

NALP JD Advantage Public Service Campaign

In December 2012 NALP will launch a JD Advantage Public Service Campaign ("Campaign"). The Campaign will be created by the Law School Employment Outcomes Task Force (LSEOTF) and will be designed to (1) raise awareness of the significance of JD Advantage positions; (2) impact the attitudes of prospective law students as well as the general public regarding the same and (3) highlight that these positions do "count." The assistance of law school members is vital to the Campaign's success.

Background

The media portrays JD Advantage positions as less than desirable employment outcomes for law graduates. The LSEOTF deems it necessary to counter that perspective. The Campaign will highlight the kinds of jobs available, the work done in those positions and perhaps even explore why graduates pursue such opportunities. As you know, graduates who obtain JD Advantage positions find their work to be challenging as well as rewarding. Indeed many graduates view entry-level opportunities with the federal government or in business/industry as a destination, not a consolation prize.

The LSEOTF needs your help. The LSEOTF wants this project to reflect the diversity of law school members and the outcomes of graduates from a variety of schools. A video "testimonial" will be the primary component of the Campaign to be delivered via NALP's YouTube channel. If you have a graduate(s) in Washington, D.C. area that would further the objectives of the Campaign please solicit their participation. If they are interested the LSEOTF, in conjunction with the NALP staff, will contact the graduate to confirm the details and finalize their participation.

Requested Action

Each interview will be recorded at the NALP office. Accordingly the graduate should be willing to visit the office and be available for approximately thirty minutes. Every effort will be made to accommodate the graduate's schedule. Although our initial focus is on the Washington, D.C. area, ultimately this project will feature graduates working throughout the Continental U.S. While the format would be the same for each graduate, the story will depend on the position. Nevertheless, the script would sound like the following:

I'm John, a **2012 graduate** and I work as a **Contract Specialist** for the U.S. Air Force. I purchase the equipment and services to be used by the Air Force, some equipment can cost as much as a billion dollars. In this role I have the opportunity to sit across the negotiating table from airplane and engine manufacturing companies like Lockheed Martin or General Electric, haggling over the price of a billion dollar airplane. Daily I draw upon negotiation classes, contract law and my law degree to ensure that the taxpayer's dollar is well spent by negotiating a good deal and that equipment gets to troops when and where they need it.

If you have any questions or would like to participate, please contact:

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