



NALP JD Advantage Work Group

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JD Advantage Career Fair Template

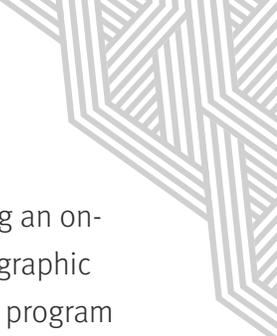
March 2021

Overview

This is a template to consider when creating a law school JD Advantage Career Fair. This template should be used in conjunction with the NALP Spring 2020 JD Advantage Career Guide.

Considerations

1. **Who is this for? All students? 3Ls? New grads?** Consider the audience you want to target.
2. **Join with other law schools or stand alone?** Is your school part of an active larger consortium or does it make more sense to go it alone? If you are doing this as part of a consortium, we suggest adding this to the agenda and identifying a subcommittee during one of your annual meetings. The subcommittee should consist of one person from each school.
3. **Job Fair with resume books or Career Fair with information sharing only?** Have you identified employers who are interested in hiring now or in the near future? Or is your invite to practitioners for informational purposes only, to share what they do? Does it make sense to have a hybrid career fair where you offer participants the opportunity to view student resumes?

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4. **Live or virtual?** A virtual event may be your only option for now, but in the future, using an on-line platform like Remo, Zoom, or Symplicity will allow participants from a broader geographic area. Do you have/want a national presence? If your law school is more regional, a live program with face to face conversations may bring more value.
 5. **Focus on a specific industry?** Is your geographic area known for a specific industry? Does it make sense to focus on, for instance, the healthcare industry, or financial services, insurance, or biotech? Many JD Advantage type positions are covered within an industry. For example, within the healthcare industry alone, you will find compliance and ethics, contract management, corporate governance, data privacy, government affairs, human resources (including DEI and benefits), risk management, IP & tech licensing, and regulatory affairs JD Advantage positions.
 6. **Focus on a specific JD Advantage type position?** For example, do you see many compliance positions being posted? Does it make sense to have a compliance careers fair, and cut across industries?
 7. **Focus on JD Advantage in general?** Does it make more sense for your program to have a broader focus and invite professionals who work across industries and positions — but who all fall under JD Advantage?
 8. **How many professionals?** How many students/new grads? Consider the format. Know your virtual or live space and limit numbers so there are not too many students per professional, or vice versa.
 9. **Come up with a good name!** Albany Law School uses Beyond Legal Practice when discussing JD Advantage positions with students and graduates, so they used it in the title of their Job Fair. The NALP Northeast Consortium had a fair that focused on compliance positions, and named it, Careers in Compliance - Round Robin. The Northeast Consortium also presented, *THE JD Advantage—Exploring Career Paths You May Never Have Imagined*, another year.

Tips for Success

Once you have decided what the format will be, use these tips to help your JD Advantage Career/Job Fair be successful.

1. Consider forming a sub-committee or working with additional offices

- If you are planning this as part of a consortium, we suggest adding “JD Advantage Career Fair” to the agenda of your next consortium meeting.
- During the meeting, identify a subcommittee consisting of one person from each school, choose a date for the event at the meeting (if possible) and schedule a follow-up meeting with the subcommittee.
- At subcommittee meetings, know what needs to get done, divide up tasks, and set clear goals about how many professionals each school is responsible for inviting.
- If you are planning to do this as a stand alone school, work with your school and office to possibly partner with another office, (Alumni, Advancement, Admissions) or work with a peer on this.

2. Identify professionals to invite

- Refer to job posting history and select specific contacts within organizations previously posting JD Advantage opportunities to receive an invitation.
- Flag JD Advantage positions as they come in during the year to be able to run a specific search for them.
- Use NALP Spring 2020 JD Advantage Advantage Guide to identify specific JD Advantage job titles. Then use LinkedIn alumni search, your own school’s alumni networking tool, NACE, NALP, Professors, JD Advantage-related professional organizations and other networks to identify alums and other practitioners to invite.
- Has there been an uptick in a specific type of JD Advantage hiring at your school? Research the markets in your area — identify and invite the competitors of the places who have posted with you.
- If you are doing this as part of a consortium, know how many professionals your school needs to invite, and, if appropriate, the type of position or industry your school has been assigned.

3. Invitation to participants

- Be clear. Use technology well.
- Use clear marketing. You may want to include language in the invitation to educate employers as to “why a JD candidate” for a JD Advantage opening — highlight skills a JD candidate possesses that would make them ideal for a JD advantage position.
- If you are allowing participants to attend for informational purposes with an option to post positions/recruit now or in the future, build the option to feature/highlight current job openings into the registration process.
- Allow for postings to be forwarded with registration and posted in conjunction with the event, and include language that posting will be included to market to the audience.
- If an organization may have a future job, allow them to list that in registration.
- Use a google form or equivalent that will allow you to track, collect, and record all responses easily.

4. Invitation to students/new graduates

- Allow candidates to register with a resume so that employers have the resume for a reference and/or to download a resume book. Build in time to review the resumes before sending them to participating professionals.
- Provide students with bios of who is attending at least two days before the event with clear instructions and ideas as to “how to work the room” and which employers may be looking to hire.
- If you are working as part of a consortium, know how many students from each school may attend and share that information and registration deadlines with students clearly.

5. Prep for Success

- Be sure your participating professionals and students know what to expect, including the format, timing, and all other details they need to know.

6. Follow-up Survey

- Conduct a survey of students and employers to obtain feedback on content, structure, logistics, etc.