

NICHE MARKETING

Doors to Opportunities

Paula Smith, Texas Tech University School of Law

Samorn Selim, University of California, Berkeley, School of Law

Gwen Ferrell, LSU, Paul M. Hebert Law Center

Suzanne Patrick, St. Mary's University School of Law

2013 Annual Education Conference & Resource Center Exhibition

Tampa, Florida • April 24 - 27

NICHE MARKETING

Definition:

A niche market is a focused, targetable portion of a market. It addresses a need for a product or service that is not being addressed by mainstream providers. You can think of a niche market as a narrowly defined group of potential customers.

NICHE MARKETING TOPICS

3 DOORS TO OPPORTUNITIES



Joint Degree and Certificate Programs



Corporate Employers and Corporate
America



Succession Planning for Lawyers



NICHE MARKETING DOOR NUMBER ONE

Marketing Joint Degrees and Certificate Programs

Market Joint Degrees and Certificates

- Current PROGRAMS
 - JD/MBA
 - Business
 - International
 - Health
 - Public Administration
 - International
 - Environmental
- Current APPROACHES

Market Joint Degrees and Certificates

- Current PROGRAMS

- JD/MBA
- Business
- International
- Health
- Public Administration
- International
- Environmental

- Current APPROACHES

- Newsletters to alumni
- OCI invitations
- Accept postings
- Promote at CLE events
- Direct mail

Niche Marketing Campaign

- Select featured program(s)
- Define target markets
- Define essential collaborators
- Define desirable skills sets for the market
- Define outreach activities and media.

Define Target Markets through Research

- Alumni – include all who work in the field
- Attorneys – consult the state bar listings, sections, and specializations
- All related industries, corporate roles, and government agencies. Be creative, collaborate with main campus career services groups

Essential Collaborators

- Law Faculty and Program Director
- Related main campus faculty
- Student Organizations
- State Bar sections

Marketing Flyer

- Focus on matching subject matter
- Focus on academic requirements – classes taken or required
- Focus on academic performance – minimum GPA for the certificate
- Present accolades awarded to the program and acclaim of the faculty members
- Mention special qualities of the school

Outreach Components

- Mailing list of potential employers
- Brochure of valued skill sets
 - specific interest, specific law training, academic performance,
- Faculty member letter
- Electronic Resume Book
- Face to face – CLE, Bar meetings, Alumni gatherings

Health Law Case Study

- High student participation in the program and the existence of a Health Law student organization
- Highly engaged faculty leader with interest in the project
- Texas State Bar specialization and designated practice area
- Economics
 - Research indicated Health Care industry is growing and recent legislation indicated a potential for increased legal support and compliance positions

Health Law Case Study



May 7, 2013

Ms. Pauline
XXXXX Inc.
XXXXXXXXXXXX
Houston, TX 77001

Dear Sirs:

I am writing you in my capacity as Director of the Health Law Program at Texas Tech University School of Law to tell you about our program and about the highly skilled and motivated students we have who are ready to hit the ground running. Texas Tech-level me right away to start a Health Law Program that would take advantage of the rich resources already here and (where possible) add more. At that time I was an assistant professor at the University of Texas Medical Branch in Galveston. Immediately before that, however, I was an Assistant Attorney General to the Health Care Fraud Division of the Connecticut Attorney General's Office. I also practiced as a litigation associate at Strout & Darling in New York City. Currently I am the chair of the American Association of Law Schools Section on Law, Medicine and Health Care. Based on this experience I was well equipped to understand that our students are as qualified, and motivated, to succeed in health law as graduates of any other program in the country.

Texas Tech has, on a single campus, a law school, a medical school, nursing school, business school, agriculture school and a full range of Arts & Sciences. That means we are able to offer all our students interesting dual degree programs that they can really integrate with their law studies because they are able to do them concurrently. This is particularly to highlight the dual JD/MBA program which combines the law degree and the highly Organizational Management degree at the advanced level (School of Business and our new JD/MBA program with the Texas Tech University School of Medicine (School web of medicine's website) which has its first student moving through the pipeline).

When I arrived there were already several faculty members teaching in health law and, over the last eight years we have added eight new courses, in addition, to the mix. These faculty members include Henry Sampson who teaches our introduction to health law, Victor Sutton who runs our Law and Science Certificate Program as well as the Center for Bioethics, Brian Walinski who is a national expert in mental health law, and Henry Weaver who publishes extensively on the intersection of medicine and property law in origin donation and assisted reproductive technology. These core efforts are supported by strong offerings in Elder Law, Health Law, Employment Discrimination, Animal Sciences, and Products Liability, John Wells.

1802 Hartford Avenue | Lubbock, Texas 79401-0004 | T 806.742.3990 | F 806.742.3994

For information, contact:

have built a Certificate Program based on students taking courses offered by several members of our full-time staff from the local health care bar. The program is a supervision of one of the health law faculty which has ices. Because of the resources available for externships, work-experience either for pay or through our externship graduate with the Certificate over the last five years, and completed at least three health law classes and were able to.

8 in lawyers in hospitals, law firms, government agencies etc. Our students come from, and want to return to, cities overseas. Past and present students are ready to face the challenges that new regulations bring to the health law industry.

I invite you to consider the resumes of quality health care law students located online, go to: <http://www.ttu.edu/career/cs/resumes/> and then enter the username: resume and the password: Sumatra5. Please call me to discuss our program in general or a specific student. Please contact Paula Smith of Career Services (paula.smith@ttu.edu) to arrange for recruiting processes.

Very sincerely yours,

Jennifer Bard
Jennifer S. Bard, J.D., M.P.H.
Alvin K. Allison Professor of Law and Director, Health Law Program and J.D./M.D. Dual Degree Program
Associate Dean for Faculty Research and Development
Texas Tech University School of Law
Associate Professor (Adjunct) Texas Tech University School of Medicine, Department of Psychiatry
1802 Hartford Avenue
Lubbock, Texas 79401-0004
jennifer.bard@ttu.edu
806.742.3990, ext. 349
<http://www.law.ttu.edu/faculty/jennifer/bard/>

View my research on my SSRN Author page:
<http://ssrn.com/author=415779>



HEALTH LAW PROGRAM and CERTIFICATE

The Texas Tech University School of Law Health Law Program offers students the opportunity to take advantage of a law school, medical school, and major research university all on a single campus. Using these resources, the Health Law Program offers an impressive depth and breadth of subject matter coverage. Some students earn a Health Law Certificate by completing designated courses, an externship, and directed research at a high level of performance. A statistic on the student's transcript will signal to potential employers that the student has increased expertise in the area of health law and has performed at a high level. Courses included in the Health Law Program:

Administrative Law	Law and Biotechnology
Biophysics	Law and Ethics of Clinical Research (Regulation of Human Subject Research)
Contemporary Legal Developments	Law, Science and the Environment
Disabilities and the Law	Law, Science Policy and Scientific Evidence
Discrimination in Employment	Mediation Clinic
Elder Law	Medical Malpractice
Global Biotechnology Law	Nanotechnology
Health Care Law	Nonprofit Organizations
Health Care Finance	Products Liability
Insurance Law	Public Health Law
Introduction to Intellectual Property	Reproductive Technology Law
Law and Biotechnology	

Health care law may touch upon diverse, but interrelated, areas of law, clients, organizations, government entities, and policy matters. Students embarking upon a career in health care law may seek to utilize their education and training in health care settings, non-profit and for-profit organizations, government agencies and private practice firms.

Key Performance Indicators include:

- Well-educated in essential components of health law jurisprudence
- Possess practical application of health law knowledge
- Committed to health law practice subsequent to completion of stringent program requirements

Contact Paula Smith, Director of Career Services,
Texas Tech University School of Law at paula.smith@ttu.edu or (806) 742-3990 x.312



TEXAS TECH UNIVERSITY
School of Law

The 2012 Health Care Law Resume Book

Attached please find resumes from Tech Law students. With the knowledge that this resume book may be widely distributed, some students have elected to omit their grade point average and class rank from their resumes. If you are interested in interviewing or hiring any student, please contact them directly to receive that information.

If you would prefer to set up interviews at Texas Tech Law, please contact Director of Career Services, Paula Smith at paula.smith@ttu.edu or (806) 742-3990 ext. 312.

Thank you for your consideration of Tech Law students.

Joint JD/MBA Outreach



JD/MBA PROGRAM

The Law School and the Graduate School of Texas Tech University offer a joint program leading to the degrees of Doctor of Jurisprudence (JD) and Master of Business Administration (MBA).

The program is designed principally for the student who wishes to acquire broad business knowledge to complement legal training. To satisfy the 90 hours of law for the JD degree and the 46 hours of business for the MBA degree, 12 hours of approved law courses are applied as elective credit to the MBA degree, and 12 hours of approved graduate business courses are applied as elective credit toward the JD degree. A student may complete both degrees with 112 hours (78 hours of law and 34 hours of business courses). The first academic year of law school (fall/spring) consists entirely of law courses. Courses that qualify for electives include:

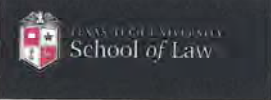
Business Courses	Law Courses
Financial Management Concepts	Business Entities
Organizational Behavior & Design	Commercial Law
Leadership & Ethics	Income Tax
Operations Management & Management Sciences	

BUSINESS LAW CERTIFICATE PROGRAM

The Texas Tech University School of Law Business Law Certificate Program offers students the opportunity to earn a certificate signifying both substantive concentration in business law and a high level of performance in the subject area. Upon satisfaction of the program requirements, a notation to that effect will be placed on the student's transcript. To receive the certificate, students must maintain a 3.0 grade point average in the courses designated as meeting the certificate requirements. Additionally, the student must complete a sustained, scholarly writing project of at least 25 pages.

Inhouse Counsel CLE event offered by the State Bar. Create awareness and network. Promote students and programs.





MAKE TECH LAW A PART OF YOUR GAME PLAN.

TECH LAW offers High Quality Candidates:

- who complete academically challenging programs;
- who complete Certificate Programs in (a) law and science, (b) business law, or (c) health law;
- who complete Tech's highly ranked and award-winning legal practice programs;
- from the championship advocacy programs, hands-on clinical programs, and competitive judicial programs;
- who expect to continue Tech's historically high Bar passage rate (averaging over 84%); and
- who begin law practice in big Texas cities (51% of Texas jobs) along with regional centers and smaller communities in Texas;
- who enter careers from coast to coast including Alaska, Washington, California, D.C., Virginia, Florida, and Georgia; and
- who strengthen the communities from which they originate, after investing three years in West Texas.

Contact Paula Smith, Director of Career Services
Texas Tech University School of Law
1802 Hartford Avenue, Lubbock, Texas 79409
cpaula.smith@ttu.edu (806) 742-3990 x312



NICHE MARKETING DOOR NUMBER TWO

REACHING OUT TO CORPORATE EMPLOYERS

Identifying Corporate Employers

- Main Campus
 - Career Services
 - Joint Degree Programs
- Business & Industry Employer Outreach
- Community – Job Fairs / Business Expo / Classified
- Faculty & Alumni
- Professional Associations / Bar Associations
- Trade Magazines

Representative Employers

- Chevron
- KPMG
- Lifetime Television
- Legislative Auditor
- Lamar Advertising
- Shaw Group / CB & I
- Entergy
- Target Corporation
- Sun Construction
- AG Cyber Crimes Unit
- Pacific Park, Santa Monica Pier
- SW Fraud Investigations
- Regency Nails
- Walmart

Marketing Students to Corporate Employers

- Partner with Dual Degree Programs
- Informational Interviews / Cold-Calling
- Virtual Alternative Career Fair
- Electronic Resume Book
- Professional Groups & Associations
- Networking / Volunteer
- Industry Resume & Cover Letter
- Corporate Marketing Brochure
 - Transferrable Skills
 - Testimonials



NICHE MARKETING

JD Transferable Skills to Corporate AMERICA

Why Focus on Business Category?

- 2009-11: 2nd highest employment category
- Highest been in last two decades
- Continues to increase yearly: 13.5% in 2009 to 18.1% in 2011

Top 5 Known Business Categories

- 2011 Data (Not including other business and legal temp agency)
 - 10.2 Banking/Finance
 - 8.4 Technology/E-commerce
 - 4.6 Management Consulting
 - 4.0 Insurance
 - 3.8 Accounting

Breaking into Corporate America

- Roadblocks
- Transferable skills
- Case studies



NICHE MARKETING DOOR NUMBER THREE

SUCCESSION PLANNING FOR LAWYERS

Succession Planning for Lawyers

- Boomers are beginning to retire a new crop of lawyers are graduating. How do we connect the two for a seamless transition in the practice of law?
- What are states doing to fill this gap?
- Discussion of the pilot program conducted jointly by the State Bar of Texas and all 9 Texas Law schools.

Characteristics of Boomers Retiring and Millennials Entering the Workforce

Baby Boomers

Born between 1945 and 1964

In one word: Optimistic

What motivates Boomers:

- Money
- Recognition
- Control
- Promotion

Top Five Actions to consider when dealing with a boomer:

- Show you care
- Give frequent recognition
- Treat them as equals, coach don't direct
- Give them a chance to talk
- Be honest, candid and direct

Millennials

Born between 1980 and 2000

In one word: Eager

What motivates Boomers:

- Mentoring
- Recognition
- Time off
- Training
- Meeting personal objectives

Top Five Actions to consider when dealing with a boomer:

- Give frequent and instant feedback
- Use technology to the max
- Offer multi-tasking projects
- Provide people skills training
- Provide close supervision

Source: **Managing Four Generations in the Workplace** with Cam Marston (Learning Communications)

What is out there and what is not?

- Most states have great documents on their bar websites to help attorneys prepare for the process of succession planning.
- Most states offer guidance on information on closing a practice outright.
- Most states do not offer attorneys strong solutions on how to help them transition their practice if they want to FIND an attorney to transition it to.

States who have good resources

- Washington State
<http://www.wsba.org/Resources-and-Services/Ethics/Succession-Planning>
- What are states doing to fill this gap? Most states offer CLE and documents to help in facilitating a succession plan but NOT many offer them actual ways to connect with attorneys who want to take over the practice or be phased in.

Myths about what Succession Planning Means

- Succession Planning DOES NOT mean you have to have the funds to hire an associate
- Succession Planning DOES NOT mean you have to be interested in retiring the next year or two
- Succession Planning DOES NOT mean you have to mentor or hire a law student

Case Study: University of Maine School of Law

- Some attorneys who are looking to retire contact the school after being referred by the state bar association.
- The school posts "succession" opportunities through Symplicity, and reaches out to 3Ls and recent grads interested (or at least receptive) to such opportunities, and put them in touch directly with the attorneys.
- Most opportunities are coming from remote or rural parts of the state where less grads are looking for jobs.

State of Texas Succession Planning Pilot Program

- The program is being done jointly with All 9 Texas Law schools and General Practice/ Solo (GP Solo) section of the state bar.
- The program does not offer formalized matching rather it offers the attorney the opportunity to talk through their ideas with a career services representative who then passes their needs on to all schools.

State of Texas Succession Planning Pilot Program

- This has been easily implemented with having an informational card and registration form as well as advertising done through the GP Solo publications and list serves and through speaking engagements to the GP solo section of the state bar.
- Expansion plan for late 2013 and 2014 is to have each school take the brief presentation on the road and presents to local and affinity bar associations in their city and rotates to present in cities where there are no law schools. The GP Solo section of the State Bar of Texas plans to do the same.

State of Texas Informational Card



General Practice, Solo and
Small Firm Section of the
State Bar of Texas

SUCCESSION PLANNING PILOT PROGRAM

What will I do with my practice when I retire?

How do I work on a plan to phase out of practice or reduce my hours without leaving my clients in a lurch?

How can I continue the legacy of outstanding legal services in my community that I have built over the years?

The nine Texas law schools have joined forces with the General Practice, Solo and Small Firm Section of the State Bar of Texas to link new and recent graduates with seasoned attorneys who are working on succession plans.

Attorneys complete a brief form stating the characteristics sought in a candidate. Your plan could be to attract a law student who would act as a clerk until he or she graduates and then transfer to your practice. Or you may be ready to act sooner and seek a recent graduate considering solo practice and looking to pair with a seasoned attorney for referral work. Or it could be to hire an associate who could eventually take over the practice. The nine Texas law schools stand ready to help you through the transition process.

If you have questions about the program please contact **Suzanne Patrick**, Director of Career Services at St. Mary's University School of Law, at spatrick@stmarytx.edu or 210-436-3511. She will be happy to discuss your individual need with you and coordinate communication to all Texas law schools.

State of Texas Registration Form

On back of card:

Succession Planning Pilot Program Form

The Succession Planning Pilot Program seeks to: Match Texas attorneys who intend to transition out of full-time practice with new and recent graduates. Eligible participants include licensed attorneys and new attorneys graduating from law school during the period 2011-2014. The duration of the Pilot Program extends from 2012-2015.

If you have questions about this program or prefer to phone in your information, please contact **Suzanne Patrick** at 210-436-3511 or spatrick@stmarytx.edu. You may fax this form to 210-436-3643.

The nine Texas law schools are committed to a policy against discrimination on the basis of race, color, gender, religion, age, ethnic origin, ancestry, marital status, sexual orientation, Vietnam-era or other veterans status, or disability except as mandated by federal or state law. Your submission of this form indicates that you will observe this policy.

Contact person: _____

Firm name: _____

Firm practice areas: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Hiring Criteria:

Application materials requested (*circle desired*): Resume, Cover Letter, Writing Sample, Transcript, References or list other materials here: _____

Other information including specific skills you would like to see the candidate possess: _____

Description of Hiring Need (*please include time frame in which you are looking to hire and any other pertinent information*): _____

Schools you wish to receive your posting:

(*check all that apply or ALL to send to all nine Texas schools*)

☐ **ALL**

☐ Baylor University School of Law

☐ South Texas College of Law

☐ Southern Methodist University

☐ Dedman School of Law

☐ St. Mary's University School of Law

☐ Texas Southern University School of Law

☐ Texas Tech University School of Law

☐ Texas Wesleyan University School of Law

☐ The University of Texas School of Law

☐ University of Houston Law Center

State of Texas Succession Planning Pilot Program

During the first year of the program we have had 5 attorneys reach out to post for assistance that has taken the form of:

- interns they could cultivate to ultimately transition the practice to
- Seeking recently licensed attorneys and offered them reduced office space and overflow work with the hopes of introducing them to current clients for a long or short term phase out
- Hiring of an actual associate in their firm to ultimately cultivate to take over
- Have had feedback from at least one attorney who was successful in finding someone who was a good fit for their firm

Ultimately this program offers a great way for attorneys looking to retire in the semi near future with recent graduates whose goal is to start their own practice.

ACTION PLANNING

Action Plan

- Door #1: Joint degree & Certificate Programs
- Door #2: Corporate Employers & Corporate America
- Door #3: Succession Planning for Lawyers

QUESTION & ANSWER



Contact Information

Paula Smith

Director of Career Services

Texas Tech University Law School

(806) 742-3990 x312

paula.smith@ttu.edu

Gwen Ferrell

Assoc. Director of Career Services

LSU Paul M. Hebert Law Center

(225) 578-8707

gwen.ferrell@law.lsu.edu

Samorn Selim

Director of Employer Outreach/Assoc.
Director for Private Sector Counseling
and Programs

University of California, Berkeley Law

(510) 643-2675

sselim@law.berkeley.edu

Suzanne Patrick

Director of Career Services

St. Mary's University Law School

(210) 431-2265

spatrick@stmarytx.edu