

NALP Solo & Small CSO Section Quarterly Report

TO: Gwendolyn Ferrell, NALP Board Section Liaison

FROM: Alisa Benedict O'Brien, Section Chair

CC: Claire Nash (cnash@nalp.org)

DATE: June 14, 2019

Our section held its first call on Thursday, June 13, 2019. Our section Vice-Chairs (listed below) and Board Liaison were present on the call. Our agenda was as follows:

1. Introduction of Vice Chairs
 - a. Strategic Planning: Maria Comas and Ashli Tomisich
 - b. Annual Conference RFPs/Articles: Alisa Rosales
 - c. Membership Development: Tanya Lundberg
 - d. Environmental Scanning: Celeste Oglesby
2. Reports from Vice Chairs
3. Update from Board Liaison, Gwendolyn Ferrell
4. New business/For the Good of the Group
5. Next call: August 8th at 3PM EST – Strategic Planning Call

Alisa Rosales reported on our section 2019 RFP submissions, which included the following:

| Title of Program | Program Description | All speakers |
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| Small/Solo CSO Section: 9 | | |
| Designing on a Dime: Low or No Cost Resources to Leverage Small and Solo CSOs | With limited staff and budget resources, CSOs are constantly challenged to “do more with less” and provide a wide array of services to law students and recent graduates. Presenters will explore some of the many tools at your disposal that cost little or nothing to your bottom line – strategic partnerships, free online resources, reduced-cost deals from vendors, NALP programs and brochures – that help broaden your reach. You’ll brainstorm solutions with fellow NALP members and leave with practical tips that you can put to work immediately when you return home. | Skip Horne, Emily Roschek, Susanne Aronowitz, Kala Taylor |

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| <p>Small, Mighty, Yet Motivated</p> | <p>In a small CSO, everyone has to pitch in with little specialization. Let's discuss ways to stay motivated, and even innovate each year, while also finding ways to move yourself forward professionally. We'll lead you through several brainstorming prompts to help you strategically consider an initiative or two to expand your impact in the coming year while protecting your own interests and wellbeing.</p> | <p>Alisa Rosales, Robin Thorner, Laurie Powers</p> |
| <p>Getting comfortable with our discomfort when we talk about race</p> | <p>As law school administrators, we often lack the training to navigate difficult discourses about race, yet we counsel students who will join the legal profession where race plays a large but often unspoken role. This program will address specific ways we can create best practices to model for our students on being race-conscious, how we can get more comfortable having challenging discussions about race, and how to bring race-consciousness into our advising and work with students. Whether we are focused on issues playing out on the national stage, such as white privilege and police violence, or we are addressing incidents involving our own students, we must learn how to move our students and ourselves through discomfort and into a place of greater awareness and growth.</p> | <p>Swati Parikh, Leah Terranova, Kori Carew, Devi Patel</p> |
| <p>One-Stop Shop: Effectively Managing the CSO and Externships</p> | <p>As CSO directors and staff work to do it all, many offices have become one-stop shops. Moreover, small and solo CSOs literally are one-stop shops often managing Externship Programs. Efficiency is paramount. Small, solo, and busy CSO directors have tremendous insights to share with CSO staff to maximize the opportunities that come from Externship Programs. This panel will explore ways to leverage Externship Programs to enhance employer outreach, to provide effective services and vast opportunities to students, and to engage in career services and professional development</p> | <p>Trisha Nakamura, Alisa Benedict O'Brien, Carole Tillotson, Klala Taylor</p> |

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| <p>One L of a Year: Innovating 1L Advising Under the New Principles</p> | <p>Elimination of the October 15 restriction from the NALP Principles created exciting opportunities to think creatively about making 1L advising more effective and efficient. With year one under our belts, this session will present a variety of new approaches, including needs assessments, small group meetings, counselor-student matches utilizing an 'expectation rubric', pre-1L summer advising, and individualized required appointments. Discussion will center on what drives the success of each approach for each institution and how that success is measured and tracked. Options will be presented from public and private schools of different geographic regions, class sizes, resource levels, and institutional support.</p> | <p>Leslie Becker Wilson, Esq., Heather Day DiFranco, Esq., Robin Thorner, Esq., Wendy Griak, MA</p> |
| <p>All Rise– Managing Judicial Clerkship Initiatives When It's Not Your Only Job</p> | <p>Without a doubt, judicial clerkships are one of the most well-respected employment opportunities available to recent graduates. The opportunities are vast and diverse. With no centralized or uniform application process, there is much work to be done by a career counselor to promote/help students secure these opportunities. As a result, many schools have a dedicated counselor for judicial clerkship initiatives. However, for some schools, the career counselors have much more than just judicial clerkships on their plates. This program will focus on time-saving tips/strategies to promote/help students secure these prestigious clerkships, when that's not your only job.</p> | <p>Samantha Kasmarek, Alisa Benedict O'Brien, Todd Rogers</p> |

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| <p>Shifting Perceptions from Placement – Again</p> | <p>Students and employers are increasingly looking to CSOs for one-to-one placement services – an especially large challenge for small and solo offices dealing with limited resources, as well as for newer professionals still finding their place in an unfamiliar environment. As career services professionals, how can we shift focus from the expectation of placement services to the reality of professional development and relationship-building? This collaboration between the Small/Solo and Newer Professionals Sections will focus on strategies for helping students learn to take ownership of their budding careers and growing fruitful long-term relationships with employers.</p> | <p>Meredith Wiggins, Carole Tillotson, Katie Liss, Michael Ruiz</p> |
| <p>CSO Tech for Newer Professionals</p> | <p>Law school career services professionals are using technology to perform and improve office operations and student/alumni outreach more and more. From CSMs to programming to counseling, technology helps career services professionals do their work more efficiently and with impact. This program will discuss types of technology commonly used in today’s CSOs and introduce participants to features and programs they may be required to or may choose to use to increase their efficiency and outreach.</p> | <p>Tanya Lundberg, Molly Wilensky, Lauren Hartley</p> |
| <p>Embracing Technology to Meet Students Needs in the Distance Learning Era</p> | <p>In light of recent changes to ABA Standard 306, covering distance education, this program will examine how law school administration can embrace distance learning and technology to meet the needs of a diverse student population. These technology tools are key to providing resources and programming to a diverse audience, including masters’ students, weekend/evening students, LL.Ms, foreign JDs, and traditional JDs. Technology can assist in meeting students where they are, physically and professionally, and stretching limited law school resources.</p> | <p>Maureen Kieffer, Megan Bess</p> |

We will update the membership on those RFPs selected for the conference after July. We also submitted a strong slate of articles:

- **#MeToo - Impacts on Smaller Schools & Smaller Markets: Laurie Powers**
- **Articling/New Reporting for the ABA: Tanya Lundberg** (this fall as data is being collected in first waves for the class of 2020)
- **Working with Other Administrators Effectively for Employer Outreach: Jennifer Zwagerman**
- **Staying on Top of the JD Alternative Trends in your Market: Alisa M. Rosales**
- **New Deans & Leadership: Strategically Managing Transitions: Alisa Benedict O'Brien** (spring as new Deans are being interviewed/on boarded)

For those topics and ideas not selected for an RFP or article, our section will begin to plan for webinars and “hot topic” calls. We want to host at least 4 webinars and 2 “hot topic” calls this year.

As we work on our Strategic Plan, Maria and Ashli encouraged the group to think about ideas and challenges for our section that might be included in the Strategic Planning process, including professional development of our members, working with evening students, innovative ideas, etc. for our Strategic Planning call in August. Maria and Ashli asked the membership to bring ideas to the August call for future thought and development and noted this is a great opportunity for future growth and goals for our group.

Celeste spoke about Environmental Scanning. Our goals are to continue to build our online resource pool; plan webinars and “hot topic” calls throughout the year (RFP ideas that didn’t get picked up, etc.) Celeste will also assist Gwen and the Board with the environmental scanning for the Strategic Plan.

Gwen briefly updated the group on the Strategic Planning process. She reiterated that this is a major undertaking of the Board and shared that the Board is going to set goals and milestones with the following ideas in mind: How we are going to get there? Where do we want our section to go/improve? How can NALP as an organization improve serving the Small/Solo CSO Section? Gwen also reminded us that the Board meeting is coming up in July.

Alisa then opened up the floor for New Business/For the Good of the Group. Mike Ruiz brought a suggestion to explore the possibility of having a mechanism to poll a group via NALP Connect when a member has a quick question, rather than waiting for a call or sending a mass email. He will reach out to the NALP staff to explore.

Heather DiFranco posed the question to the group about what folks are doing for 1Ls in the summer/fall in light of the new principles. Some members shared initiatives including August mock interviews, October networking receptions, bringing in alums from more rural areas to promote employment opportunities during orientation; and summer resume programming for incoming 1Ls. We will continue to share ideas and best practices.

Our next call is August 8th at 3PM EST. Alisa and all Vice-Chairs will be having a call in advance to discuss the Strategic Planning approach of our section.