



How 3 Law Schools Are Meeting Their Class Shaping Goals

Stories From the Field

Law School Enrollment Services

Connecting to Audio



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Asking a Question



Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.

Today's Presenters



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We help schools support students from enrollment to graduation and beyond

➤ **ROOTED IN RESEARCH**

8,000+ Peer-tested best practices

500+ Enrollment innovations tested annually

➤ **ADVANTAGE OF SCALE**

2,100+ Institutions served

9.5 M+ Students supported by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue with us year after year, reflecting the goals we **achieve together**

➤ Find and enroll your right-fit students

➤ Support and graduate more students



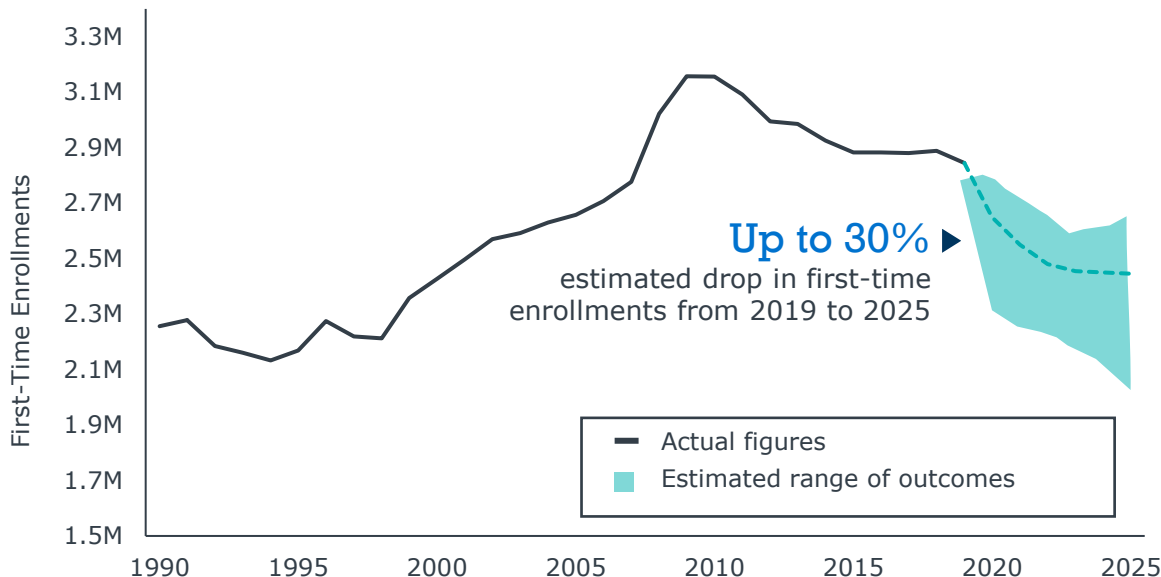
➤ Prepare your institution for the future

Undergraduate Enrollment Challenges To Continue

5

The Demographic Cliff Is Already Here

Number of First-Time Enrollments at 2-Year and 4-Year Institutions, 1990-2025¹



Source: Institute of International Education. (2019). IPEDS Fall Enrollment 2018, EAB 2020 Coronavirus Survey, March 17, 2020. Christine Farrugia, 'Globally Mobile Youth', IIE, 2017 ([Link](#)), EAB interviews and analysis.

1) EAB projections included for years 2020 onward.

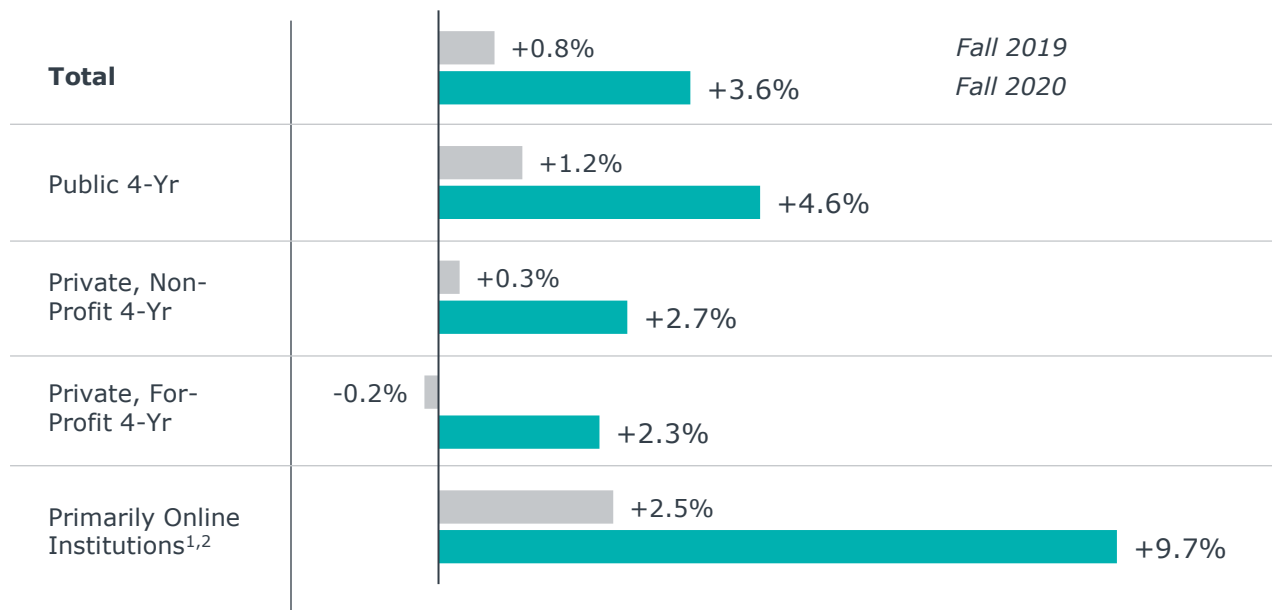


Graduate Enrollment Grew During COVID-19

A Massive Boost for Graduate Enrollments at Primarily Online Institutions

Graduate Enrollment Changes by Sector

Year-on-year change in total graduate enrollments by sector



Source: 'COVID-19 Stay Informed with the Latest Enrollment Information', National Student Clearinghouse, Nov. 12, 2020; 'Fall 2020 Current Term Enrollment Estimates', National Student Clearinghouse, Dec. 17, 2020; EAB interviews and analysis.

Top Concerns We're Hearing From Law Schools

POLL

Which of these topics are most pressing for your institution? (pick 2)



Long-term viability of
distanced-based education



Expanding **diversity**



Increasing **enrollment** and
class quality



Monitoring and adjusting
financial aid strategy



Uncertainty surrounding **yield**



Nurturing **previous year**
deferrals



Student success monitoring in
a virtual learning landscape



Improving Class Diversity

How Two Law Schools Increased Applications Among Students of Color

SECTION

1

Increasing Applicant Quality and Diversity

How Intent Marketing Supported One Law School's Class-Shaping Goals



MAGNOLIA UNIVERSITY¹

Public university in the South

Challenge

- Recruitment marketing had historically relied heavily on personalized outreach and recruitment fairs
- Desire to increase applicant quality and diversity

Solution

EAB helped Magnolia:

- Optimize their targeting strategy to expand their best-fit prospect audience
- Launch segmented, multichannel campaigns to attract Magnolia's most sought-after students
- Deploy admit surveys to help Magnolia prioritize outreach

Impact Highlights

2019-2020

+1 point

Increase in average applicant LSAT score

+11%

Increase in applicants from students of color

1) A pseudonym

Identify and Engage Target Prospects



How EAB Helped Magnolia Better Reach Their Most Sought-After Applicants



Expanded Magnolia's Best-Fit Prospect Audience

- Identified Magnolia's best-fit prospects from LSAT, GRE, and future test-taker lists
- Segmented prospects according to Magnolia's academic and diversity goals



Launched Segmented, Intent-Based Campaigns

- Crafted messaging to engage high-priority students
- Deployed intent-based campaigns to nurture prospects throughout the student journey
- Introduced a strategic deadline schedule to drive urgency to apply



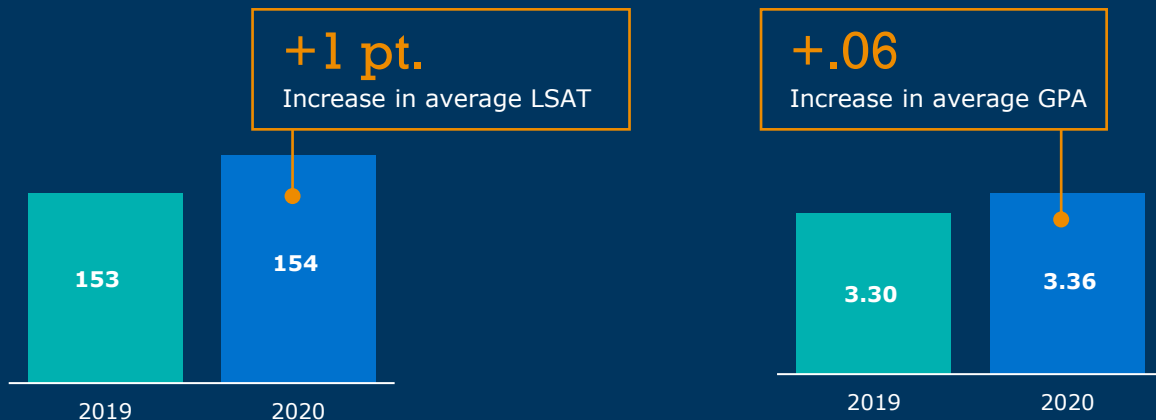
Deployed Admitted Student Surveys

- Launched survey campaigns to gauge admitted students' intent
- Surveyed non-yielding admits to gain valuable insight about competitors' financial aid offers

Results: EAB Helped Magnolia Achieve a 76% Increase in Top-Tier Applicants¹

Increasing Applicant Quality

2019 vs. 2020



Expanding Applicant Diversity

2019 vs. 2020

+11% Increase in applications among students of color

1) Magnolia designated "top-tier" applicants according to academic quality and diversity goals.

Growing Enrollment and Diversity



Targeted Audience Generation Leads to Curated Enrollment Growth



REDWOOD UNIVERSITY¹

Private university in the South

Challenge

- Want to maximize their reach and deepen their relationships with prospects
- Desire to grow application volume and enrollment among highly qualified students while increasing student diversity

Solution

EAB helped Redwood

- Expand their best-fit prospect audience
- Launch strategic, multichannel campaigns for specific segments
- Nurture leads through intent marketing

Impact Highlights

+45%

Increase in enrollment since 2016

+8.4%

Increase in enrollment among students of color in 1 year

1) A pseudonym

Strengthen Recruitment of Students of Color



How EAB's Targeted Marketing Efforts Led to Increased Diversity



Expanded, Data-Driven, Targeting

- Engaged out-of-state students, especially students of color
- Identified Redwood's best-fit students from LSAT and future test-taker lists
- Segmented prospects according to Redwood's academic and diversity goals



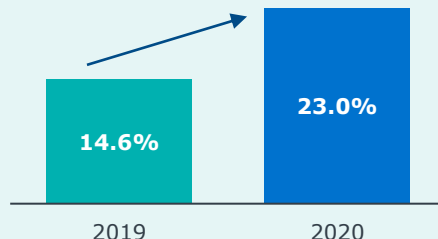
Inquiry Cultivation at Scale

- Introduced integrated marketing campaigns with content tailored to ideal candidates
- Deployed multichannel, intent based campaigns to nurture prospects throughout the student journey

Impact

+8.4%

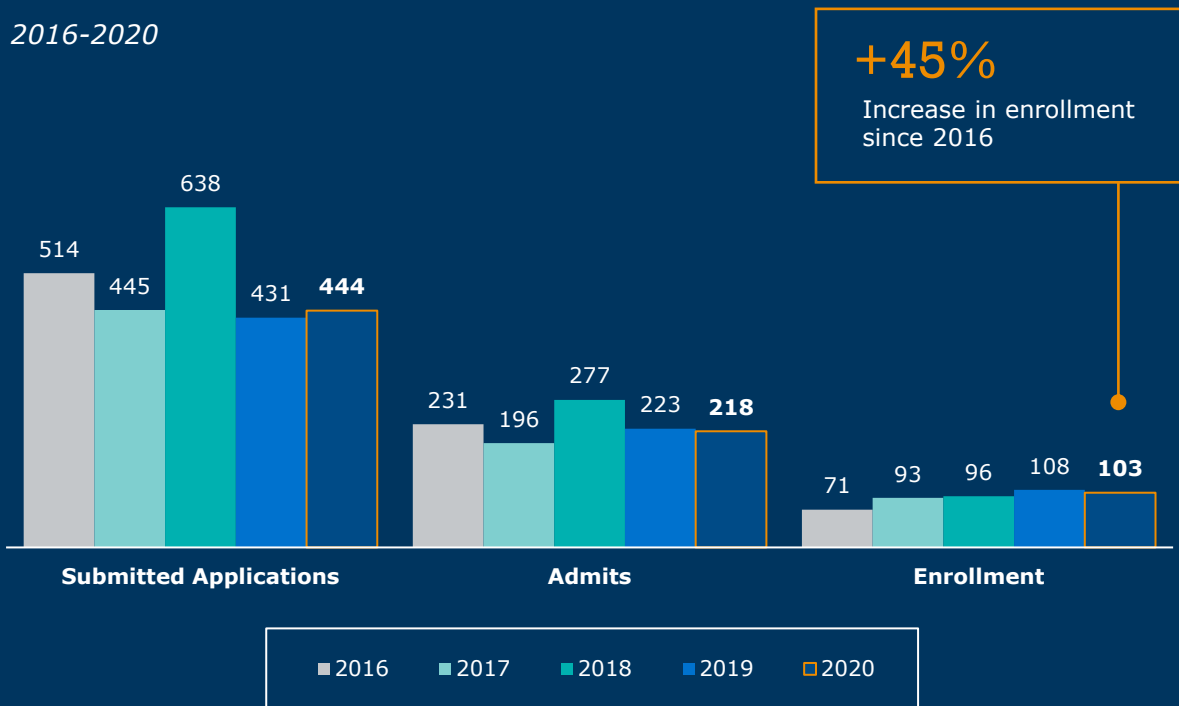
Increase in enrollments in one year among students of color



Results: 45% Enrollment Growth Since 2016

Multi-Year Results

2016-2020





Growing Enrollment and Improving Class Quality

SECTION

2

Targeted Enrollment Growth

Increase in Overall Enrollment and Entering Class' Academic Profile



TEAK UNIVERSITY¹

Public university in the West

Challenge

- Need to optimize use of marketing staff, resources, and time, and to amplify their reach
- Desire to increase academic profile and diversity of entering class

Solution

EAB helped Teak University:

- Grow their best-fit prospect audience
- Expand campaign channels and improve cadence of messaging
- Promote dedicated benefits to high-priority candidates

Impact Highlights

2019-2020

+11%

Increase in enrollment

+100%

Increase in deposits from
LSAT top quartile
candidates

1) A pseudonym

EAB Campaigns Drive Results Across the Funnel

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Student Journey Marketing and Admitted Student Survey Influence



AWARENESS

- Strategic campaign schedule with multiple launches
- New candidates contacted as LSAT names become available
- Consistent outreach to highly competitive prospects



CONSIDERATION

- Multichannel campaigns to nurture applicants
- Campaigns based on student intent
- Ongoing data analysis via the Partner Portal



DECISION

- Promote benefits specific to high-ability prospects
 - Waived application fees
 - Guaranteed housing
- Strategically timed deadline campaigns
- Admitted student surveys

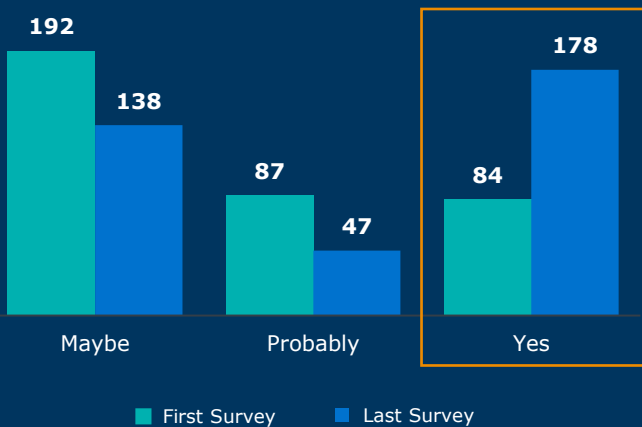
Admitted Student Survey Benefits

- 1 Gauge intent to enroll
- 2 Triage admissions resources
- 3 Uncover competitive intel

Results: Expanded Targeting and Engagement Campaigns Drive Growth

Admitted Student Survey Results *Customized Deposit Survey, 2020*

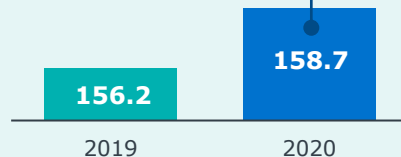
+112% Increase in "Yes" answers
between first and last survey



Increasing Applicant Quality *2019 vs. 2020*

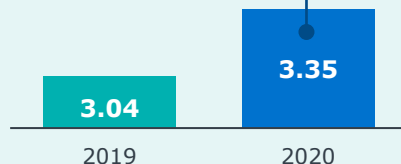
+2.5 pts

Increase in average LSAT



+.31

Increase in average GPA



Key Takeaways

- 1 The earlier you can get in front of prospects with personalized content, the better
- 2 Deadline marketing can help create a sense of urgency and improve yield
- 3 Attracting ideal candidates requires strategic targeting and curated, responsive campaigns
- 4 Micro-surveys can be used to gauge student intent and inform specific marketing strategies

Questions?

What's Next?



Request slides from today's presentation



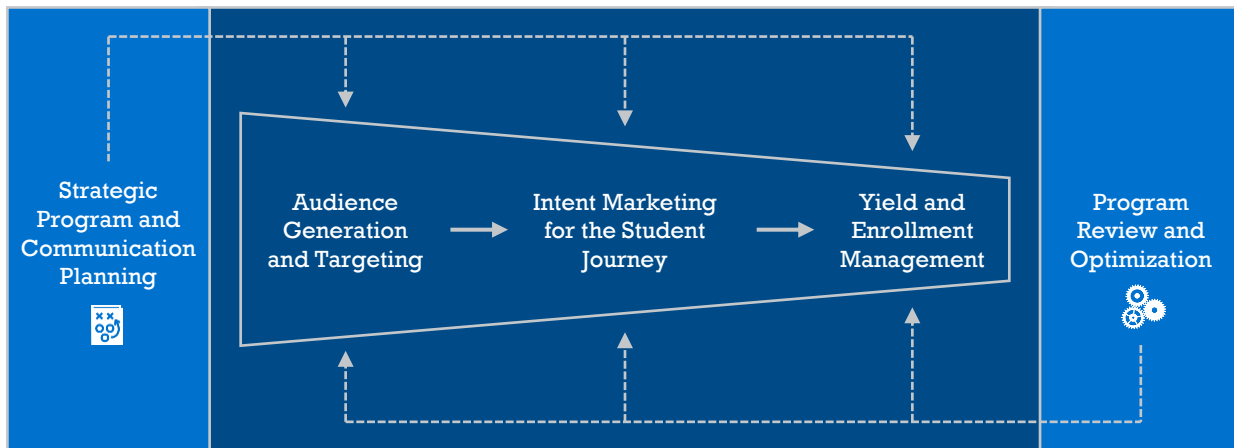
Receive access to our Law School Enrollment Services Resource Center



A Strategic Partnership for Law Schools

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Our **strategic enrollment solution** combines consumer analytics, intent marketing, and strategic services.



DATA & CONSUMER ANALYTICS AT SCALE

1.5B+

Student interactions
analyzed annually

100+

Data and analytics
experts on staff

500+

Field marketing tests
performed annually

7000+

Custom market demand
briefs completed since 2012

Interested in More?

My top priority is...

- 1 Increasing enrollment and class quality
- 2 Reaching and recruiting a more diverse applicant pool
- 3 Nurturing previous years' deferrals
- 4 Managing yield



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