College of Law - Recruitment Summary

Georgia State University College of Law actively recruits, enrolls and retains highly qualified students to attend its part-time and full-time programs. The college’s recruiters include staff, faculty, students and graduates. The recruitment efforts focus on the East Coast States with an emphasis on the Southeast region.

The college implements a comprehensive communications plan for its student recruitment. This plan includes individual attention with emphasis on correspondence and telephone calls. The college’s social media and website play major roles in recruiting and enrolling students. The viewbooks, brochures, admitted student packets and postcards also promote the law school’s programs, community and successes.

The college’s recruitment plan is divided into three phases: Search, Admissions and Yield.

Phase 1: Search takes place in August, September, October, November, December, January and February. This phase focuses on identifying and increasing the prospective law applicant pool. Recruitment methods include:

- College Visits
  - Law fairs
  - Class presentations
  - Speaking to student organizations
- On-Campus Events
  - Open House
  - Information Sessions
  - Schedule tours and class visits
  - Special programs for targeted audiences
- Mailings (USPS and Emails)
  - Targeted Groups
  - Follow-up correspondences

Phase 2: Admissions takes place from January, February and March. This phase concentrates on those prospective students who apply to the College of Law. Students receive updated information, current news and applicant status during this phase. Activities include:

- Mailings (USPS and Emails)
  - Electronic status updates
  - News stories on the College of Law i.e. rankings, Mock Trial competitions, new building status updates
  - Targeted group communications to key students
Phase 3:  Yield begins in March and ends in August during Orientation. This phase focuses on admitted students. It involves encouraging admitted students to reserve a space in the class and enroll. Activities in this process include:

- Mailing admitted student packets with all the information needed to enroll in college
- Confirmation of tuition deposits
- Campus visits
  - Meeting with staff, students and faculty
- Off-campus receptions at major law firms and corporations
  - Meeting with graduates, students, faculty and staff
- Personal letters or notes from the deans
- Telephone calls and emails from the faculty
- Implementation of Facebook page for the committed students
- Orientation communications
- Invitations to special programs
  - Lectures, Law Week activities, special programs, etc.
- Student organizations recruitment campaign i.e. phone calls, emails, to admitted students

The law school also has pipeline programs. These programs work to increase the awareness of the legal profession to underrepresented groups. These long-term recruitment programs include high school, college and nontraditional students.

For resources used in recruitment, visit:
Admissions Webpage: https://law.gsu.edu/admissions/
At A Glance: http://law.gsu.edu/admissions/4238.html
Viewbook: http://content.yudu.com/Library/A243nq/GeorgiaStateLawViewb/resources/index.htm?referrerUrl
See attached PDFs for admitted student package and sample post cards.