

Memorandum

To: Fred Thrasher, Deputy Director of NALP
Tom Maligno, NALP Board Liaison
NALP Board of Directors

From: Cinnamon A. Baker at Barry University School of Law, Chair of Solo & Small CSO Section

Date: June/July 2011

Re: NALP Section Report for Solo & Small CSO Section

This report summarizes the various activities that the NALP Solo & Small CSO Section has engaged since the April report provided to the Board.

Conference Meeting

We held a section meeting at the April 2011 NALP Education Conference. There, we introduced ourselves and I presented my leadership intentions for the coming year. After breaking out into small groups, we discussed hot and recurring issues that could in turn become potential program and/or article RFP ideas. The collaboration at the meeting was well received and many good ideas were generated.

Vice Chairs

The following members accepted Vice Chair positions for the coming year:

1. Rosalind Lister, Article Submissions
2. Michelle Jackson, RFP Submissions
3. Tasha Everman, Federal Outreach Project
4. Margann Bennett, Shared Resource Pool

Conference call

A 50 minute conference call was held on Wednesday, June 15th. Approximately 15 members and our Board Liaison participated. The discussions during the call are within the topics covered below.

Proposed RFPs for 2012 Conference

Michelle Jackson did a great job facilitating the RFP process for our section.

During the conference call on 6/15/11, Michelle briefly described the RFPs and congratulated all for a significant number of submissions. Below are those submitted:

1. Miss Manners 2.0 - Teaching Etiquette and Professionalism to Generation Me. Lead: Suzanne Patrick (*co-sponsored* with Law Student Professional Development Section)
2. Professionalism: Giving Students What They Want and What They Need. Lead: Cinnamon A. Baker (*co-sponsored* with Law Student Professional Development Section)
3. Cloning yourself: successful employer outreach while 'minding the store'- juggling commitments of small CSOs. Lead: Holly Brajcich

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4. And the Oscar for best short film goes to . . . The CSO! How to create podcasts. Lead: Margann Bennett
5. Extending Your Reach: Empowering Deans and Administrators to be CSO Advocates and Allies. Lead: Holly Brajcich
6. Not all Employer Outreach is EQUAL! Navigating Public Service Employer Outreach. Lead: Danielle Sorken
7. Resume Review: The Good, the Bad, and the Ugly. Lead: Layke M. Stolberg

Federal Agency Resource Project

The a/k/a Federal Outreach Project, a/k/a Federal Employer Project, a/k/a Federal Recruiting Project, is a work group that will be lead by Tasha Everman. She and I talked at length about the challenges with managing and moving the project forward. The previous work group leaders have faced significant challenges and the project has stalled. I provided all of the previous material (lists of agency contacts, sample phone questionnaires, etc.). I also shared a list of volunteers, vetted by Marcy Cox and myself, who want to assist.

The two key challenges: 1) It is a time intensive project and the section membership, being solos and small CSOs, primarily have time only during the summer months to assist; 2)The platform through which the results/questionnaire answers will be provided to the NALP membership is uncertain; the information is extensive and the structure of the final result will not be simple. Tasha has a conversation pending with Fred Thrasher to address possible ways to manage the data for the best access to all members. I am confident that Tasha will assess the project well and propose realistic solutions to complete the tasks at hand.

During the conference call on 6/15/11, Tasha shared some of her concerns to the group and briefly discussed some ideas. I stated that Tasha will be in touch with the volunteers within the next two weeks to start moving the project forward. I will contact her regularly to monitor and see whether any further resources or assistance will be needed.

Shared Resources Pool

Margann Bennett and I talked about a need for renewed energy toward the Shared Resource Pool ("SRP"). During the conference call on 6/15/11, Margann addressed several methods by which she intends to increase the inventory and use of the SRP. She asked for volunteers to contact NALP members who have previously contributed to the SRP and ask to update the material (some items are more than 2 years old). Several members indicated they would assist with the initiative.

Further, Margann inquired of Tom whether an "ad" could be placed in the NALP Bulletin to promote the SRP and to gain additional contributions. Tom stated that the idea might be possible and said he would inquire on behalf of the section.

Proposed Articles for 2011-12 Bulletins

During the conference call on 6/15/11, Rosalind Lister covered the article proposals that have been submitted to her thus far. As of this date one article proposal of a determined topic and length will be submitted :

Joel Holt can submit for the August Bulletin. Seven Steps to Creating a Great True First Impression: the importance of cover letters and how to write them effectively.

Five other potential articles are being vetted by Rosalind at this time, including an article (the intent is by the spring) that would cover the results of the Federal Agency Project, and highlight the benefit of the resource to the membership.

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Environmental Scan

During the conference call on 6/15/11 I posed a question to the member participants:

What significant change, if any, do you plan to make to your law school programs this year?

Several people mentioned outside speakers or panels in lieu of staff conducting programs. Recording programs via podcast or on a DVD for future review by students were also mentioned as a resource likely to be used more this coming year. Some of the members already record and place recorded programs on their website. But, some CSOs have seen a decrease in student attendance because of this added benefit; the students seem to not attend the live program in lieu of watching the recorded one later.

Several members stated that there will be less food at their programs this year. Whether instructing students to brown bag, not providing food, or only having snacks instead of full meals, all mentioned that their primary reason for the changes stems from budgetary reasons.

Several schools are planning to increase specific outreach to 2Ls and/or 3Ls, such as 2L Re-Orientation or a Welcome Back program exclusively for 3L's.

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