



Customer: Proskauer Rose, LLP

Challenge: Expand the law firm's recruiting arena without requiring additional recruiter travel time or increased staffing.

Solution: Law School Connect Interviewing Network. Law School Connect's remote interviewing using videoconferencing enables both law firms and law school students the opportunity to conduct face to face employment interviews without leaving their offices or schools.

Benefit: Allows for greater hiring diversity and broadens the scope of applicants available to law firms without the time and costs associated with travel.

Challenge

Proskauer Rose, LLP one of the nation's largest law firms, has performed its law school recruiting in the traditional manner for years – firm recruiters travel to selected schools in the country and spend one or two days interviewing law students. This is costly in both time and money, but more importantly, Proskauer was missing out on highly qualified candidates because there is a narrow timeframe for on-campus law student interviewing and limited law firm recruiting resources which restrict the recruiters to visiting only a few law schools each year.

Solution

Proskauer Rose, LLP chose membership with Law School Connect to gain access to its nationwide network of law school members. Law School Connect provides law school career services offices with videoconferencing equipment, dedicated connectivity and technical support for conducting law student remote interviewing through law firm sponsorships. The membership presently consists of 28 law schools located throughout the nation. This network of law schools enables Proskauer to conduct "virtual visits" to law schools where they would not normally travel. Proskauer selected member law school University of Maryland for its first remote interviews. Law School Connect's technology partner, Courtroom Connect, provided the technical support to establish the gateway between the law firm's ISDN line and the law school's IP line. The law school career services office (CSO) screened resumes to Proskauer's specifications and provided them to the firm's recruiting coordinator. Proskauer then selected 20 candidates to be interviewed. From this point, the CSO took the lead in scheduling the interviews through the already established "Simplicity" database.

Results

Proskauer conducted all 20 interviews in a single day using videoconferencing. This saved the time and energy expended in travel, making it possible for them to interview more students than the traditional on-campus method. Furthermore, they also gained the advantage of interviewing students at a campus not normally visited by Proskauer. The recruiter expressed that they were highly impressed with the students from this school and that videoconferencing was just like conducting face-to-face interviews.

From the CSO standpoint, Suzanne Hill, Director of Career Services at University of Maryland said, "The full day schedule was completely manageable. We already know we will schedule the judges interviewing in this same manner."