



The Pulse of Legal Recruiting: Real Time Trends & Practical Guidance

Virtual Program for NALP Members

October 16, 2025 at 1pm CT

NALP MEMBER PANEL



Tasha Everman

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Assistant Dean of Career Management, Santa Clara University School of Law



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Inaugural Associate Dean for Diversity, Equity, and Inclusion, Duke University School of Law



MARKET DATA PRESENTATION

Katherine Allen

Co-Founder and CEO, Flo Recruit



Data Dive: Class of '28 Recruiting Insights to Date

- Outreach and networking trends so far this fall
- Campus program emerging insights
- Direct application emerging insights



Our aggregate data comes from Flo platform usage

Across law firms, law schools, and legal talent

140+ law firms using Flo Recruit

Pipeline Building

To reach top law students and track engagement

Applicant Tracking

To hire law student, lateral non-partner, lateral partner, and business professionals

Work Allocation

For summer program assignments and evaluations

Performance Reviews

Coming soon from Flo Perform



Interview Management

Pre-Select and Lottery program options

Networking Events

Virtual pre-scheduled and free flowing event types

Recruiting Data

Flo Forward

Recruiting activity shared from students

Event Board

Flo Forward

See firm events and post your own

Job Board

Flo Forward

Coming soon: Access law firm direct-apply listings

Employer Directory

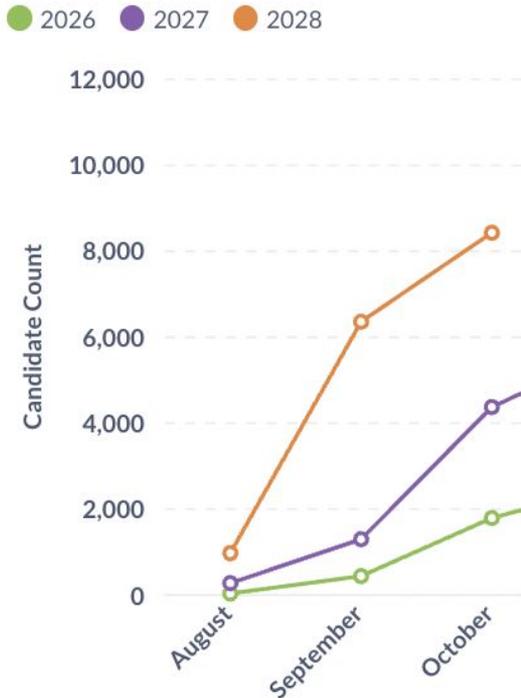
Flo Forward

Coming soon: Access law firm profiles

100+ law schools and consortiums using Flo Recruit

To connect their students to job opportunities through campus programs, plus law firm events and jobs on Flo Forward.

Flo Forward Account Creation by Graduation Year, Fall Semester



8,000+ Class of '28 Law Students using Flo Forward

To research law firms with Firm Profiles, share recruiting activity with Career Services, and find recruiting events posted by law firms and Career Services.

Last season, 11,000+ 1Ls (including 72% of 1Ls at T35 law schools) joined Flo Forward.



Outreach & Networking Trends

The screenshot displays six event cards from the Flo Forward Event Board, arranged in a 2x3 grid. Each card features a firm logo, an event title, location, date, time, and a 'Register Now' button. The events are:

- University of Houston Law Center | 1L Firm Showcase** (In-Person): Norton Rose Fulbright, Oct 17, 2025, 3:00 PM - 5:30 PM.
- White & Case 101 | Acing The Interview** (Webinar): White & Case LLP, Oct 20, 2025, 5:30 PM - 6:30 PM.
- Columbia Law | Big Law 101 Panel** (In-Person): Wilson Sonsini Goodrich & Rosati, Oct 21, 2025, 11:10 AM - 12:10 PM.
- Potter Anderson at Rutgers - Camden Practice Area Fair** (In-Person): Potter Anderson, Oct 21, 2025, 3:00 PM - 5:00 PM.
- Discover V&E: Transactions Department** (Webinar): Vinson & Elkins, Oct 21, 2025, 5:30 PM - 6:30 PM.
- 1L Success Panel featuring Norton Rose Fulbright Campus Ambassadors** (Webinar): Norton Rose Fulbright, Oct 21, 2025, 6:00 PM - 6:45 PM.

615+ recruiting events posted so far this fall

615+ events have been posted on the Flo Forward Event Board since August 1, 2025, ~400 of which were targeted to specific schools.

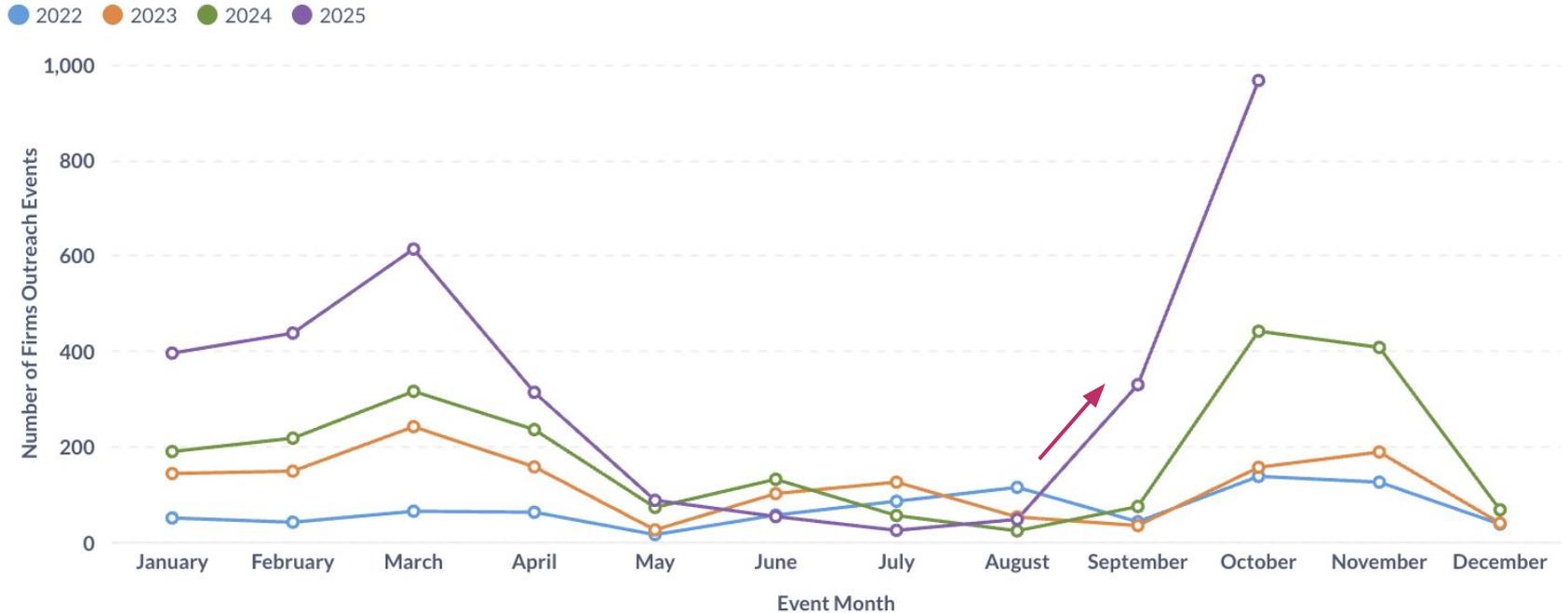
Law schools are now also able to post events on Flo Forward.

Firm Outreach Events Up 340% in Sept, 119% in Oct MTD 2025

Last season, event volume rose on Flo, but timing patterns did not change significantly. Fall 2025 shows a new rise in September.

Law Firm Outreach Events on Flo Recruit 2022-2025 YTD

flo RECRUIT



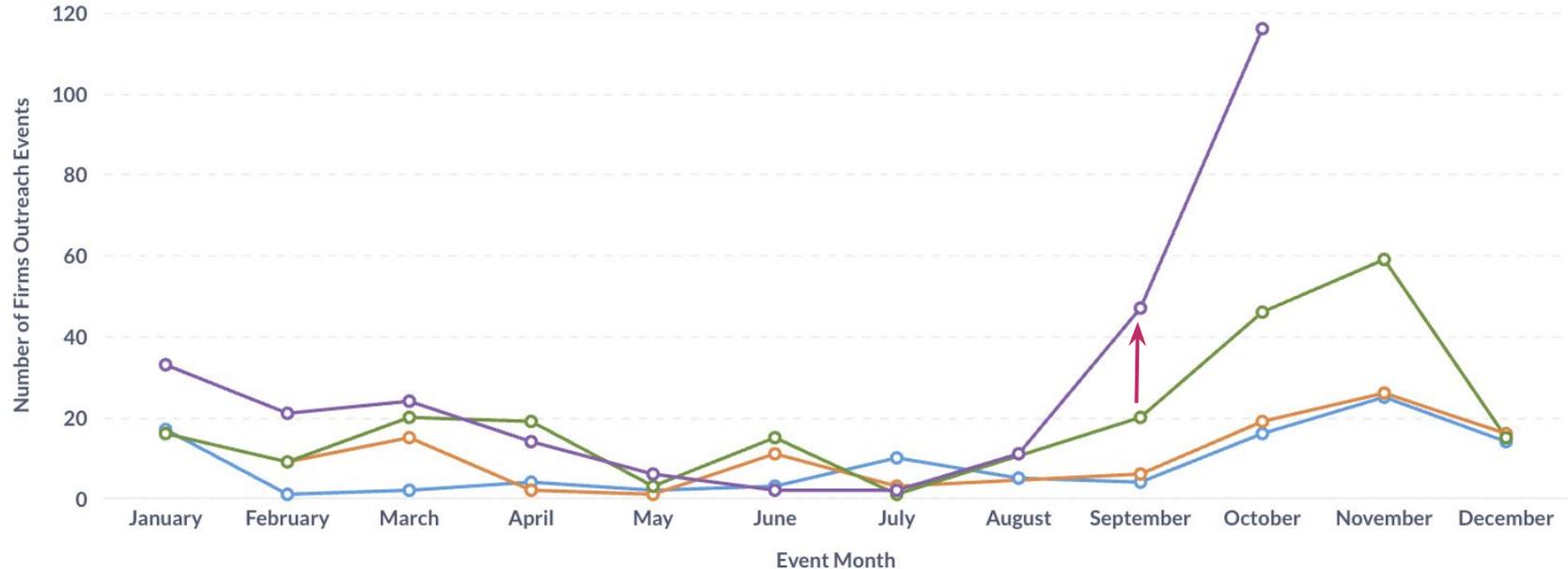
Texas Market: Events Up 135% in Sept, 152% in Oct MTD 2025

Outreach in the Texas market skews towards fall due to heavy 1L recruiting. September events are not new to Texas, but volume is rising year over year on Flo Recruit.

Texas: Law Firm Outreach Events on Flo Recruit 2022-2025 YTD



● 2022 ● 2023 ● 2024 ● 2025





Campus Program Insights

1L-2L Campus Program Emerging Timelines

Law schools have started announcing January-March programs for a mix of 1L and 2L opportunities for the Class of 2028.

The screenshot shows the Flo Forward Recruiting Tracker interface. At the top, there are navigation tabs for 1L Jobs, 2L Jobs, 3L Jobs, Campus Programs (selected), Grades, Exams, and Market Data. Below the tabs, the main heading is "1L Summer 2026 & 2L Summer 2027 Campus Recruiting Programs". A sub-heading reads: "Looking for the 2L Summer 2026 Campus Program Calendar? You can still download it here." Below this is a table titled "Tracker > Campus Interview Programs - 1L Summer 2026". The table has columns for Law School, Program, Recruiting For..., Program Dates, and Employer Registration Link. The table lists various law schools and their recruiting programs, with some programs highlighted for 1L Summer 2026 or 2L Summer 2027.

Law School	Program	Recruiting For...	Program Dates	Employer Registration Link
Yale Law School	January OCI	-	01/06/26 - 01/08/26	-
The University of Pennsylvania Carey Law ...	2026 On-Campus Intervie...	2L Summer 2027	01/7/26-01/9/26	-
University of Oklahoma College of Law	2026 Winter On-Campus I...	1L Summer 2026	01/26/26 - 02/20/26	-
Emory Law School	Emory Law OCI	1L Summer 2026 2L	01/27/26; 02/3/26 - 02/5/26	-
Vanderbilt Law School	On-Campus Interview Pro...	1L Summer 2026 2L	02/3/26- 02/5/26	-
Georgetown Law	2026 On-Camera Intervie...	2L Summer 2027	02/6/26, 02/11/26, 02/13/26	-
The Ohio State University Moritz College o...	2026 On-Campus Intervie...	1L Summer 2026	02/10/26 -02/12/26	https://osu-law.12twenty...
Duke Law	2L Virtual OCI (Private Sec...	2L Summer 2027	03/10/26 - 03/13/26	https://law-duke-csm.sy...
The Ohio State University Moritz College o...	2026 On-Campus Intervie...	1L Summer 2026	03/10/26 -03/12/26	https://osu-law.12twenty...
Emory University School of Law	November Interview Progr...	-	11/5/25 - 11/6/25	https://law-emory-csm.s...
University of North Carolina School of Law	Carolina Law Recruiting Pr...	1L Summer 2026 2L	2025 Recruiting Sessions:	https://law.unc.edu/care...
University of North Carolina School of Law	Carolina Law Interview Pro...	-	Every month except December & January	https://law.unc.edu/care...
Drake University Law School	Campus Interviews	-	Fall 2025	-
UCLA School of Law	Winter OCI	-	TBD	-

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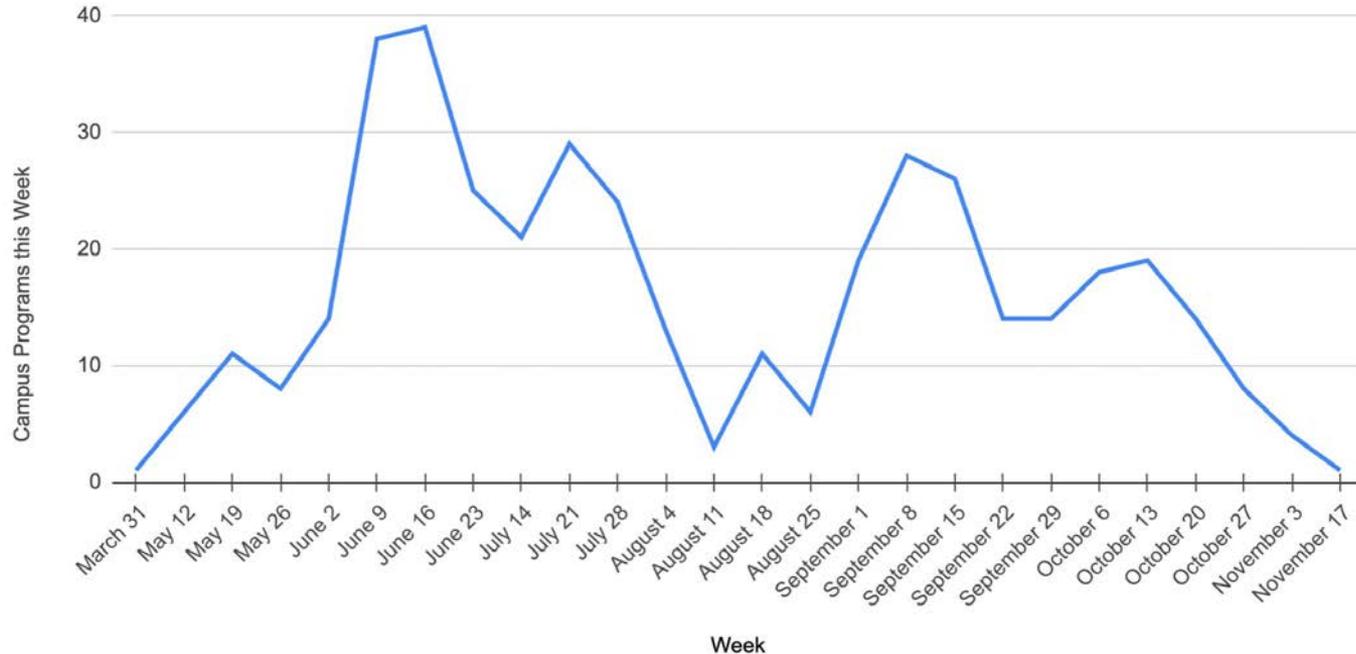
Recruiting Tracker

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Last Season Campus Interview Programs

Most common weeks for 2025 OCI programs were the weeks of June 9, June 16, June 21, September 8, and September 15.

Last Season 2L Tracker: Campus Program Dates 2025



Not limited to Flo clients. 95 law schools represented.



Direct Application Insights

Job listing timelines for 1L, 2L, 3L

Last season on Flo Forward, most 1L jobs opened in Nov and most 2L opened in Apr

Law firms are announcing this season's 1L summer application open dates daily, with many 2L open dates still TBD.

1L and 2L Summer Jobs Listed on Flo Forward by Month, 2024 vs. 2025



1L Summer 2026 application open dates

Law firms are announcing their 1L summer application open dates daily. 35+ firms have opened 1L jobs as of October 16.

The screenshot shows a web interface for tracking 1L summer applications. At the top, there are navigation tabs for 1L Jobs, 2L Jobs, 3L Jobs, Campus Programs, Grades, Exams, and Market Data. The main heading is "1L Summer 2026 Direct Applications". Below this, there is a "Tracker" section for "1L Summer 2026 Direct Apply" with options to "Submit Yours" and "Download". The table below lists various law firms with their application open dates, job listings, profiles, positions, and close dates.

1L Application Open...	Employer	1L Job Listing	Firm Profile	1L Position	Scholarship	Application Close Date
10/1/2025	Rothwell, Figg, Ernst & Manbeck...	Apply	Learn More	1L Summer Associate 20...	✓	12/31/2025
10/1/2025	King & Spalding	Apply	Learn More	1L Summer Associate 20...	✓	-
10/1/2025	Irell & Manella LLP	Apply	Learn More	1L Summer Associate 20...	✓	-
10/1/2025	AZA	Apply	Learn More	1L Summer Associate 20...	✓	-
10/1/2025	Porter Hedges	Apply	Learn More	1L NextGen Fellowship	✓	-
10/1/2025	Snell & Wilmer	Apply	Learn More	1L Summer Associate 20...	✓	-
10/1/2025	Knobbe Martens	Apply	Learn More	1L Summer Associate 20...	✓	-
10/1/2025	Galloway, Johnson, Tompkins, B...	Apply	Learn More	1L Summer Associate 20...	✓	-
10/1/2025	Hall & Evans	Apply	Learn More	1L Summer Associate 20...	✓	-
10/1/2025	Marshall, Gerstein & Borun	Apply	Learn More	1L Summer Associate 20...	✓	-
10/1/2025	Smith, Anderson, Blount, Dorset...	Apply	Learn More	1L Summer Associate 20...	✓	-
10/1/2025	Reed Smith	Apply	Learn More	1L Summer Associate 2026	✓	-
10/1/2025	Paul Hastings	Apply	Learn More	1L Summer Associate 20...	✓	-
10/2/2025	DLA Piper	Apply	Learn More	1L Summer Associate 20...	✓	-

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Recruiting Tracker

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Last season, **70%** of 1L jobs on Flo Forward opened **by Jan 1**

...and the most common job posting weeks were the first week of November and first week of December, 2024.

Jobs Listed on Flo Forward by Week, Sept 2024 - Feb 2025



So far this season, we see a rise in **October 1L** job postings

Note the efficiency of the Flo Forward process for finding and posting jobs has improved with technology from 2024 to 2025.

Jobs Listed on Flo Forward by Week, Sept - Feb Year over Year



2L Summer 2027 application open dates

Many 2L summer application open dates are still TBA. Some November, December, and January dates have been announced.

The screenshot shows a web interface for tracking 2L Summer 2027 applications. At the top, there are navigation tabs for 1L Jobs, 2L Jobs, 3L Jobs, Campus Programs, Grades, Exams, and Market Data. The main heading is "2L Summer 2027 Direct Applications". Below this, there is a "Tracker" section with a breadcrumb "2L Summer 2027 Direct Apply", a "Sort" dropdown set to "1", a search icon, a "Submit Yours" button, and a "Download" button. The table below lists various law firms with their application open dates, job listings, firm profiles, positions, scholarship status, and application close dates.

2L Application Open...	Employer	2L Job Listing	Firm Profile	2L Position	Scholarship	Application Close
10/1/2025	Schwegman Lundberg & Woessner	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
10/1/2025	Kelly Hart & Hallman, LLP	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
10/2/2025	Mayer Brown LLP	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
10/6/2025	Robinson Bradshaw	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
10/20/2025	Kilpatrick	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
11/1/2025	Kirkland & Ellis	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
11/1/2025	Akin Gump Strauss Hauer & Feld LLP	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
11/1/2025	McGuireWoods LLP	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
11/1/2025	White & Case	Apply	Learn More	2L Summer Associate 2027 (...)	<input checked="" type="checkbox"/>	-
11/1/2025	Eisberg Baker & Maruri	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
12/1/2025	Morgan Lewis	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
12/1/2025	Herbert Smith Freehills Kramer	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
12/1/2025	White & Case	Apply	Learn More	2L Summer Associate 2027 (...)	<input checked="" type="checkbox"/>	-

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Last season, **88%** of 2L jobs on Flo Forward opened **by May 1**

...and the most common job posting week was the first week of April 2025.

Jobs Listed on Flo Forward by Week, Feb 2025 - Jul 2025



2L Summer 2027 application open dates

Many 2L summer application open dates are still TBA. Some November, December, and January dates have been announced.

The screenshot shows a web interface for tracking 2L Summer 2027 direct applications. At the top, there are navigation tabs for 1L Jobs, 2L Jobs, 3L Jobs, Campus Programs, Grades, Exams, and Market Data. The main heading is "2L Summer 2027 Direct Applications". Below this, there is a "Tracker" section with a breadcrumb "2L Summer 2027 Direct Apply", a "Sort" dropdown set to "1", a search icon, a "Submit Yours" button, and a "Download" button. The table below lists various law firms with their application open dates, job listings, firm profiles, positions, scholarship status, and application close dates.

2L Application Open...	Employer	2L Job Listing	Firm Profile	2L Position	Scholarship	Application Close
10/1/2025	Schwegman Lundberg & Woessner	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
10/1/2025	Kelly Hart & Hallman, LLP	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
10/2/2025	Mayer Brown LLP	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
10/6/2025	Robinson Bradshaw	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
10/20/2025	Kilpatrick	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
11/1/2025	Kirkland & Ellis	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
11/1/2025	Akin Gump Strauss Hauer & Feld LLP	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
11/1/2025	McGuireWoods LLP	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
11/1/2025	White & Case	Apply	Learn More	2L Summer Associate 2027 (...)	<input checked="" type="checkbox"/>	-
11/1/2025	Elsberg Baker & Maruri	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
12/1/2025	Morgan Lewis	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
12/1/2025	Herbert Smith Freehills Kramer	Apply	Learn More	2L Summer Associate 2027	<input checked="" type="checkbox"/>	-
12/1/2025	White & Case	Apply	Learn More	2L Summer Associate 2027 (...)	<input checked="" type="checkbox"/>	-

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Active 3L job market

Law firms have submitted 3L jobs to the Tracker consistently since August 2025, averaging ~20 jobs open at any given time.

The screenshot shows the '3L Job Opportunities' section of the Flo Forward Recruiting Tracker. At the top, there are navigation tabs for '1L Jobs', '2L Jobs', '3L Jobs', 'Campus Programs', 'Grades', 'Exams', and 'Market Data'. The '3L Jobs' tab is selected. Below the tabs, the page title is '3L Job Opportunities'. The main content area features a table of job listings with columns for Employer, 3L Position, 3L Job Listing, Offices, and Practices, if Specified. The table includes a 'Sort' dropdown set to '1', a search icon, and buttons for 'Submit Yours' and 'Download'. The table lists 15 job opportunities from various law firms, including Morris James LLP, Morgan, Lewis & Bockius LLP, King & Spalding, Latham & Watkins, Proskauer, Sheppard Mullin, Bass, Berry & Sims PLC, and Yetter Coleman LLP.

Employer	3L Position	3L Job Listing	Offices	Practices, if Specified
Morris James LLP	Jr. Associate (Entry-Level)	Apply	Wilmington, DE	-
Morgan, Lewis & Bockius LLP	New York - Structured Transactions 2026 Entr...	Apply	New York	Structured Transactions
King & Spalding	January 2026 New Associate	Apply	New York	Structured Finance
King & Spalding	2026 New Associate	Apply	New York	Structured Finance
Latham & Watkins	2026 New Associate	Apply	New York, NY	Finance: Restructuring & Special Si
Proskauer	2026 First Year Associate - Tax (New York Offi...	Apply	New York	Tax
Latham & Watkins	2026 New Associate	Apply	New York, NY	Finance: Banking
Latham & Watkins	2026 New Associate	Apply	New York, NY	Finance: Structured Finance
Proskauer	2026 First Year Associate - Mergers & Acquisit...	Apply	Los Angeles	Corporate - M&A
Morgan, Lewis & Bockius LLP	New York - Finance 2026 Entry-Level Associate	Apply	New York	Finance
Sheppard Mullin	2026 New Associate	Apply	Los Angeles (Downtown)	Labor & Employment
Bass, Berry & Sims PLC	2026 First-Year Associate - Corporate, M&A a...	Apply	Nashville, TN	Corporate
Latham & Watkins	2026 New Associate	Apply	London; New York, NY	Corporate: Capital Markets
Weil	2026 Entry Level Associate Position	Apply	-	Restructuring
Yetter Coleman LLP	Litigation Associate	Apply	Houston, TX	Litigation: Trial/Appellate

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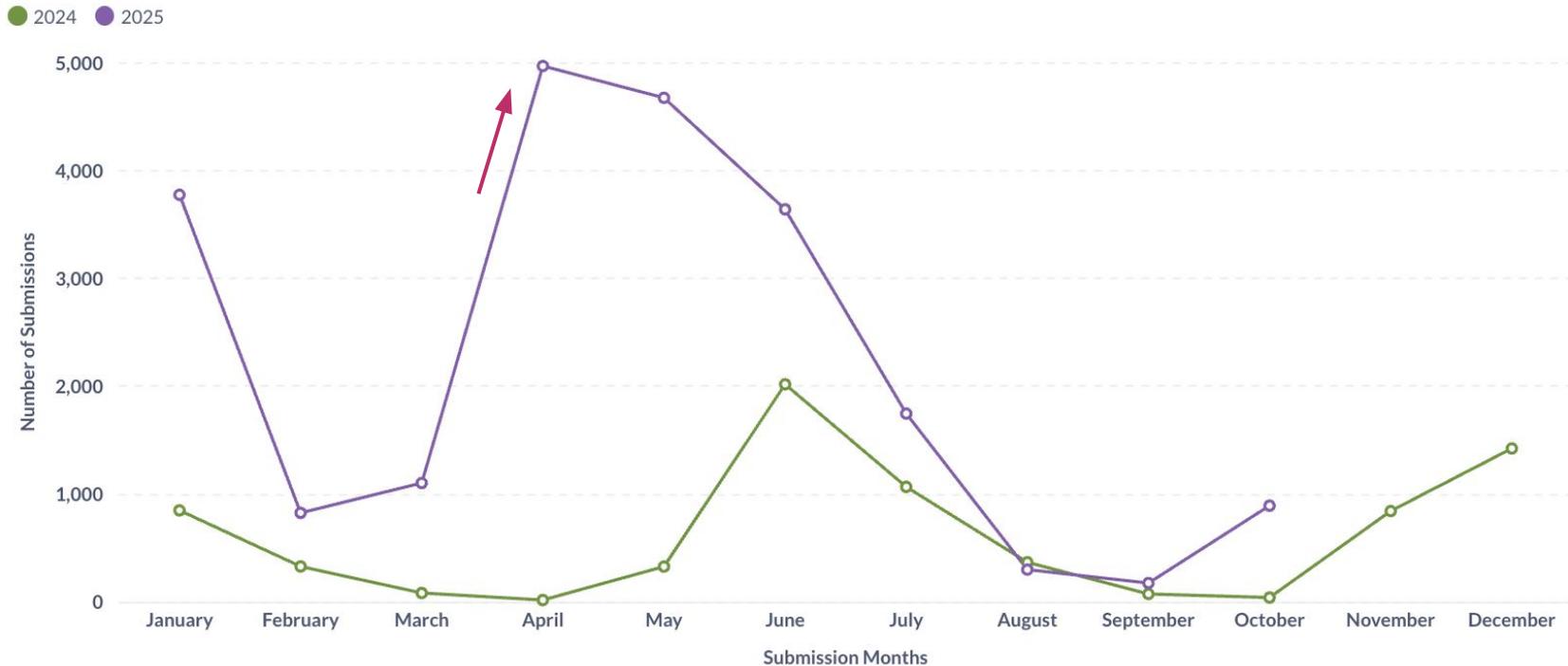
Direct Application Insights

Application submission timelines

Last season, 60% of 2L Applications Submitted in April-May...

...on Flo Forward, compared to 10% of 2L applications in the same period last year submitted in April-May in 2024.

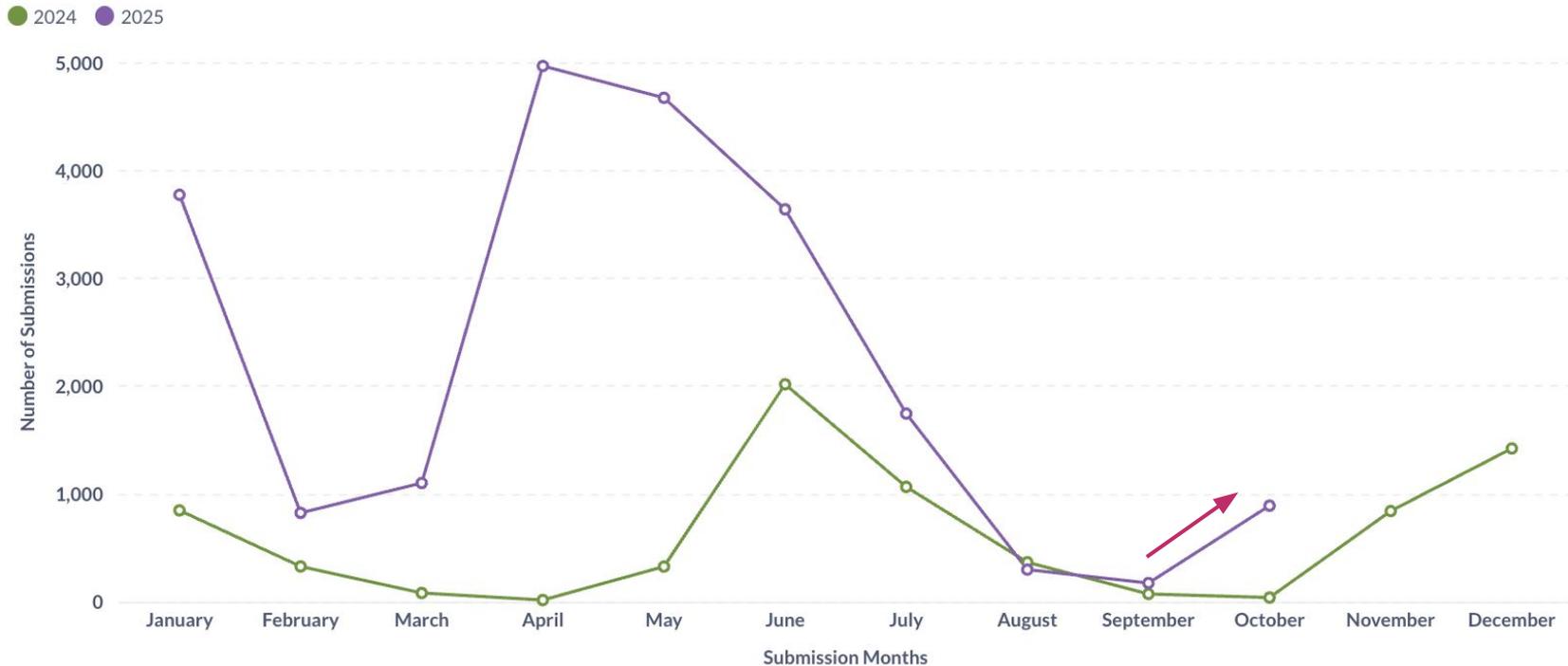
Direct Applications Submitted on Flo Forward 2024 vs. 2025 YTD



This season brings **2,774%** increase in **October MTD** applications

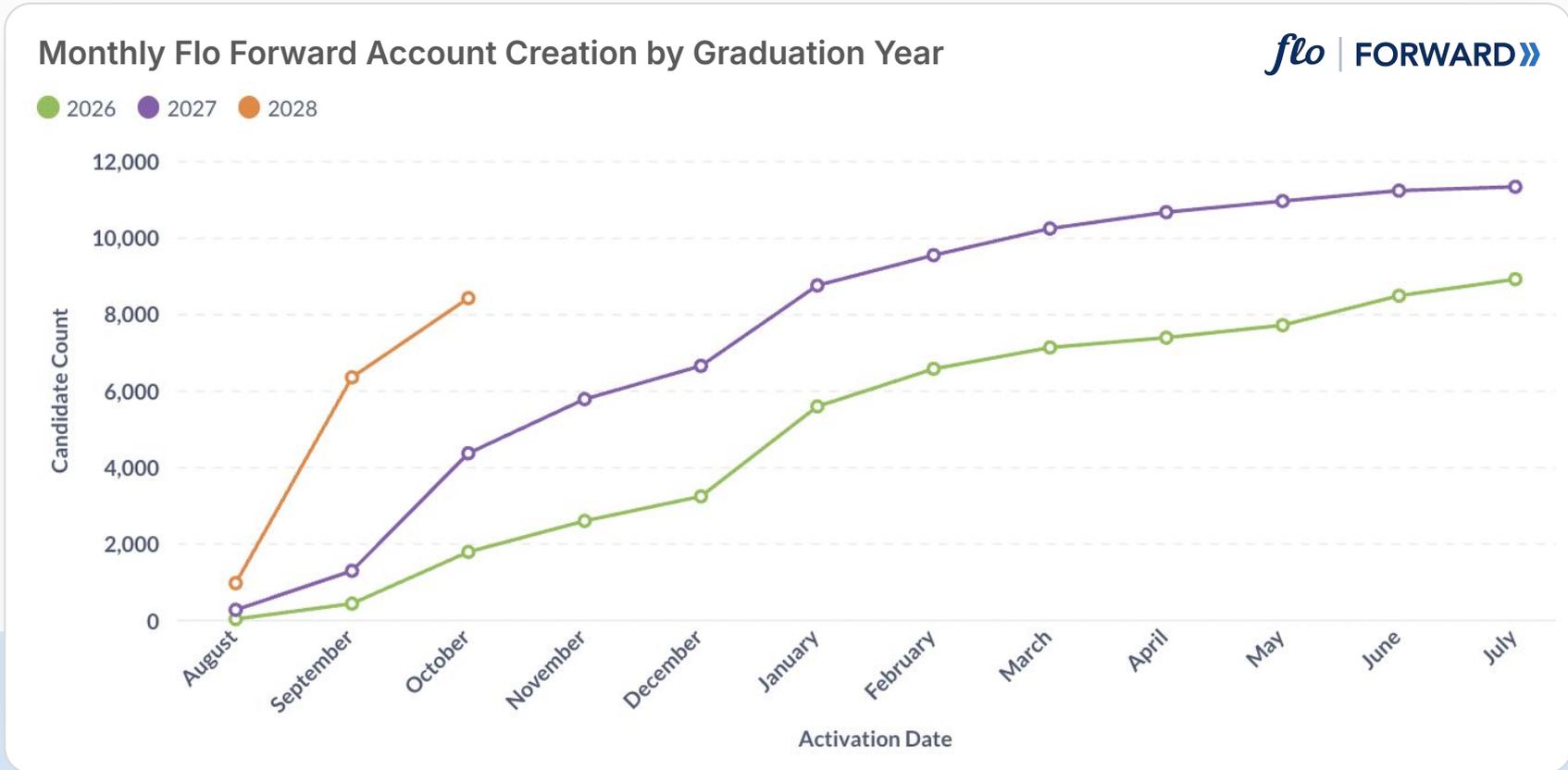
...with submissions jumping from 31 in 2024 to 891 so far this month on Flo Forward. Data pulled on October 15, 2025.

Direct Applications Submitted on Flo Forward 2024 vs. 2025 YTD



Flo Forward Account Creation up **390%** in Sept, **92%** in Oct

...by Class of 2028 law students compared to Class of 2027 account creation in September-October 2024.



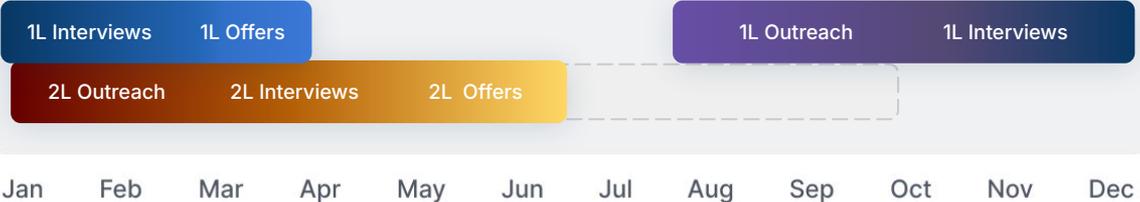
Traditional Timeline



2024 Timeline



2025 Timeline





Thank you, NALP!

Visit the FloForward.com Recruiting Tracker for continued updates

Now on to the panel discussion