

**Rise of the Admitted Student:
Partnering with and Serving as Ambassadors for Your Admissions Office**

Best Practices 2014

Step I Know Your School: Do Your Research

- Typical class sizes (day, evening, 2-year JD and LL.M.)
- LL.M. offerings
- Mid-year admits
- Prominent academic programs (e.g., clinics, centers, certificates)
- Tuition costs and average law student debt at graduation
- Your student population demographics
- Periodically, take a look at your law school's website from an applicant's perspective.
- Review list of online resources that most prospective students consult when considering law school (e.g., LSAC, U.S. News & World Report, Princeton Review, ABA Statistics).

Step II Learn the Admissions Cycle and Criteria (day, evening, 2-year JD, LL.M.)

- Know the admissions cycle, particularly the dates for important prospective and admitted student days.
- Understand the numbers-centric nature of admissions for entering JDs.
- Discover how your admissions office evaluates transfer students and LL.M. applicants, where admissions offices are often given more latitude on subjective factors. Provide feedback on characteristics that favor employability.
- Learn which law schools your admissions office views as your biggest competitors.
- Learn how admissions markets the school.
- Know who works in admissions and what their role is.

Step III Familiarize Yourself with the Scholarship Process

- Acquaint yourself with how admissions generally distributes scholarship funds, types of scholarships, and what academic criteria students must maintain to hold onto those funds.

Step IV Know Your Office and Your Students

- Know your employment numbers for the past 5 years. Be able to slice and dice the numbers (e.g., at graduation vs. 9 months out, JD preferred vs. JD required).
- Know who hires your students and what practice areas/settings most interest your students.
- Study and report trends to the admissions office re: student success, i.e., which students are succeeding in law school and in the legal marketplace.
- Conduct due diligence to learn which students are a transfer flight risk.

Step V Have a Strong Pulse on the Legal Market

- Be prepared to communicate trends (e.g., salary, hot practice areas) in the legal marketplace -- local, state/regional, national and (for some schools) international.

Step VI Next Steps: Specific Action Items Where Career Planning Can Add Value

- Get to know your admissions office, preferably not during peak season. Set coffee dates to check in.
- Work with admissions to develop CSO messaging and marketing material. Share what distinguishes your law school from competitors. Invite input from all admissions and CSO members – do not make this a “deans only” conversation.
- Prepare talking points for your admissions office on the top 10-15 most asked career-related questions posed by prospective and admitted candidates.
- Assist with pipeline recruiting (e.g., visit area high schools and colleges to discuss career paths and the job search process. Bring law school swag.)
- Hit the Road! Volunteer to help represent the law school at an admissions fair.
- Accompany an admissions officer on the law school tours they provide to applicants. You will learn so much from shadowing one of your admissions officers on a tour.
- Have an active role in admissions open houses (e.g., sit on a career planning panel, greet applicants and their parents).
- Ask to sit in on one-on-one counseling sessions between an admissions officer and an applicant.
- Invite the admissions officers to sit in on one of your career advising sessions with a student.
- Invite the admissions office to one of your CSO staff meetings.
- Pass along a list of first-year students who have been identified as transfer risks.
- Create and send a CSO expertise list to admissions that includes names and direct dial numbers of who in your office works most with certain matters (e.g., diverse students, patent-oriented students, corporate students).