

Guidelines for Planning a Law Fair

The purpose of a law fair is to provide a forum for students, alumni, and other prospective applicants to meet with law school admission representatives. In a technological age, these events present an excellent opportunity for personal interaction and conversation on the important topic of a prospective applicant's future career. Many campuses also schedule companion events on topics such as the law school admission process, mock admissions, and financial aid for law school.

Law schools welcome invitations to attend law fairs on undergraduate campuses, however limited staffing and budget constraints make it difficult for law schools to attend multiple events in different regions on the same days. LSAC has convened a Recruitment Calendar Committee, composed of pre-law advisor and law school representatives from each regional pre-law advisor organization (APLA), to consider ways in which the scheduling of law recruitment events on undergraduate campuses can be streamlined.

Our common goal is to facilitate maximum participation by law schools in campus law fairs. If you are involved in planning a law fair, consider these basic event planning guidelines:

- **Coordinate events in your region** with other undergraduate institutions in your area and with the LSAC Forum schedule, so that law school representatives can attend **one or two events each day in a multi-day sequence**. Examples of effective coordination include the MAPLA, SWAPLA, and WAPLA "caravans", as well as regional initiatives in Upstate New York, North Carolina, and Philadelphia.
- **Use the LSAC Recruitment Calendar** (<http://www.lzac.org/Choosing/recruitment-calendar.asp>) to register your campus event and to learn more about other events in your region.
- **Encourage strong attendance:** open your law fair to students, alumni, community members, and pre-law advisors and students from nearby schools. Many law schools invite prospective applicants in the LSAC database to attend law fairs listed on the LSAC Recruitment Calendar.
- **Coordinate on your own campus;** a single campus event, publicized by many offices and departments, is preferable to multiple events in different venues on the same campus.
- **Set reasonable fees.** High registration fees discourage law school participation. Set a fee that reflects your costs in hosting the event; law schools also incur significant costs for travel and lodging. Typical reasonable fees range from \$75 – \$125.
- **Assign tables randomly, after placing "popular" law schools throughout the venue including the rear,** to encourage attendees to "work the room" and learn about many law schools. Provide a seating chart.
- **Schedule informational panels or workshops before or after (not during) the law fair,** to ensure full participation in the law fair. Rotate panelists among the various law schools attending the fair.
- **Provide clear information about logistics, including :**
 - **Directions to campus:** provide driving directions to help law school representatives navigate to and from the various stops on the schedule; suggest the best airports and public transportation options if there are choices; post signage on campus road.
 - **Lodging:** list lodging options and suggest lodging venues if planning a multi-day sequence.
 - **Parking:** provide map or link with parking information; include free parking in the registration fee.

LSAC Recruitment Calendar Committee 2010

Law School Representatives: Noe Bernal (Villanova, *ex officio*); Joe Campion (Duquesne); Terence Cook (Texas Tech); Kristine Jackson (Colorado); Jennifer Kott (North Carolina); Sharon Pinkney (UC-Davis Dani Weatherford (Indiana).

APLA Representatives Gwyn Wallender (MAPLA); Heather Struck (NAPLA); Mary Alice Tetro (SAPLA); Frank Rohmer (SWAPLA); **LSAC staff:** Anne Brandt. *Not able to be present:* Frank Guliuzza (WAPLA) and Leslie Townsend (PCAPLA)