

Sherry Marcus Cohen

Bureau Chief, Recruitment
Bronx District Attorney's Office
Cohenshe@bronxda.nyc.gov

John O'Hara

Chief Recruiting Officer
Gibson Dunn
JOHara@gibsondunn.com



THANK YOU!