

“Where Credit is Due”

Integrating Professional Development
Into Law School Curriculum



Penn Law
UNIVERSITY of PENNSYLVANIA LAW SCHOOL



THE ASSOCIATION
FOR LEGAL CAREER
PROFESSIONALS

2012 Professional Development Institute

The Penn Law Story

- Understanding the skills necessary to prepare market ready professionals
- Building support for professional skill development
- Developing extracurricular programs for skill development
- Infusing skill development into the curriculum
- Aligning and integrating skills development opportunities
- Communicating the skill development continuum to internal and external audiences

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Preparing Market Ready Professionals

- Analytical, doctrinal thinking
- Practice skills
- Integrated knowledge of and comfort in a substantive law-related field, related to practice or career
- Broad based management, leadership and communication skills

What are the skills?

- Leadership
- Management
- Teamwork
- Persuasive communication and active listening
- Networking and relationship building
- Strategic thinking and organizational savvy
- Marketing
- Self-awareness

Strategies for Building Support

- Influence of the job market
- Call from the profession for graduates to be practice-ready
- National media
- Formal studies like the *Carnegie Report*
- Student demand
- Knowledge of the pressure points for all constituencies (faculty, students, employers)

THE PENN LAW CENTER ON PROFESSIONALISM

- Encourage students to see themselves as CEOs of their professional development
 - Working with students in legal writing cohorts to think through how to develop necessary skills
- Develop & implement programs for skill development
 - Performing and understanding management and leadership assessments
 - Communications
 - One-on-one coaching
 - Public speaking
 - Understanding how to maximize use of social media
 - Practicing opportunities to understand the value of client development
 - Developing secondary language skills for practice
 - Using excel and powerpoint for legal practice

Curricular Growth

- First year curriculum
 - Legal writing and communications
- Incentivizing and supporting faculty in skills innovation
 - Implementing the Affordable Care Act
 - Patents
 - Client Leverage and Law Firm Management
- Using the Center on Professionalism programs as a runway for curricular development
 - Mergers and Acquisitions Boot Camp
 - Securities Law Boot Camp
- Management course – Adam Grant
- Wharton partnerships

Potential challenges?

What challenges have you faced?

Secrets to success?

How can you overcome those challenges?

Moving Forward

- Building buy-in
 - Be patient
 - Begin gradually
 - Have an evidence-based approach
 - Heeding the call of legal employers
 - Student demand
 - Changes by peer law schools
 - Be concerned with all levels
 - Administration
 - Faculty
 - Students

Moving Forward

- Piloting a new program
 - Consider starting as non-credit bearing
 - Seek feedback
- Credit-bearing
 - Go where the demand is
 - Market
 - Student
 - Keep costs in mind
 - Can you use existing faculty/staff
 - Alumni as adjuncts

Questions?

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