

Employer Outreach & Career Counselors: Divide the Task, Multiply the Success

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Case Study #1: Millennials/Students with a Record

The Dean of your law school has made it very clear to Career Services that employment rates of recent graduates must increase. You ramp up your employer outreach efforts and meet with multiple employers a week to secure entry level jobs for your school's graduating class. However, two recurring obstacles stand in your way. One, employers tell you that they don't want to hire millennials. In their experiences, millennials have been "lazy" (work-life balance?! gasp.), entitled and require too much hand-holding and cheerleading. Two, unbeknownst to employers, certain of your high-ranking students have a criminal record as a result of some poor choices made during college, i.e. possession of and/or selling an illegal substance, public urination, etc. How do you respond to these employers? Do you recommend the students with a criminal record without disclosing it to the employers? How do you counsel students facing either of these obstacles?

Case Study #2: Public Interest Focused Students with Private Sector Experience

You continue to hear from public interest employers that they will not consider students or recent graduates with private sector experience on their resume. They want to see demonstrated commitment to the public sector, particularly to their mission. However, many of your students did not realize they wanted to pursue a career in the public sector until they interned with various private sector employers. What do you say to public interest employers to persuade them to consider your "mixed-bag" students? How do you counsel students to best prepare them for a potential career in the public sector?

Case Study #3: Promoting School Initiatives that Conflict with Career Services Goals

Given the increased demand for experiential learning and practical experience, your law school has developed many new on-campus clinics and internships. These new initiatives offer great hands-on experience and course credit and are being used as a marketing tool to attract new students. Students have the option of enrolling in them during the school year or the summer. To remain viable, however, a certain number of students must enroll each semester or summer term. As a result, the faculty member that heads all clinical programs and on-campus internships has asked Career Services to strongly promote these initiatives to the students. While you understand the value (and convenience) of on-campus clinics and internships, they conflict with your desire to get the students into off-campus internships so that the students can network and potentially make connections that will lead to post-graduate job offers. Already, certain of your loyal employers have asked you about the recent decrease in applications. What do you say to these employers? How do you respond to the faculty member? How do you counsel students regarding these new initiatives?