

WISNIK INDUSTRY SNAPSHOT SURVEY

LEGAL RECRUITING 2012

BY EVA WISNIK

SEPTEMBER 2012



Our goal is to help
you achieve your

goals

WISNIK CAREER ENTERPRISES, INC.

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OUR GOAL IS TO HELP YOU ACHIEVE YOUR GOALS

Dear Friends of Wisnik,

We wanted to share the current findings from the Wisnik Legal Recruiting Industry Snapshot Survey with you. The attached information is based on a September 2012 survey sent to Recruiting Chiefs, Directors, and Managers at top law firms throughout the country. The results that follow were generated from 60 respondents. Thank you to all of those who participated!

Our goal in sharing this information with you is to offer some insights into the current state of the law firm hiring market. Overall, the size of incoming fall associates and summer program classes have stabilized since 2009. However, the average class size of 2013 summer programs is expected to be slightly smaller than 2012 for all firm sizes. Additionally, there are some differences by location. Chicago firms are expecting a slight rise in their average class size. Washington, D.C. firms, however, are anticipating a summer class size approximately 33% smaller. Here are some other highlights we found particularly interesting:

- 55% of New York firms reported that their attorneys were “busier” in the last 6 months than earlier in the year.
- 31% of respondents hired temporary employees for the recruiting season, the majority of whom were in offices of 200+ attorneys.
- 98% of respondents anticipate getting a bonus, a raise, or both.

The other theme that comes across loud and clear is that you are all expected to do more with less! We hope that you find the enclosed information valuable. Your responses to this Snapshot Survey help us to capture and confirm industry trends. If there is any way we can help you achieve your goals, please let us know.

All the best,
Eva Wisnik

EVA'S BIO



Eva Wisnik
*President,
Wisnik Career
Enterprises, Inc.*

Eva Wisnik founded **Wisnik Career Enterprises, Inc.** in 1996 after serving as Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader, Wickersham & Taft. Over the past 15 years, she has worked with over 100 law firms, including 74 of the AmLaw 100. Wisnik has placed over 150 Marketing/BD professionals into law firms nation-wide. Eva has conducted over 600 training programs for attorneys on topics that include Business Development Skills, Time Management and Myers Briggs. In addition, **Wisnik Career Enterprises, Inc.** has conducted over 30 salary and industry snapshot surveys for law firm professionals since 1998.

Eva holds an MBA in Marketing from Fordham University and a BA in Psychology from Barnard College.

WHO RESPONDED?

Total of 60 recruiting professionals

Title:

- Chief: 2
- Director: 22
- Manager: 36

Office size:

- 1-99: 9
- 100-199: 24
- 200-299: 9
- 300-399: 5
- 400-499: 1
- 500+: 4

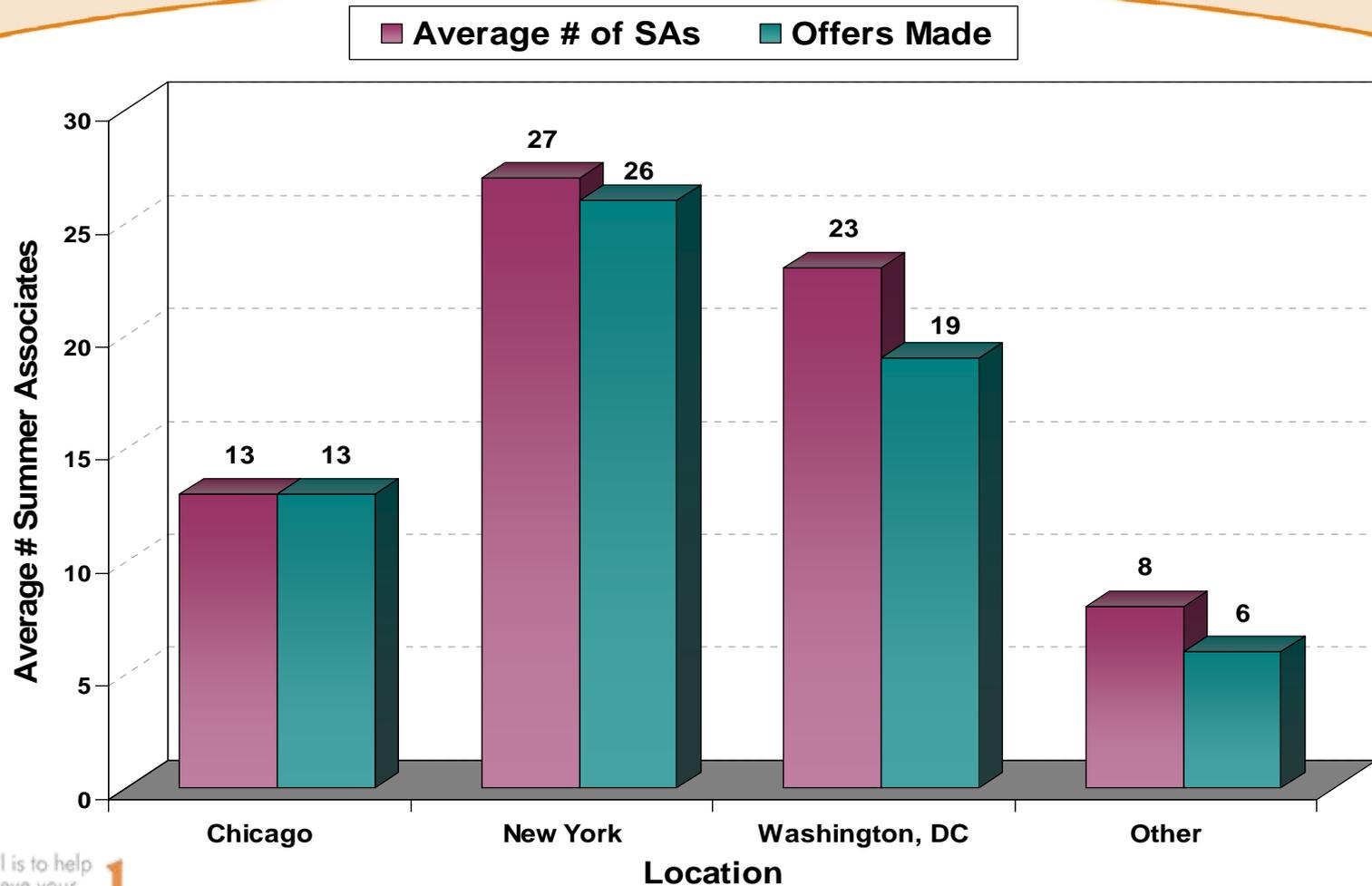
Location:

- Chicago: 9
- New York: 26
- Washington, D.C.: 9
- Other: 20
 - Atlanta: 1
 - Boston: 3
 - Los Angeles: 2
 - Philadelphia: 5
 - San Francisco: 2
 - Texas: 2

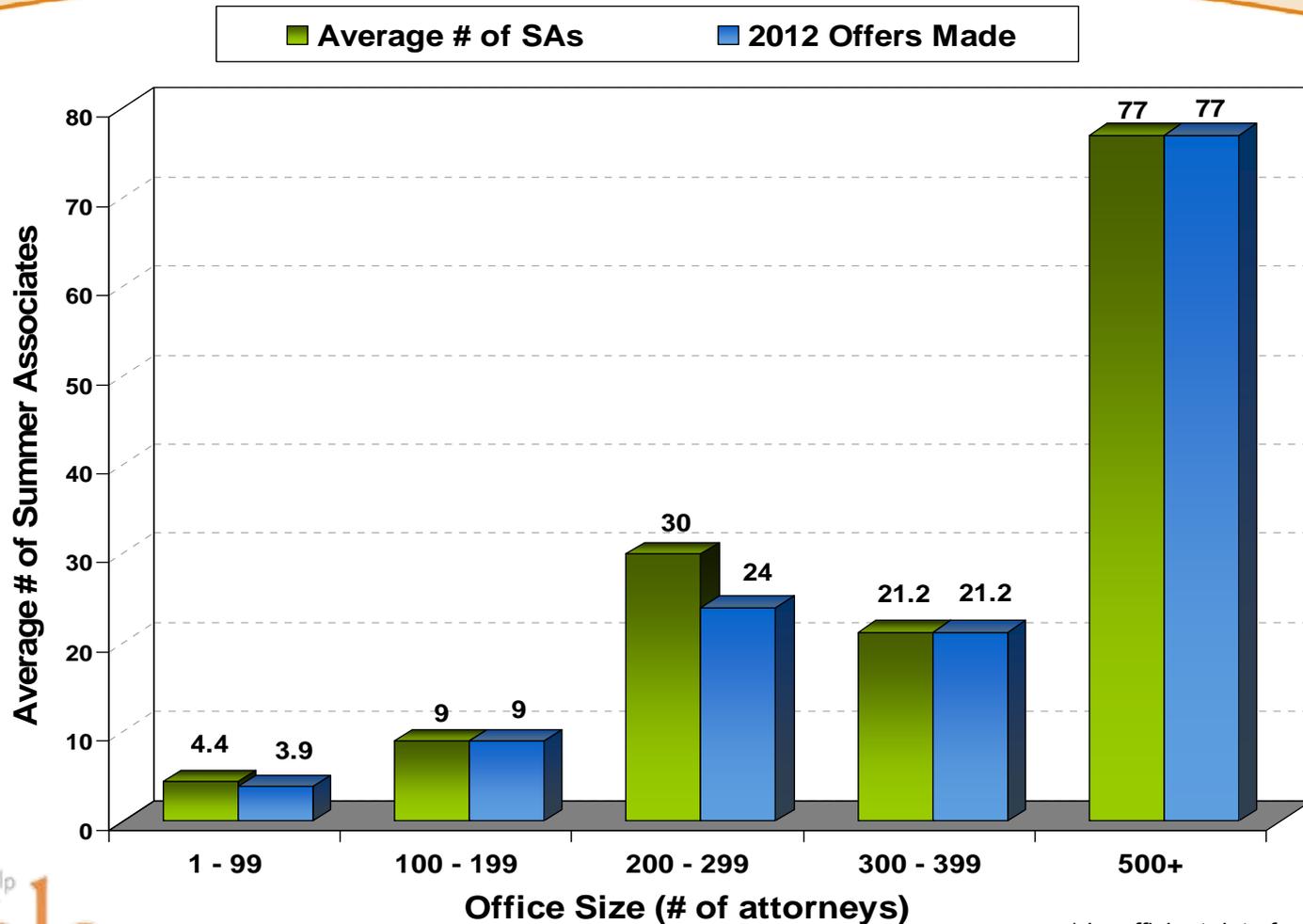
WISNIK RECRUITING INDUSTRY FINDINGS



NUMBER OF 2012 OFFERS MADE TO SUMMER ASSOCIATES BY LOCATION:

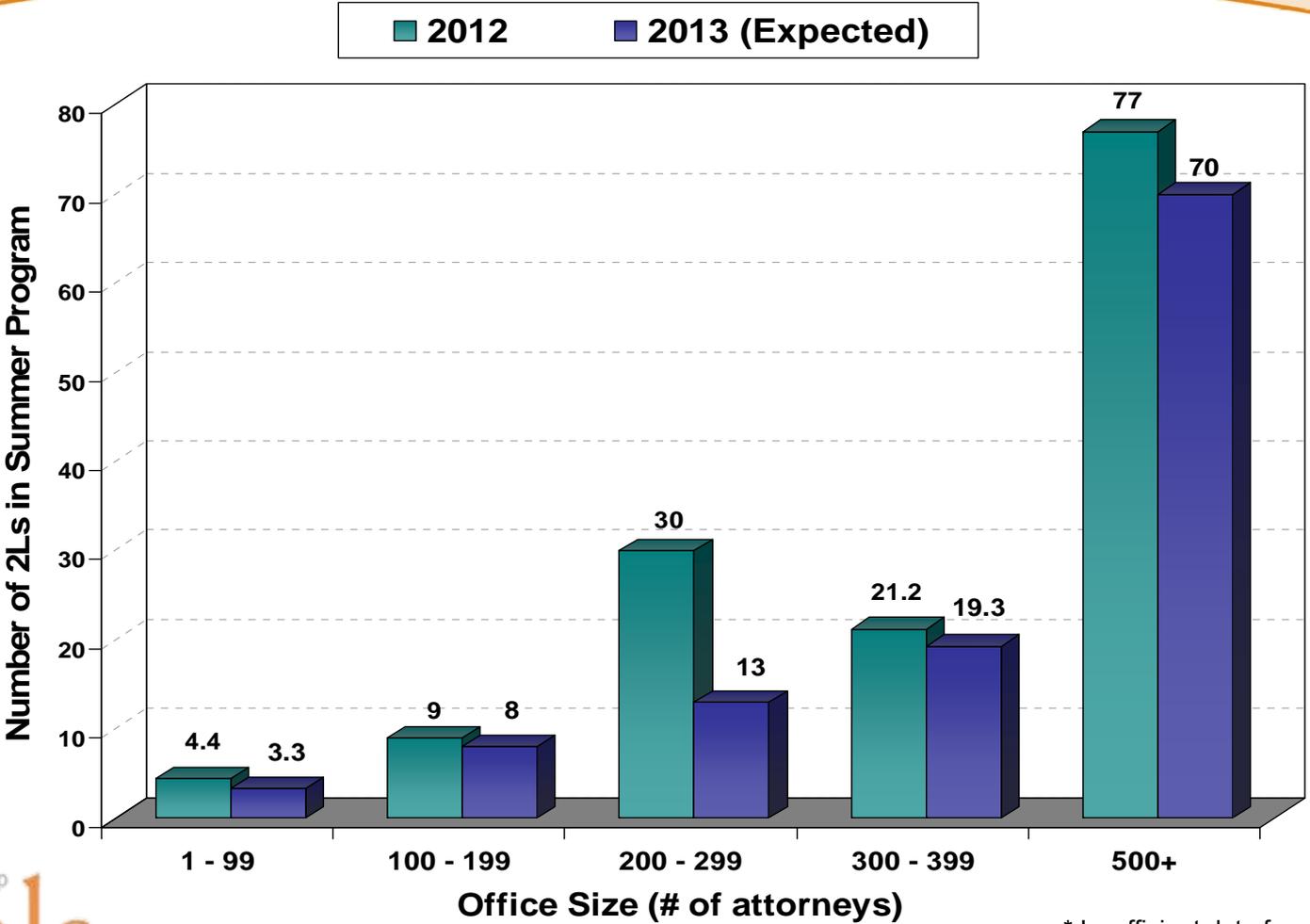


NUMBER OF 2012 OFFERS MADE TO SUMMER ASSOCIATES BY OFFICE SIZE:



* Insufficient data for firm size 400-499

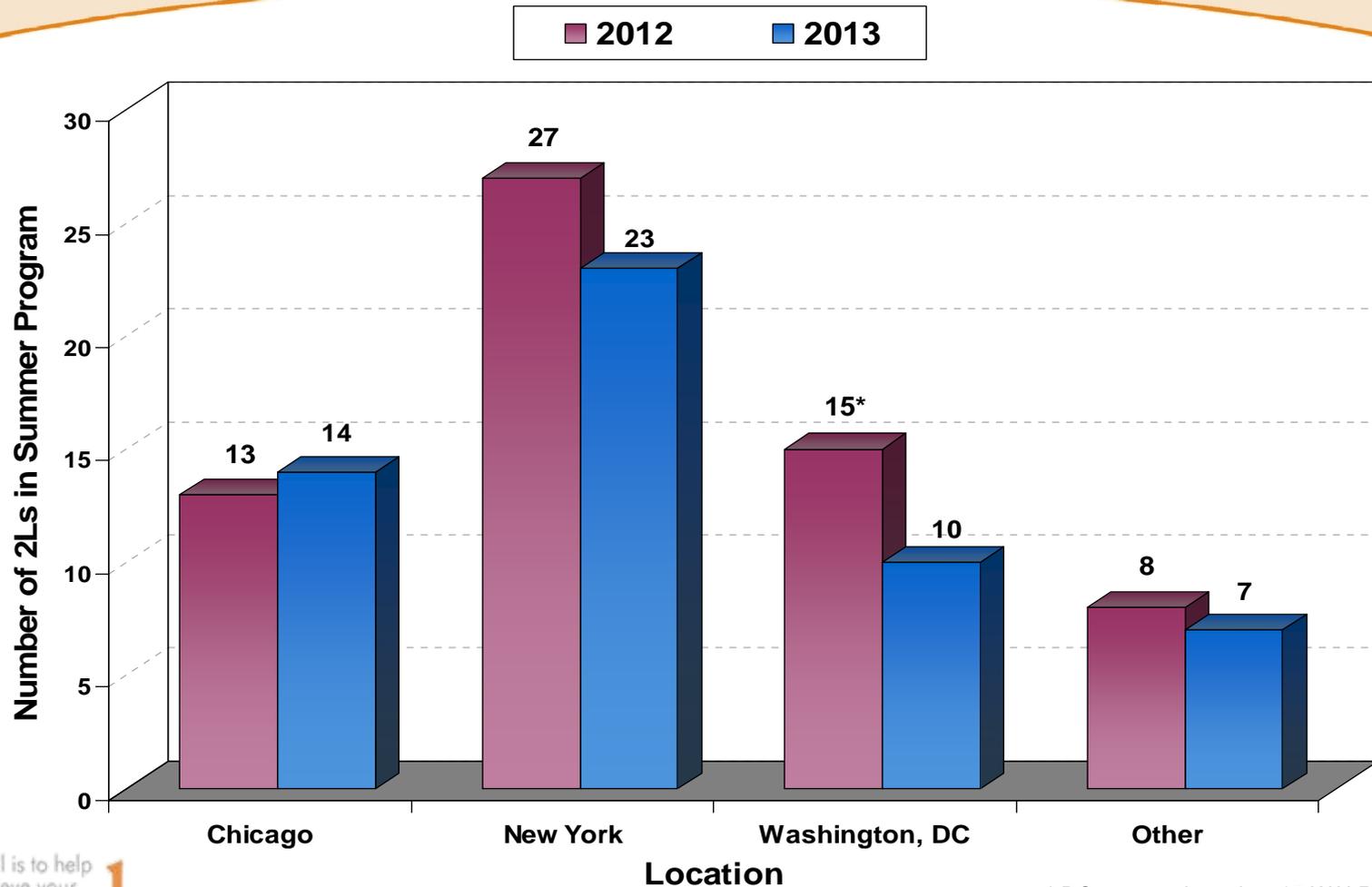
AVERAGE NUMBER OF 2L SUMMER ASSOCIATES BY OFFICE SIZE: 2012 AND 2013 (EXPECTED)



* Insufficient data for firm size 400-499

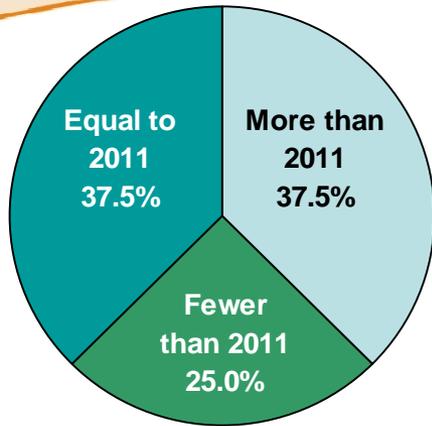


AVERAGE NUMBER OF 2L SUMMER ASSOCIATES BY LOCATION: 2012 AND 2013 (EXPECTED)

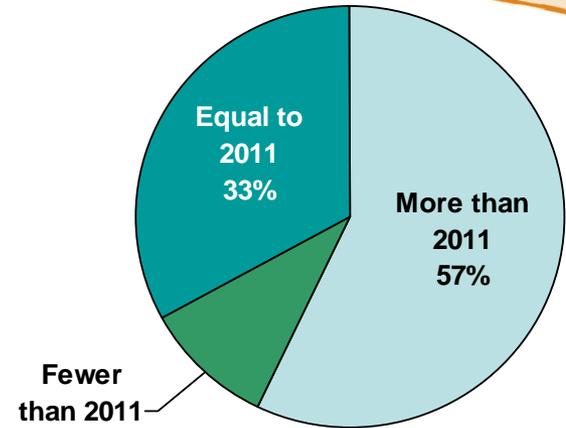
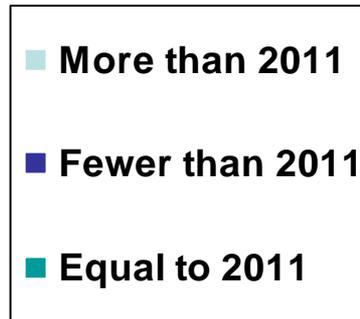


* DC average based on 85 WALRAA respondents in Sept. 2012.

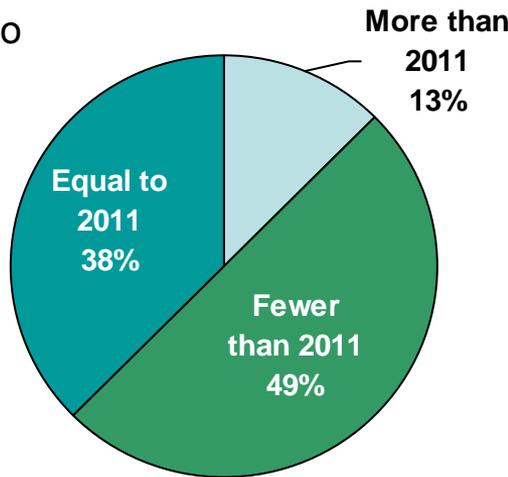
NUMBER OF 2012 LAW SCHOOLS INTERVIEWED AT COMPARED TO 2011



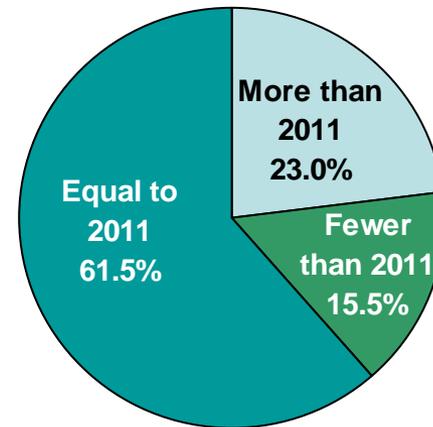
Chicago



New York

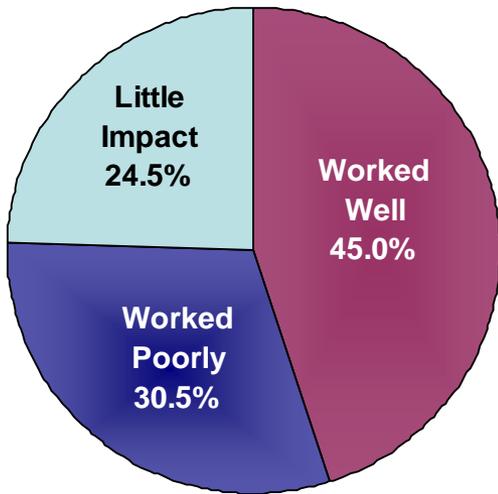


Washington, D.C.



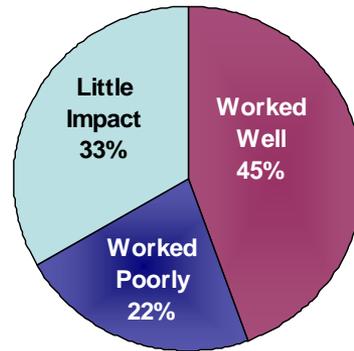
Other Locations

HOW DID THE NALP 28-DAY TIMING GUIDELINES WORK FOR YOU?

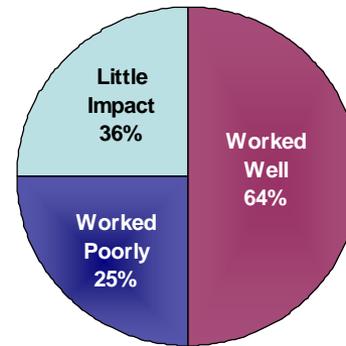


All Respondents

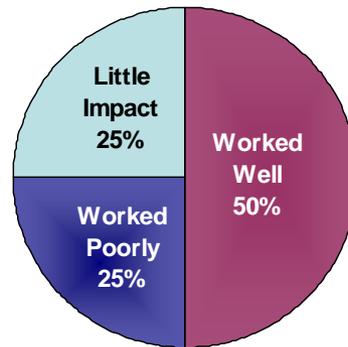
Office Size



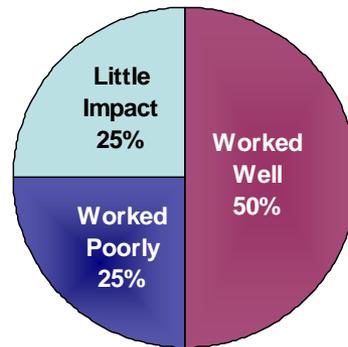
1 - 99



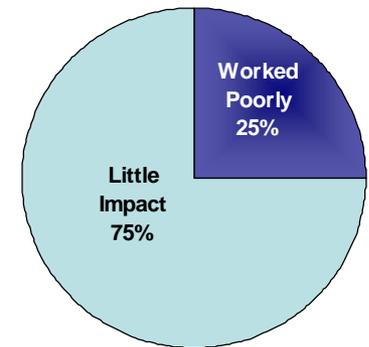
100 - 199



200 - 299



300 - 399



500+

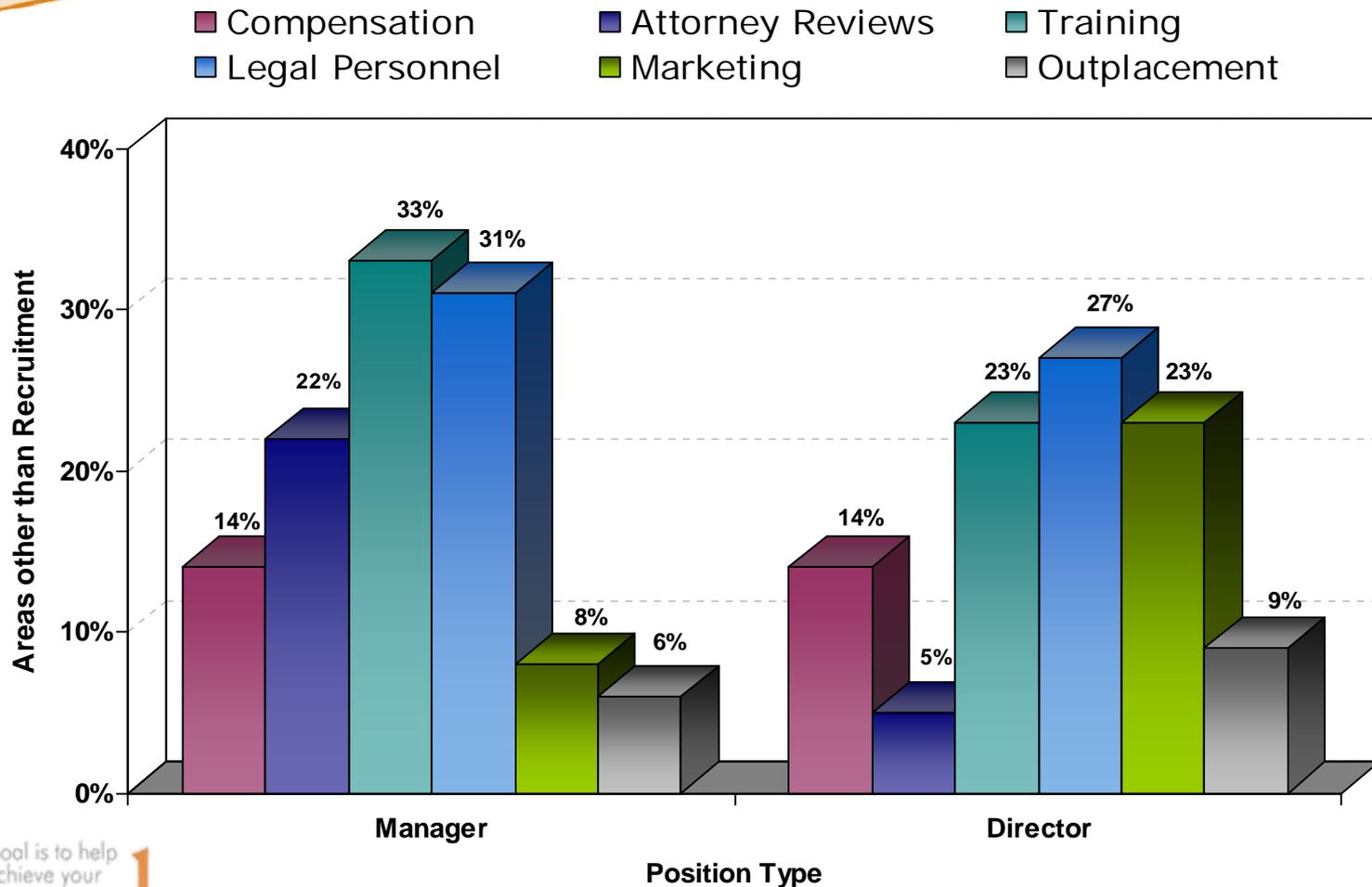
*Insufficient data for office size 400-499

HOW DO YOU THINK THE NALP 28-DAY GUIDELINES WORKED FOR YOU?

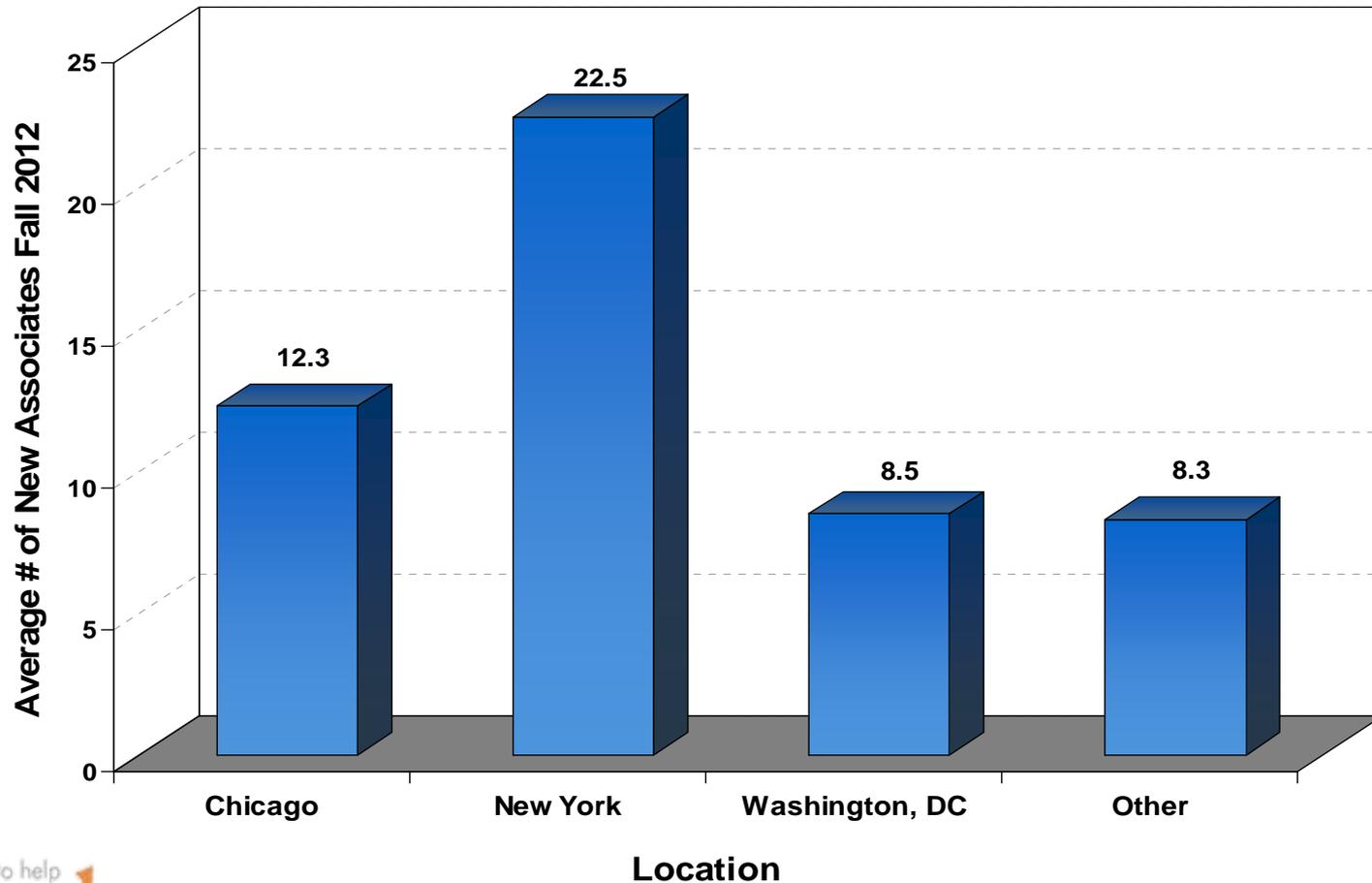
Example Comments From Respondents:

- *“With smaller numbers of summer associates in each of our offices, 28 days can seem like a lifetime and we potentially lose other great candidates.”*
- *“Firms who are larger have the ability to make offers early and we cannot keep up. Students put pressure on us to schedule early and we risk losing great people because of the rush.”*
- *“While the 28-day timing works in some ways, it doesn't work well as far as having to cram in so many students when attorneys are out of the office just to get your offer out before other offers expire.”*

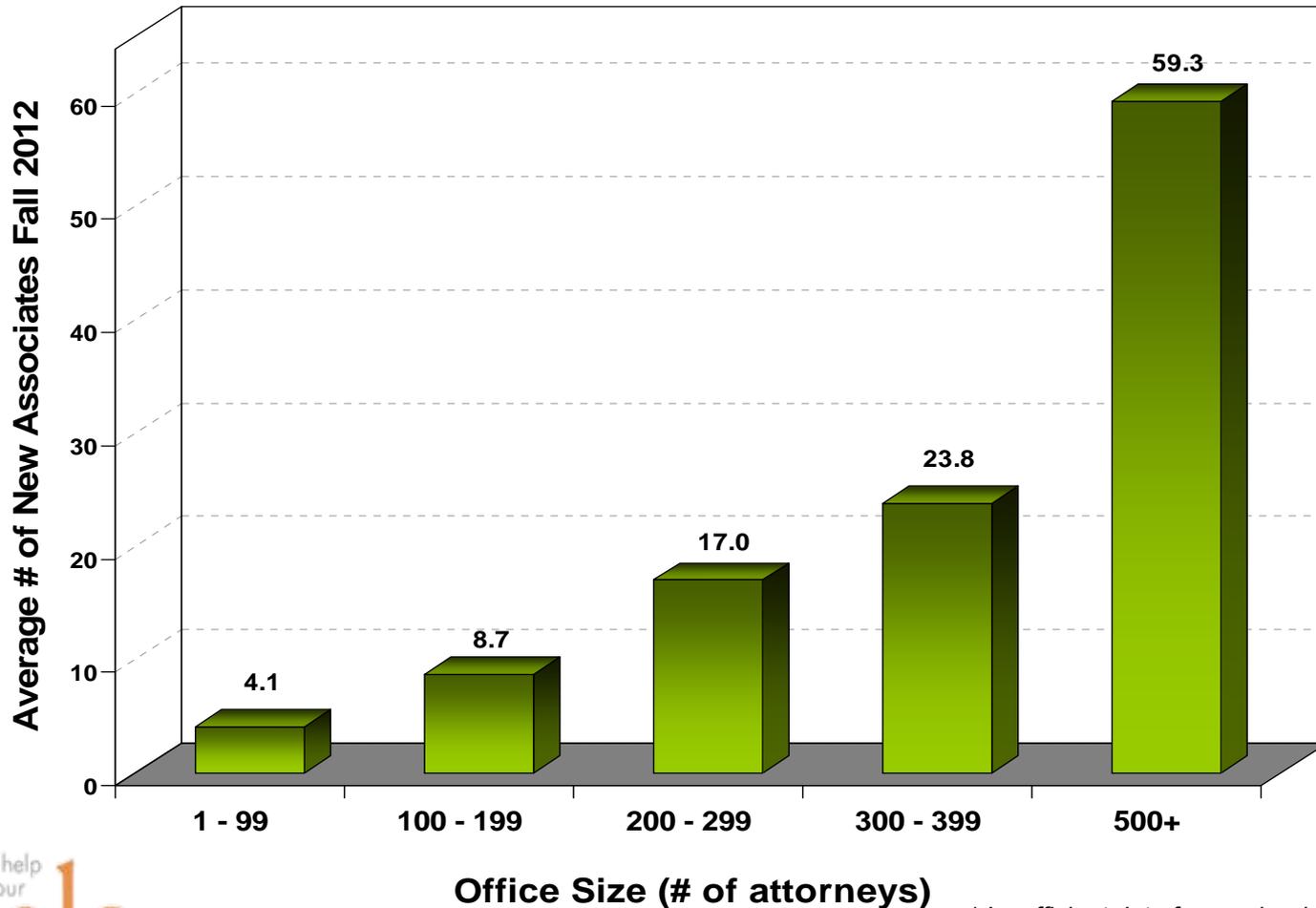
WHAT ARE YOU SPENDING TIME ON OTHER THAN RECRUITMENT?



AVERAGE NUMBER OF FALL 2012 INCOMING ASSOCIATES BY LOCATION:

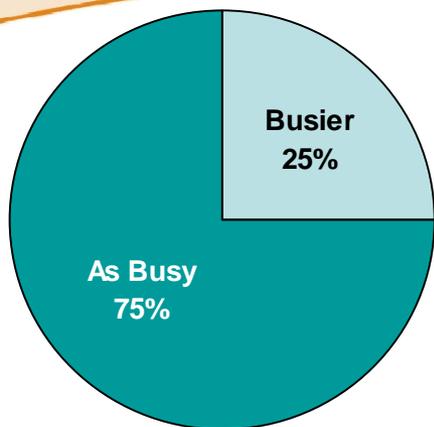


AVERAGE NUMBER OF FALL 2012 INCOMING ASSOCIATES BY OFFICE SIZE:

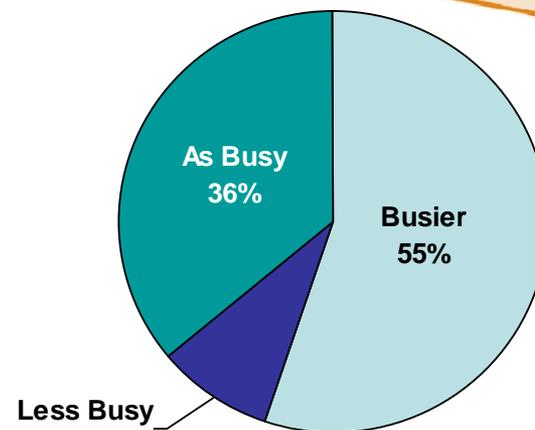
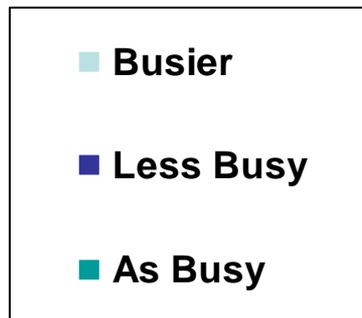


* Insufficient data for number incoming associates, firm size 400-499

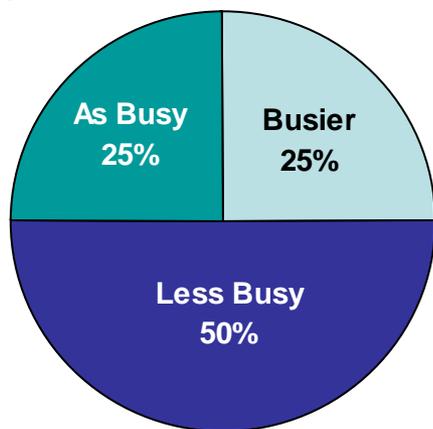
ATTORNEYS' WORK LEVEL COMPARED TO EARLIER IN THE YEAR



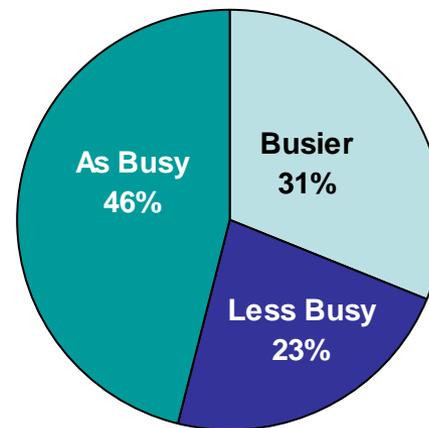
Chicago



New York



Washington, D.C.

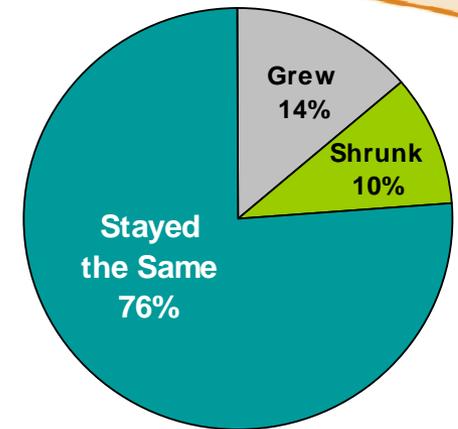


Other Locations

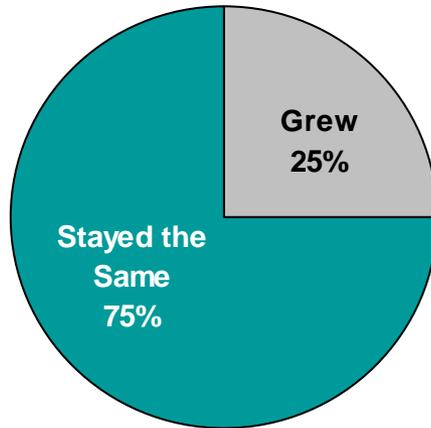
CHANGES TO YOUR DEPARTMENT SIZE IN LAST 12 MONTHS



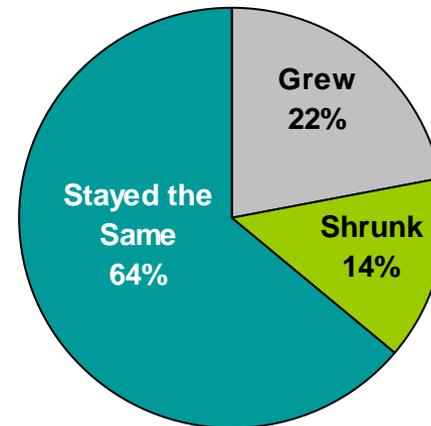
Chicago



New York

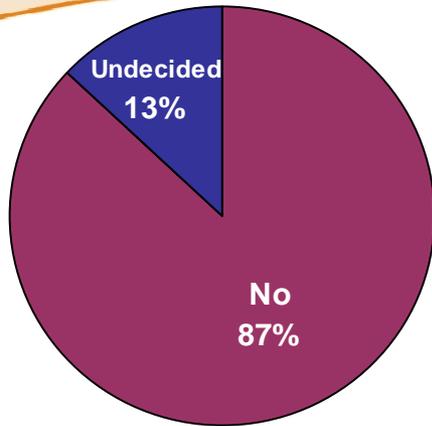


Washington, D.C.

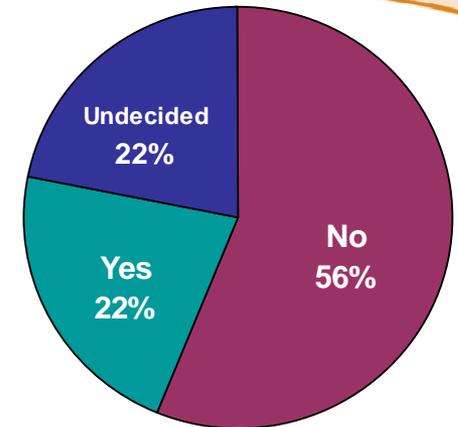


Other Locations

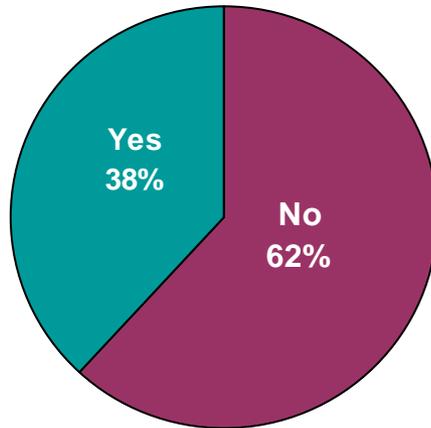
IS YOUR DEPARTMENT PLANNING TO ADD STAFF NEXT YEAR?



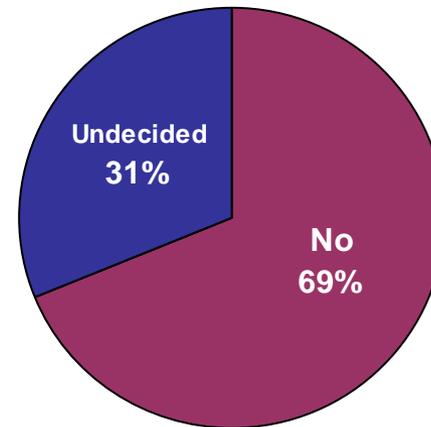
Chicago



New York

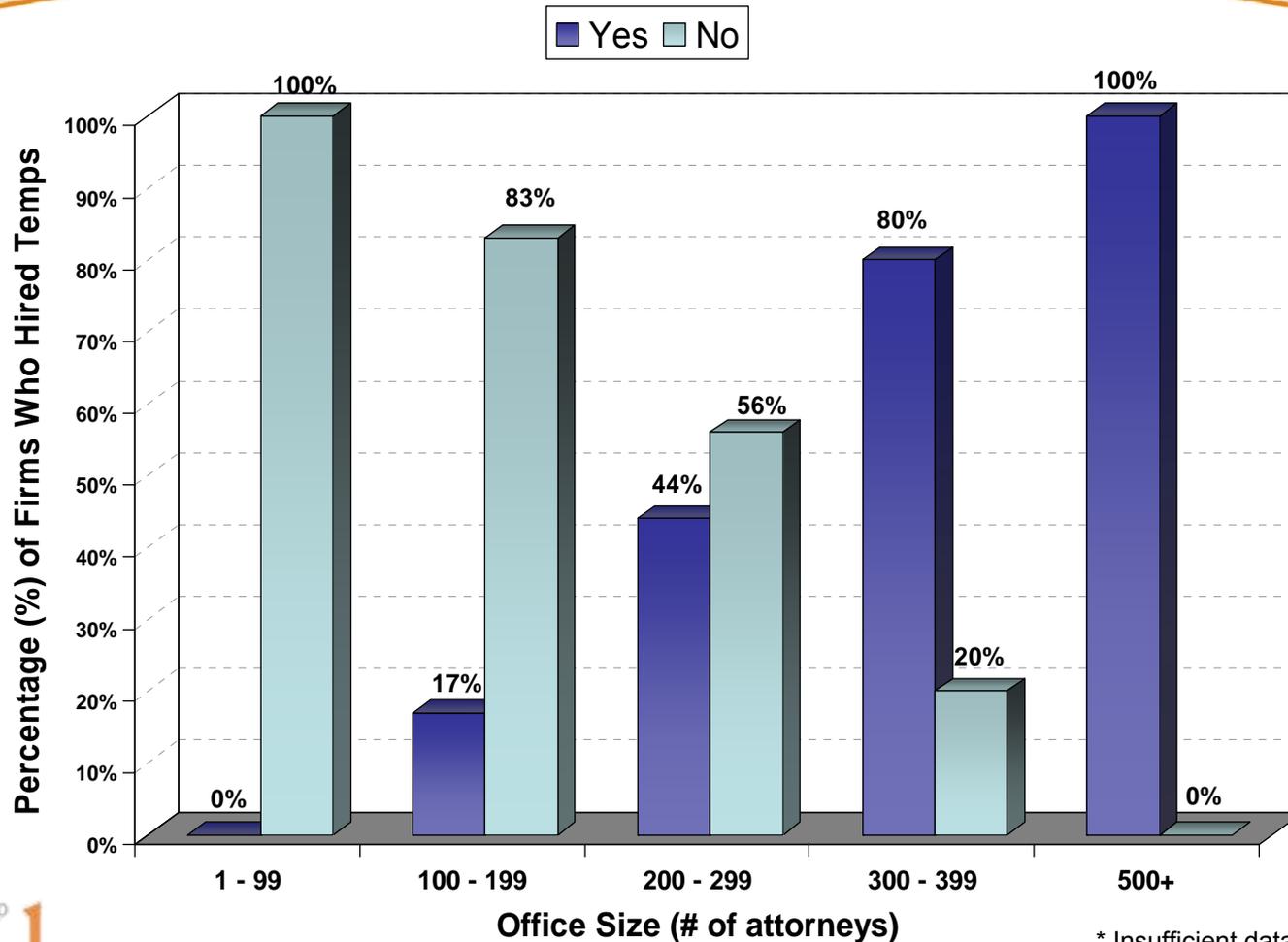


Washington, D.C.



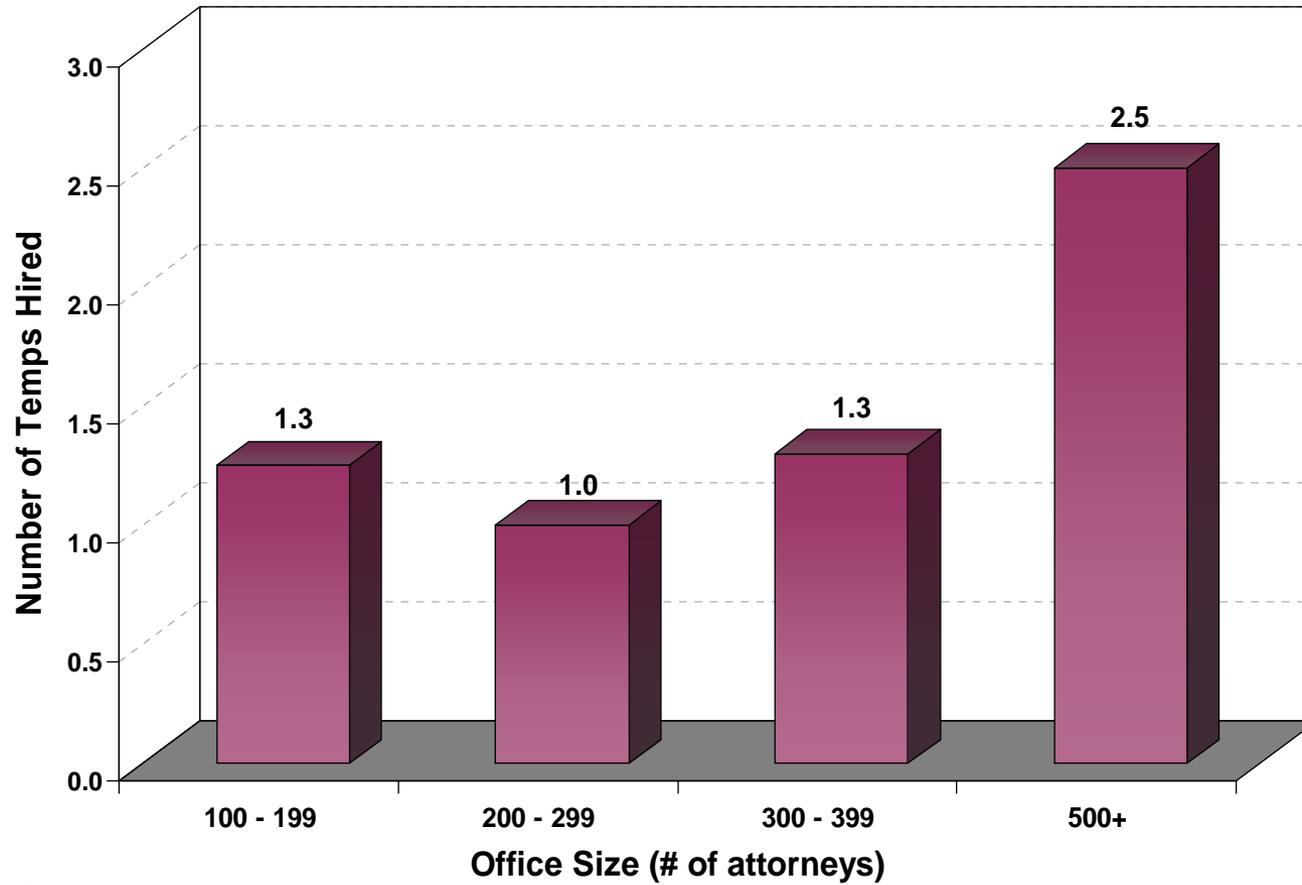
Other Locations

PERCENTAGE OF FIRMS WHO HIRED TEMPS THIS PAST RECRUITING SEASON



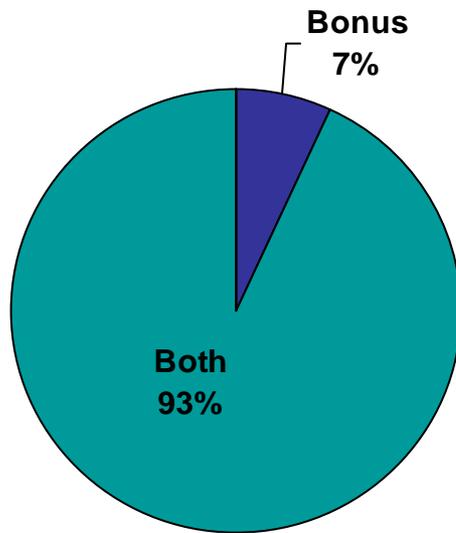
* Insufficient data for firm size 400-499

AVERAGE NUMBER OF TEMPS HIRED

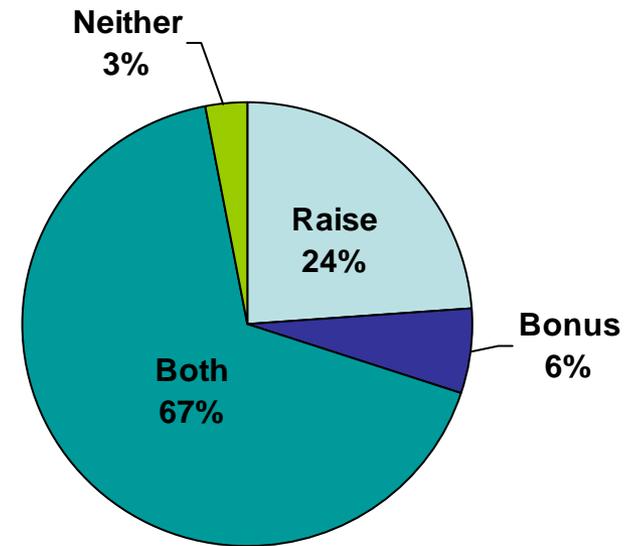
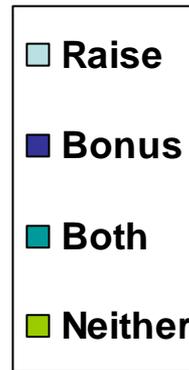


*Not enough data for office sizes 0-99 or 400-499

EXPECTATION FOR RAISE AND BONUS IN 2012

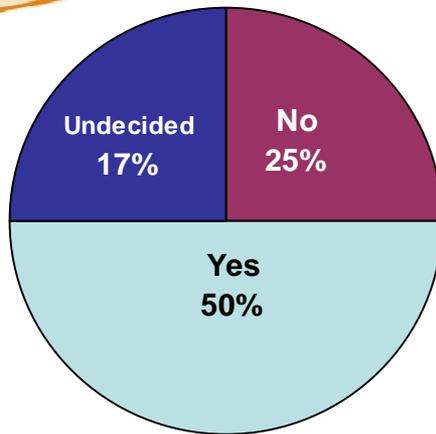


Directors

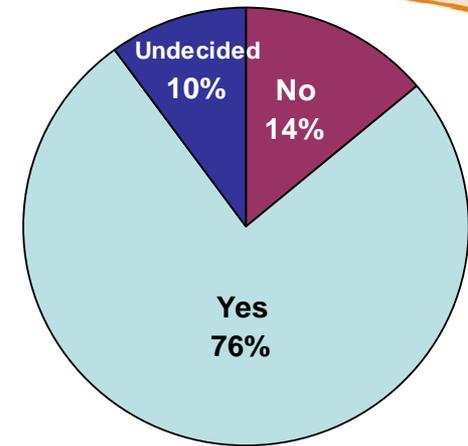


Managers

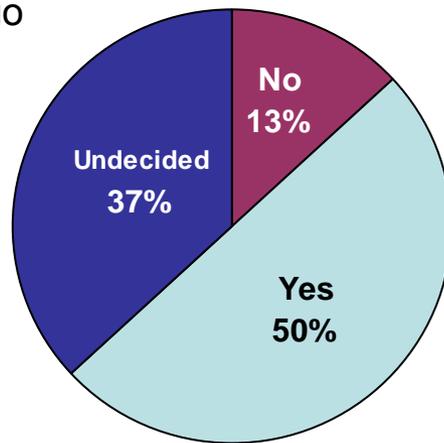
Do You PLAN TO ATTEND THE 2013 NALP CONFERENCE?



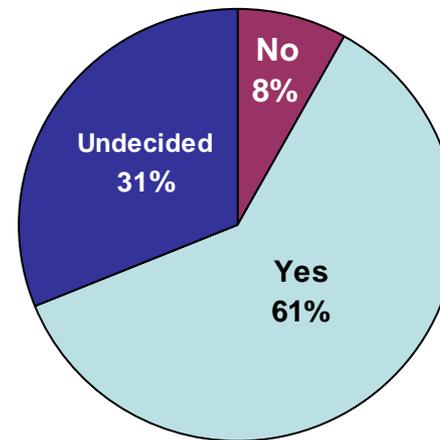
Chicago



New York



Washington, D.C.



Other Locations

WHAT IS DIFFERENT IN YOUR FIRM TODAY VERSUS 12 MONTHS AGO?

“We're trying to implement a more formalized recruiting process”

- *“The speed at which we are being asked to execute decisions.”*
- *“Tighter control of headcount and spending.”*
- *“We are even more focused on cutting the budget than 12 months ago.”*
- *“We are smaller. We have had many associates leave to go to clients and government.”*
- *“We have more staff attorneys.”*
- *“The firm is busier and could use more attorneys to staff matters.”*
- *“More responsibility with less resources.”*

HOW WOULD YOU SPEND AN ADDITIONAL \$100,000 BUDGET?

- *"Hire an additional recruiter for the department and use the remaining funds to beef up our outreach to student groups"*
- *"A recruiting department retreat, a partner-hiring focused recruiter"*
- *"Mid-Level Associate Training programs"*
- *"More marketing and consultants for training programs"*
- *"Developing better relationships with law school student groups"*
- *"Outreach to law schools for 1L events; summer associate social functions"*
- *"Website management"*
- *"Addition of database to track attorney information and for marketing initiatives"*

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