

# TECHNOLOGY IN THE *Admissions Process*

*Washburn Law reaches out to prospective students through successful online marketing*

## E-MAIL MARKETING

The Law School Admission Council (LSAC), the national clearinghouse for the law school application process, provides the names and demographic information about potential applicants through its Candidate Referral Service (CRS). Students who establish an online account with LSAC may authorize release of their credentials to law schools participating in the CRS. Washburn Law has used this service extensively to recruit applicants on the basis of specific characteristics such as LSAT score, undergraduate grade-point average, age, gender, citizenship, race or ethnicity, and geographic background. It has effectively generated applicants from a national and international pool. It also helps us recruit specific groups of candidates. Last year, Washburn Law sent more than 100,000 targeted e-mails to prospective students. Although LSAC provides mailing addresses, Washburn Law specifically communicates by e-mail. The law school recently implemented a service that allows a graphic interface to enhance the content and readability of the targeted e-mail messages. Each e-mail contains Washburn Law brand identification with photos of current students. The service also tracks the number of e-mails that are opened and those where the reader clicks links in the message.

Although Washburn Law has a physical presence at regional and national law fairs, e-mail marketing provides the greatest number of applicants. In fact, Washburn Law sends e-mails in advance of live events to invite prospective students from the area to visit with a Washburn Law representative.



## ONLINE CHATS

The law school also reaches out to prospective and admitted students through the use of online chat technology. Law school candidates, through the Washburn Law website, can join an online discussion in real time with Washburn Law students, professors, and administrators to learn more about the school's curriculum, Centers for Excellence and other programs, as well as a variety of student-life aspects.

Washburn Law hosts a series of admitted student chats for those who have been admitted and are considering their options. In February, Washburn Law hosted its first ever online diversity chat, featuring representatives from a variety of student organizations and professors at Washburn Law. High school, junior college, and undergraduate college students asked questions about choosing law as a career, how to prepare for and apply to law school, and career options. Approximately 85 prospective students participated.



*Students, staff, and professors participate in the Diversity Chat. Student participants included Karin Tollejson, Kahlea Porter, Rebecca Payo, Erica Rios, Tiffany Hogan, and Kyle Byfield.*

*by Karla Whitaker, Director of Admissions*