

## 'Tis the Season

### Polycom video helps level the playing field, alleviate stress, and reduce costs of college recruiting for law firms and students around the country

While fall and spring for most people mean merely a change of season, for a graduating law school student, the time when we "fall backward" or "spring forward" is far more ominous. At the nation's law schools, fall and spring signal the frenzy of "recruiting season." This is the time when law firms spend hundreds of thousands of dollars to facilitate on-campus interviews and stressed-out students compete for the top positions in their fields.

Diane Hayes is the Executive Director of Law School Connect, a joint venture between William & Mary Law School's Courtroom 21 Project and technology company Courtroom Connect. Hayes provides insight into law school recruiting.

"On-campus recruiting provides the law firms and students the opportunity to experience traditional face-to-face interviewing, but it has drawbacks for both employers and students. The most obvious being the cost involved in time and travel. Between air fare expenses and per diem, finding new hires costs law firms tremendous amounts of money. But the bigger draw back, in my opinion, is that the law firm's handful of recruiters can't possibly visit every law school in the country, which limits access to the talent pool," she says. "And for law students, if the firms that interest them don't recruit on their campus, they end up missing significant amounts of class time traveling to interviews. Worse still, if a student is applying for a judicial clerkship position, they are responsible for all of their own travel expenses. The on-campus, in-person recruiting model has served students and law firms well for decades and will most likely continue to be somewhat of a tradition, but we now also have the technology to take it to the next level, easily connecting a far greater diversity of candidates and employers."

#### Improving Access

Law School Connect is a network that provides law firms, legal non-profits and judges the ability to remotely interview law students throughout the nation over video. Through law firm sponsoring memberships, Law School Connect provides law school Career Services Offices with video conferencing equipment, IP connectivity, technical support and membership in its network. Using this video conferencing technology, law students can interview with a law firm or other legal employer across the nation by simply walking to the law school Career Services Office for their scheduled video conference interview.

"Law School Connect finds the law firm member/sponsors for the law schools and everything is paid for, including connectivity, technical support and training," says Hayes. "That makes it very easy for law schools to be on the network."

#### Challenge

Use technology to help level the playing field during law school "recruiting season" and reduce recruiting costs associated with law school hiring for law firms and judiciaries around the country

#### Solution

Polycom's VSX™ 5000 group video conferencing solution

#### Result

Law School Connect, a network that gives law firms, legal non-profits and judges the ability to remotely interview law students throughout the nation over video

"Not only are we helping connect employers and job applicants using video conferencing, we're exposing students to a technology that will be an everyday tool in their working lives."

*Diane Hayes  
Executive Director  
Law School Connect*

## Proven Partners

It's only fitting that an academic leader in courtroom technology and a proven leader in advanced communication services for the legal industry, Courtroom Connect, are ushering in a new digital era in law school recruiting. This joint venture has created the Law School Connect remote interviewing network.

William & Mary School of Law is the home of the Center for Legal and Court Technology (CLCT) and the Courtroom 21 Project, a joint project of William & Mary Law School and the National Center for State Courts. CLCT strives to improve the world's legal systems through the appropriate use of technology.

Courtroom Connect is the leading provider of advanced communication services to law firms, court reporters, bar associations, litigation support firms, courts, and jurors. The company is also a long-time Polycom video collaboration user, having equipped its nationwide public video conferencing rooms with the company's industry-leading conference solutions. Given its positive experience with Polycom, the decision was made to standardize on Polycom video solutions for the Law School Connect program.

All of the participating schools have been equipped with Polycom's VSX 5000, a breakthrough solution for small meeting spaces that delivers premium quality audio and video performance coupled with basic video conferencing functionality. Courtroom Connect provides 24x7 tech support to the Law School Connect membership.

## Benefits Across the Board

Law firms, legal non-profits, law students and judges all benefit from the Law School Connect network. The network provides one more recruiting tool to legal employers and is being used for screening interviews as well as final job offers.

## The IT Perspective

*The Law School Connect video conferencing network comprises 45 law schools, 14 law firms and numerous judicial systems around the country. The project has standardized on Polycom's VSX™ 5000, a breakthrough solution for small meeting spaces that delivers premium quality audio and video performance coupled with basic video conferencing functionality. Courtroom Connect provides 24x7 tech support to the Law School Connect membership.*

"I know of a Texas law firm that sends recruiters to the East Coast for hiring. The problem is, the hiring manager never gets the opportunity to meet or talk to the candidate who they may end up working with on a daily basis," explains Hayes. "The availability of video conferencing lets the hiring manager meet and interview the candidate as well."

Law School Connect also gives law firms access to law schools that are not routinely included in their on-campus interviewing schedule, saves them money in terms of recruiter travel, and enables screening interviews early in the process.

"The diversity of schools Law School Connect allows firms to reach more than offsets the membership/sponsorship costs," adds Hayes.

Law students with access to the Law School Connect network can interview with any firm, regardless of location, without having to miss class, and they often save themselves significant travel costs.

"Judges are the group that can probably most easily take advantage of the Law School Connect network because so many court systems all over the country are already equipped with video conferencing capability for things like tele-arraignment and remote witness or expert testimony," explains Hayes. "Connecting to our network is just another way to leverage the existing deployment."

Law firms also represent a significant installed base as many have deployed video conferencing

for remote depositions and meetings among geographically dispersed offices.

"The network also provides for lateral interviewing by allowing alumni access to the equipment at their alma mater or through reciprocal agreements with other LSC member law schools," Hayes states. "And, we are just beginning to approach larger corporations in industries like banking and insurance about the program."

## Technology: Today and Tomorrow

At present, more than 45 law schools have deployed Polycom video conferencing solutions and are actively participating in the Law School Connect program. Fourteen law firms have signed on and numerous state and federal courts are using the network.

In addition to growing the number of schools, law firms and judicial systems participating in the program, Hayes plans to implement "Law School Connect Career Days." Law schools will select three cities that have Courtroom Connect public video conferencing rooms and recruiters from law firms and legal non-profits in those cities will meet with students over video for interviews.

"Technology continues to pop up in new places every day and we quickly adapt and become dependent on its convenience" says Hayes. "Not only are we helping connect employers and job applicants using video conferencing, we're exposing students to a technology that will be an everyday tool in their working lives."

©2007 Polycom, Inc. All rights reserved.

Polycom and the Polycom logo are registered trademarks and VSX is a trademark of Polycom, Inc. All other trademarks are the property of their respective owners. Information in this document is subject to change without notice.



**Polycom Headquarters:**

4750 Willow Road, Pleasanton, CA 94588 (T) 1.800.POLYCOM (765.9266) for North America only.  
For North America, Latin America and Caribbean (T) +1.925.924.6000, (F) +1.925.924.6100

**Polycom EMEA:**

270 Bath Road, Slough, Berkshire SL1 4DX, (T) +44 (0)1753 723000, (F) +44 (0)1753 723010

**Polycom Asia Pacific:**

8 Shenton Way, #11-01 Temasek Tower, Singapore 068811 (T) +65.6389.9200, (F) +65.6323.3022

Rev. 03/07