

Joint recruitment effort for minority students by Capital and Ohio State Law Schools

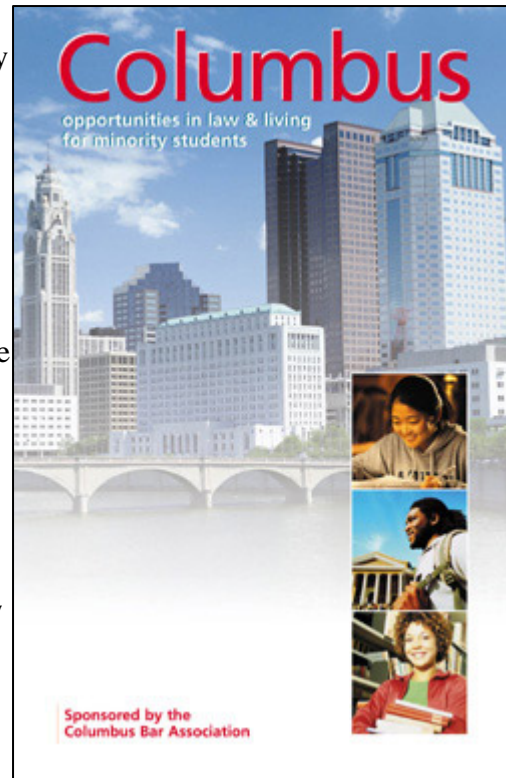
In December 2002, Dean Steven C. Bahls of Capital University Law School and Dean Nancy H. Rogers of The Ohio State University Moritz College of Law commissioned the Columbus Bar to produce a brochure designed to grab the attention of prospective law school students of color. Competition had proven to be fierce for minority students with exemplary credentials and academic performance, and it had been difficult for the law schools to break through the curtain of law school application material bombarding these students. The law schools needed something to make them stand out from the crowd.

Why did the law schools turn to the Columbus Bar? According to Dean Bahls, "Columbus' law schools enjoy a partnership with the Columbus Bar Association that is one of the most productive of any in the nation."

A theme emerged from planning sessions that involved Dean Bahls; Robert L. Solomon II, Assistant Dean at the Moritz College of Law; Linda J. Mihely, Assistant Dean at Capital; Alex Lagusch, Executive Director of the Columbus Bar; and Annette Hudson-Clay, Diversity Director at the Columbus Bar. The entire legal community of Columbus welcomes minority law students, not just a law schools. Consequently, law schools, the Columbus Bar, the Managing Partners Diversity Initiative and prominent lawyers of color in our community are featured in the brochure.

As a result of this theme, the recruitment brochure has several unique qualities. Lagusch wrote an introductory letter to the future counselors of law highlighting the historic Managing Partners Diversity Initiative that began in 2000. Signatory law firms have committed to and established individual goals to hire more minority attorneys, considering candidates from the ranks of new graduates and lateral moves from those attorneys already practicing law.

Following the letter are separate sections featuring points of interest for the students at both law schools. Solomon and Bahls indicated their respective schools attract different students, therefore the schools were not a competitive disadvantage by pooling their



resources to produce a single brochure. Since Capital and OSU law schools are part of the Diversity Initiative, this collaboration is a natural development.

Finally, the section highlighting achievements by practicing attorneys of color in Columbus indicates the graduates will join a legal community that is not a stranger to minority attorneys who have historically taken advantage of a solid base of opportunities.

Forty thousand copies of the brochure will be printed with an estimated shelf life of three years. If a minority student shows interest and responds by sending the Columbus Bar the tear off card from the brochure, the appropriate law school will be notified and will follow up with the student by sending more targeted application information.

Questions about the brochure or the Managing Partners Diversity Initiative can be directed to Annette Hudson-Clay at 221.4112 or Annette@cblaw.org.