



# INTERNATIONAL LLM RECRUITING IN A VIRTUAL AGE

Sarah Guillen, Penn State Dickinson  
Miki Pike Hamstra, Indiana University McKinney  
Julie Sculli, Brooklyn Law School

# GROUP POLL

Go to **www.menti.com** and use the code **98 51 63**

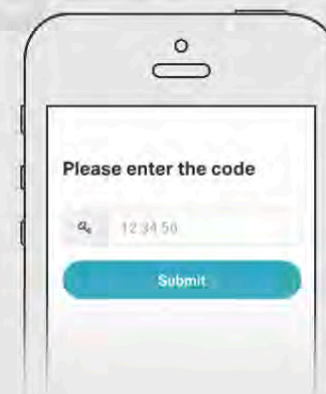
What is your recruitment budget?



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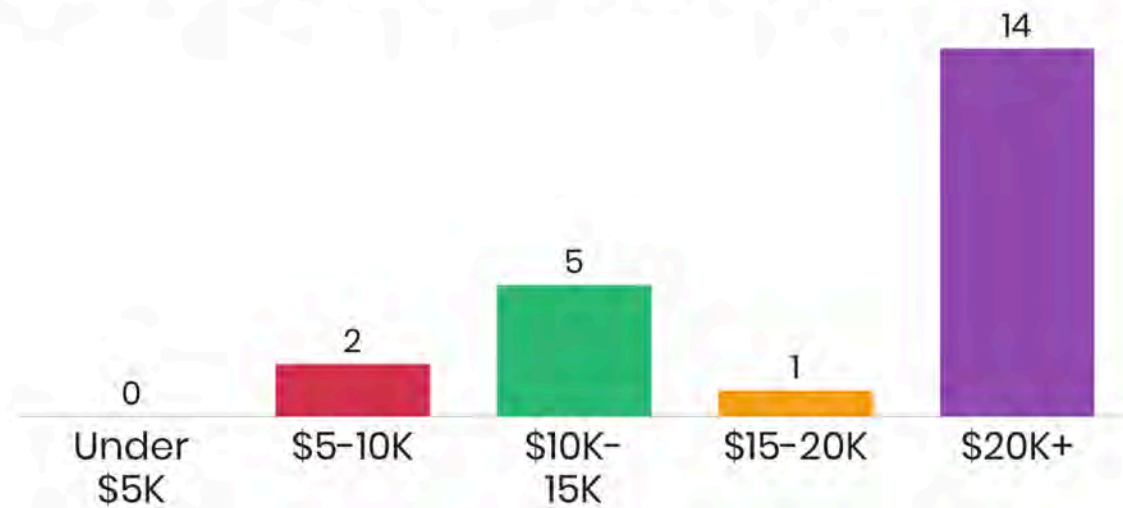
**2** Go to **www.menti.com**



**3** Enter the code  
**98 51 63** and vote!

## What is your recruitment budget?

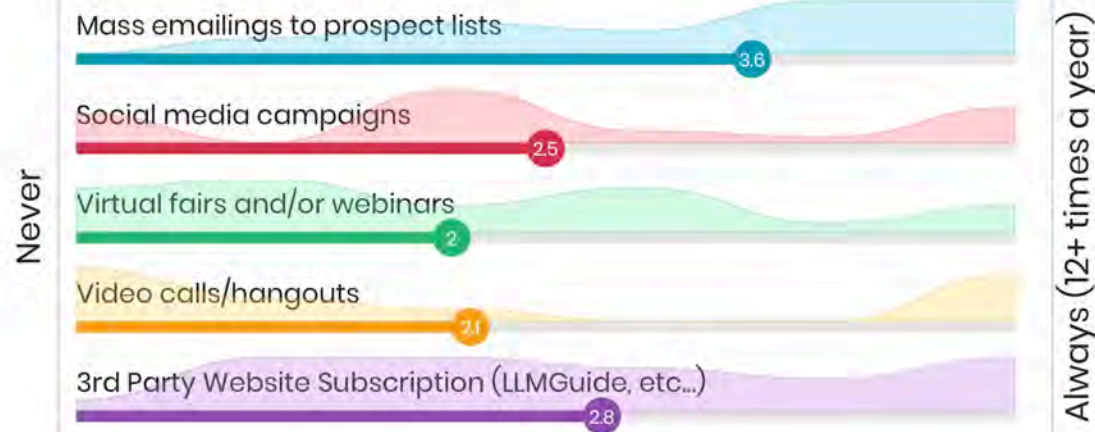
Mentimeter



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## How often do you use the following virtual recruiting strategies?

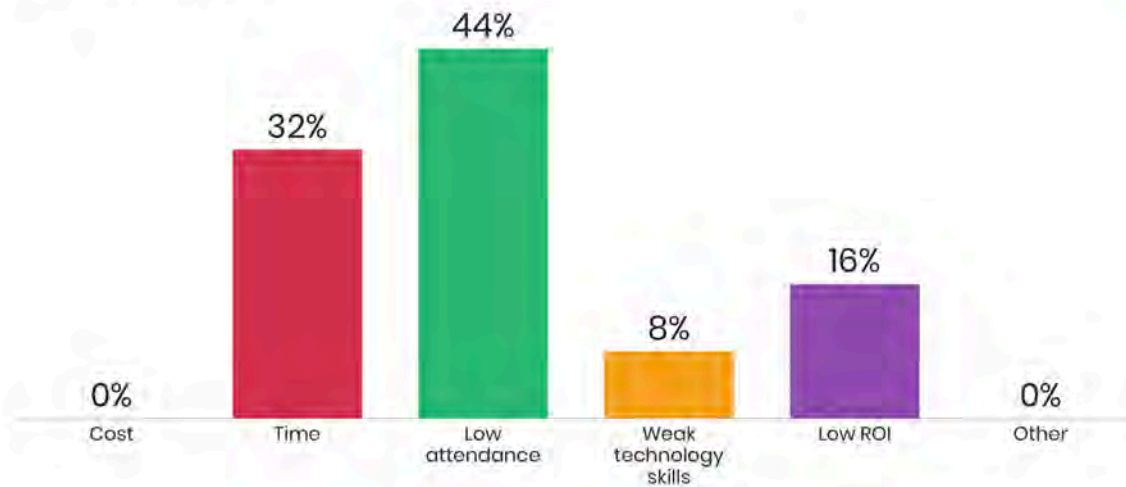
Mentimeter



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### What stops you from doing more virtual recruiting? (Greatest reason)

Mentimeter

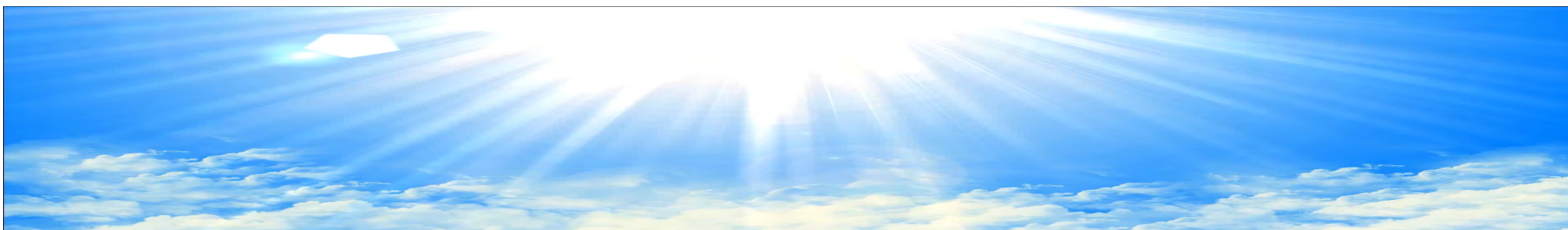


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# HOW DO YOU REACH THE WORLD?

- Time
- Money
- Strategy
- Safety concerns
- Lack of international contacts
- Experience/expertise with platforms







# PROSPECTIVE STUDENT VIRTUAL OUTREACH

## MONTHLY CHAT

### THE SCHOOL

- Approximately 800 students
- Offers J.D., LL.M., M.J., S.J.D. degrees
- Only law school in the state capital
- Renown faculty and research centers
- Specializations in American Law for Foreign Lawyers, Intellectual Property Law, Human Rights Law, Health Law, Corporate and Commercial Law, International and Comparative Law

## ORGANIC WEBINAR

### What You Need to Know

### An Admitted LL.M. Student's Guide to Brooklyn Law School

## PARTNER WEBINAR

### TAKE YOUR LAW CAREER TO THE NEXT LEVEL WITH AN LL.M.

February 6, 2018

## VIRTUAL FAIR

### Practicing Law in the US as a lawyer trained Abroad

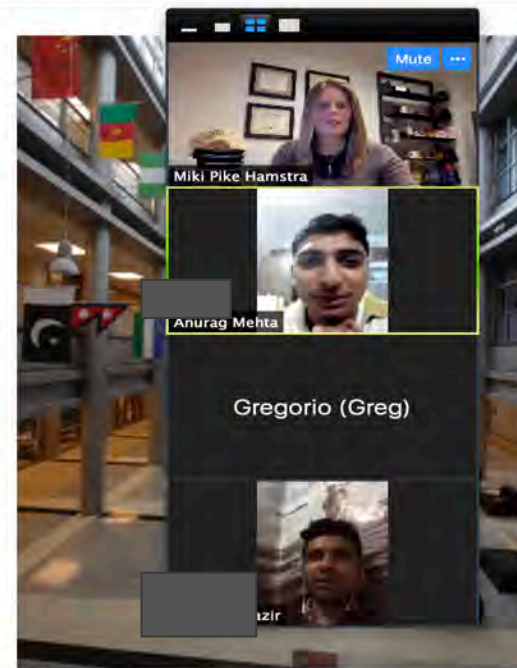
### BECOMING ELIGIBLE TO PRACTICE LAW IN THE U.S. AS A LAWYER TRAINED ABROAD



# MONTHLY CHATS

## THE SCHOOL

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# VIRTUAL FAIRS



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## Master of Laws (LL.M.) Virtual Fair

December 1, 2017

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FEATURING SCHOOLS OFFERING LL.M. DEGREES  
**DECEMBER 1, 2017**

**December 1, 2017 | 9:00 am - 3:00 pm Eastern Time**  
**LL.M. programs & prospective students connect live online**



**Registration**  
Register Now!



**Organizations**  
Learn More



**Future Students**  
Learn More

**Meet with the following schools:**

- [American University Washington College of Law](#)
- [Brooklyn Law School](#)
- [Case Western Reserve University School of Law](#)
- [Golden Gate University School of Law](#)
- [Indiana University Maurer School of Law](#)
- [Indiana University Robert H. McKinney School of Law](#)
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- [UNC School of Law](#)
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- [University of Virginia School of Law](#)
- [University of Washington School of Law](#)
- [Vermont Law School](#)
- [Wake Forest University School of Law](#)

[Review Testimonials](#) about a prior Law School Virtual Fair

All Candidates

My Liked Candidates

My Chat Favorites

Expressed Interest

Fair related filters are shown when 1 fair is selected; when multiple fairs are selected, filters will change.

Grad School Fair Overview x

☒ All Candidates ☐ Candidates Reviewed ☐ Candidates Not Reviewed

Degree Sought

Fields of study sought

Select Major(s)

Select Degree(s)

Select School(s)

Select State(s)

☐ My Liked Candidates

☐ Expressed Interest

☐ Has Resume

☐ My Chat Favorites

☐ Attended Our Chats

Graduation Date On or After:

Graduation Date On or Before:

Select Month

Select Year

Select Month

















Select Year

Bulk Actions

Enter Candidate Name

Enter Resume Keywords

List has been filtered : [Clear](#)

<input type="checkbox"/>	User Name	Degree   School   Graduation Date			Actions
<input type="checkbox"/>	<a href="#">Aiden Candidate</a>	Bachelors, Web Technologies	Northeastern University Seattle	2018	<a href="#">CV</a>    
		Masters, Aeronautical/Aviation Management Technology	Arizona Board of Regents	2018	
		High School	North Myrtle Beach High	2014	
<input type="checkbox"/>	<a href="#">Helen Candidate</a> 	Bachelors, Accounting	Virginia Commonwealth University	2016	<a href="#">CV</a>    
<input type="checkbox"/>	<a href="#">Jane Candidate</a>	Bachelors, Computer Science	Georgia Institute of Technology	2016	<a href="#">CV</a>   
<input type="checkbox"/>	<a href="#">Janis Candidate</a> 	Bachelors, Business Administration	University of Hawaii at Hilo	2014	<a href="#">CV</a>   



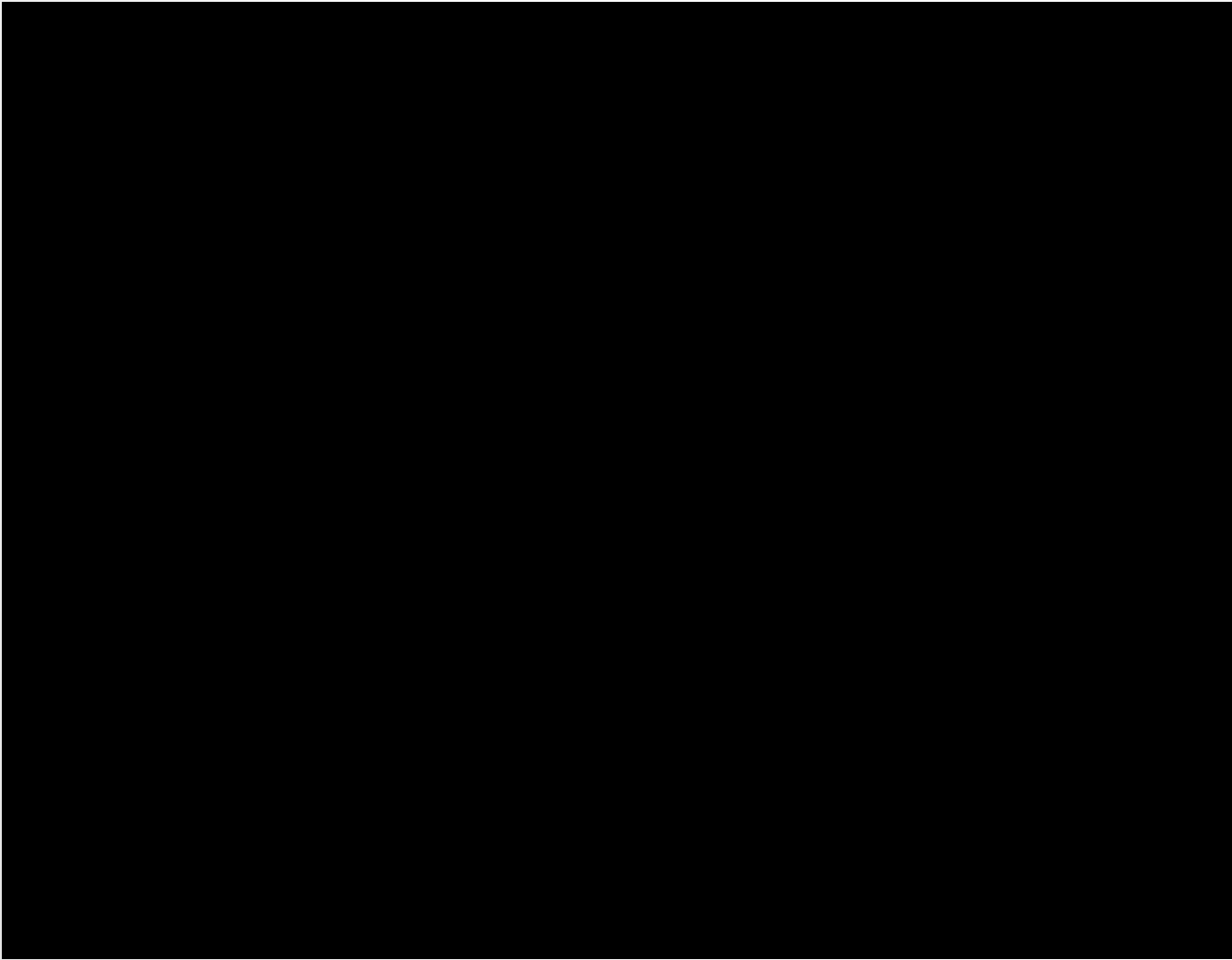
# WEBINARS

## Partner Webinars

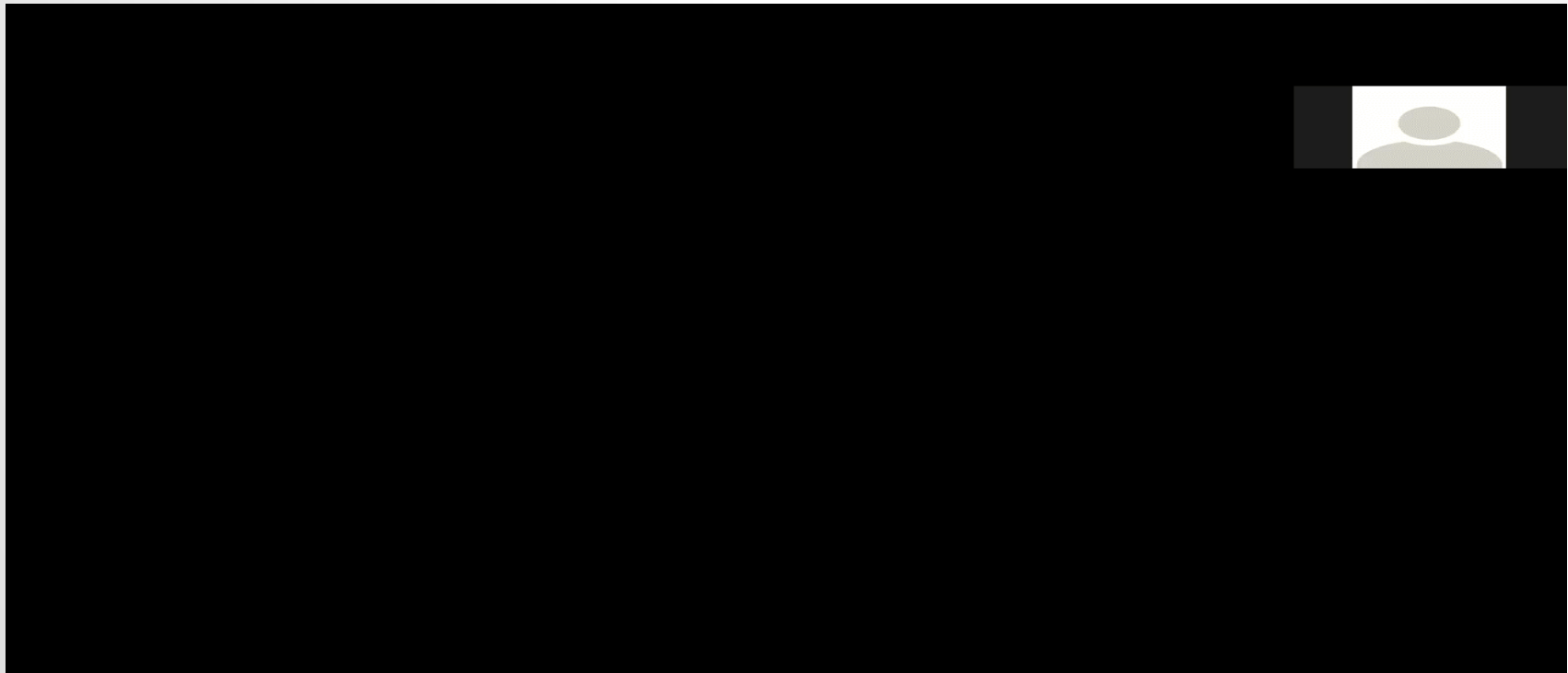


## Organic Webinars





YOU HAVE THE APPLICATION & ADMITTED  
THE STUDENT...WHAT ELSE CAN YOU DO?



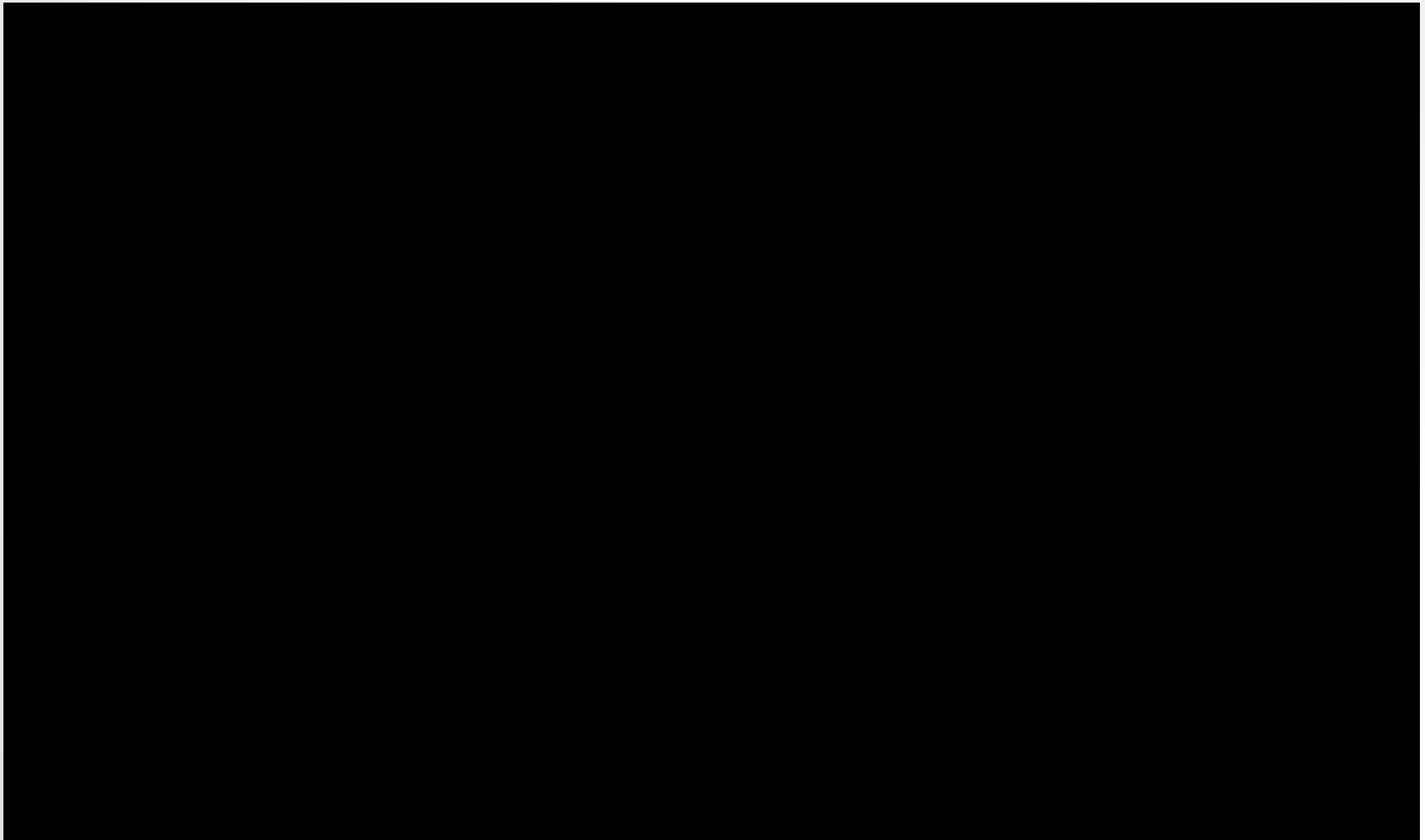


# VIRTUAL ORIENTATION



# **COURSE SELECTION & REGISTRATION**





# PROOF IS IN THE PUDDING

Search Recruit Events

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Enter text to search...

Drag a column header here to group by that column

		Copy	Form	Recruit Event Name	Prospects	Applicants	On Calendar	Event Display Name	Contact Name	Representative	Date From	Date To	Active
>				LL.M.-Demystifying NYS Bar Exam 12/13/17	12	1	<input checked="" type="checkbox"/>	Demystifying the N			12/13/2017	12/13/2017	Yes
>				LL.M. - Experience BLS Webinar 11/2/17	11	3	<input checked="" type="checkbox"/>	Experience BLS W			11/2/2017	11/2/2017	Yes
>				LL.M.-Adm Strategies 11/7/2017	13	2	<input checked="" type="checkbox"/>	LL.M. Adm			11/7/2017	11/7/2017	Yes
>				LL.M.-Adm Strategies Webinar 02/07/2017	2	0	<input checked="" type="checkbox"/>	LL.M. Adm			2/7/2017	2/7/2017	Yes
>				LL.M.-Adm Strategies Webinar 10/18/17	2	1	<input checked="" type="checkbox"/>	LL.M. Adm			10/18/2017	10/18/2017	Yes
>				LL.M.-Adm Strategies Webinar 12/6/16	2	0	<input checked="" type="checkbox"/>	LL.M. Admissions S			12/6/2016	12/6/2016	Yes
>				LLM Brazil	36	1	<input type="checkbox"/>						Yes
>				LLM China Prospects	49	1	<input type="checkbox"/>						Yes
>				LLM Cologne Germany	28	0	<input type="checkbox"/>						Yes
>				LLM India	147	0	<input type="checkbox"/>						Yes

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# BURNING QUESTIONS

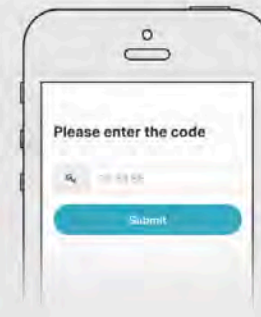
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www.menti.com|

**2** Go to **www.menti.com**



**3** Enter the code  
**61 58 13** and vote!

## What burning question do you have about virtual recruiting?

Mentimeter

How do you measure success? What AND how do you track?

How do you develop a virtual recruiting plan?

How long do you pilot a new vendor/approach?

What due diligence do you do when considering new vendors?

Is anyone using Facebook live?

WeChat?

Happy Birthday Ashleigh!

Why does McKinney not use a seat-deposit??

Do you have a contingency plan when/if net neutrality affects dissemination of virtual information?

Do you use the email analytics offered in ACES to help point participants to virtual sessions?

Are there too many questions here?

If just starting and limited time, which virtual platform makes sense?



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# TOP 10 LIST FOR VIRTUAL RECRUITMENT

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8



7



6

**ACES<sup>2</sup>**  
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Search Prospects

Project Search By

Last Name: \_\_\_\_\_ LSAC Used For: \_\_\_\_\_ Term: \_\_\_\_\_ Recent Date: \_\_\_\_\_  
 First Name: \_\_\_\_\_ SSN: \_\_\_\_\_ Year: \_\_\_\_\_ Project Status: \_\_\_\_\_  
 Middle Name: \_\_\_\_\_ Created From Date: \_\_\_\_\_ Degree Applied: \_\_\_\_\_ Camp ID: \_\_\_\_\_  
 Email Address: \_\_\_\_\_ To Date: \_\_\_\_\_ Website: \_\_\_\_\_ User: \_\_\_\_\_  
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SEARCH CLEAR

Enter text to search: \_\_\_\_\_

Display results in descending order by the date

LSAC Acad. No. Last Name First Name Birth Date Birth Date of Term Sex Qualification

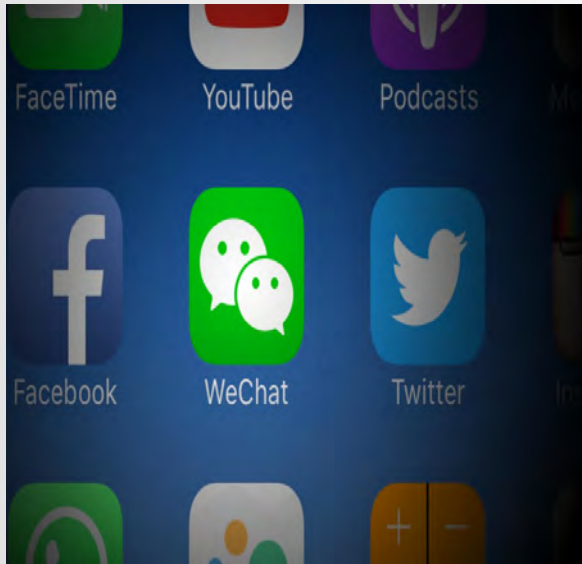
LSAC

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3



2



1

# Demystifying the New York State Bar Exam





# ANY QUESTIONS?

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