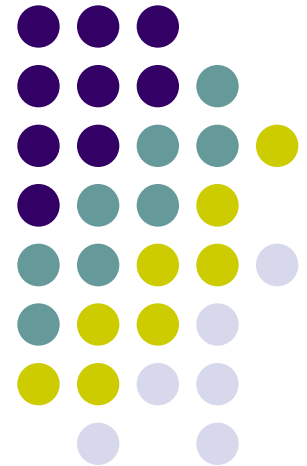
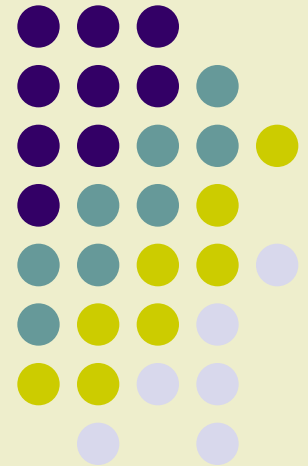


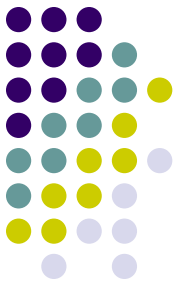
Tips for an Effective Fall Recruiting Season

Mark Weber
Elaine Ventola
Harvard Law School
February 27, 2013



Advice for Employers





1L Year:

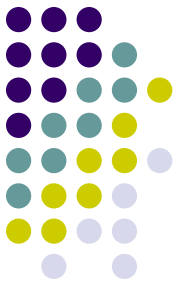
Establishing Relationships

- Connect with various groups
- Participate in OCS programming
- Get to know OCS staff



The Summer: *Staying Connected*

- Seek opportunities to meet with students
- Look and sound the part
- Keep in touch with OCS staff
- Communicate relevant needs/criteria



Before OCI/Recruiting Season

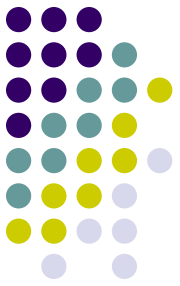
Preparing & Strategizing

- Consider OCS administrative issues
- Look and act the part
- Meet deadlines
- Evaluate who you send to interview
- Consider composition of the hiring committee
- Show sensitivity to – class & exam schedules, dietary restrictions, and holidays



During the Interviews: *Differentiating and Messaging*

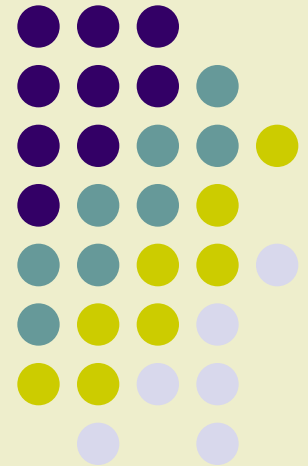
- It's all about marketing
- *How* is your firm different?
- Develop a firm game plan
- Address the elephant in the room



After your Interviews: *Closing the Deal*

- Make decisions promptly
- Follow up and close the deal
- Solicit feedback
- Send out nice rejection letters
- Keep in touch with OCS
- Lather, rinse and repeat

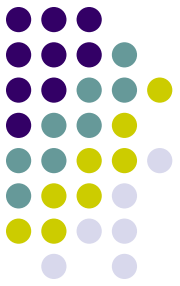
Advice for Schools





During 1L Year

- Educate students
- Provide a clear roadmap
- Target outreach to match student interests
- Stay connected to employers
- Identify students who may need more attention



Over the Summer

- Review Resumes
- Offer Mock Interview Programs
- Educate students and manage expectations
- Research the market and employers
- Consider other ways to connect and help employers



During OCI/Recruiting Season

- Establish support mechanisms for students
- Partner with DOS
- Solicit feedback from students and employers
- Make the process easy for employers



Post OCI/Recruiting Season

- Stay connected to students & employers
- Focus on Plans B & C ...
- Pace yourself
- Lather, rinse and repeat