

QUESTIONS TO ASK

1. How many of your students go into public sector employment? (Remember, though, numbers can be misleading!)
 - a. Do you think that number would be higher if there were more opportunities in the public sector?
2. Where (geographically) are most of your public interest students working?
 - a. Are there other markets you feel your students would like to break into (ex: Washington, D.C.)?
3. What types of public interest employers typically hire your students?
4. What is your budget for public interest resources and planning? Does it correlate to the number of students you have interested in public sector work?
 - a. Would your law school administration be open to proposals for increased resources (generally or for specific projects)?
 - b. Are there additional sources of funding you can identify?
 - c. Are there partners (i.e., student groups - see below) with whom you can collaborate so that you can share in the expenses?
5. How much of your time are you currently spending on public interest advising/programming? Does it correlate to the number of students you have interested in public sector work?

IDENTIFYING YOUR PRIORITIES

TIME

Rank the items below in order of what will bring the most value to your students (based on the answers to the questions you already answered), with 1 being most important.

- _____ Public Interest Job Search Handbook(s)
 - _____ General
 - _____ 1L
 - _____ 2L
 - _____ 3L
 - _____ Alumni
- _____ Public Interest Career Programming
 - _____ Career Panels
 - _____ Networking Opportunities
 - _____ Job Search Basics
- _____ Employer Outreach
- _____ Summer Funding
- _____ Post-Graduate Fellowships
- _____ Visibility (Blogs, Facebook, QQH, Attending Auction, Helping Student Groups)

MONEY

For each of the following, indicate H (Have), N (Need), W (Want), or N/A

Online Resources

- _____ PSLawNet
- _____ Arizona Guide to Federal Honors and Internship Program
- _____ Arizona Public Policy Handbook

Print Resources

- _____ CAPSILS
- _____ PSLawNet Fellowship Guide
- _____ Public Interest Career Guide
- _____ Alternative Career Guide / Non-Legal Public Interest Career Guides

Other

- _____ Job Fairs
- _____ Local Bar / Networking Events

Based on the answers you provided above, identify one or two items that you can tackle each semester and/or year. Go through the steps on the following page to identify people that can assist with at least one of your current action items.

GETTING OTHERS TO HELP

Faculty

1. What faculty members previously worked or are currently involved with public sector organizations and agencies?
2. Does your law school have a faculty public interest committee? If not, is that something you should push for?
 - a. Consider forming a committee with a narrow focus (i.e., fellowships)
 - b. Beware of potential pitfalls
3. What are the names of faculty members who may have ties to public interest employers and/or who have expressed an interest in expanding the school's public sector visibility?

Students

1. Does your law school have recognized public interest fellows/leaders?
2. What student organizations focus at least in part on public interest?
3. Who are your upper-class public interest students who might be good at advising and programming?
4. Are there students interested in advocating within the school for increased resources for public interest programming and activities?

Alumni

1. Who are your alumni that are currently working in the public sector?
2. Do you have regular meetings with your public interest alumni? Are there other ways that you could stay in touch (i.e., blogs, Facebook, LinkedIn)?
3. Is your school's alumni association a possible source for advocacy, fundraising and/or resources

Miscellaneous

1. Is there a group of other public interest advisors from area law schools who meet regularly? If not, is it possible to arrange for an initial meeting to gauge interest? Don't forget NALP's public service section!
2. Is there a group of local public interest employers who meet regularly and might be interested in having you attend one of their meetings? Could you organize such a meeting?

USING PROTOCOLS

1. What Are They?

A protocol is a detailed, step-by-step list of the tasks associated with regularly occurring events/programs. They allow you put everything relating to a particular event/program on paper (and then, on the calendar) so that you (or someone else) know exactly what needs to be done and when.

Creating protocols for regularly recurring actions and events should eliminate the need for drafting the same email year after year, or playing around with Symplicity settings until you remember how to create that resume book like you did last year.

2. When Should You Use them?

A protocol should be established and written-out whenever you have a task or project that occurs at regular intervals (weekly, monthly, yearly) and that involves multiple steps. They are particularly useful when the task or project may need new people to get involved – by eliminating the need for you to be the go-to person for questions about every little detail.

Protocols are also extremely useful for tasks that occur less frequently, but that have many steps, especially where technology is involved (ex: updating alumni employment info in Symplicity).

3. How Do They Work?

The hardest part of creating a protocol system is finding the time to get everything on paper – it will never seem like this should be your priority, so you'll need to make the time in order to save yourself hours down the road.

- First, create a list of all of the regularly recurring tasks and projects that you think may benefit from having a protocol written-out. You won't be able to tackle all of them at once, but having a master list will allow you to prioritize effectively.
- Next, pick one of the items from your list and create a new Word document.
- Once you know what project you are looking at, start by doing a quick brain dump of all of the steps you usually go through to accomplish the task/complete the project. This initial list should include everything from planning meetings to follow-up/thank-you actions. It may be helpful to go through last year's calendar and/or old emails to remember some of the steps.
- If it isn't already, edit the list to ensure that it is in chronological order.
- Now, identify all of the steps that involve sending an email (to students, employers, other administrators – ANYONE) and go back and find the text of the email from last time. Copy and paste that text into the second page of your Word document. Do that for each email you anticipate sending.

- Think about other materials you use for this project (ex: flyers) and bring them into the document as well. For items that are too big, make a note of exactly where the file can be found.
- Be sure to include any passwords or other login information that might be needed for specific action items. If you are dealing with outside vendors, include names and contact information in the Protocol document. The idea is that this document should have every piece of information you (or someone else) will need to get the project from start to finish.
- When you are done, be sure to give the document a quick read-through to make sure that you haven't forgotten anything. Also, if there are additional steps you haven't done before but would like to add, do so now AND add in the information you'll need to complete that step.
- Now what? One way to ensure that you aren't missing steps for projects that continue over an extended period is to set up reminders on your computer for the times when you need to complete certain steps. Also, it's a good idea to make sure the protocol is available (either in hard copy or on a centralized network) to others in your office.
- Update, update, update! Now that you have this beautiful document, be sure it stays relevant! As you make changes from year-to-year, update the steps, the text of the emails and any other information that changes.

SAMPLE: Rutgers Law Protocol for NYU Public Interest Job Fair

DATE	STEP	ACTION
July	Receive invoice for next Job Fair from NYU – It will arrive via email	Submit invoice for payment
October	NYU will announce that Job Fair will open on or about November 1	Send email to all students (see below)
November 1	Student registration opens	Send email to all students (see below)
Throughout November	Students are registering	Approve student registrations online AND flag approved students in Symplicity
Late-November (two days before deadline)	Student registration about to close	Send final reminder to all students (see below)
Early December	Student registration closes	Finish approving students (and flagging in Symplicity). Send email to all registered students (see below)
December	Volunteer Staffing	Confirm names and schedules of Rutgers staff who will be volunteering. Enter information into system and send email to NYU about specific requests/timing.
Mid-December (after finals, right before break)	Students should be applying online to registered employers	Send reminder email to all registered students (through Symplicity – see below)
Early January	Rooms for Prep Sessions	Make and confirm room requests for prep sessions
Early January (Thursday before resume upload closes)	Resume upload period about to close	Send out final reminder to registered students (see below)
Mid January	Announce Prep Sessions	Send email to all students about prep sessions (see below)
Late January/Early February	Prep Sessions	Conduct Prep Sessions in advance of the Job Fair (see outline/handout)
Early February	Last email announcement/reminders	Send email to all students with at least one interview (as identified by Job Fair website)
Early February (day before Job Fair)	Students are registering	Do final approve of all registered students
Early February	Job Fair	Show Up!!
Mid February	Post-Job Fair	Send email to all students with information about follow-up and next steps