



THE NEW ELLIS GROUP

# Monday Monday

*Connecting the Dots with Karen Kaplowitz*



*Helping you create and reinforce the habits of successful career building,  
gleaned from my work as a business development strategist, trainer and coach*

Volume 12, Issue 11

May 21, 2018

## Summer Opportunities

Memorial Day marks the beginning of summer which brings many business development entertainment opportunities; opportunities to [meet the neighbors](#) or to take—or send—clients to [ball games](#). Summer is also the season of summer law clerks. Summer law clerk programs tend to require a lot of time and focus that at other times of the year are available to lawyers for client development activities. If you are concerned that you and other lawyers will have to cut back on business development during the summer because of the demands of romancing summer law clerks, here are some ideas on possible ways to combine client development and summer recruiting:

- Do you have clients with college age children who are considering law careers who would be interested in attending some of the programs you are hosting for summer law clerks?
- Would your summer law clerks appreciate your firm's providing them with an opportunity to discuss their own law school experience with college students who are considering law school?
- Is your firm involved in any programs to encourage diverse college students in your community to apply to law school? Do you schedule events for diverse college students during the summer, so you can invite summer law clerks to participate and see your firm's commitment to greater diversity in the profession? Can you also invite interested clients?
- Do you have diverse clients who would be interested in meeting diverse law clerks? Would hosting an event for diverse law clerks and diverse clients showcase your firm's commitment to diversity?
- Are there summer law clerks who are working on client matters who could be included in client entertainment during the summer?

**Example:** Several clients approached partners about their college age children who were considering law school. The clients asked if the partners would talk to their children and asked whether the firm had any internship programs for college students to give them a flavor of work in a law firm. Each partner readily agreed to talk to their clients' children about law careers. One partner approached the firm's recruiting leader and suggested that the firm organize a program during the summer to invite clients' college age children to meet with summer law clerks to hear about their choices of law schools and their experience in law school. The recruiting leader agreed and suggested that they also invite some associates to talk about their experience. The program was very successful, and the firm expanded it the following year to also include diverse college students from local colleges who were interested in law school. The firm is also considering whether an internship program for college students considering law school would be feasible to support clients who are looking for internships for their children and to create a pipeline of potential diverse candidates for the firm.

As your lawyers divert some of the time they usually use for client development activities to summer law clerk programs, can you devise some ways to combine the two?