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**NALP**  
**LAW STUDENT PROFESSIONAL DEVELOPMENT SECTION**

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**TO:** Traci Jenkins, Board Liaison  
**FROM:** Beth McManus, Chair  
**RE:** Second Quarter Report – NALP LSPD Section  
**DATE:** 10/26/2012  
**CC:** Fred Thrasher

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## **1. OVERVIEW & SECTION CALLS**

After the group conference call on May 7, 2012, most of our group members turned their intense focus to on-campus recruiting. We had a second section call this quarter on September 18<sup>th</sup>, but had low attendance as it was the holiday and people were still very involved with on-campus programs and orientation for new students. That said, we are moving forward and have had some great success with conference proposals and bulletin articles.

## **2. WORK GROUP UPDATES**

### **A. RFP/NALP BULLETIN**

We had a wealth of submissions for the upcoming conferences and were thrilled when several were selected. The following programs will run at this year's conferences.

#### **PDI Conference:**

##### **Where Credit is Due: Integrating Professional Development Into a Law School Curriculum.**

This program will focus on ways NALP members can be building a credit-bearing PD curriculum at their law schools.

**Beth McManus and Heather Frattone (Penn Law)**

#### **2013 Annual Conference:**

##### **Gazing into the Crystal Ball: Imagining the Successful Career Services Office of the Future**

The successful CSO must provide innovative support and services to disparate constituents, and meet high expectations from deans and others. This program will help imagine the CSO of the future that fosters professional development curricula, embraces the latest technology, and fosters maximum collaboration and creativity. A national expert in campus-wide career services will address university-based trends and pressures, including centralization and consolidation. Audience breakout groups will examine various facets of the ideal CSO

operation, and discuss ideas for strategically prioritizing tasks and collaborating across their organizations to achieve maximum student impact.

**Elizabeth (Betsy) Armour, Beth McManus, Karen R. Britton, Andrew Ceperley, Vicki Huebner**

### **Thinking Big Picture: Counseling 2Ls & 3Ls to Think Strategically About Life After Law School**

Thinking big picture about where to take their legal career is typically not a strength of law students. Yet lawyers undertaking a career transition often wish they assessed their talents and life goals during law school. This program will show career counselors how to galvanize law students to engage in meaningful assessment in this unstable economy. Review case studies to show healthy careers often require planning that looks beyond the first job out of law school and incorporate life choices as well as career choices. Finally, we will address the role assessment tests can play in mitigating early career derailment.

**Courtney Fitzgibbons, Diane Costigan**

### **Show Them the Money: Creating Student Buy-in for Self-Assessment**

Understanding your strengths and weaknesses is essential to the career planning process. How do you advise students inclined to skip self-assessment and jump directly into the job search? This program offers counseling strategies and a tool kit to convince students that time spent on self-assessment will “pay off.” Apart from increasing the likelihood of job (and career) satisfaction, understanding one’s strengths and weaknesses will improve interview performance, leading directly to offers of employment. Additionally, candidates will be better equipped to determine best “fit” with employers. A law firm member will share examples of how a prepared interviewee can be the front runner for an offer, and how that student has a head start on his/her career.

**Lorri Olan, Susan Fine, Jennifer Queen**

### **Trailblazing: 10 “Award-Winning” Strategies for Charting a Successful and Fulfilling Career**

You might not win a Grammy or an Oscar in this lifetime, but at the conclusion of this session you certainly will want to thank “the Academy” for these useful tips on how to examine (or reexamine!) your career choices and direction. Whether you’re just starting out or are a seasoned legal professional, you will depart with concrete tips for charting a career that is both successful and fulfilling. Our panelists also will cover how to directly apply these tips when counseling your law students or lawyers.

**Valerie Jackson, Paula Edgar, Jason Levin, Debby Stone**

### **Zen Master: Making the Case for Wellness Topics in PD Programming**

Stress has a tremendous impact on our lives and can negatively affect the productivity and well-being of our law students and attorneys. Stress can lead to poor decision-making and costly mistakes. During this interactive, experiential learning program we will: explore the intersection of professional development and wellness topics, including yoga, mindfulness, coaching and beyond; and discuss strategies for making the case for wellness topics in your PD programming, and the pros and cons of utilizing metrics to support your efforts. Come and experience an open discussion about wellness as a catalyst for positive change and promoting Zen in your organization.

**Jeff Becherer, Luevenia Sterling, Arthur Fama, Cheri A. Vaillancour**

## CHOSEN NALP BULLETIN ARTICLES

We are thrilled to have an article running in almost every NALP Bulletin issue this year:

Title	Author	Publication Month
Coaching Competency for Career Advisors	Lue Sterling (University of Miami School of Law)	August 2012
Out of the Box Networking Tips (submitted to NALP in December 2011)	Lori Lorenzo (University of Miami School of Law)	September 2012
Dear Firms – We Hear You: What Law Schools are Doing to Address Law Firms Professional Development Concerns	Tom Ksobiech, Univ. of Alabama School of Law	November 2012
Open Letter to Law Firms from Law Schools: What PD skills do you expect our students have at entry level? ( <i>2-part series collaboration between the Law Student Professional Development and Lawyer Professional Development Sections</i> )	Kristine Bridges (University of Tulsa College of Law)	December 2012 (Part 1)
Open Letter to Law Firms from Law Schools: What PD skills do you expect our students have at entry level? ( <i>2-part series collaboration between the Law Student Professional Development and Lawyer Professional Development Sections</i> )	Kristine Bridges (University of Tulsa College of Law)	January 2013 (Part 2)
Introverts Can Successfully Network Too (Working Title)	Aisha Joseph/ Khara Tusa (both with Maurice A. Deane School of Law, Hofstra University)	February 2013
Early Self-Assessment as a Successful Professional	Heather DiFranco (Case Western Reserve)	March 2013

Development Tool	University School of Law)/possibly co-authored with Lauren Dubin (Georgetown)	
PD for Law Students Doesn't Take the Summer Off	Beth McManus (University of Pennsylvania Law School)	April 2013
Professional Development for Diverse Associates/Law Students: Unique Programming Ideas & Concerns	Cheryl Hudson Wright (John Marshall Law School)	May 2013

### **B. NALPConnect/Bibliography**

We have been using NALPConnect as the place where we start group discussions and provide group announcements. We hope for additional direction on ways to move forward with our NALPConnect work group. In addition, we most recently announced an upcoming webinar aimed at our group members via NALPConnect: *“Developing Programs to Introduce Client Development Skills to Law Students.”*

This program is for NALP members who are considering developing client development training programs at their schools. The panelists for this program are David Freeman, J.D., recently recognized as the best law firm business development consultant and coach in a 2012 National Law Journal survey, Dr. Silvia Hodges, adjunct professor at Fordham Law School who teaches courses on law firm management and law firm marketing/business development, and Elizabeth McManus, Associate Director of Professional Development at University of Pennsylvania Law School, who has worked to incorporate client development skills training into Penn Law’s professional development programming. Takeaways from this program will include:

- How to build effective personal networks
- Developing a personal brand and building industry expertise
- Delivering exceptional client service
- Building teams around mutual goals and
- Adding client development programming to your law school

*Date: Wednesday, November 7, 2012*

*Time: 2:00 PM - 3:00 PM EST*

### **C. Law Student/Law Firm Collaboration**

Beth McManus will be meeting with Molly Peckman, Chair of the Law Firm PD Section next week to discuss program collaborations for the group. Our goal is to have a conference call involving Kristine Bridges, Vice Chair of Law Student PD, and Michele Bendekovic of the Vice Chair on the Law Firm side, so we can move forward with a program or webinar that fosters this collaboration.

**D. Experiential Learning Survey**

Because Meg Reuter has changed her position, Beth McManus will be reaching out to out to Dena Bauman, of UDC Law, who was involved with the survey to hopefully discuss next steps.