



WASHBURN
UNIVERSITY
SCHOOL OF LAW

2024-25 RECRUITMENT COMMUNICATIONS PLAN



Summary

The following pages include a high-level overview of the communications strategy for Washburn University School of Law Admissions and its 2024-25 recruitment cycle, as prepared by the School of Law Marketing Communications Department.

Branding Message

Washburn University School of Law prepares outstanding lawyers and legally trained professionals to serve their local, national, and global communities with excellence, integrity, and professionalism; and through its scholarship and service strives to contribute to the development of the law and a more just society.

Like the University, the School of Law offers “the right size” of community for our students. Classes are smaller, students receive a more personalized educational experience, the facilities are both beautiful and state of the art, professors know and care about students and their successes, and we are located in a capital city that offers many opportunities for students outside the classroom. In addition to these benefits, students also receive access to unique programs, including 3+3 options, Third Year Anywhere and seven specialized Centers for Excellence. All of this is offered at an affordable cost with scholarship opportunities and a low cost of living location.

I. Increased Targeting Audiences

In order to achieve recruitment goals, these segments will receive targeted marketing and communications attention in the 2024-25 cycle:

UNDERGRADUATE STUDENTS: Current juniors and seniors enrolled in domestic undergraduate institutions

IN-STATE STUDENTS: Students who have residency in Kansas

WAIVER STATE STUDENTS: Students who have residency in Missouri, Oklahoma, Nebraska, Colorado and Texas

HIGH CREDENTIALLED STUDENTS: Students with high GPA and LSAT scores who are heavily recruited by many law schools

UNDER REPRESENTED MINORITY STUDENTS: Students of racial and ethnic minority status, as well as students from low-income or high-adversity backgrounds

WASHBURN FRESHMAN STUDENTS: Mostly first-semester students who show may be interested and eligible for LEAP

II. Additional Audiences

These groups will receive attention in the 2024-25 cycle, but it will not be as focused from a purely communications perspective:

OUT-OF-STATE STUDENTS: Students who have residency status in other U.S. states

HIGH SCHOOL STUDENTS: Students who show interest in legal profession but have not yet decided on an undergraduate institution

INTERNATIONAL STUDENTS: Students who have residency status outside of the U.S.

I. Increase our national presence and reputation

It is imperative that out of state students have heard of Washburn Law. The number of Kansans applying to law school is decreasing. We want to make sure students have familiarity with the school before we contact them. Therefore, it's important to increase Washburn Law's "brand awareness." This will take both Admissions and Marketing as well as participation from other departments within the school including alumni and faculty.

STRATEGIES

- Targeted Digital Advertising: Display ads and paid search planned around LSAC Forums and other Admissions staff visits
- Personalized email templates to LSAT takers

II. Increase the quality and quantity of Spring Start applicants

We are one of only 31 schools who have a Spring Start program. LSAC does not have a way for us to specifically target students interested in the spring, so we need to implement strategies so that our program is visible and known.

STRATEGIES

- Targeted Digital Advertising: Search ads linked to students performing research for spring programs
- Personalized email templates when spring applicants typically apply and start researching

III. Leverage rankings

Washburn Law is lucky to have numerous rankings that reflect our academic excellence and status as a best value law school. We need to promote them however possible, keeping in mind the "Rules for LSAC Law School Forums," which prohibits "using rankings and surveys to purport to compare the quality of law schools."

STRATEGIES

- Emphasis on rankings on new homepage
- Direct mail and handouts with applicable rankings included
- Email templates highlighting rankings

IV. Increase video and visual resources

Increase the quantity of photos at the disposal of Admissions and create a video series promoting Washburn Law which will allow us to meet students where they are, online.

STRATEGIES

- Access to University photo library which includes new marketing photos taken in 2023 and 2024
- Video highlighting institution on homepage

V. Create visually appealing, modern print materials

The materials used for recruitment events and mailed out to prospective students needs to strike the perfect balance between information and visual attractiveness while also being cost-effective.

STRATEGIES

- Create “sibling” pieces to new website including one-page event handout and direct mail pieces
- Utilize building pop-up card and sticker postcard in admitted student communication
- Create visually-appealing admitted student letter and checklist

VI. Increase overall application and yield statistics

Starting with Kansas and our waiver states, we need to focus on growing students with high-quality credentials (3.3+ GPA and 160+ LSAT score)

STRATEGIES

- Create communications strategy incorporating email templates, text messaging, mailed pieces and promotional items
- Create admitted student portal on website with restricted access
- Post engaging content to social media channels aimed at admitted student populations (emphasis on TikTok, Instagram and potentially SnapChat)

Content Marketing

Content Marketing is a way to showcase key messages and serves as a point for engagement online. Materials include blogs, stories, and videos meant to be shared and found through search.

OBJECTIVES

- Increase incoming website traffic and new prospects
- Boost search-engine uptake
- Build and strengthen brand awareness
- Build trust and rapport with audience
- Showcase authentic student experience
- Explain our story and personality
- Support social media initiatives

TACTICS

- Post stories and website content about law school admissions process
- Optimize titles and pages for search through SEO keyword research
- Engage with audience comments and questions
- Post video content to website and social media
- Share articles and stories through social media
- Explain our story and personality
- Support social media initiatives

SUCCESS METRICS

- Increase search rankings
- Increase organic search traffic
- Have three content marketing pieces in first page of Google search results using law school keywords (in waiver states)

Digital Advertising

Digital Advertising is a way to target key audiences with specific messaging and timing. Types include Google ads, paid search and social media ads

OBJECTIVES

- Build and strengthen brand awareness
- Generate new leads
- Increase exposure and interest beyond organic search
- Drive traffic to website
- Encourage specific actions (apply, visit, explore, etc.)

TACTICS

- Advertise on Facebook, Instagram and Google
- Target ads by audience, events, key dates
- Serve attention-grabbing content, including videos, photography and unique messaging

SUCCESS METRICS

- Increase website traffic
- Increase social media engagement

Direct Mail (print)

Print Materials provide easily digestible information that showcases the Washburn Law brand. Types include postcards, note cards, “viewbooks,” admit packets, and information sheets.

OBJECTIVES

- Build and strengthen brand awareness
- Provide keepsake materials (quality admit letters, building pop-up card, sticker postcards, magnets, etc.)
- Encourage actions
- Educate audiences about Washburn Law
- Share stories and brand personality
- Show appreciation and express interest toward students

TACTICS

- Packets
- Postcards
- Swag

SUCCESS METRICS

- Assess effectiveness through focus groups and first-year student surveys

Email

Emails are one of the most direct methods of communication with prospective students and targeted campaigns allow for a variety of analytics to assess the success of messaging.

OBJECTIVES

- Serve as the main driver information to prospective students
- Assist students with admissions and application process
- Deliver key messages
- Encourage actions (visit, apply, pay seat deposit, sign up, etc.)
- Generate website traffic
- Build and strengthen brand awareness

TACTICS

- Application cycle emails (from initial point of LSAC sign up to arrival on campus for orientation)
- Operational emails (status updates, seat deposit payment)
- Targeted emails by audience
- Content marketing emails
- Event emails
- Key message emails (brand building)

SUCCESS METRICS

- Increase open rates
- Conduct A/B tests regularly
- Monitor click rates

Text Messaging

Text messaging provides a solution to quick tidbits of information.

OBJECTIVES

- Assist students with admissions and application process
- Encourage actions
- Foster one-to-one communication

TACTICS

- Deadline reminders
- LSAT testing date messages (Good luck, congrats, etc.)
- Event reminders
- Targeted messages by audience

SUCCESS METRICS

- Increase the number of prospective student records with mobile numbers attached and increase opt-in percentage

Handouts

Handouts and giveaway items provide a physical takeaway for later reference.

OBJECTIVES

- Complement interactions and presentations
- Assist with admissions and application processes
- Deliver key messages
- Build and strengthen brand awareness

TACTICS

- Distribute print and giveaway items at variety of events
- Provide “journey” items for students who visit, are admitted, attend an open house or admitted student day

SUCCESS METRICS

- Gather feedback through direct interactions
- Track items selected when given choice

Social Media

Social media is a way to provide free engagement with prospective students.

OBJECTIVES

- Engage with audiences
- Generate leads
- Share information
- Provide customer service
- Share stories and brand personality
- Increase followers
- Build and strengthen brand awareness

TACTICS

- Utilize multiple platforms (Instagram, TikTok, SnapChat, etc.)
- Encourage action
- Post engaging content
- Respond to comments and questions
- Share live events

SUCCESS METRICS

- Increase follower numbers
- Increase views

Website

The Washburn Law website will be the primary hub of information about the application process, student life, programs, and much more. The new site launching this summer will have a primary focus of recruitment.

OBJECTIVES

- Serve as primary authority for admissions and application information
- Generate leads (easy-to-access inquiry forms)
- Provide quality user experience
- Present information in an accessible and easy-to-find away
- Allow for easy navigation and task completion
- Build and strengthen brand awareness

TACTICS

- Program specifics
- Inquiry forms
- Admitted student portal
- Landing pages

SUCCESS METRICS

- Increase traffic
- Increase action conversions