

How to Identify Employers for Outreach

1. Existing Employers
 - a. Symplicity database
 - b. Other CSM database
2. Alumni Database
 - a. Use to identify other employers that we haven't worked with or haven't hired from our school
3. Alumni Department
 - a. Identify alumni who have agreed to serve as mentors through formal or informal mentoring programs
4. CLE Department
 - a. List of local registrants (not all of these are alumni)
5. Adjunct Faculty
 - a. Most are local employers
 - b. Identify those that the CSO hasn't worked with or those that haven't hired from our school
6. Conduct student surveys to identify employers in:
 - a. Specific geographic markets
 - b. Specific practice areas of interest
 - c. Keep narrowing by employer type, firm size, etc.
7. Identification of employers by employment type
 - a. Post-graduate judicial clerkships
 - i. Also judicial internships/externships
 - ii. Create a database of state and local judges using state legal directories (for example: Louisiana Legal Directory). Once you have created your database, you can update it as new judges are nominated and confirmed and as other judges leave service. You can request that the Judicial College send you updates on new state judicial appointments
 - iii. Send periodic mailings and surveys to find out judges' hiring preferences – this will help you identify which judges are hiring and those to focus on for outreach

- iv. Identify judges who serve on your school's faculty and those who have participated in your school's formal mentoring program
 - v. Identify judges who have a relationship with individual faculty members at your school; seek introductions from faculty members who have clerked for federal and state judges
- b. Corporations
 - i. Research corporations in local area to determine which ones have in-house legal departments – resources for creating and maintaining a database of these employers include:
 - 1. Fortune 500 (fortune.com) – here you can filter your search by industry and headquarters location
 - 2. Hoovers Online – subscription required
 - 3. Association of Corporate Counsel and Minority Association of Corporate Counsel – these member lists are not published, but if you know someone who is a member, you might be able to access a list
 - 4. Local Business Report puts out a "Book of Lists" – this lists local corporations by industry
 - 5. Sourcewatch
 - 6. SEC – we found a list of corporations here, but no additional information
 - ii. You can maintain a database of contact information and application processes for local and national companies that routinely hire law students for internships
- c. Public interest
 - i. Research public interest organizations in your local area to determine which may have a need to hire law students.
 - 1. PSJD.org is a great resource – when you log in, you have the ability to search for employers in a specified geographic area.

2. This category of employers can include local, state and federal government offices as well as non-profit organizations.
3. This category can also include colleges and other academic institutions – which are non-profits.
4. Idealist.org is currently has over 96,000 organizations registered on its website. You can search organizations by keyword and also by location. Louisiana, for example, has 705 organizations.
5. Use other general searches to identify top non-profit organizations (i.e. topnonprofits.com – which lists the top 100 nonprofit organizations on the web)

d. Large law firms

i. Identify firms in your local/regional/national employment market

1. Existing large firms in your CSM database (presumably those that already hire from your law school)
2. Use “mega lists” (i.e. American Lawyer 100) to identify firms in your preferred geographic markets
 - a. Consider those firms where alumni are working
 - b. Select those firms that have practice areas that align with your law schools’ certificate programs (i.e. energy, maritime law, intellectual property, etc.)
 - c. Select firms that *will hire from your law school...* a separate topic for another conference session!
3. Use the NALP Directory of Legal Employers, Martindale, and SuperLawyers to narrow by firm size, geography and specialty areas.

e. Small to mid-sized law firms

- i. Identify firms in your local/regional employment market through Google search
- ii. State and Local Bar Associations

- iii. Use your school's Law Alumni Database
- iv. Non-Conventional – drive around in your local area – we actually did this! You'll be surprised how many new firms you can find – if you are in a market that has lots of small firms.
- v. You can also use Martindale and SuperLawyers to identify firms by size and specialty area in a specific geographic region.
- f. Non-traditional, JD advantage, other professional careers
 - i. Create a database of alumni who work in non-traditional careers (use your alumni database to find this information).
 - ii. Use www.indeed.com to search for common professional job titles such as "policy," "compliance," "regulatory," "communications," "banking," and "human resources" – to name a few. You can do a keyword search for a specific geographic location. This is a great way to see which employers in a city are hiring, as this is a consolidator site.
 - iii. Consider the governmental and nonprofit organizations in your public interest search. Many of these organizations have non-traditional positions that aren't necessarily legal, but your outreach can encompass these.
 - iv. Check www.rollcall.com to identify employers seeking to fill policy/legislative/political positions.
 - v. Identify employers in your state such as colleges and universities that might be hiring in compliance, sports, administrative, and teaching positions.
 - vi. This list is almost endless, but this gives you a good starting point!
- 8. Externship Program
 - a. Identify employers who currently provide work experience for course credit
 - i. Governmental agencies
 - ii. District Attorney's Offices
 - iii. Public Defender Offices
 - iv. State and Federal Judiciary

v. Nonprofit organizations

9. Other Resources

- a. “mega” lists (i.e. American Lawyer 100, NLJ 250)
- b. LinkedIn – run search by state
- c. Martindale
- d. NALP Directory
- e. Super Lawyers

10. Student Organizations / Specialty Certificate Programs

- a. Employers identified through student groups
- b. Create an e-calendar or other notification system to notify the CSO when student groups invite speakers to present on career-related topics.
- c. Work with your law faculty members who run specialty certificate programs to identify employers for outreach in those areas (i.e. energy law, intellectual property, international law), and also identify employers through your law school’s LLM program (i.e. tax, real estate, intellectual property).

11. Clients of existing employers and/or alumni contacts

- a. Some law firm employers will offer to identify their clients in a specific practice area/industry for your outreach initiatives (i.e. energy law)