



**MAGUIRE
ASSOCIATES**

*Advancing
Higher Education
Through Insight
and Innovation*

What Is Happening in Undergraduate Admission?

And How Are Law Schools
Affected?

Introduction

Maguire Associates

- Since 1983, consulting and market research in higher education
- Served over 350 educational institutions, primarily in the undergraduate arena
- Recent trends: law schools, graduate programs, integrated marketing, student satisfaction



Data Sources for this Presentation

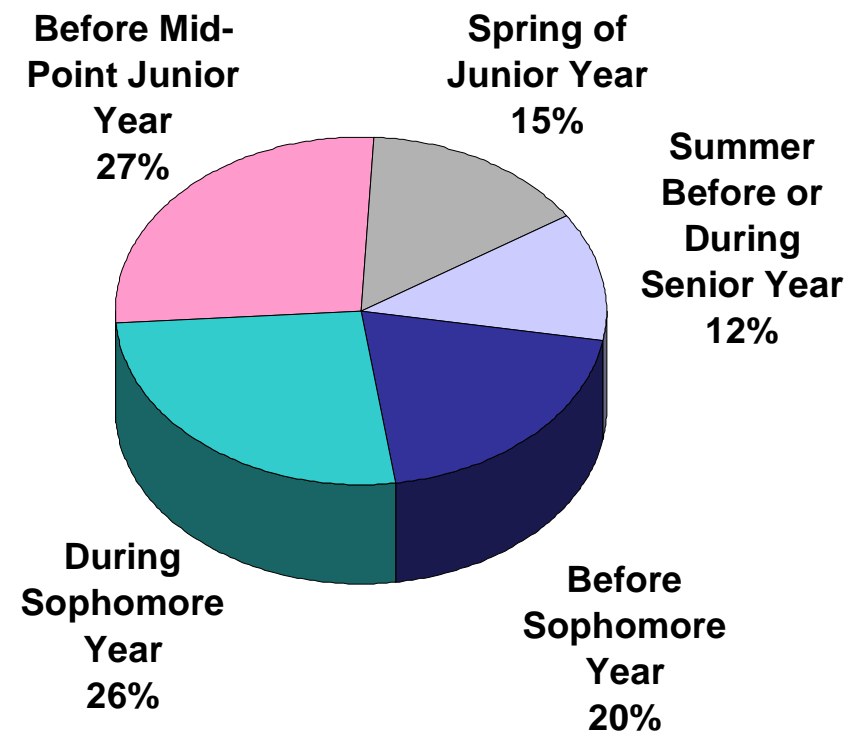
- Consulting projects with colleges, universities, law schools
- Data from Maguire Associates' undergraduate database
- 1998 LSAC Law School Applicant Study

Issues in the Undergraduate Admission Field

- Early search
- Gender balance
- High expectations for personal attention
- Best use of recruiting resources

When Did You Start to Gather Information from Colleges?

- Old: start recruiting the incoming freshman class in spring of their junior year
- New: respond to early inquirers, keep in touch, “search” sophomores

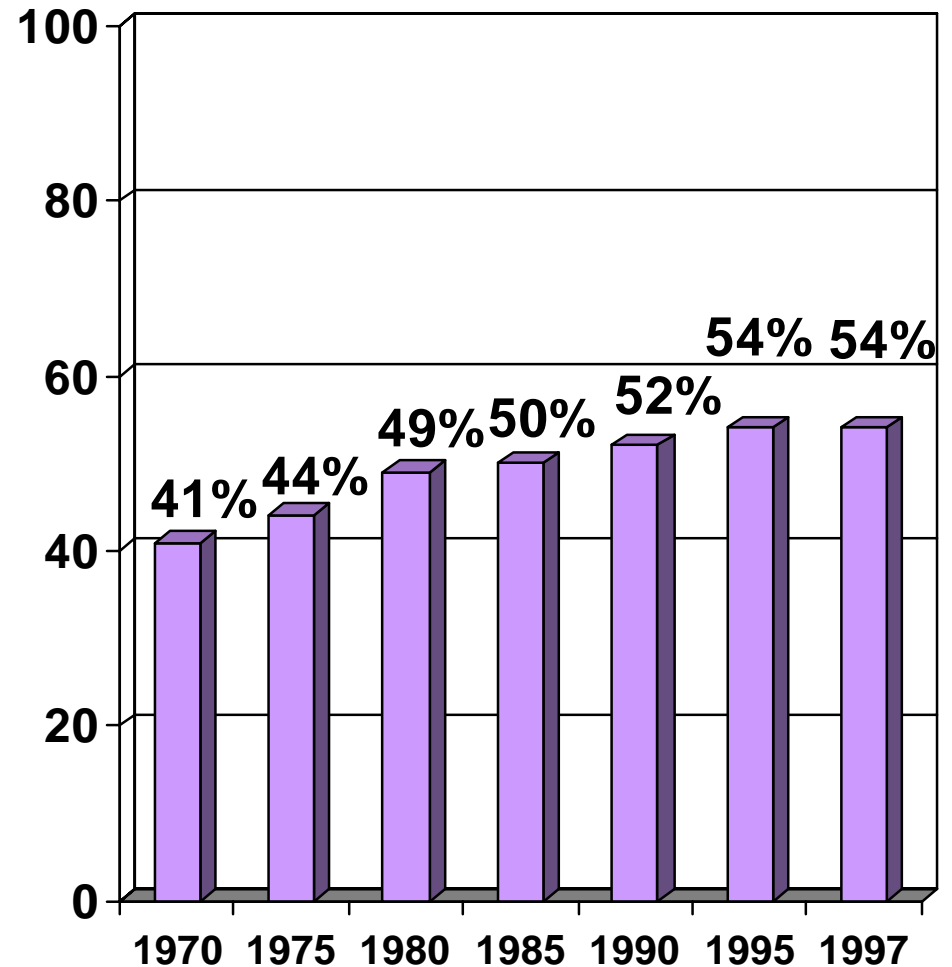


Law School Implications

- One-third of prospective law students surveyed decided to apply to law school before their 4th year of college
- How does an office cultivate inquirers who will not enroll for a few years?
- Should recruitment efforts be targeted at students earlier than their senior year in college?

Gender Balance

- Women: majority representation in higher education
- Serious concern, particularly of liberal arts colleges
- Women more enthusiastic about what higher education has to offer – difficult to “target” men



Law School Implications

- Education projections indicate that women will increase their share of higher education enrollment to 58% by the year 2010 – the law students of the future
- How does this trend impact law schools and the legal profession?

What's Important to Prospective Students?

■ Undergraduate

- Quality of major
- Value of education
- Quality of faculty
- Employment opportunities
- Campus atmosphere
- Personal attention
- Academic reputation

■ Law

- Location
- Job placement
- Clinics/internships
- Personal attention
- Reputation
- Bar passage

Personal Attention in the Admission Process

- May be even more prized by prospective law students than by prospective undergraduates (who get attention from parents, counselors)
- How to convey the “culture” of the institution in a personal way – anecdotes, humor, making “people” connections
- Using limited human resources to personalize the admission process

Sources of Information

■ College Prospects

– Most Influential

- Campus visit
- Current students
- Parents
- College guides

– Least Influential

- High school visits
- Web sites
- Contact with alumni

■ Law School Prospects

– Most Influential

- Campus visit: students, faculty, etc.
- Brochures, catalogs
- Meeting graduates

– Least Influential

- Videos
- Advertising
- Web pages

Use of Recruitment Resources

- Evaluate current recruitment strategies; assess which activities generate applications
- Keep the office well staffed for campus visitors
- Admissions plays the role of “creative connector”
- Need database that enables the management and segmentation of inquiries

Communication Media

- Print Publications and Guide Books
 - High usage
 - Good credibility
- Web Sites and Search Engines
 - Heavily used
 - Not very “influential”
- For most institutions, it is important to continue communicating in both print and electronic formats

Other Issues in the Undergraduate Admission Field

- Merit aid
- Target marketing: pursuing top prospects, students of color
- Role of rankings
- Web/E-mail: accelerated expectations

Strategic Use of Merit-Based Aid

- Used increasingly on the undergraduate level to enhance the profile of the class
 - Top students may bring those expectations to the law school application process
- Bidding wars, financial aid negotiations
 - Learned behavior carries over to law school interactions
- Higher level of undergraduate indebtedness among needy students?
 - Unable to take on additional law school debt

Target Marketing

- Use of direct mail/student search to target prospects
- Segmenting the inquiry pool: pursuing higher conversion rates among the most desirable inquirers
- One to one marketing:
 - Customized campus visits
 - Assistance with travel costs
 - Meetings/correspondence with faculty
 - Connecting applicants and alumni

Law School Challenges

- Location a significant determinant of application interest – restricts recruitment range
- Short turn around from taking LSAT to application (diminishes ability to use CRS)
- Data base limitations

National Rankings

- Provide an excellent source of comparative data for prospective students
- Influence of rankings may be under-reported; more important to law prospects than undergrads; varies by subgroup
- One law school finding: law school reputation correlates with ranking in national surveys and reputation of alumni

Electronic Communication

- On-line applications
- Responding to e-mail
- Status checks/decisions communicated

Conclusion