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Law School Report

Life. Changing. Experience.

New admissions materials connect with prospective students

To reach the best prospective law students these days, the first challenge is to get their

attention, the next is to have something to say that will make them take notice.

Now a series of initiatives originating in UB Law School's admissions office is putting a fresh new face on the school's

marketing efforts. It is hoped the initiatives will continue a recent trend of more and higher-quality applicants, resulting in ever-more-qualified incoming classes.

"This is a whole new look for us that we will unveil all at once," says Lillie Wiley-Upshaw, associate dean for admissions and financial aid. "We are using the students' voices to talk about their Law School experiences in their own words."

The initiatives include a top-to-bottom revamp of the admissions catalog – the glossy 80-page publication that is mailed to prospective students and distributed at law school fairs – and a new Web site expected to be launched in September. Wiley-Upshaw has directed the efforts, in concert with the University's creative services office, and Law School Vice Dean for Academic Affairs Susan V. Mangold, Associate Dean for Communications Ilene R. Fleischmann, Director of Recruiting Melissa Frus-

cione, and Associate Director of Communications Lisa Mueller.

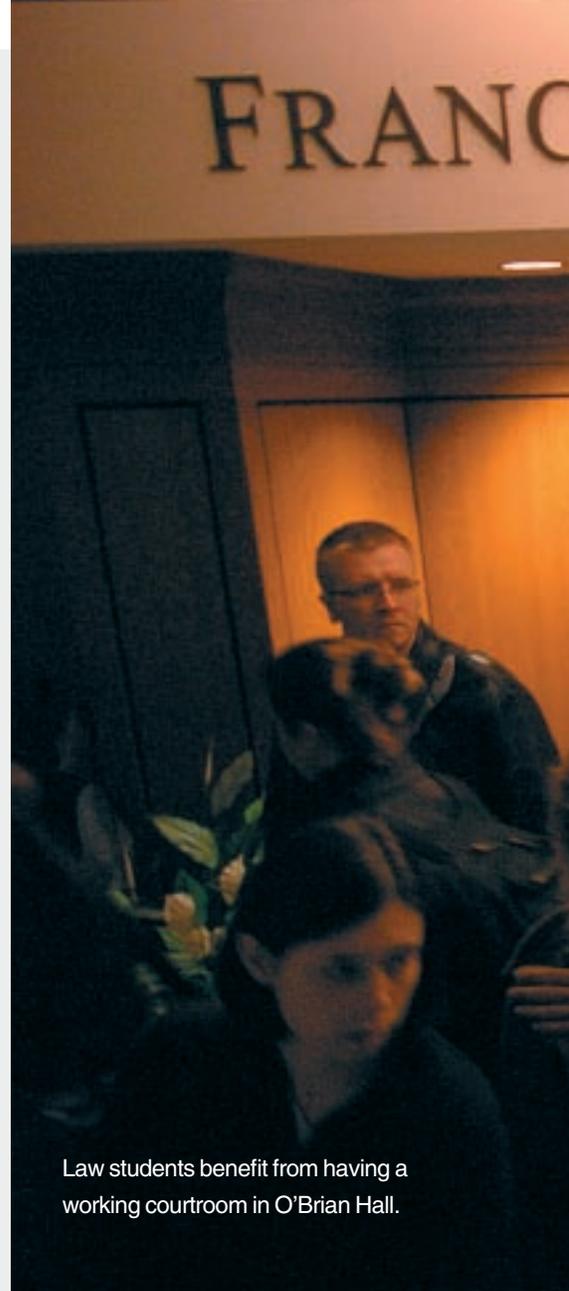
The look is anchored by a three-word slogan: "Life. Changing. Experience." Wiley-Upshaw says the words reflect both the intellectual journey of three years in the Law School, and the good quality of life that students can expect to find at UB Law and in Western New York. (Increasingly, more students are being admitted from outside New York State; more than 20 percent of this fall's Class of 2008 is from out of state.)

It is a sophisticated effort, but given the competition among law schools for the best students, it has to be.

"So many schools are competing with each other," Wiley-Upshaw says. "Any way you can rise above the pack is good. More and more, marketing is a very important element in admissions. It's important to have the Law School out there and have a face in the marketplace."

The admissions catalog and Web site, she says, "encapsulate the experience here at UB and why we are a different law school." Different is right. Where traditional catalogs are full of pictures of ivy-covered halls, UB Law's new materials feature people – current students, faculty and UB Law alumni, in photos and their own words. "The students were very willing to do this," Wiley-Upshaw says.

It is not all serious, either. One section asks students where they go to study ("Wegmans supermarket – it's quiet and there's always enough food," one says); another details what they love about Buffalo ("The Albright-Knox Art Gallery is beautiful at night"); another asks about what students do with their free time ("I like walking down Elmwood Avenue in Buffalo, making unnecessary purchases").



Law students benefit from having a working courtroom in O'Brian Hall.

The overall effect is energetic, engaging and intellectually alive – a reflection of the life-changing experience that UB Law can be.

The admissions Web site is one part of the marketing redesign, but another innovation is also happening online. That is the advent of Chat University, the admissions office's online Web chats that help the school stay connected to newly admitted students in the months before they reach campus.

"This is our effort to stay connected by using media the students are familiar with," Wiley-Upshaw says. "That is an expectation that students have now."

The chats started in the spring, and two have been held so far. Others are planned in the fall, this time for prospective students.

But it was students who have ac-

CIS M. LETRO COURTROOM



cepted UB Law's invitation to study here who were the focus of the spring chats. These are live events – participants simply click on an icon on the admissions office Web page and enter a chat room run by admissions staff members. The students' questions and comments, and the staffers' responses, appear on the page for all to see.

The questions range broadly, Wiley-Upshaw says, and include such things as issues about relocating to the area, questions about where to live and what the different neighborhoods are like, technical questions about the financial aid process. Some incoming students who are parents ask about child care and how to work a class schedule around their children's needs. "It is more comfortable knowing that others like them are here," Wiley-Upshaw says.

The goal, she says, is to have fewer students changing their minds about coming to UB Law in the period between their acceptance and their arrival on campus.

One question, Wiley-Upshaw says, was particularly easy to answer. "A lot of times, students will ask what they should be reading to get ready for law school," she says. "We tell them to just relax over the summer. You will have enough to read when you get here."

Further helping the effort to attract the best possible students to UB Law School is news that three major scholarships have just been created.

The Carmen P. Tarantino Memorial Scholarship, which pays full tuition, was established by David Brown to honor the memory of his friend and partner Carmen P. Tarantino, who died

last year.

The Dean's Advisory Council Scholarship, another full-tuition scholarship, was funded by members of the DAC.

And the Margaret Crimaldi Quinn Scholarship, of \$5,000, was established by Hon. Margaret J. Crimaldi Quinn '71 to provide financial assistance to a first-year student who has significant financial need.

Even though UB Law remains a bargain among law schools, Wiley-Upshaw says the existence of these scholarships is a significant recruiting tool. "We all know how competitive it is in law school admissions," she says. "These scholarships are new for us – not something we have been able to do before. They really help us to maintain our competitive edge in the market."