10-1-2006

Getting the Word Out: Video, Conference and More Reach out to Potential Students

UB Law Forum

Follow this and additional works at: https://digitalcommons.law.buffalo.edu/ub_law_forum

Recommended Citation

Available at: https://digitalcommons.law.buffalo.edu/ub_law_forum/vol19/iss1/27

This Article is brought to you for free and open access by the Alumni Publications at Digital Commons @ University at Buffalo School of Law. It has been accepted for inclusion in UB Law Forum by an authorized editor of Digital Commons @ University at Buffalo School of Law. For more information, please contact lawscholar@buffalo.edu.
Getting the word out

Video, conference and more reach out to potential students

Three recent developments in the marketing of UB Law School to potential students are extending the school’s reach and using new tools to spread the word about what life is like at UB Law.

A new addition to the tools available to pre-law advisers and others is a video, “Life. Changing. Experience: Uniquely UB Law,” showing off the best of the Law School. The 14-minute video was produced by Vice Dean Ilene R. Fleischmann and Mickey Osterreicher ’98, an experienced television photojournalist who has a downtown Buffalo law practice. It is narrated by a classmate of Osterreicher’s – Steve Boyd ’98.

“I wanted prospective applicants to see and hear the people who comprise the Law School,” Fleischmann said. “A law school is not bricks and walls; it is faculty, students and alumni.

Now applicants who have not yet come to UB Law can get a sense of what the Law School family is actually like – what it looks like, and what it sounds like.

The video is intended to work with the school’s “Life. Changing. Experience” viewbook for potential students. The script grew out of the narrative of that school literature, and the video includes some images from the viewbook.

Amid glamour shots of the campus, it showcases a wide range of the faces and voices of UB Law School and stresses the school’s interdisciplinary studies, concentrations, clinical education opportunities and its focus on “the social implications of legal issues.”

Faculty and staff make appearances, along with alumna Vadim Ramo ’05, Judith B. Big ’71, Michael Mann ’06 and William A. Niese ’01. The video was produced by a grant from the UB Law Alumni Association and the Law School.

“Our curriculum teaches students not only how to think like lawyers, but how to work like lawyers,” the narrator says at one point, pointing the advantages of the Law School’s intensive Research and Writing Program.

“We wanted to be as informative as possible,” says Osterreicher, who was a colleague of Fleischmann’s at the Buffalo Courier-Express before the newspaper closed in 1982. “You always want to engage the audience. It was trying to walk a fine line between getting in as much information as possible and still doing it in an interesting and engaging manner.

The video has been duplicated on DVDs and is now used by the Admissions Department in recruiting. The school also hopes to post the video on its website, Fleischmann said.

Launched in early summer to give undergraduate pre-law advisers a taste of the UB Law experience brought a dozen attendees to town, and sent them away with good information and warm feelings about the school.

The conference, held over two days at the end of June, welcomed advisers from such schools as Syracuse University and Buffalo State, Wells and Canisius colleges, as well as the Council on Legal Education Opportunities and the Education Division of the Puerto Rican Legal Defense and Education Fund.

“The idea was to get the people who actually talk to the students, and showcase what we had to offer right here,” said Lillie V. Wiley-Upshaw, UB Law’s vice dean for admissions and financial aid. “The more accurate information you can provide to people influencing decisions, the better. One thing we find in Buffalo is that if we can get people here, they tend to commit.

The pre-law advisers heard from a faculty panel – Professors Charles P. Ewing and Susan V. Mangold and Associate Professor Athena D. Matuza – about the Law School’s philosophy of education and how undergraduate students can prepare themselves for the study of law. They also had a tour, led by Clinical Professor George M. Hezel, of downtown Buffalo’s Cornerstone Manor, a shelter for homeless and disabled women and children that was built with funding leveraged by UB Law’s Affordable Housing Clinic. Associate Professor Amy D. Westbrock spoke about the school’s new program in New York City, and Dean Nils Olsen addressed the advisers as well. They also met with alumni over dinner at Buffalo’s City Grill.

The reaction was strong and positive. “I had not been to the Law School previously,” said Jane E. Levy, senior assistant director of career services at Cornell University. “It was valuable to hear about the faculty, the panel discussing the school’s strengths, and to hear the dean talk about the school and enlighten us on its positive qualities as well as some of the concerns the school faces.

I liked being able to interact with some of the students as well.

“It was certainly a well-organized event. They were able to organize a number of activities that informed us about the school in a short time.”

“I thought it was a great way to show pre-law advisers, and people who speak to people interested in going to law school on a regular basis, what type of school UB is,” said Soni Patrick, director of the Education Division of the Puerto Rican Legal Defense and Education Fund, in New York City. “You have innovative programming that I believe is really wonderful. People seem to really think about what the students’ needs are. Everyone was very friendly, and it was evident the school was like a big family.

“It was all about walking around the halls, seeing the kind of work they do, talking to faculty and staff,” Patrick said. “I know more about that school than any other school now.”

“Some professors raise your grade for class participation, others do not – but participate anyway – it allows you to keep up with the class, and the professors love it.

“The usual workload is not bad. The best strategy: Treat it like a full-time job. Come in to school at 8 or 8:30 and leave between 5 and 6, and you will get all your work done.

“One more thing that I love the school for: During finals week they put out a gourmet breakfast in the lobby with bagels, muffins, different cream cheeses, coffee, pastries, fruit. Etc. Really puts a smile on the students’ faces.”

A iso creating a positive buzz about the Law School was an outside project – the site’s monthly survey competition, which rates responses based on their completeness and helpfulness.

Among the student’s comments on this national site:

“Quality of classes – great! After finishing my first year, I can say that I learned a lot. Most of the professors use the dreaded Socratic method, but there are usually enough people raising their hands that someone rarely gets called at random. Also, the professors have a way of turning even some of the stupid comments into valid points, so do not fret.

“Some professors raise your grade for class participation, others do not – but participate anyway – it allows you to keep up with the class, and the professors love it.

“The usual workload is not bad. The best strategy: Treat it like a full-time job. Come in to school at 8 or 8:30 and leave between 5 and 6, and you will get all your work done.

“One more thing that I love the school for: During finals week they put out a gourmet breakfast in the lobby with bagels, muffins, different cream cheeses, coffee, pastries, fruit. Etc. Really puts a smile on the students’ faces.”
Getting the word out

Video, conference and more reach out to potential students

Three recent developments in the marketing of UB Law School to potential students are extending the school’s reach and using new tools to spread the word about what life is like at UB Law. A new addition to the tools available to pre-law advisers and others is a video, “Life Changing: Experience: Uniquely UB Law,” showing off the best of the Law School. The 14-minute video was produced by Vice Dean Ilene B. Fleischmann and Mickey Osterreicher ’98, an experienced television photographer who has a downtown Buffalo law practice. It is narrated by a classmate of Osterreicher’s — Steve Boyd ’98.

“I wanted prospective applicants to see and hear the people who comprise the Law School,” Fleischmann said. “A law school is not books and walls, it is faculty, students and alumni.”

Now applicants who have not yet come to UB Law can get a sense of what the Law School family is actually like — what it looks like, and what it sounds like.

The video is intended to work with the school’s “Life Changing: Experience” viewbook for potential students. The script grew out of the narrative of “Life Changing: Experience,” showing off the school’s “Life. Changing. Experience” viewbook for potential students. Amid glamour shots of the campus, it showcases a wide range of the faces and voices of UB Law School and stresses the school’s interdisciplinary studies, concentrations, clinical education opportunities and its focus on “the social implications of legal issues.”

Faculty and staff make appearances, along with alumni Vadra Ramas Y’95, Judith B. Bigg ’71, Michael Mann ’06 and William A. Nixon ’01. The video was funded by a grant from the UB Law Alumni Association and the Law School.

“Our curriculum teaches students not only how to think like lawyers, but how to work like lawyers,” the narrator says at one point, pointing the advantages of the Law School’s intensive Research and Writing Program.

“We wanted to be as informative as possible,” says Osterreicher, who was a colleague of Fleischmann’s at the Buffalo Courier-Express before the newspaper closed in 1982. “You always want to engage the audience. It was trying to walk a fine line between getting in as much information as possible and still doing it in an interesting and engaging manner.”

The video has been duplicated on DVDs and is now used by the Admissions Department in recruiting. The school also hopes to post the video on its Web site, Fleischmann said.

In an early summer initiative to give undergraduate pre-law advisers a taste of the UB Law experience brought a dozen attendees to town, and sent them away with good information and warm feelings about the school.

The conference, held over two days at the end of June, welcomed advisers from such schools as Syracuse University, Buffalo State, Wells and Canisius colleges, as well as the Council on Legal Education Opportunities and the Education Division of the Puerto Rican Legal Defense and Education Fund.

“The idea was to get the people who actually talk to the students,” and showcase what we had to offer right here,” said Lillie V. Wiley-Upshaw, UB Law’s vice dean for admissions and financial aid. “The more accurate information you can provide to people influencing decisions, the better. One thing we find in Buffalo is that if we can get people here, they tend to commit.”

The pre-law advisers heard from a faculty panel – Professors Charles P. Ewing and Susan V. Mangold and Associate Professor Athena D. Matua – about the Law School’s philosophy of education and how undergraduate students can prepare themselves for the study of law. They also had a tour, led by Clinical Professor George M. Hezel, of downtown Buffalo’s Comerstone Manor, a shelter for homeless and displaced women and children that was built with funding leveraged by UB Law’s Affordable Housing Clinic. Associate Professor Amy D. Westbrook spoke about the school’s new program in New York City, and Dean Nina Olen addressed the advisers as well. They also met with alumni over dinner at Buffalo’s City Grill.

The reaction was strong and positive.

“I had not been to the Law School previously,” said Jane E. Levy, senior associate director of career services at Cornell University. “It was valuable to hear the faculty on the panel discussing the school’s strengths, and to hear the dean talk about the school and enlighten us on its positive qualities as well as some of the concerns the school faces. I liked being able to interact with some of the students as well.

“It was certainly a well-organized event. They were able to organize a number of activities that informed us about the school in a short time.

“I thought it was a great way to show pre-law advisers, and people who speak to people interested in going to law school on a regular basis, what type of law school UB is,” said Sony Patrick, director of the Education Division of the Puerto Rican Legal Defense and Education Fund, in New York City. “You have innovative programs that I believe is really wonderful. People seem to really think about what the students’ needs are. Everyone was very friendly, and it was evident the school was like a big family."

“It was all about walking around the halls, seeing the kind of work they do, talking to faculty and staff,” Patrick said. “I know more about that school than any other school now.”

“I am creating a positive buzz about the Law School was an outside project – the Web site, which collects student feedback on their law school experi-