WALLER LANSDEN TAKES HOME TOP HONORS AT PRESTIGIOUS NATIONAL LEGAL MARKETING AWARDS PROGRAM

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Law Firm’s Groundbreaking Recruiting Program Wins First Place

Nashville, Tennessee – Waller Lansden Dortch & Davis, LLP, received top honors at the 2011 Legal Marketing Association (LMA) annual Your Honor Awards, taking home first place in the recruiting category for the firm’s innovative Schola2Juris recruiting program. Founded in 2010, Schola2Juris is a first-of-its-kind program that offers third-year law students an intensive apprenticeship opportunity to gain valuable law firm experience, apply for internal full-time job openings and receive a $10,000 scholarship.

Waller Lansden received first place among hundreds of entries from law firms across the U.S.

The LMA “Your Honor Awards” is the only awards program of its kind in the legal marketing industry that distinguishes law firms, law-related organizations and service providers who set new standards for innovation in finding, developing and retaining profitable business.

"We launched Schola2Juris because we believed it was time to reinvent the law firm student recruiting process," said Kathleen Pearson, Director of Professional Recruiting. "In its first year, the program has made a tremendous impact on our firm and our clients by looking at recruiting in a new way. We’re not only honored to win first place for Schola2Juris, but we’re proud to have created a new model that could change the face of law firm recruiting across the nation."

Traditionally, a law firm’s recruiting efforts begin two years before a law student can begin work. Firms hire in advance based on historical data, which can create challenges when shifts in the economy occur.

The ground-breaking Schola2Juris is an apprenticeship program designed to provide students with specific job openings based on actual client needs. The six-week apprenticeship occurs during the fall of the third year of law school and is open to all students regardless of location. The program engages students in virtual classroom studies and in-depth training in specific practice
areas. Job offers are then made to students based on performance.

Prior to launching Schola2Juris, Waller Lansden conducted extensive market research and worked closely with law schools to ensure the program was mutually beneficial. The firm gathered statistical information about AmLaw 200 hiring trends, total number of law school graduates and competitor hiring rates over the past 3 years. In addition, Waller Lansden leveraged social media—Facebook, Twitter and LinkedIn—to inform and educate students about the new program.

About Legal Marketing Association

Founded in 1985, LMA is the leading legal marketing trade organization. LMA's nearly 3,000 members hail from 48 U.S. states and 17 countries, and 80 percent of the largest 250 U.S. law firms employ an LMA member. For more information about the Legal Marketing Association, visit www.legalmarketing.org.

About Waller Lansden Dortch & Davis

Headquartered in Nashville, law firm Waller Lansden Dortch & Davis, LLC, is comprised of nearly 200 lawyers whose depth of experience encompasses a wide range of transactional, regulatory and litigation issues for a variety of industries. For more information please visit http://www.wallerlaw.com.