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?

1. Grab your phone
2. Go to www.menti.com
3. Enter the code 98 51 63 and vote!
What is your recruitment budget?

- Under $5K: 0
- $5-10K: 2
- $10K-15K: 5
- $15-20K: 1
- $20K+: 14

Total respondents: 22
How often do you use the following virtual recruiting strategies?

- Mass emailings to prospect lists
- Social media campaigns
- Virtual fairs and/or webinars
- Video calls/hangouts
- 3rd Party Website Subscription (LLMGuide, etc...)

Never | Social media campaigns | 2.5 | Virtual fairs and/or webinars | 2 | Video calls/hangouts | 2.1 | 3rd Party Website Subscription (LLMGuide, etc...) | 2.8 | Always (12+ times a year)
What stops you from doing more virtual recruiting? (Greatest reason)

- Cost: 0%
- Time: 32%
- Low attendance: 44%
- Weak technology skills: 8%
- Low ROI: 16%
- Other: 0%
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

PARTNER WEBINAR

PennState Dickinson Law

Take Your Law Career to the Next Level with an LL.M.

February 6, 2018

ORGANIC WEBINAR

What You Need to Know

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

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

Welcome! I am Sue Smith, Director of International Programs at Brooklyn Law School. Together with the creators that many lawyers find the best way to be seen is to be seen in the U.S. and become eligible for licensing. So how do you know if you should or can become eligible to practice law in the U.S. and what you need to do? I hope to answer those questions for you today.
MONTHLY CHATS

THE SCHOOL

- Approximately 800 students
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### Master of Laws (LL.M.) Virtual Fair

**December 1, 2017**

**LL.M. VIRTUAL FAIR**

*Featuring schools offering LL.M. degrees*

**DECEMBER 1, 2017**

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**December 1, 2017 | 9:00 am - 3:00 pm Eastern Time**

**LL.M. programs & prospective students connect live online**

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<table>
<thead>
<tr>
<th>Registration</th>
<th>Organizations</th>
<th>Future Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Register Now!</td>
<td>Learn More</td>
<td>Learn More</td>
</tr>
</tbody>
</table>

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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
- Ohio State University Moritz College of Law
- Penn State Dickinson Law
- Stetson University College of Law
- Tulane Law School
- UCLA School of Law
- UConn School of Law
- UNC School of Law
- University of Minnesota Law School
- USC Gould School of Law
- University of Virginia School of Law
- University of Washington School of Law
- Vermont Law School
- Wake Forest University School of Law

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**Review Testimonials about a prior Law School Virtual Fair**
<table>
<thead>
<tr>
<th>User Name</th>
<th>Degree</th>
<th>School</th>
<th>Graduation Date</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aiden Candidate</td>
<td>Bachelors, Web Technologies</td>
<td>Northeastern University Seattle</td>
<td>2018</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Masters, Aeronautical/Aviation Management Technology</td>
<td>Arizona Board of Regents</td>
<td>2015</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High School</td>
<td>North Myrtle Beach High</td>
<td>2014</td>
<td></td>
</tr>
<tr>
<td>Helen Candidate</td>
<td>Bachelors, Accounting</td>
<td>Virginia Commonwealth University</td>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>Jane Candidate</td>
<td>Bachelors, Computer Science</td>
<td>Georgia Institute of Technology</td>
<td>2015</td>
<td></td>
</tr>
<tr>
<td>Janis Candidate</td>
<td>Bachelors, Business Administration</td>
<td>University of Hawaii at Hilo</td>
<td>2014</td>
<td></td>
</tr>
</tbody>
</table>
WEBINARS

Partner Webinars

#GoWithUS
LLM (Master of Laws) degree, Penn State University Dickinson
February 6
At: 3 pm

Organic Webinars

PennState Dickinson Law

LL.M. PROGRAM VIRTUAL OPEN HOUSE
YOU HAVE THE APPLICATION & ADMITTED THE STUDENT... WHAT ELSE CAN YOU DO?
COURSE SELECTION & REGISTRATION
PROOF IS IN THE PUDDING
BURNING QUESTIONS

Go to www.menti.com and use the code 615813

1. Grab your phone
2. Go to www.menti.com
3. Enter the code 615813 and vote!
<table>
<thead>
<tr>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>What burning question do you have about virtual recruiting?</td>
</tr>
<tr>
<td>How do you measure success? What AND how do you track?</td>
</tr>
<tr>
<td>How do you develop a virtual recruiting plan?</td>
</tr>
<tr>
<td>How long do you pilot a new vendor/approach?</td>
</tr>
<tr>
<td>What due diligence do you do when considering new vendors?</td>
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<tr>
<td>Is anyone using Facebook Live?</td>
</tr>
<tr>
<td>WeChat?</td>
</tr>
<tr>
<td>Happy Birthday Ashleigh!</td>
</tr>
<tr>
<td>Why does McKinney not use a seat-deposit??</td>
</tr>
<tr>
<td>Do you have a contingency plan when net neutrality affects dissemination of virtual information?</td>
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<tr>
<td>Do you use the email analytics offered in ACES to help point participants to virtual sessions?</td>
</tr>
<tr>
<td>Are there too many questions here?</td>
</tr>
<tr>
<td>If just starting and limited time, which virtual platform makes sense?</td>
</tr>
</tbody>
</table>
TOP 10 LIST FOR VIRTUAL RECRUITMENT

10

9

8

Document camera
Testing laptop
Participant’s phone
Demystifying the New York State Bar Exam
ANY QUESTIONS?

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