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Remote Control

Video interviews expand job options.

By Fredric Lederer

Law School Connect (www.lawschoolconnect.com) is a joint venture between William and Mary Law School's Center for Legal and Court Technology and Courtroom Connect (www.courtroomconnect.com). We provide videoconferencing equipment and internet protocol connectivity to law school career services offices, often at no cost to the schools. Employers, who pay a membership fee, access the LSC network using their existing videoconferencing technology.

Videoconferencing helps law firms, judges, and non-profit organizations interview candidates without the hassles of travel. Cheryl Cowan, recruiting manager for Squires, Sanders, & Dempsey, says the program helps her Palo Alto, Calif.-based firm expand its interview parameters. In the past, she says, the firm simply didn't have enough people to attend on-campus interviews at all target law schools.

"I think this will broaden the candidate pool with excellent candidates who might not otherwise have

been able to interview with us," she explains.

With the recent connection to Pepperdine University School of Law's London facility, the program has gone international. Indeed, videoconferencing may be of special help to firms with overseas offices.

Today's videoconferencing technology provides quality picture and voice clarity, and with sufficient bandwidth, IP-based videoconferencing is effectively free of communication costs.

Of course, sitting opposite a display monitor or television doesn't substitute for enjoying lunch with a candidate, so some employers use remote interviews to screen applicants, and then follow up with an in-person call-back at the firm.

The use of technology for remote interviews isn't a massive change to current practices. Rather, technology should be only a means to an end. But adoption of videoconferencing to augment current recruiting practices can broaden recruiting, ease personnel and other resource demands, and add to what hopefully is already a firm's successful recruiting program. **LTN**

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