



EAB

How Well Are You Monitoring **Key Recruitment Metrics?**

Self-Assessment for Law School Admissions and
Marketing Leaders

Law School Enrollment Services

Smart Enrollment Growth Requires Optimizing Your Recruitment Analytics

The JD Recruitment Challenge

As COVID-19 disrupts an already challenging law school recruitment environment, admissions and marketing leaders face additional pressure to identify high-quality JD applicants and nurture them throughout the enrollment funnel. Competing in this evolving market has also forced law school admissions leaders to adapt and innovate quickly, despite often limited marketing and recruitment budgets.

Reaching and recruiting students in a cost-effective way starts with a clear view of key performance indicators across the stages of the enrollment journey and a comprehensive strategy to achieve class-shaping goals. From there, law school admissions and marketing teams must be able to monitor KPIs regularly and respond accordingly. But too often, resource constraints hamper law school admissions leaders' ability to respond to these metrics as effectively as they might otherwise. As a result, some law schools may struggle to achieve their enrollment and class-shaping goals.

► Five Steps to Leverage Recruitment Analytics to Meet Your Enrollment Goals



1 Identify your current enrollment and class-shaping goals



2 Assess key performance indicators across the funnel



3 Monitor key performance indicators regularly



4 Adjust recruitment strategy based on KPIs



5 Reflect on strategies to achieve class-shaping goals

Identify Gaps in Your JD Recruitment Strategy

On each of the following pages, follow the prompts to assess the strength and impact of how your institution tracks, monitors, and responds to key performance indicators. Then, reflect on the strategies your team is deploying to achieve class-shaping goals.



1. Identify Current Enrollment and Class-Shaping Goals

First, **identify total current enrollment, marketing spend, and 1L enrollments** to determine average cost per enrollment. While not all law school admissions teams have tracked cost per enrollment historically, this KPI provides valuable insight into the return on your marketing investments. Then, **identify your highest-priority student segments** to ensure your marketing campaigns are also helping your JD program achieve class-shaping goals. Finally, use the section at the right below to **reflect on your class-shaping goals**. Please note the sample data in gray should not be considered a benchmark.

► Total Enrollment and Marketing Spend

	Sample	
Annual Marketing and Recruitment/Travel Budget <i>3-Year Average</i>	~\$300,000	
1L Enrollments <i>3-Year Average</i>	105 students	
Average Cost per Enrollment <i>(Annual Marketing Budget Divided by 1L Enrollments)</i>	~ \$2,860.00	

► High-Priority Student Segments

	Sample	Segment 1	Segment 2	Segment 3
Description	Students with 160+ LSAT score			

► Class-Shaping Goals

1. What are your target incoming class LSAT scores?

<input type="text"/>	<input type="text"/>	<input type="text"/>
25 th percentile	median	75 th percentile

2. What are your target incoming class GPA metrics?

<input type="text"/>	<input type="text"/>	<input type="text"/>
25 th percentile	median	75 th percentile

3. What are your goals relative to diversity? Be as specific as possible.

4. What are your geographic diversity goals? Be as specific as possible.

2. Assess Key Performance Indicators Across the Funnel

To assess the performance of your marketing campaigns, **provide data for each of the key performance indicators listed below**. Take note of any KPIs your team does not track. Please note the sample data in gray should not be considered a benchmark.

► Digital KPIs

	Sample	All prospects	Segment 1	Segment 2	Segment 3
Impressions	9,800,000				
Digital Clicks	8,500				
Digital Ad Click-Through Rate	0.78%				

► Email KPIs

	Sample	All prospects	Segment 1	Segment 2	Segment 3
Inbox Placement Rate	91.0%				
Open Rate	70.4%				
Email Click-Through Rate	5.2%				

► Pipeline Conversion Rates

	All prospects	Segment 1	Segment 2	Segment 3
Prospect-to-Inquiry Rate:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Inquiry-to-Application Rate:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Admit-to-Enrollment Rate:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Recommendation: Ensure your institution tracks each of the digital, email, and pipeline conversion KPIs above for maximum visibility into the success of your marketing and recruitment.

3. Monitor Key Performance Indicators Regularly

It's not enough to simply track the right KPIs. To respond to recruitment KPIs efficiently and effectively, law school admissions and marketing leaders must be able to access, monitor, and share campaign performance data easily. For each of the three types of KPIs identified on the previous page, **check the box that most closely aligns with your ability to access, monitor, and report key performance data across campaigns and programs.**

► Digital KPIs

Access	Monitor	Report
1. We can access data on demand and in one place.	2. We monitor digital KPIs monthly.	3. We can easily share data with campus stakeholders.
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Unsure	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Unsure	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Unsure

► Email KPIs

Access	Monitor	Report
1. We can access data on demand and in one place.	2. We monitor email KPIs weekly.	3. We can easily share data with campus stakeholders.
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Unsure	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Unsure	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Unsure

► Pipeline Conversion Rates

Access	Monitor	Report
1. We can access data on demand and in one place.	2. We monitor pipeline conversion KPIs weekly.	3. We can easily share data with campus stakeholders.
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Unsure	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Unsure	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Unsure

Recommendation: Ensure key stakeholders can access KPIs quickly and in one place. A dashboard in which stakeholders can view all KPIs easily allows law school admissions leaders to communicate about KPIs effectively. A reporting mechanism also enables admissions leaders to share, discuss, and respond to KPIs effectively.

4. Adjust Recruitment Strategy Based on KPIs

Admissions and marketing teams must refine their recruitment tactics in response to KPIs. The example below includes potential ways to course-correct based on sample performance indicators. **Use the chart below to identify ways you have improved your recruitment strategies based on KPIs** in response to five key performance indicators listed on page 4. KPIs could be general or segment-specific.

► Response to Key Performance Indicators

KPI to Improve	Response
1.	
2.	
3.	
4.	
5.	

► Recommended Responses to KPIs

Sample improvements based on recommendations to EAB Law School Enrollment Services partners

KPI to Improve	Sample Response
1. Impressions	Reevaluate budget to ensure sufficient allocation of funds to social media and paid search campaigns.
2. Digital Ad Click-Through Rate	A/B test ad copy and imagery to identify the highest-performing ad.
3. Email Click-Through Rate	Review the copy, imagery, and calls to action (CTAs) in marketing emails. Ensure email cadence is sufficient but does not overwhelm prospects.
4. Prospect-to-Inquiry Conversion Rate	Review the copy and location of request-for-information forms, contact information, and CTAs to ensure students can easily identify how to engage with your institution.
5. Inquiry-to-Application Conversion Rate	Assess promptness of responses to student inquiries, length of application, and admissions requirements to remove unnecessary barriers to application.

5. Reflect on Strategies to Achieve Class-Shaping Goals

The key performance indicators identified on earlier pages help inform progress toward your growth goals. But for many law schools, growth is just one goal of a comprehensive recruitment strategy. Refer to the class-shaping goals you identified on page 3 and **consider the strategies you are using to reach and recruit sought-after students.**

► Class-Shaping Strategies

1. What strategies are you using to increase average LSAT score and/or GPA?

2. How does your financial aid strategy shift to meet your changing enrollment goals?

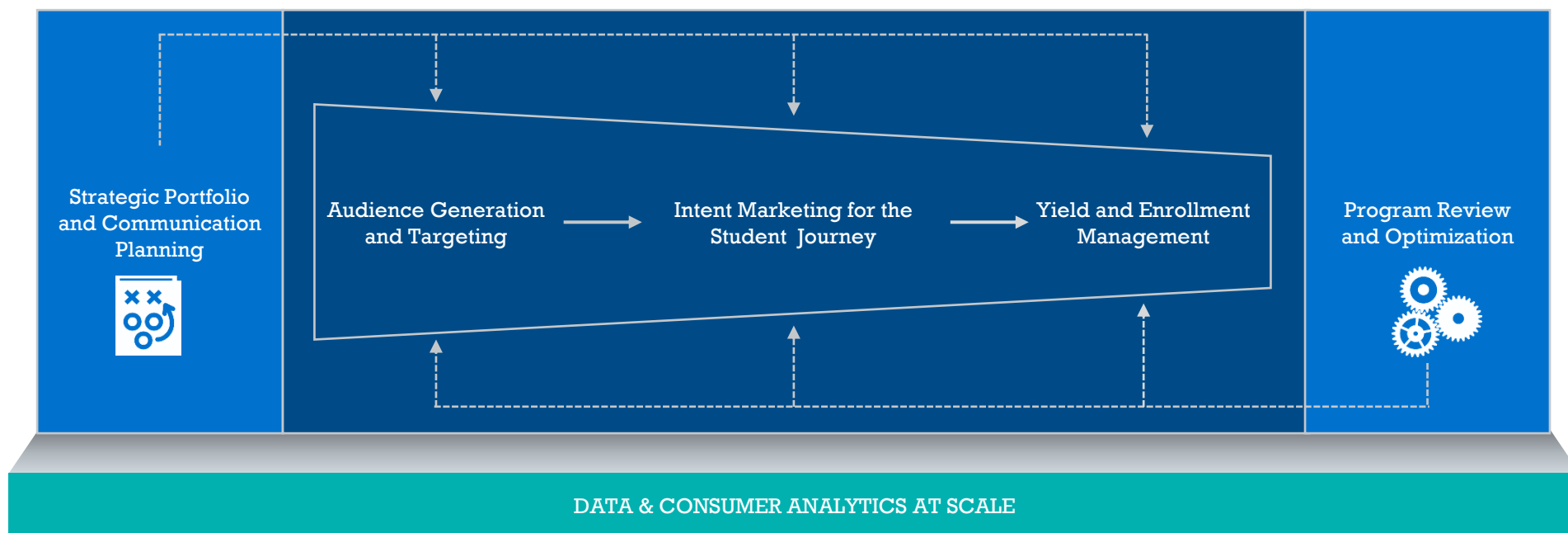
3. What strategies are you using to increase the racial, ethnic, and gender diversity of your students?

4. What strategies are you using to recruit students from new geographic markets?

Recommendation: Deploy segmented, multichannel marketing campaigns with content tailored to your most sought-after students. For example, target applicants who have strong LSAT scores and/or academic records with selective application fee waivers.

How EAB Optimizes Your Recruitment Strategy

EAB's **Law School Enrollment Services** is a strategic enrollment solution combining consumer analytics, intent marketing, market research, and strategic consulting to fuel smart growth for law schools. As a full-funnel solution, EAB's team consistently monitors and responds to indicators of campaign success, all while providing partners ongoing access to campaign and funnel performance to demonstrate return on campaign investments.



► Monitoring and Responding to Campaign Performance Data—with Transparency at Every Stage

Ongoing



Partner Dashboard

24/7 access to EAB's digital portal means you and your team have campaign performance data when you need it, all in one place

Monthly



Partner Data Impact Report

Track applications, admits, and enrollments and understand the impact of EAB campaigns on your enrollment funnel

Annually



On-Site Presentation

Comprehensive analyses of campaign and funnel performance along with strategic recommendations



To learn more about how EAB can help you meet your law school enrollment goals, visit eab.com/law



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**

1,900+ Institutions served

4.1 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**

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➤ Support and graduate more students



➤ Prepare your institution for the future



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