

MEMORANDUM

Date: June 28, 2012
To: Fred Thrasher, NALP Deputy Director
Victor Massaglia, Board Liaison
From: Layke M. Stolberg, William S. Boyd School of Law, UNLV
Re: NALP Solo/Small Section Board Report

This report summarizes the Section's activities since the April 2012 Board Report.

Section Communication:

The section held a 30-minute conference call on May 10, 2012. We primarily discussed RFPs. Work groups provided brief updates, which are summarized below.

Working Group Updates:

Conference RFPs – The Solo/Small CSO Section submitted a total of 10 RFPs, several of which were co-sponsored with other sections. The RFPs were as follows:

Making Sure Diversity Is Included: A Crash Course on How to Inform, Empower, and Market Your Diverse Student Body

Many law school Career Services Offices do not have an advisor devoted solely to diversity initiatives, and this can have negative ramifications. Students risk missing out on advantageous fellowships, scholarships, programs, events, and job fairs that cater to diverse individuals. CSOs themselves risk overlooking key issues that students might face based on the student's own unique diverse experiences. This fun and interactive program will help CSOs better serve their diverse students by providing materials to keep track of imperative diversity oriented opportunities, suggesting ways to identify and address counseling issues that arise through diverse students' unique experiences, and using these experiences to both empower students and market one's law school.

Lori L. Lorenzo, Gwendolyn L. Ferrell, Mark Goldfarb, Neil Dennis

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.

Linda Wendling, Jenny Redix- Jordan, Lorri Olan

Cat Got Your Tongue? What to Say When Reaching Out to Employers

You've gathered contacts, developed outreach material, and targeted specific employers. You are ready to generate some J-O-Bs! You reach for the phone... or maybe the keyboard – no, the phone. Five minutes later you're left with the repetitive tones of a lost line, dim memories of a friendly chat, and a feeling that you've squandered another opportunity. Have no fear! This

program will teach you how to make outreach count. You'll learn to set goals for communications depending on the contact, research information relevant to employers, determine the best methods for making contact, and engage in productive conversations.
Mark Goldfarb, Judah Travis, Robin Nackman

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.

Markeisha Miner, Jennifer Zwagerman, Jenny Redix Jordan, Stephanie Powell

Establishing Credibility Through Personal Branding

As career services professionals, we spend countless hours marketing our students and schools to employers, but how much time do we spend marketing ourselves and our offices within our schools? A reputation for professionalism and expertise is critical to establishing credibility with the CSO's various constituencies. From social media, to written and oral communication, to manner of dress, there are myriad ways for CSO professionals to establish, maintain, or improve our offices' reputation among students, alumni, and faculty. This program will provide participants with the tools to assess their office's reputation or "brand," to develop or refine a personal brand, and communicate their brand with various audiences.

Michelle Jackson, Victor Massaglia, Layke Stolberg, Hope Martin

How To Use What You Got To Get What You Want

In these tough economic times, career service offices are in need of more resources in order to do their jobs effectively and successfully. When most law school departments are facing budget cuts and a shortage of staff members, how does a career services office convince its faculty and administration that it is one department that should not suffer budget and staffing cuts? This program will educate career service professionals on how to maneuver the bureaucracy and politics of the law school administration and faculty in order to get needed resources and staffing. Career services professionals will learn different techniques to get the faculty and key administrative personnel to rally in their support and how to tailor their approach based on the different personality types of those involved.

Keeley Mitchell, Lisa Key, Briana Green

Time Saving Tips: Big Picture Planning & Day-to-Day Details

We all have limited time and energy. Don't waste yours re-creating a wheel your NALP colleagues have perfected! Come learn how to maximize free or commonly-used software, easy-to-use templates, and readily available NALP resources to streamline planning processes, daily tasks, and annual reporting regimens. Brainstorming breakouts will allow you to share your best practices and learn from others. We promise you will leave this program with samples in hand and templates available online so you can save your creativity for developing a great new program!

Margann Bennett, Stephanie Richman, Tammy King

Where in the World are Your Recent Graduates? Best Practices in Collecting, Reviewing and Reporting Employment Data

Obtaining reliable and accurate information about post-graduate employment has become an increasingly more challenging responsibility for career services offices, especially for those with small staffs. Not only do entities such as the ABA, NALP, US News and World Report, and Princeton Review require data, but prospective and current students, and graduates, are pressing for information that can be very difficult to collect and interpret. Given this climate, career services offices must collect, review and report data as efficiently as possible. This presentation will focus on best practices in this critical function.

Dena Bauman, Hope Martin, Suzanne Patrick

Step Up To The Plate: It's YOUR Job Search

How do we as career service professionals get students to take ownership of their job search? In today's environment of limited jobs, career service professionals are pressured to find positions. However, career service professionals cannot do it all. Students need to step up to the proverbial plate and take ownership of their job search. Thus, career service professionals walk a difficult fine line of educating and preparing students to do effective and successful job searches without succumbing to the pressure of doing all the work. Come join an open and frank discussion on the benefits of students taking ownership of their job searches, common problems career service professionals encounter and the common tactics students use (knowingly or not) to avoid ownership.

Keeley Mitchell, Lisa Key, Jacki Herzog

Niche Markets: Opening Doors To Opportunities

Open new DOORS to graduate opportunities. Door number one – Capitalize on special academic programs offered by your school to reach out to employers who will value your JD/MBA or certificate students. Door number two – Leverage “transferable skills” acquired during law school to launch a marketing campaign to corporate America. Door number three – With Baby Boomers expected to exit the work force in staggering numbers this niche market (especially solo and small firms) needs your help now! Position yourself to effectively respond to practitioners with succession-planning on their minds.

Paula Smith, Gwendolyn Ferrell, Samorn Selim, Suzanne Hill Patrick

Bulletin Articles – Only one article was submitted on behalf of the section. Nikki Harris of my office and I submitted a proposed article on counseling students interested in gaming law careers.

New Members – The vice chairs of this group plan on attending conference calls for the Newer Professionals section and requesting to be on the agenda to encourage Newer Professionals who fall within the criteria for the Solo/Small Section to join the section. The vice chairs are brainstorming additional ideas for making sure that all NALP members in small CSOs are aware of the benefits of joining the Solo/Small Section.

NALPConnect/Shared Resource Pool – The vice chairs of this section are working on how the Shared Resource Pool will be maintained and updated now that NALPConnect also provides an area for members to upload and share resources.

Environmental Scanning

I did not conduct environmental scanning during the first call. In monitoring NALPConnect usage, I have noticed that the number of discussion postings for the Solo/Small Section seems to be fewer than what we used to see with the list serve. However, when someone has posted a question, members have been very helpful with responses. I have a couple of discussion topics planned that I intend to post during the summer.