

April 29, 2010
Managing Your CSO in a
Shifting
Environment
NALP Educational Conference

Presented by:



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Students

Programs-Initiatives

Innovative Programming

- Use of Headhunter
- Group Coaching Sessions
- Etiquette Programming
- Visibility: Meet the Director Series

Small Firm Hiring Focus

- Small Firm Expo
- S.H.A.R.P. Employment
- Tailored Spring OCI for Small Firms/Government

Networking Events

- Networking Excursions
- Government/Public Interest Speed Networking



Students

Programs-Initiatives

Special Initiatives

- State Court Clerkships
- Mock Interviews 3Ls Focus
- Student Advisory Panels
- Classes/Programs Solo Practice Focus
- Resume Book Alumni Targeted
- Career Treks
- Evening Express Newsletter: Part-time Students



Alumni

Initiatives

Counseling Strategies

- Divide the class and “follow” graduates through employment
 - initial email outlining programs, inviting student to meet with “assigned” career advisor
- Seeking list serv
 - weekly email with job postings, invitations to networking events, etc.
- “Brainstorming” sessions with more than one career advisor
- CSO outreach on behalf of alumni for informational interviews
- Group coaching sessions
- Negotiate reduced fee with outplacement firm or career coach



Alumni Initiatives

Specific Programs

- "Resume Book" circulated to select group of alumni
- Dean/faculty outreach to alumni regarding openings
 - ex.: EASE program
- Post-graduate Fellows Program (research assistants)
- Professional Experience Program (pro bono projects)
- Graduate Opportunities Forum (panel & job fair)
- Solo practice classes or seminars
- Networking events specifically geared to seeking alums
- Extending access to health benefits
- Bar grants to defray costs of preparation and application



Staff/Faculty Initiatives

Community Building Strategies

- Provide an overview of the market and our efforts on behalf of students and alumni to:
 - Faculty
 - Staff
 - Board of Visitors/Overseers
- Use data to advocate for additional resources
 - Track student and alumni traffic
- Create innovative, budget friendly programs to increase staffing support
 - Attorney in Residence Program



Staff/Faculty Initiatives

Community Building Strategies

- Engage alumni with support from alumni relations department
 - Job Development
 - Networking receptions
 - Alumni programming
 - Resume Books



Explore Ideas

Question & Answer
and
Open Forum
(audience share initiatives)
