

MEMORANDUM

TO: Charlotte Wager
FROM: Dinah M. Ruiz
DATE: June 25, 2012
SUBJECT: Newer Professionals First Quarter Report

The first quarter for the Newer Professionals was very busy with the submission of six RFP's for next year's annual conference and with a full calendar of articles for the Newcomers Corner. Our first call was held on May 15th. We had Nicole Oddo on the call and she ran through the basics of NALP Connect and answered any questions that the group had.

I. Bulletin Article Work Group: Vice Chair – Cynthia H. Duval

Newcomers Corner Section

Title - Crash course in counseling, by: Jennifer Thurston, published in June

Title - Counseling a student with personal, attire, and/or professionalism issues, by: Lisa E. Key, published in July

Title - Collaborating with student groups, faculty and other departments a.r.t. speakers, by: Michelle Grossfield, to be published in August

Single Page / Featured Articles – Submitted for August

Authors – Kala Taylor, Associate Director, and Francie Scott, Assistant Director, Office of Career & Professional Development, Wake Forest University School of Law

Topic – “Confidence: The Foundation of Job Search Success”

Length – single page ~ 750 words

This article will explore the importance of student self-confidence as a fundamental component of job search success. It will suggest various ways that counselors can help students build confidence, which will in turn lead to a strong professional footing.

II. **Annual Education Conference Presenters Work Group: Vice Chair – Katie Creedon**

Six RFP's were submitted by the Newer Professionals Group:

- **Getting Them to Know, Like, and Trust You: Building Student Support for Your CSO Through Student Involvement Initiatives.**

Student support is vital to the success of any CSO. From encouraging classmates to attend career programs to convincing their peers to take advantage of the services your office provides, students can enhance the CSO's reputation and credibility. Using case studies to show how student involvement initiatives naturally build support for the CSO, peer institutions will share (1) ideas to improve commonly attempted initiatives, such as Student Advisory Boards; (2) the step by step process of developing initiatives from the beginning; and (3) illustrate how CSOs can utilize student involvement initiatives, once developed, to expand the CSO's reach.

- **Leveraging Bar Associations To Enhance CSO Programming**

Every law school knows that both the state and local bar associations can be important partners in the students' professional and career development; the question is how to get not only the "buy-in", but also the active participation of the leadership and general membership. What are the practical and meaningful programs that you can present to the bar association to win them over and interact with your students? We will explore mentorship, professional development, pro bono partnerships and networking collaborations to build a rapport among your office, the practicing members of the Bar, and your students.

- **Student Advisory Panels: Do We Really Want To Hear What Students Have To Say?**

Is student input necessary for the sustainability and success of a career services office? This program will highlight the advantages of creating a career services student advisory board. Allowing a representative group of students to provide their insight on career services programming, recruiting efforts, etc. can only improve the overall relationship between career services and the student body, as well as help career service professionals provide better customer service and products to their largest and most important consumer. Join the discussion to learn the nuts and bolts of setting up such an advisory board and the benefits of doing so.

- **Are You LinkedIn? How to Make Effective and Efficient Use of the Most-Popular Professional Networking Resource**

Networking is the single most important component to most successful job searches, and LinkedIn is among the most valuable yet underutilized networking resources available to CSO professionals and law students. Students using LinkedIn effectively create substantially increased and immensely valuable career development and networking opportunities. CSO professionals must also use LinkedIn to expand their networks with alumni and the larger legal community. During this program, you will learn how to make the most effective and efficient use of LinkedIn's vast resources to develop and cultivate your professional network and to teach your students to do the same.

- All Law Schools Need Some Pro Bono: The Ins and Outs of Launching and Operating a Pro Bono Program

There is a general consensus in the legal community that attorneys should use their skills and talents to provide pro bono services to persons of limited means. Therefore, law schools should inspire and assist their students in achieving the highest ideals of public service in the legal profession. But how are law schools supposed to do this? One growing option is the development of pro bono programs. This program will walk you through the different stages of developing and operating a pro bono program at your law school.

- 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.

III. **Expert Conference Call Group: Vice Chair – Sara Koller, Law Firm side – Pending Law School Vice Chair**

The section was polled on NALP Connect for topics of interest for the group. Two members responded with Social Media and Lateral Recruiting. Other topics of interest were brought up at our meeting in Austin are:

- On-Boarding and Orientation – who does what, what works and what doesn't.
- Promotion conversation – after evaluations what happens when associates are promoted to the next level?
- Alumni Groups – who has them and what their goals are.
- Increasing Pro Bono opportunities for Corporate and Transactional attorneys
- Associate Inclusion

It's been an eventful first quarter and I hope that the rest of the year will be filled with a lot more activity as everyone becomes used to the new NALP Connect.

DMR

c: Fred Thrasher
Donna Branca