



Are the odds ever in your favor?

Abby Fitzgerald

Consultant Yellow Arrows, LLC

Carrie Taubman

Assistant Dean and Director of Admissions
Northeastern University School of Law



Northeastern University
School of Law

Welcome to the Number Games!

Your life might not hang in the balance... but your livelihood might!

 Using data effectively is essential in the modern working world.

 As pre-law advisors, how can you make the best use of the data you have available to you?

Anne GrievesPre-Law Advisor
Northeastern University

"Things get done only if the data we gather can inform and inspire those in a position to make a difference."

Mike Schmoker

Author; former school administrator, English teacher and football coach







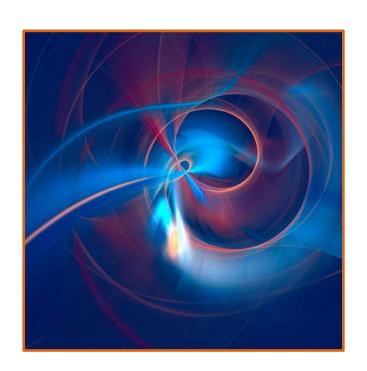


The Big Picture

Data can help you be:

- ✓ Strategic vs. tactical
 - ✓ Flexible vs. static
- ✓ Proactive vs. reactive





Intuitive decision-making

Using Data as a Creative Process

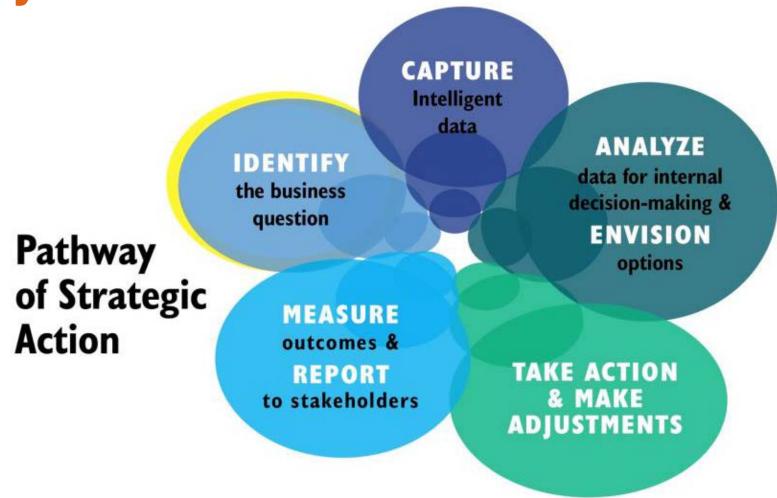
- Opportunity lies in the journey
- Data as a decision-making tool
- It's a process
 more than a product
- The goal is intuitive decision-making



Instead of this...



Try this!



Data can be used to:

- Tell a story about your pre-law students
- Influence programming
- Communicate with internal stakeholders
- Communicate with law schools



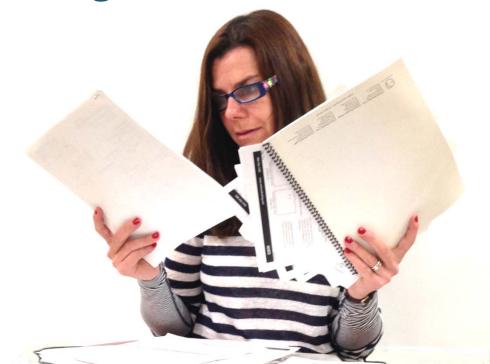
Getting Started: Two Approaches

No Ph.D. in Statistics required!

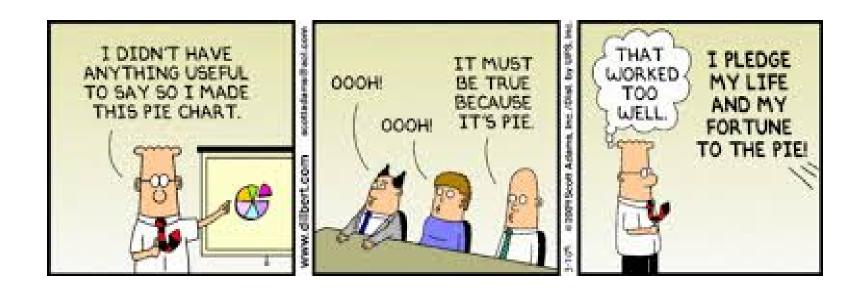
Using data you own to create an informational piece

Identifying a problem and using data to solve it or

inform the answer



Creating an Informational Piece



		Nat	ional Tren	ds			Y	our Schoo	l .	
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2011-2012 Application Cycle	67.065	20.040	05 700	45 570	4.407	222		70	- 40	
Total # of applicants	67,865 n/a	22,316 n/a	25,780 n/a	15,572 n/a	4,197 n/a	200 n/a	90 n/a	70 n/a	40 n/a	n/a
» % change from previous year Total # of applications	469,550	179,740	186,368	78,971	24,471	1,500	700	600	200	C
» % change from previous year	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Average # of applications per applicant	6.92	8.05	7.23	5.07	5.83	7.50	7.78	8.57	5.00	0.00
Total # of admittees	50,647	18,706	19,852	9,822	2,267	165	80	65	20	0.00
» % change from previous year	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total # of admissions (offers)	187,768	77,792	74,456	28,458	7,062	750	400	300	50	
» % change from previous year	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Average # of admissions per applicant	2.77	3.49	2.89	1.83	1.68	3.75	4.44	4.29	1.25	0.00
% of applicants admitted	74.6%	83.8%	77.0%	63.1%	54.0%	82.5%	88.9%	92.9%	50.0%	0.0%
Total # of matriculants/matriculations	41,391	16,017	16,334	7,341	1,699	150	75	60	15	(
» % change from previous year	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
% of applicants matriculated	61.0%	71.8%	63.4%	47.1%	40.5%	75.0%	83.3%	85.7%	37.5%	0.0%
% of admittees matriculated	81.7%	85.6%	82.3%	74.7%	74.9%	90.9%	93.8%	92.3%	75.0%	0.0%
Average LSAT of applicants	153.6	154.4	154.5	151.6	150.8	156.3	160.0	155.0	150.0	
Average GPA of applicants	3.25	3.37	3.26	3.08	3.15	3.31	3.50	3.25	3.00	
2012-2013 Application Cycle Total # of applicants	59,384	19,576	22,435	13,420	3,953	150	70	50	30	
» % change from previous year	-12.5%	-12.3%	-13.0%	-13.8%	-5.8%	-25.0%	-22.2%	-28.6%	-25.0%	0.0%
Total # of applications	385,776	144,933	154,925	64,060	21,858	1,000	500	300	200	0.0%
» % change from previous year	-17.8%	-19.4%	-16.9%	-18.9%	-10.7%	-33.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant	6.50	7.40	6.91	4.77	5.53	6.67	7.14	6.00	6.67	0.00
Total # of admittees	45,700	16,769	17,908	8,801	2,222	115	60	45	10	
» % change from previous year	-9.8%	-10.4%	-9.8%	-10.4%	-2.0%	-30.3%	-25.0%	-30.8%	-50.0%	0.0%
Total # of admissions (offers)	168,657	68,214	68,075	25,478	6,890	500	300	175	25	0
» % change from previous year	-10.2%	-12.3%	-8.6%	-10.5%	-2.4%	-33.3%	-25.0%	-41.7%	-50.0%	0.0%
Average # of admissions per applicant	2.84	3.48	3.03	1.90	1.74	2.77	3.49	2.89	1.83	1.68
% of applicants admitted	77.0%	85.7%	79.8%	65.6%	56.2%	76.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculants/matriculations	37,936	14,672	14,933	6,658	1,673	100	55	35	10	C
» % change from previous year	-8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	63.9%	74.9%	66.6%	49.6%	42.3%	66.7%	78.6%	70.0%	33.3%	0.0%
% of admittees matriculated	83.0%	87.5%	83.4%	75.7%	75.3%	87.0%	91.7%	77.8%	100.0%	0.0%
Average LSAT of applicants	153.1	153.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	
2013-2014 Application Cycle Total # of applicants	55,697	17,843	21,295	12,919	3,640	175	75	60	35	5
» % change from previous year	-6.2%		21,200							
			-5.494							
Total # of applications	266.074	-8.9%	-5.1%	-3.7%	-7.9%	16.7%	7.1%	20.0%	16.7%	0.0%
Total # of applications	355,074	127,235	145,216	62,076	20,547	1,250	600	375	270	5
» % change from previous year	-8.0%	127,235 -12.2%	145,216 -6.3%	62,076 -3.1%	20,547 -6.0%	1,250 25.0%	600 20.0%	375 25.0%	270 35.0%	0.0%
» % change from previous year Average # of applications per applicant	-8.0% 6.38	127,235 -12.2% 7.13	145,216 -6.3% 6.82	62,076 -3.1% 4.81	20,547 -6.0% 5.64	1,250	20.0% 8.00	375 25.0% 6.25	270 35.0% 7.71	0.0%
» % change from previous year	-8.0%	127,235 -12.2%	145,216 -6.3%	62,076 -3.1%	20,547 -6.0%	1,250 25.0% 7.14	600 20.0%	375 25.0%	270 35.0%	0.0%
% change from previous year Average # of applications per applicant Total # of admittees	-8.0% 6.38 43,455	127,235 -12.2% 7.13 15,424	145,216 -6.3% 6.82 17,095	62,076 -3.1% 4.81 8,779	20,547 -6.0% 5.64 2,157	1,250 25.0% 7.14 125	20.0% 8.00 65	375 25.0% 6.25 45	270 35.0% 7.71 10	0.0%
» % change from previous year Average # of applications per applicant Total # of admittees » % change from previous year	-8.0% 6.38 43,455 -4.9%	127,235 -12.2% 7.13 15,424 -8.0%	145,216 -6.3% 6.82 17,095 -4.5%	62,076 -3.1% 4.81 8,779 -0.2%	20,547 -6.0% 5.64 2,157 -2.9%	1,250 25.0% 7.14 125 8.7%	20.0% 8.00 65 8.3%	375 25.0% 6.25 45 0.0%	270 35.0% 7.71 10 0.0%	0.0%
% change from previous year Average # of applications per applicant Total # of admittees % change from previous year Total # of admissions (offers)	-8.0% 6.38 43,455 -4.9% 155,601	127,235 -12.2% 7.13 15,424 -8.0% 60,935	145,216 -6.3% 6.82 17,095 -4.5% 63,150	62,076 -3.1% 4.81 8,779 -0.2% 24,903	20,547 -6.0% 5.64 2,157 -2.9% 6,613	1,250 25.0% 7.14 125 8.7% 500	600 20.0% 8.00 65 8.3% 200	375 25.0% 6.25 45 0.0% 250	270 35.0% 7.71 10 0.0% 45	0.0%
» % change from previous year Average # of applications per applicant Total # of admittose » % change from previous year Total # of admissions (offers) » % change from previous year Average # of admissions per applicant % of applicants admitted	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0%	127,235 -12.2% 7.13 15,424 -8.0% 60,935 -10.7% 3.42 86.4%	145,216 -6.3% 6.82 17,095 -4.5% 63,150 -7.2% 2.97 80.3%	62,076 -3.1% 4.81 8,779 -0.2% 24,903 -2.3% 1.93 68.0%	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3%	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4%	600 20.0% 8.00 65 8.3% 200 -33.3% 2.67 86.7%	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0%	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6%	0.0%
» % change from previous year Average # 0 applications per applicant Total # of admittees - % change from previous year Total # of admissions (offers) - % change from previous year Average # of admissions per applicant % of applicants admitted Total # of matriculants/matriculations	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0% 36,705	127,235 -12.2% 7.13 15,424 -8.0% 60,935 -10.7% 3.42 86.4% 13,757	145,216 -6.3% 6.82 17,095 -4.5% 63,150 -7.2% 2.97 80.3%	62,076 -3.1% 4.81 8,779 -0.2% 24,903 -2.3% 1.93 68.0% 6,801	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1,677	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4%	600 20.0% 8.00 65 8.3% 200 -33.3% 2.67 86.7%	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0%	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6%	0.0% 1.00 0.0% 0.0% 1.00
» % change from previous year Average # of applications per applicant Total # of admittose » % change from previous year Total # of admissions (offers) » % change from previous year Average # of admissions per applicant % of applicants admitted Total # of matriculants/matriculations » % change from previous year	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2%	127,235 -12.2% 7.13 15,424 -8.0% 60,935 -10.7% 3.42 86.4% 13,757 -6.2%	145,216 -6.3% 6.82 17,095 -4.5% 63,150 -7.2% 2.97 80.3% 14,470 -3.1%	62,076 -3.1% 4.81 8,779 -0.2% 24,903 -2.3% 1.93 68.0% 6,801 2.1%	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1,677 0.2%	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 99 -1.0%	600 20.0% 8.00 65 8.3% 200 -33.3% 2.67 86.7% 50	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0% 40 14.3%	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5	0.0% 1.00 0.0% 0.0% 1.00 100.0%
» % change from previous year Average # G applications per applicant Total # of admittees » % change from previous year Total # of admissions (offers) » % change from previous year Average # of admissions per applicant % of applicants admitted Total # of matriculants/matriculations » % change from previous year % of applicants matriculated	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2% 65.9%	127,235 -12.2% 7.13 15,424 -8.0% 60,935 -10.7% 3.42 86.4% 13,757 -6.2% 77.1%	145,216 -6.3% 6.82 17,095 -4.5% 63,150 -7.2% 2.97 80.3% 14,470 -3.1% 68.0%	62,076 -3.1% 4.81 8,779 -0.2% 24,903 -2.3% 1.93 68.0% 6,801 2.1% 52.6%	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1,677 0.2% 46.1%	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 99 -1.0% 56.6%	600 20.0% 8.00 65 8.3% 200 -33.3% 2.67 86.7% 50 -9.1% 66.7%	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0% 40 14.3% 66.7%	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 -50.0% 14.3%	0.0% 1.00 0.0% 0.0% 1.00 100.0%
» % change from previous year Average # of applications per applicant Total # of admittose » % change from previous year Total # of admissions (offers) » % change from previous year Average # of admissions per applicant % of applicants admitted Total # of matriculants/matriculations » % change from previous year % of applicants matriculated % of admittose matriculated	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2% 65.9% 84.5%	127,235 -12.2% 7.13 15,424 -8.0% 60,935 -10.7% 3.42 86.4% 13,757 -6.2% 77.1% 89.2%	145,216 -6.3% 6.82 17,095 -4.5% 63,150 -7.2% 2.97 80.3% 14,470 -3.1% 68.0% 84.6%	62,076 -3.1% 4.81 8,779 -0.2% 24,903 -2.3% 1.93 68.0% 6,801 2.1% 52.6% 77.5%	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1,677 0.2% 46.1% 77.7%	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 99 -1.0% 56.6% 79.2%	600 20.0% 8.00 65 8.3% 200 -33.3% 2.67 86.7% 50 -9.1% 66.7% 76.9%	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0% 40 14.3% 66.7% 88.9%	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 -50.0% 14.3% 50.0%	5.00% 1.00 5.00% 5.00% 1.00 100.0% 4.00% 80.0% 80.0%
» % change from previous year Average 8 of applications per applicant Total 8 of admittees » % change from previous year Total 8 of admissions (offers) » % change from previous year Average 8 of admissions per applicant % of applicants admitted Total 8 of matriculants/marticulations » % change from previous year % of applicants matriculated % of admittees matriculated % of admittees matriculated	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2% 65.9% 84,5%	127,235 -12.2% 7.13 15,424 -8.0% 60,935 -10.7% 3.42 86.4% 13,757 -6.2% 89.2% 153.6	145,216 -6.3% 6.82 17,095 -4.5% 63,150 -7.2% 2.97 80.3% 14,470 -3.1% 68.0% 84.6%	62,076 -3.1% 4.81 8,779 -0.2% 24,903 -2.3% 1.93 68.0% 6,801 2.1% 52.6% 77.5%	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1,677 0.2% 46.1% 77.7%	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 99 -1.0% 56.6% 79.2%	600 20.0% 8.00 65 8.3% 200 -33.3% 2.67 86.7% 50 -9.1% 66.7% 76.9%	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0% 40 14.3% 66.7% 88.9%	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 -50.0% 14.3% 50.0%	0.0% 5 0.0% 1.00 5 0.0% 1.00 100.0% 4 0.0% 80.0% 80.0%
» % change from previous year Average # of applicants Total # of admittees » % change from previous year Total # of admissions (offers) » % change from previous year Nerage # of admissions per applicant % of applicants admitted Total # of matriculants/matriculations » % change from previous year % of applicants matriculated % of admittees matriculated Average # Of a Applicants Average GPA of applicants	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2% 65.9% 84.5%	127,235 -12.2% 7.13 15,424 -8.0% 60,935 -10.7% 3.42 86.4% 13,757 -6.2% 77.1% 89.2%	145,216 -6.3% 6.82 17,095 -4.5% 63,150 -7.2% 2.97 80.3% 14,470 -3.1% 68.0% 84.6%	62,076 -3.1% 4.81 8,779 -0.2% 24,903 -2.3% 1.93 68.0% 6,801 2.1% 52.6% 77.5%	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1,677 0.2% 46.1% 77.7%	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 99 -1.0% 56.6% 79.2%	600 20.0% 8.00 65 8.3% 200 -33.3% 2.67 86.7% 50 -9.1% 66.7% 76.9%	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0% 40 14.3% 66.7% 88.9%	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 -50.0% 14.3% 50.0%	5.00% 1.00 5.00% 5.00% 1.00 100.0% 4.00% 80.0% 80.0%
» % change from previous year Average # 0 applications per applicant Total # of admittees » % change from previous year Total # of admissions (offers) » % change from previous year Average # 0 admissions per applicant % of applicant admitted Total # of matriculations » % change from previous year % of applicants matriculated % of admittees matriculated % of admittees matriculated Average LSAT of applicants Average GPA of applicants Average GPA Tevrage	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2% 65.9% 84.5% 153.2 3.26	127,235 -12.2% 7.13 15,424 -8.0% 60,935 -10.7% 3.42 86.4% 77.1% 89.2% 153.6 3.38	145,216 -6.3% -6.82 17,095 -4.5% -63,150 -7.2% 2.97 80.3% -68.0% 84.6% 154.1 3.27	62,076 -3,1% 4,81 8,779 -0,2% 24,903 -2,3% 1,93 68,0% 52,6% 77,5% 151,3 3,09	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1.677 0.2% 46.1% 77.7%	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 56.6% 79.2% 151.6	600 20.0% 8.00 65 8.3% 200 -33.3% 2.67 86.7% 50 -9.1% 66.7% 76.9%	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0% 66.7% 88.9% 159.0 3.50	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 -50.0% 14.3% 50.0%	0.0% 1.00 5 0.0% 1.00 100.0% 4 0.0% 80.0% 80.0% 161.0 3.65
» % change from previous year Average # of applications per applicant Total # of admittees » % change from previous year Total # of admissions (offers) » % change from previous year Noverage # of admissions per applicant % of applicants admitted Total # of matriculations » % change from previous year % of applicant matriculated % of admittees matriculated % of admittees matriculated Average LSAT of applicants Average GPA of applicants Tincs-Cycle Average Total # of applicants	-8.0% 6.38 43,455 -4.9% 155,601 1-7.7% 2.79 78.0% 36,705 -3.2% 65.9% 84.5% 153.2 3.26	127,235 -12.2% 7.13 15,424 -8.0% 60,935 -10.7% 3.42 86.4% 13,757 -6.2% 77.1% 89.2% 153.6 3.38	145,216 -6.3% -6.82 -17,095 -4.5% -63,150 -7.2% -80.3% -14,470 -3.1% -68.0% -84.6% -154.1 -3.27	62,076 -3.1% -4.81 8,779 -0.2% 24,903 -2.3% -1.93 68.0% -6.801 2.1% 52.6% 77.5% 151.3 3.09	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1.677 0.2% 46.1% 77.7% 151.4 3.17	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 56.6% 79.2% 151.6 3.32	600 20.0% 8.00 655 8.3% 200 -3.3% 50 -9.1% 66.7% 76.9% 156.0 3.50	375 25.0% 6.25 45 0.0% 2.50 41.97 75.0% 40 14.3% 66.7% 88.9%	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 -50.0% 14.3% 50.0% 151.0 3.10	0.0% 1.00 5 0.0% 1.00 100.0% 4 0.0% 80.0% 80.0% 161.0
s % change from previous year Average 8 of applications per applicant Total 8 of admittees s % change from previous year Total 8 of admitsels of the second	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2% 65.9% 153.2 3.26	127,235 -12.2% 7.13 15,424 -8.0% 60,935 -10.7% 36.4% 13,757 -6.2% 77.1% 89.2% 153.6 3.38	145,216 -6.3% -6.82 17,095 -4.5% -63,150 -7.2% 2.97 2.3% 14,470 -3.1% 84.6% 84.6% 154.1 3.27	62,076 -3.1% -4.81 8,779 -0.2% 24,903 -2.3% -6,801 2.1% 52.6% 151.3 3.09	20,547 -6,0% 564 2,157 -2,9% 6,613 -4,0% 1,872 0,2% 46,1% 151,4 3,17	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 99 -1.0% 56.6% 151.6 3.32	600 20.0% 8.00 65 8.3% 200 -33.3% 2.67 86.7% 66.7% 156.0 3.50	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0% 66.7% 88.9% 159.0 3.50	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 -50.0% 14.3% 151.0 3.10	0.0% 1.00 0.0% 1.00 100.0% 4 0.0% 80.0% 80.0% 80.0%
» % change from previous year Average # of application per applicant. Total # of admittees » % change from previous year Total # of admissions (offers) » % change from previous year Nortal # of admissions per applicant % of applicants admitted Total # of matriculants/matriculations » % change from previous year % of applicants matriculated % of admittees matriculated % of admittees matriculated Average LSAT of applicants Tinree-Gycle Average Total # of applicants	-8.0% 6.38 43.455 -4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2% 84.5% 153.2 3.26 60,982 403,467 6.62	127,235 -12,2% 7,13 15,424 -8,0% 60,935 -10,7% 3,42 86,4% 13,757 -6,2% 77.1% 89,2% 153,6 3,38 19,912 150,636 7,57	145,216 -6.3% 17,095 -4.5% 63,150 -7.2% 2.97 80.3% 14,470 68.0% 84.6% 154.1 3.27 23,170 162,170 7.00	62,076 -3.1% 4.81 8,779 -0.2% 24,903 -2.3% 1.93 68,0% 6,801 2.1% 52.6% 77.5% 151.3 3.090 13,970 68,369 4.89	20,547 -6.0% 5.0% 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1.677 0.2% 46.1% 77.7% 151.4 3,17 3,930 22,292 5.67	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 55.6% 79.2% 151.6 3.32 175 1,250 7.14	600 20.0% 8.000 65 8.3% 200 -33.3% 50 -50 -9.1% 66.7% 76.9% 156.0 3.50 78 600 7.66	375 25.0% 6.25 45 0.0% 250 44.17 75.0% 40 14.3% 66.7% 88.9% 159.0 3.50 60 42.5	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 50.0% 14.3% 50.0% 151.0 3.10 35 223 6.38	0.0% 1.00 0.0% 1.00 100.0% 80.0% 80.0% 80.0%
» % change from previous year Average 8 of applications per applicant. Total 8 of admittees » % change from previous year Total 8 of admitsels » % change from previous year Average 8 of admissions (offers) » % change from previous year Average 8 of admissions per applicant % of applicants admitted Total 8 of matriculants/matriculations » % change from previous year % of applicants matriculated % of admittees matriculated Average LSA Tot fapplicants Three-Cycle Average Total 8 of applications Average 3 of applications Average 3 of applications per applicant.	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2% 55.9% 84.5% 153.2 403,467 6.62 46,601	127,235 -12.2% -12.2% -15,424 -8.0% 60,935 -10.7% -9.2% 13,757 -6.2% 89.2% 153.6 3.38 19,912 150,636 7.57 16,966	145,216 -6.3% 6.82 17,095 -4.5% 63,150 -7.2% 80.3% 14,470 -8.0% 84.6% 154.1 3.27 23,170 162,170 7.00	62,076 -3.1% -4.81 8,779 -0.2% 24,903 -2.3% 1.93 68.0% -6,801 25.6% 77.5% 151.3 3.09 13,970 68,369 4.89 9,134	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1.677 0.1% 77.7% 151.4 3.17 3,930 22,292 5,667 2,215	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 55.6% 79.2% 151.6 3.32 175 1,250 7.14 135	600 20.0% 8.000 65 8.3% 2000 -33.3% 2.67 86.7% 50 -9.1% 66.7% 76.9% 76.90 78.60 78.60 60.766	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0% 66.7% 88.9% 159.0 3.50 60 425 7.08	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 -50.0% 14.3% 50.0% 151.0 3.10 35 223 6.38 13	0.0% 1.00 0.0% 1.00 100.0% 80.0% 80.0% 161.0 3.65
» % change from previous year Average # of application per applicant. Total # of admittees = 10 total # of admittees = 10 total # of admittees = 10 total # of admissions (offers) = % change from previous year % of applicants admitted. Total # of matriculants/matriculations = % change from previous year % of applicants matriculated % of admittees matriculated % of admittees matriculated % of admittees matriculated. Average GPA of applicants Average GPA of applicants Total # of admittees. Total # of applicants Total # of applications per applicant. Total # of admittees.	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 78.0% 36,705 -3.2% 65.9% 84.5% 153.2 403,467 6.62 403,467 6.62	127,235 -12,2% 7,13 15,424 -8,0% 60,935 -10,7% 3,42 86,4% 13,757 -6,2% 77,1% 89,2% 150,636 7,57 150,636 7,57 68,980	145,216 -6,3% 6.822 17,095 -4,5% 63,150 7,2% 2.97 80,3% 14,470 -3.1% 68,0% 84,6% 154,1 3,27 23,170 162,170 7,00 162,660 68,560	62,076 -3.1% -4.81 8,779 -0.2% -24,903 -2.3% -1.93 -6.801 -2.1% -52.6% -77.5% -151.3 -3.09 -13,970 -68,369 -4,89 -4,89 -4,89 -4,89 -4,89 -4,89 -4,89	20,547 -6,0% 5,64 2,157 -2,9% 6,613 -4,0% 1,82 59,3% 46,1% 77,7% 3,930 22,292 5,67 2,215 6,855	1,250 25.0% 7.144 125 8.7% 500 0.0% 2.86 71.4% 99 -1.0% 55.6% 79.2% 151.6 3.32	600 20.0% 8.000 65 8.3% 200 -33.3% 500 -9.1% 66.7% 76.9% 156.0 3.50 78 600 7.66 68	375 25.0% 6.25 45 0.0% 250 42.9% 4.17 75.0% 66.7% 88.9% 3.50 60 425 7.08	270 35.0% 7.71 10 0.0% 4.29 28.6% 5.50% 14.3% 50.0% 151.0 351 223 6.38	0.0% 1.00 0.0% 1.00 100.0% 80.0% 80.0% 161.0 3.65
» % change from previous year Average 8 of applications per applicant Total 8 of admittees » % change from previous year Total 8 of admittees » % change from previous year Total 8 of admissions (offers) » % change from previous year Average 8 of admissions per applicant % of applicants instriculations » % change from previous year % of applicants matriculated % of admittees matriculated % of admittees matriculated Average LSAT of applicants Three-Cycle Average Total 8 of applications Average 3 of applications Total 8 of applications Total 8 of applications Total 8 of applications Total 8 of admittees	-8.0% 6.38 43,455 -4.9% 155,601 -7.7% 2.79 78.0% 53,705 -3.2% 65.9% 153,2 3,26 60,982 403,467 6.62 403,467 170,67 2.80	127,235 -12,2% 7,13 15,424 -8,0% 60,935 -10,7% 3,42 86,4% 89,2% 153,6 3,38 19,912 150,636 68,980 3,48	145,216 -6.3% -6.82 17,095 -4.5% -63,150 2.97 80.3% 14,470 -3.1% 84.6% 154.1 3.27 23,170 162,170 18,285 68,596	62,076 -3.1% -4.81 8,779 -0.2% -24,903 1,93 68,0% 6,801 2.1% 52,1% 57,5% 151,3 3.09 13,970 68,369 4,89 9,134 26,280	20,547 -6.0% 5.64 2,157 -2.9% 6,613 -4.0% 1.82 59.3% 1.677 0.2% 46.1% 77.7% 151.4 3.17 3,930 22,292 5.67 2,215 6,855 1.74	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 71.4% 99 -1.0% 55.6% 79.2% 151.6 3.32 175 1,250 7.14	600 20.0% 8.000 -33.3% 2.67 86.7% 50 -9.1% 66.7% 76.9% 156.0 3.50 78 600 7.66 63 300 3.83	375 25.0% 6.255 45 0.0% 250 42.9% 4.17 75.0% 88.9% 159.0 3.50 60 70.08 52 242 4.03	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5.00% 151.0 3.10 3.10 3.10 3.3 6.38 13 40 1.14	0.0% 1.00 0.0% 1.00 100.0% 80.0% 80.0% 161.0 3.65
» % change from previous year Average 8 of applications per applicant. Total # of admittees - % change from previous year Total # of admissions (offers) - % change from previous year Total # of admissions per applicant % of applicants admitted Total # of matriculants/matriculations - % change from previous year % of applicants matriculated % of admittees matriculated % of admittees matriculated Average GPA of applicants Total # of applications Total # of applications Total # of applications per applicant Total # of admittees Total # of admissions (offers) Average # of admissions per applicant % of applicants admitted	-8.0% 6.38 43,455 4.9% 155,601 7.77% 2.79 78.0% 65.9% 84.5% 153.2 3.26 60,982 403,467 6.622 45,601 170,675 6.620 46,601	127,235 -12,2% 7,13 15,424 -8,0% 60,935 -10,7% 3,42 96,4% 13,757 -6,2% 77,1% 89,2% 153,63 19,912 150,636 7,577 16,966 68,980 3,46 85,2%	145,216 -6.3% -6.82 17,095 -4.5% -63,150 -7.2% -2.97 80.3% 14,470 -3.1% -68.0% 84.6% 154.1 3.27 23,170 162,170 7.00 18,285 -68,560 2.96 67.8.9%	62,076 -3.1% -4.81 -8,779 -0.2% -24,903 -2.3% -1.93 -68,081 -2.1% -52,6% -77.5% -151.3 -3.09 -13,970 -68,369 -4.89 -9,134 -26,280 -154,4% -154,4%	20,547 -6.0% 5.64 2,157 -2.9% 6.613 -4.0% 1.677 0.2% 46.1% 151.4 3.17 3,930 22,292 5.677 2,215 6,855 1,744 56.4%	1,250 25.0% 7.14 125 8.7% 2.86 71.4% 99 -1.0% 55.6% 79.2% 151.6 3.32 175 1,250 7.14 135 583 3.33	600 20.0% 8.00 65 8.3% 200 -33.3% 50 -9.1% 66.7% 76.9% 156.0 3.50 78 60.0 7.66 63 3.00 3.83 3.00 3.83 3.83 3.83 3.83 3.8	375 25.0% 6.255 45 0.0% 42.9% 4.17 75.0% 66.7% 88.9% 159.0 3.50 60 425 7.08 86.1%	270 35.0% 7.71 10 0.0% 45 80.0% 5 5.00% 14.3% 50.0% 151.0 3.10 35 223 6.38 13 40 1.14	0.0% 1.00 0.0% 1.00 100.0% 80.0% 80.0% 161.0 3.65
» % change from previous year Average # of applications per applicant. Total # of admittoes. » % change from previous year Total # of admitsolons (offers). » % change from previous year Average # of admissions per applicant. % of applicants admitted. Total # of matriculants/imatriculations. » % change from previous year % of applicants matriculated. % of admittees matriculated. % of admittees matriculated. Average LSAT of applicants Three-Cycle Average. Total # of applications. Average GPA of applications. Average # of applications per applicant. Total # of admittees. Total # of admissions per applicant. You applicants admitted. Total # of admissions per applicant. You applicants admitted. Total # of admissions per applicant. You applicants admitted. Total # of matriculants/matriculations.	8.0% 6.38 43,455 4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2% 65.9% 84.5% 153.2 403,467 6.62 403,467 170,675 2.80 76.4%	127,235 -12,2% 7,13 15,424 -8,0% 60,935 -10,7% 3,42 86,4% 13,757 -6,2% 153,6 153,6 153,6 150,636 7,57 16,966 68,980 3,46 85,2% 14,815	145,216 -6.3% -6.82 -17,095 -4.5% -6.3,150 -7.2% -2.97 -80.3% -6.150 -7.2% -5.1% -6.	62,076 -3.1% -4.81 -8,779 -0.2% -24,903 -2.3% -1.93 -6.801 -2.16% -77.5% -151.3 -3.09 -68,369 -4.89 -9.134 -26,280 -1.88 -6.489 -1.88 -6.489 -1.88 -6.489 -1.88 -6.933	20,547 -6.0% 5.64 2,157 -2.9% -6.613 -4.0% 1.82 59.3% -46.1% 77.7% 151.4 3,17 3,930 22,292 5.67 2,215 6,855 1,74 56.4%	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.96 71.4% 79.2% 151.6 3.32 175 1,250 7.14 135 583 3.33 77.1%	600 20.0% 8.00 65 8.3% 200 -33.3% 50 -9.1% 66.7% 76.9% 156.0 3.50 7.86 600 7.66 68.3 800 3.83 87.2%	375 25.0% 6.255 4.5 0.0% 42.9% 4.17 75.0% 88.9% 159.0 3.50 60.7 4.25 7.08 5.2 4.03 8.9% 4.03 8.9% 4.03 8.9% 4.03	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 -50.0% 151.0 3.10 35 223 6.38 13 40 1.14 38.1%	0.0% 1.00 5 0.0% 1.00 100.0% 80.0% 80.0% 161.0 3.65 1.00 1.00 1.00 1.00
s % change from previous year Average 8 of applications per applicant Total 8 of admittee , % change from previous year Total 8 of admittee , % change from previous year Total 8 of admissions (offers) s % change from previous year Yotal 8 of matriculants/matriculations s % change from previous year of applicants matriculated % of admittees matriculated % of admittees matriculated Average LSA Tot applicants Average GPA of applicants Total 8 of applicants Total 8 of applicants Total 8 of admittees Total 8 of admissions (offers) Average 8 of admissions per applicant Total 8 of admissions per applicant Total 8 of admissions per admittee Total 8 of admissions per admittee Total 8 of admissions per admittee Total 8 of admissions matriculated Very Average Ver	6.0% 43,455 4,9% 155,601 7.7% 36,705 32,79 78,0% 84,5% 153,22 403,467 6.62 45,601 170,675 2.80 76,4% 38,677 63,4%	127,235 -12,2% 7,13 15,424 -8,0% 60,935 -10,7% 3,42 86,4% 77,1% 89,2% 153,636 7,57 16,966 68,980 3,48 85,2% 14,815 74,4%	145.216 -6.3% -6.822 17,095 -4.5% -63,150 -7.2% -2.97 -80.3% -14,470 -3.11% -68.0% -84.6% -154.1 -3.27 -23,170 -162,170 -7.00 -18.285 -68,560 -2.96 -78.9% -15.246 -65.8%	62,076 -3.1% 4.81 8,779 -0.29% -24,903 -2.3% 1.93 68.0% 6,801 2.1% 52.6% 77.5% 3.09 13,970 68,369 4.89 9,134 26,280 6,980 4,99 9,134 46,980 4,96%	20,547 -6.0% 5,64 2,157 -2.9% 6,613 -4,0% 1,82 59.3% 46.1% 77.7% 45.14 3,17 3,930 22,292 5,67 2,215 6,855 1,74 56,4% 1,685	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.86 671.4% 56.6% 79.2% 151.6 3.32 175 1,250 7.14 136 68.83 3.33 77.1%	600 20.0% 8.00 65 8.3% 200 -33.3% 50 2.67 86.7% 66.7% 76.9% 78.9% 600 7.66 68 30.0 3.83 38.7.2%	375 25.0% 6.255 45 0.0% 42.9% 4.17 75.0% 66.7% 88.9% 159.0 3.50 425 7.08 52 2.42 4.03 86.1%	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5-50.0% 14.3% 50.00 35 223 6.38 13 40 1.14 38.1%	0.0% 1.00 1.00 1.00 1.00 1.00 1.00 1.00
s % change from previous year Average 8 of applications per applicant Total 8 of admittees s % change from previous year Total 8 of admittees s % change from previous year Total 8 of admissions (offers) s % change from previous year Average 8 of admissions per applicant % of applicants admitted Total 8 of matriculants/matriculations s % change from previous year % of applicants matriculated % of admittees matriculated % of admittees matriculated Average LSAT of applicants Trace-Cycle Average Total 8 of applicants Total 8 of applications Average 8 of applications per applicant Total 8 of admittees Total 8 of admissions per applicant % of applicants admittee Total 8 of admissions per applicant % of applicants admitted Total 8 of admissions per applicant % of applicants admitted Total 8 of admissions admitted	8.0% 6.38 43,455 4.9% 155,601 -7.7% 2.79 78.0% 36,705 -3.2% 65.9% 84.5% 153.2 403,467 6.62 403,467 170,675 2.80 76.4%	127,235 -12,2% 7,13 15,424 -8,0% 60,935 -10,7% 3,42 86,4% 13,757 -6,2% 153,6 153,6 153,6 150,636 7,57 16,966 68,980 3,46 85,2% 14,815	145,216 -6.3% -6.82 -17,095 -4.5% -6.3,150 -7.2% -2.97 -80.3% -6.150 -7.2% -5.1% -6.	62,076 -3.1% -4.81 -8,779 -0.2% -24,903 -2.3% -1.93 -6.801 -2.16% -77.5% -151.3 -3.09 -68,369 -4.89 -9.134 -26,280 -1.88 -6.489 -1.88 -6.489 -1.88 -6.489 -1.88 -6.933	20,547 -6.0% 5.64 2,157 -2.9% -6.613 -4.0% 1.82 59.3% -46.1% 77.7% 151.4 3,17 3,930 22,292 5.67 2,215 6,855 1,74 56.4%	1,250 25.0% 7.14 125 8.7% 500 0.0% 2.96 71.4% 79.2% 151.6 3.32 175 1,250 7.14 135 583 3.33 77.1%	600 20.0% 8.00 65 8.3% 200 -33.3% 50 -9.1% 66.7% 76.9% 156.0 3.50 7.86 600 7.66 68.3 800 3.83 87.2%	375 25.0% 6.255 4.5 0.0% 42.9% 4.17 75.0% 88.9% 159.0 3.50 60.7 4.25 7.08 5.2 4.03 8.9% 4.03 8.9% 4.03 8.9% 4.03	270 35.0% 7.71 10 0.0% 45 80.0% 1.29 28.6% 5 -50.0% 151.0 3.10 35 223 6.38 13 40 1.14 38.1%	0.0% 1.00 5 0.0% 5 0.0% 1.00 100.0% 80.0% 80.0%



		Nat	ional Tren	ds			Y	our Schoo	ı	
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2013-2014 Application Cycle										
Total # of applicants	55,697	17,843	21,295	12,919	3,640	175	75	60	35	5
» % change from previous year	-6.2%	-8.9%	-5.1%	-3.7%	-7.9%	16.7%	7.1%	20.0%	16.7%	0.0%
Total # of applications	355,074	127,235	145,216	62,076	20,547	1,250	600	375	270	5
» % change from previous year	-8.0%	-12.2%	-6.3%	-3.1%	-6.0%	25.0%	20.0%	25.0%	35.0%	0.0%
Average # of applications per applicant	6.38	7.13	6.82	4.81	5.64	7.14	8.00	6.25	7.71	1.00
Total # of admittees	43,455	15,424	17,095	8,779	2,157	125	65	45	10	5
» % change from previous year	-4.9%	-8.0%	-4.5%	-0.2%	-2.9%	8.7%	8.3%	0.0%	0.0%	0.0%
Total # of admissions (offers)	155,601	60,935	63,150	24,903	6,613	500	200	250	45	5
» % change from previous year	-7.7%	-10.7%	-7.2%	-2.3%	-4.0%	0.0%	-33.3%	42.9%	80.0%	0.0%
Average # of admissions per applicant	2.79	3.42	2.97	1.93	1.82	2.86	2.67	4.17	1.29	1.00
% of applicants admitted	78.0%	86.4%	80.3%	68.0%	59.3%	71.4%	86.7%	75.0%	28.6%	100.0%
Total # of matriculants/matriculations	36,705	13,757	14,470	6,801	1,677	99	50	40	5	4
» % change from previous year	-3.2%	-6.2%	-3.1%	2.1%	0.2%	-1.0%	-9.1%	14.3%	-50.0%	0.0%
% of applicants matriculated	65.9%	77.1%	68.0%	52.6%	46.1%	56.6%	66.7%	66.7%	14.3%	80.0%
% of admittees matriculated	84.5%	89.2%	84.6%	77.5%	77.7%	79.2%	76.9%	88.9%	50.0%	80.0%
Average LSAT of applicants	153.2	153.6	154.1	151.3	151.4	151.6	156.0	159.0	151.0	161.0
Average GPA of applicants	3.26	3.38	3.27	3.09	3.17	3.32	3.50	3.50	3.10	3.65
Three-Cycle Average										
Total # of applicants	60,982	19,912	23,170	13,970	3,930	175	78	60	35	2
Total # of applications	403,467	150,636	162,170	68,369	22,292	1,250	600	425	223	2
Average # of applications per applicant	6.62	7.57	7.00	4.89	5.67	7.14	7.66	7.08	6.38	1.00
Total # of admittees	46,601	16,966	18,285	9,134	2,215	135	68	52	13	2
Total # of admissions (offers)	170,675	68,980	68,560	26,280	6,855	583	300	242	40	2
Average # of admissions per applicant	2.80	3.46	2.96	1.88	1.74	3.33	3.83	4.03	1.14	1.00
% of applicants admitted	76.4%	85.2%	78.9%	65.4%	56.4%	77.1%	87.2%	86.1%	38.1%	100.0%
Total # of matriculants/matriculations	38,677	14,815	15,246	6,933	1,683	116	60	45	10	1
% of applicants matriculated	63.4%	74.4%	65.8%	49.6%	42.8%	66.5%	76.6%	75.0%	28.6%	80.0%
% of admittees matriculated	83.0%	87.3%	83.4%	75.9%	76.0%	86.2%	87.8%	87.1%	75.0%	80.0%
Average LSAT of applicants*	153.3	154.0	154.2	151.4	150.8	154.1	158.1	155.5	150.0	161.0
Average GPA of applicants*	3.26	3.37	3.27	3.08	3.17	3.33	3.51	3.39	2.99	3.65

Building a Basic Data TemplateA Five-Step DIY Process

Step 1: Identify the central question

Step 2: Determine your fields

Step 3: Build your model (structure and formulas)

Step 4: Gather historical data and enter it in the template

Step 5: Enter formulas

Step 1: Identify the central question

How can we take data we have and put it into a useful view?

Considerations:

- What do we want to know?
- What are the institutional goals?
- How do we make comparisons?

Step 2: Determine your fields

- What data do you have access to?
- What institutional data should you include?
- What national or other data should you include?



Step 3: Build your model (structure and formulas)

- Build the template's structure in Microsoft Excel
- Label all your columns and rows
- Identify where you need to manually enter data vs.
 where to insert formulas: color coding helps!

		Nat	ional Tren	ds			Y	our Schoo	l	
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2012-2013 Application Cycle										
Total # of applicants	59,384	19,576	22,435	13,420	3,953	150	70	50	30	0
» % change from previous year	-12.5%	-12.3%	-13.0%	-13.8%	-5.8%	-25.0%	-22.2%	-28.6%	-25.0%	0.0%
Total # of applications	385,776	144,933	154,925	64,060	21,858	1,000	500	300	200	0
» % change from previous year	-17.8%	-19.4%	-16.9%	-18.9%	-10.7%	-33.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant	6.50	7.40	6.91	4.77	5.53	6.67	7.14	6.00	6.67	0.00
Total # of admittees	45,700	16,769	17,908	8,801	2,222	115	60	45	10	0
» % change from previous year	-9 .8%	-10.4%	-9.8%	-10.4%	-2.0%	-30.3%	-25.0%	-30.8%	-50.0%	0.0%
Total # of admissions (offers)	168,657	68,214	68,075	25,478	6,890	500	300	175	25	0
» % change from previous year	-10.2%	-12.3%	-8.6%	-10.5%	-2.4%	-33.3%	-25.0%	-41.7%	-50.0%	0.0%
Average # of admissions per applicant	2.84	3.48	3.03	1.90	1.74	2.77	3.49	2.89	1.83	1.68
% of applicants admitted	77.0%	85.7%	79.8%	65.6%	56.2%	76.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculants/matriculations	37,936	14,672	14,933	6,658	1,673	100	55	35	10	0
» % change from previous year	-8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	63.9%	74.9%	66.6%	49.6%	42.3%	66.7%	78.6%	70.0%	33.3%	0.0%
% of admittees matriculated	83.0%	87.5%	83.4%	75.7%	75.3%	87.0%	91.7%	77.8%	100.0%	0.0%
Average LSAT of applicants	153.1	153.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	

yellow = manual entry

		Nat	ional Tren	ds			Υ	our Schoo	I	
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2012-2013 Application Cycle										
Total # of applicants	59,384	19,576	22,435	13,420	3,953	150	70	50	30	0
» % change from previous year	-12.5%	-12.3%	-13.0%	-13.8%	-5.8%	-25.0%	-22.2%	-28.6%	-25.0%	0.0%
Total # of applications	385,776	144,933	154,925	64,060	21,858	1,000	500	300	200	0
» % change from previous year	-17.8%	-19.4%	-16.9%	-18.9%	-10.7%	-33.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant	6.50	7.40	6.91	4.77	5.53	6.67	7.14	6.00	6.67	0.00
Total # of admittees	45,700	16,769	17,908	8,801	2,222	115	60	45	10	0
» % change from previous year	-9.8%	-10.4%	-9.8%	-10.4%	-2.0%	-30.3%	-25.0%	-30.8%	-50.0%	0.0%
Total # of admissions (offers)	168,657	68,214	68,075	25,478	6,890	500	300	175	25	0
» % change from previous year	-10.2%	-12.3%	-8.6%	-10.5%	-2.4%	-33.3%	-25.0%	-41.7%	-50.0%	0.0%
Average # of admissions per applicant	2.84	3.48	3.03	1.90	1.74	2.77	3.49	2.89	1.83	1.68
% of applicants admitted	77.0%	85.7%	79.8%	65.6%	56.2%	76.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculants/matriculations	37,936	14,672	14,933	6,658	1,673	100	55	35	10	0
» % change from previous year	-8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	63.9%	74.9%	66.6%	49.6%	42.3%	66.7%	78.6%	70.0%	33.3%	0.0%
% of admittees matriculated	83.0%	87.5%	83.4%	75.7%	75.3%	87.0%	91.7%	77.8%	100.0%	0.0%
Average LSAT of applicants	153.1	153.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	

yellow = manual entry

		Nat	tional Tren	ds	_ \		Υ	our Schoo	l	
	Total	Seniors	Grads 1-3 yrs.	Gruds >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2012-2013 Application Cycle										
Total # of applicants	59,384	19,576	22,435	13,420	3,9.3	150	70	50	30	0
» % change from previous year	-12.5%	-12.3%	-13.0%	-13.8%	-5.8%	-25.0%	-22.2%	-28.6%	-25.0%	0.0%
Total # of applications	385,776	144,933	154,925	64,060	21,85	1,000	500	300	200	0
» % change from previous year	-17.8%	-19.4%	-16.9%	-18.9%	-10.7%	-33.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant	6.50	7.40	6 1	4.77	5.53	6.67	7.14	6.00	6.67	0.00
Total # of admittees	45,700	16,769	17,908	8,801	2,222	115	60	45	10	0
» % change from previous year	-9.8%	-10.4%	-9.8%	-10.4%	-2.0%	-30.3%	-25.0%	-30.8%	-50.0%	0.0%
Total # of admissions (offers)	168,657	68,214	68,075	25,478	6,890	500	300	175	25	0
» % change from previous year	-10.2%	-12.3%	-8.6%	-10.5%	-2.4%	33.3%	-25.0%	-41.7%	-50.0%	0.0%
Average # of admissions per applicant	2.84	3.48	3.03	1.90	1.74	2.77	3.49	2.89	1.83	1.68
% of applicants admitted	77.0%	85.7%	79.8%	65.6%	56.2%	6.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculants/matriculations	37,936	14,672	14,933	6,658	1,673	100	55	35	10	0
» % change from previous year	-8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	63.9%	74.9%	66.6%	49.6%	42.3%	66 7%	78.6%	70.0%	33.3%	0.0%
% of admittees matriculated	83.0%	87.5%	83.4%	75.7%	75.3%	87 1%	91.7%	77.8%	100.0%	0.0%
Average LSAT of applicants	153.1	153.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	

yellow = manual entry

				1	1					
		Nat	ional Tren	ds			Υ	our Schoo	I	
	Total	Seniors	Grads 1-3 yrs.	Gruds >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2012-2013 Application Cycle										
Total # of applicants	59,384	19,576	22,435	13,420	3,953	150	70	50	30	0
» % change from previous year	-12.5%	-12.3%	-13.0%	-13.8%	-5.8%	-25.0%	-22.2%	-28.6%	-25.0%	0.0%
Total # of applications	385,776	144,933	154,925	64,060	21,85	1,000	500	300	200	0
» % change from previous year	-17.8%	-19.4%	-16.9%	-18.9%	-10.7%	-33.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant	6.50	7.40	6	4.77	5.53	6.67	7.14	6.00	6.67	0.00
Total # of admittees	45,700	16,769	17,908	8,801	2,222	115	60	45	10	0
» % change from previous year	-9.8%	-10.4%	-9.8%	-10.4%	-2.0%	-30.3%	-25.0%	-30.8%	-50.0%	0.0%
Total # of admissions (offers)	168,657	68,214	68,075	25,478	6,890	500	300	175	25	0
» % change from previous year	-10.2%	-12.3%	-8.6%	-10.5%	-2.4%	33.3%	-25.0%	-41.7%	-50.0%	0.0%
Average # of admissions per applicant	2.84	3.48	3.03	1.90	1.74	2.77	3.49	2.89	1.83	1.68
% of applicants admitted	77.0%	85.7%	79.8%	65.6%	56.2%	6.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculants/matriculations	37,936	14,672	14,933	6,658	1,673	100	55	35	10	0
» % change from previous year	-8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	63.9%	74.9%	66.6%	49.6%	42.3%	66 7%	78.6%	70.0%	33.3%	0.0%
% of admittees matriculated	83.0%	87.5%	83.4%	75.7%	75.3%	87 1%	91.7%	77.8%	100.0%	0.0%
Average LSAT of applicants	153.1	153.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	

white = formula

yellow = manual entry

					1					
		Nat	ional Trend	ds			Υ	our Schoo	1	
	Total	Seniors	Grads 1-3 yrs.	Gruds >7 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2012-2013 Application Cycle										
Total # of applicants	59,384	19,576	22,435	13,420	3,953	150	70	50	30	0
» % change from previous year	-12.5%	-12.3%	-13.0%	-13.8%	-5.8%	-25.0%	-22.2%	-28.6%	-25.0%	0.0%
Total # of applications	385,776	144,933	154,925	64,060	21,85	1,000	500	300	200	0
» % change from previous year	-1 8%	-19.4%	-16.9%	-18.9%	-10.7%	-33.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant	6.50	7.40	6	4.77	5.53	6.67	7.14	6.00	6.67	0.00
Total # of admittees	45,700	16,769	17,908	8,801	2,222	115	60	45	10	0
» % change from previous year	9.8%	-10.4%	-9.8%	-10.4%	-2.0%	-30.3%	-25.0%	-30.8%	-50.0%	0.0%
Total # of admissions (offers)	163,657	68,214	68,075	25,478	6,890	500	300	175	25	0
» % change from previous year	- 0.2%	-12.3%	-8.6%	-10.5%	-2.4%	33.3%	-25.0%	-41.7%	-50.0%	0.0%
Average # of admissions per applicant	2.84	3.43	3.03	1.90	1.74	2.77	3.49	2.89	1.83	1.68
% of applicants admitted	77.0%	85.7%	79.8%	65.6%	56.2%	6.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculants/matriculations	37,936	14,672	14,933	6,658	1,673	100	55	35	10	0
» % change from previous year	-8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	63.9%	74.9%	6.6%	49.6%	42.3%	66 7%	78.6%	70.0%	33.3%	0.0%
% of admittees matriculated	83.0%	87.5%	83.4%	75.7%	75.3%	87 1%	91.7%	77.	100.0%	0.0%
Average LSAT of applicants	153.1	153.8	151.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3,55	3.45	2.85	

white = formula

Step 4: Gather historical data and enter it in the template

- Decide how many years of data will be useful
- Choose reports: Where can you find the data you need for your fields?
- Run reports
- Create a master file of report data for each year
- Label, save, and store!

Step 5: Enter formulas

		Nat	ional Tren	ds			Y	our Schoo	l e	
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2012-2013 Application Cycle	A	В	C	D	E					
Total # of applicants	59,384	19,576	22,435	13,420	3,953	150	70	50	30	0
» % change from previous year 2	-12.5%	-12.3%	-13.0%	-13.8%	-5.8%	-25.0%	-22.2%	-28.6%	-25.0%	0.0%
Total # of applications 3	385,776	144,933	154,925	64,060	21,858	1,000	500	300	200	0
» % change from previous year	-17.8%	-19.4%	-16.9%	-18.9%	-10.7%	-33.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant5	6.50	7.40	6.91	4.77	5.53	6.67	7.14	6.00	6.67	0.00
Total # of admittees	45,700	16,769	17,908	8,801	2,222	115	60	45	10	0
» % change from previous year	-9.8%	-10.4%	-9.8%	-10.4%	-2.0%	-30.3%	-25.0%	-30.8%	-50.0%	0.0%
Total # of admissions (offers)	168,657	68,214	68,075	25,478	6,890	500	300	175	25	0
» % change from previous year	-10.2%	-12.3%	-8.6%	-10.5%	-2.4%	-33.3%	-25.0%	-41.7%	-50.0%	0.0%
Average # of admissions per applicant	2.84	3.48	3.03	1.90	1.74	2.77	3.49	2.89	1.83	1.68
% of applicants admitted	77.0%	85.7%	79.8%	65.6%	56.2%	76.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculants/matriculations	37,936	14,672	14,933	6,658	1,673	100	55	35	10	0
» % change from previous year	-8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	63.9%	74.9%	66.6%	49.6%	42.3%	66.7%	78.6%	70.0%	33.3%	0.0%
% of admittees matriculated	83.0%	87.5%	83.4%	75.7%	75.3%	87.0%	91.7%	77.8%	100.0%	0.0%
Average LSAT of applicants	153.1	153.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	

Step 5: Enter formulas

A1=SUM(B1:E1)

		Nat	ional Tren	ds			Υ	our Schoo		
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2012-2013 Application Cycle	A	В	C	D	E					
Total # of applicants	59,384	19,576	22,435	13,420	3,953	150	70	50	30	0
» % change from previous year 2	-12.5%	-12.3%	-13.0%	-13.8%	-5.8%	-25.0%	-22.2%	-28.6%	-25.0%	0.0%
Total # of applications 3	385,776	144,933	154,925	64,060	21,858	1,000	500	300	200	0
» % change from previous year	-17.8%	-19.4%	-16.9%	-18.9%	-10.7%	-33.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant5	6.50	7.40	6.91	4.77	5.53	6.67	7.14	6.00	6.67	0.00
Total # of admittees	45,700	16,769	17,908	8,801	2,222	115	60	45	10	0
» % change from previous year	-9 .8%	-10.4%	-9.8%	-10.4%	-2.0%	-30.3%	-25.0%	-30.8%	-50.0%	0.0%
Total # of admissions (offers)	168,657	68,214	68,075	25,478	6,890	500	300	175	25	0
» % change from previous year	-10.2%	-12.3%	-8.6%	-10.5%	-2.4%	-33.3%	-25.0%	-41.7%	-50.0%	0.0%
Average # of admissions per applicant	2.84	3.48	3.03	1.90	1.74	2.77	3.49	2.89	1.83	1.68
% of applicants admitted	77.0%	85.7%	79.8%	65.6%	56.2%	76.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculants/matriculations	37,936	14,672	14,933	6,658	1,673	100	55	35	10	0
» % change from previous year	-8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	63.9%	74.9%	66.6%	49.6%	42.3%	66.7%	78.6%	70.0%	33.3%	0.0%
% of admittees matriculated	83.0%	87.5%	83.4%	75.7%	75.3%	87.0%	91.7%	77.8%	100.0%	0.0%
Average LSAT of applicants	153.1	153.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	

Step 5: Enter formulas

A1=SUM(B1:E1)

	National Trends Your School									
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2012-2013 Application Cycle	A	В	C	D	E					
Total # of applicants	59,384	19,576	22,435	13,420	3,953	150	70	50	30	0
» % change from previous year 2	-12.5%	-12.3%	-13.0%	-13.8%	-5.8%	-25.0%	-22.2%	-28.6%	-25.0%	0.0%
Total # of applications 3	385,776	144,933	154,925	64,060	21,858	1,000	500	300	200	0
» % change from previous year	-17.8%	-19.4%	-16.9%	-18.9%	-10.7%	-33.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant5	6.50	7.40	6.91	4.77	5.53	6.67	7.14	6.00	6.67	0.00
Total # of admittees	45,700	16,769	17,908	8,801	2,222	115	60	45	10	0
» % change from previous year	-9.8%	-10.4%	-9.8%	-10.4%	-2.0%	-30.3%	-25.0%	-30.8%	-50.0%	0.0%
Total # of admissions (offers)	168,657	68,214	68,075	25,478	6,890	500	300	175	25	0
» % change from previous year	-10.2%	-12.3%	-8.6%	-10.5%	-2.4%	-33.3%	-25.0%	-41.7%	-50.0%	0.0%
Average # of admissions per applicant	2.84	3.48	3.03	1.90	1.74	2.77	3.49	2.89	1.83	1.68
% of applicants admitted	77.0%	85.7%	79.8%	65.6%	56.2%	76.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculants/matriculations	37,936	14,672	14,933	6,658	1,673	100	55	35	10	0
» % change from previous year	-8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	63.9%	74.9%	66.6%	49.6%	42.3%	66.7%	78.6%	70.0%	33.3%	0.0%
% of admittees matriculated	83.0%	87.5%	83.4%	75.7%	75.3%	87.0%	91.7%	77.8%	100.0%	0.0%
Average LSAT of applicants	153.1	153.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	

C5=IF(C1=0,0,C3/C1)

Step 5: Enter formulas

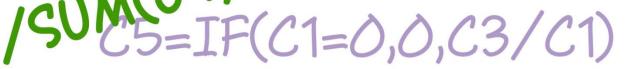
A1=51M(B1:E1)

		Nac	iol -1- F	Y	our Schoo	Ţ				
	Total	Sepis	Grads 1-3 yrs.	>3 yrs.	Otl er	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2012-2013 Application Cycle										
Total # of applicants 1	59,384	19/ 76/	22 12 5	,420	3,953	15	70	50	30	0
» % change from previous year 2	-12.5%	-12.3%	₹3.0%	.8%	-5.8%	-25.0%	-22 2%	28.6%	5.0%	0.0%
Total # of applications 3	385,776	144,933	154,925	4,000	21 58	1,000	500	20	200	0
» % change from previous year 4	-17.8%	-19.4%	-16.9%	-18.9%	-1 .7%	3.3 %	-28.6%	-50.0	0.0%	.0%
Average # of applications per applicant5	6.50	7.40	6.91	4.77	5.5	6.67	7,14	6.00	1.6	0.00
Total # of admittees	45,700	16,769	17,908	8,801	2,222	15	50	45	10	0
» % change from previous year	-9.8%	-10.4%	-9.8%	-10.4%	-2.0%	-50.3	-27 07	0	-50.0%	9.0%
Total # of admissions (offers)	168,657	68,214	68,075	25,478	6,890	500	30	1 5	25	0
» % change from previous year	-10.2%	-12.3%	-8.6%	-10.5%	-2.4%	-33.3%	-25.0%	-41 %	-50.0%	0.0%
Average # of admissions per applicant	2.84	3.48	3.03	1.90	1.74	2.77	3.49	2.09	1.83	1.68
% of applicants admitted	77.0%	85.7%	79.8%	65.6%	56.2%	76.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculants/matriculations	37,936	14,672	14,933	6,658	1,673	100	55	35	10	0
» % change from previous year	-8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	63.9%	74.9%	66.6%	49.6%	42.3%	66.7%	78.6%	70.0%	33.3%	0.0%
% of admittees matriculated	83.0%	87.5%	83.4%	75.7%	75.3%	87.0%	91.7%	77.8%	100.0%	0.0%
Average LSAT of applicants	153.1	153.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	

Step 5: Enter formulas

A1=511M(B1:E1)

		Nat	tiol 1- F	ıs			Y	our Schoo	Ţ	
	Total	Sepis	Grads 1-3 yrs.	>3 yrs.	Otl er	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2012-2013 Application Cycle				10	734					
Total # of applicants 1	59,384	19, 76	2 100	1200	6,95	15	70	50	30	0
» % change from previous year 2	-12.5%	- 2.3%	2%	.0%	-5.8%	-25.0%	-22 2%	28.6%	5.0%	0.0%
Total # of applications 3	285 77	4 1,91 3	154,929	4,000	21 58	1,000	500	20	200	0
» % change from previous year	17 B ^q	15 1%	-16.9%	-13. %	.7%	3.3 %	-28.6%	-50.0	0.0%	.0%
Average # of applications 24 applicant	9.50	7.40	- 461	JAS.	5.5	6. 7	7.14	6.00	1.6	0.00
Total # of admittees	45,700	16,79	7,08	8,801	2,222	15	50	45	10	0
» % charge first the purposer	-9.8%	-1 .4	-9.8%	-10.4%	-2 %	-50.3	-27 07	0 4	-50.0%	9.0%
Total (n ons (offers)	168,65	68,214	68,075	25,478	,89	500	3()	1 5	25	0
» Change from previous year	-10.2%	-12.3%	-8-69	-10.8 V	76%	-33.3%	-25.0%	-41/%	-50.0%	0.0%
Average # of adminion, perception to	2.84	3.4	293	1 0	1.74	2.77	3.49	2.09	1.83	1.68
% of applicants aumit ed	77.0%	85 7	79.2%	65.6%	56.2%	76.7%	85.7%	90.0%	33.3%	0.0%
Total # o reactions attributes	37 936	4. 72	14,933	6,658	678	100	55	35	10	0
» % clay ge from previous year	8.9%	-8.4%	-8.6%	-9 3 %	59	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matter and the control of the contr	63.9%	74,994	6 6%	9.6%	42.3%	66.7%	78.6%	70.0%	33.3%	0.0%
% of admittee patriculated	83.0%	7.5%	3.5%	75.7%	75.3%	87.0%	91.7%	77.8%	100.0%	0.0%
Average LS/ T of /pp.cants	1 3.1	5 8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average SA of applicants	26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	



Reviewing the Process

Step 1: Identify the central question

Step 2: Determine your fields

Step 3: Build your model (structure and formulas)

Step 4: Gather historical data and enter it in the template

Step 5: Enter formulas

Updating and Adjusting Your Template

As your pre-law data comes in throughout the admissions cycle, make sure to:

- Run new reports
- Update template to reflect new data
- Consider if new fields are needed
- Advise key stakeholders if major changes



So you have a chart... Now what?

Using the Template

- Who is asking the question?
- What are they asking for?
- Why are they asking for it?

• How do they plan to use the data?

Casting Your Data in the Best Light

	National Trends				Your School					
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2013-2014 Application Cycle										
Total # of applicants	55,697	17,843	21,295	12,919	3,640	175	75	60	35	5
» % change from previous year	-6.2%	-8.9%	-5.1%	-3.7%	-7.9%	16.7%	7.1%	20.0%	16.7%	0.0%
Total # of applications	355,074	127,235	145,216	62,076	20,547	1,250	600	375	270	5
» % change from previous year	-8.0%	-12.2%	-6.3%	-3.1%	-6.0%	25.0%	20.0%	25.0%	35.0%	0.0%
Average # of applications per applicant	6.38	7.13	6.82	4.81	5.64	7.14	8.00	6.25	7.71	1.00
Total # of admittees	43,455	15,424	17,095	8,779	2,157	125	65	45	10	5
» % change from previous year	-4.9%	-8.0%	-4.5%	-0.2%	-2.9%	8.7%	8.3%	0.0%	0.0%	0.0%
Total # of admissions (offers)	155,601	60,935	63,150	24,903	6,613	500	200	250	45	5
» % change from previous year	-7.7%	-10.7%	-7.2%	-2.3%	-4.0%	0.0%	-33.3%	42.9%	80.0%	0.0%
Average # of admissions per applicant	2.79	3.42	2.97	1.93	1.82	2.86	2.67	4.17	1.29	1.00
% of applicants admitted	78.0%	86.4%	80.3%	68.0%	59.3%	71.4%	86.7%	75.0%	28.6%	100.0%
Total # of matriculants/matriculations	36,705	13,757	14,470	6,801	1,677	99	50	40	5	4
» % change from previous year	-3.2%	-6.2%	-3.1%	2.1%	0.2%	-1.0%	-9.1%	14.3%	-50.0%	0.0%
% of applicants matriculated	65.9%	77.1%	68.0%	52.6%	46.1%	56.6%	66.7%	66.7%	14.3%	80.0%
% of admittees matriculated	84.5%	89.2%	84.6%	77.5%	77.7%	79.2%	76.9%	88.9%	50.0%	80.0%
Average LSAT of applicants	153.2	153.6	154.1	151.3	151.4	151.6	156.0	159.0	151.0	161.0
Average GPA of applicants	3.26	3.38	3.27	3.09	3.17	3.32	3.50	3.50	3.10	3.65
Three-Cycle Average										
Total # of applicants	60,982	19,912	23,170	13,970	3,930	175	78	60	35	2
Total # of applications	403,467	150,636	162,170	68,369	22,292	1,250	600	425	223	2
Average # of applications per applicant	6.62	7.57	7.00	4.89	5.67	7.14	7.66	7.08	6.38	1.00
Total # of admittees	46,601	16,966	18,285	9,134	2,215	135	68	52	13	2
Total # of admissions (offers)	170,675	68,980	68,560	26,280	6,855	583	300	242	40	2
Average # of admissions per applicant	2.80	3.46	2.96	1.88	1.74	3.33	3.83	4.03	1.14	1.00
% of applicants admitted	76.4%	85.2%	78.9%	65.4%	56.4%	77.1%	87.2%	86.1%	38.1%	100.0%
Total # of matriculants/matriculations	38,677	14,815	15,246	6,933	1,683	116	60	45	10	1
% of applicants matriculated	63.4%	74.4%	65.8%	49.6%	42.8%	66.5%	76.6%	75.0%	28.6%	80.0%
% of admittees matriculated	83.0%	87.3%	83.4%	75.9%	76.0%	86.2%	87.8%	87.1%	75.0%	80.0%
Average LSAT of applicants*	153.3	154.0	154.2	151.4	150.8	154.1	158.1	155.5	150.0	161.0
Average GPA of applicants*	3.26	3.37	3.27	3.08	3.17	3.33	3.51	3.39	2.99	3.65

Casting Your Data in the Best Light

	National Trends					Your School					
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	
2013-2014 Application Cycle											
Total # of applicants	55,697	17,843	21,295	12,919	3,640	175	75	60	35	5	
» % change from previous year	-6.2%	-8.9%	-5.1%	-3.7%	-7.9%	16.7%	7.1%	20.0%	16.7%	0.0%	
Total # of applications	355,074	127,235	145,216	62,076	20,547	1,250	600	375	270	5	
» % change from previous year	-8.0%	-12.2%	-6.3%	-3.1%	-6.0%	25.0%	20.0%	25.0%	35.0%	0.0%	
Average # of applications per applicant	6.38	7.13	6.82	4.81	5.64	7.14	8.00	6.25	7.71	1.00	
Total # of admittees	43,455	15,424	17,095	8,779	2,157	125	65	45	10	5	
» % change from previous year	-4.9%	-8.0%	-4.5%	-0.2%	-2.9%	8.7%	8.3%	0.0%	0.0%	0.0%	
Total # of admissions (offers)	155,601	60,935	63,150	24,903	6,613	500	200	250	45	5	
» % change from previous year	-7.7%	-10.7%	-7.2%	-2.3%	-4.0%	0.0%	-33.3%	42.9%	80.0%	0.0%	
Average # of admissions per applicant	2.79	3.42	2.97	1.93	1.82	2.86	2.67	4.17	1.29	1.00	
% of applicants admitted	78.0%	86.4%	80.3%	68.0%	59.3%	71.4%	86.7%	75.0%	28.6%	100.0%	
Total # of matriculants/matriculations	36,705	13,757	14,470	6,801	1,677	99	50	40	5	4	
» % change from previous year	-3.2%	-6.2%	-3.1%	2.1%	0.2%	-1.0%	-9.1%	14.3%	-50.0%	0.0%	
% of applicants matriculated	65.9%	77.1%	68.0%	52.6%	£ 10.1%	56.6%	66.7%	66.7%	14.3%	80.0%	
% of admittees matriculated	84.5%	89.2%	84.6%	77.5%		79.2%	76.9%	88.9%	50.0%	80.0%	
Average LSAT of applicants	153.2	153.6	154.1	151.3		151.6	156.0	159.0	151.0	161.0	
Average GPA of applicants	3.26	3.38	3.27	3.09		3.32	3.50	3.50	3.10	3.65	
Three-Cycle Average											
Total # of applicants	60,982	19,912	23,170	13,970	3,9.0	175	78	60	35	2	
Total # of applications	403,467	150,636	162,170	68,369	22,292	1,250	600	425	223	2	
Average # of applications per applicant	6.62	7.57	7.00	4.89	5.67	7.14	7.66	7.08	6.38	1.00	
Total # of admittees	46,601	16,966	18,285	9,134	2,215	135	68	52	13	2	
Total # of admissions (offers)	170,675	68,980	68,560	26,280	6,855	583	300	242	40	2	
Average # of admissions per applicant	2.80	3.46	2.96	1.88	1.74	3.33	3.83	4.03	1.14	1.00	
% of applicants admitted	76.4%	85.2%	78.9%	65.4%	56.4%	77.1%	87.2%	86.1%	38.1%	100.0%	
Total # of matriculants/matriculations	38,677	14,815	15,246	6,933	1,683	116	60	45	10	1	
% of applicants matriculated	63.4%	74.4%	65.8%	49.6%	42.8%	66.5%	76.6%	75.0%	28.6%	80.0%	
% of admittees matriculated	83.0%	87.3%	83.4%	75.9%	76.0%	86.2%	87.8%	87.1%	75.0%	80.0%	
Average LSAT of applicants*	153.3	154.0	154.2	151.4	150.8	154.1	158.1	155.5	150.0	161.0	
Average GPA of applicants*	3.26	3.37	3.27	3.08	3.17	3.33	3.51	3.39	2.99	3.65	

Casting Your Data in the Best Light

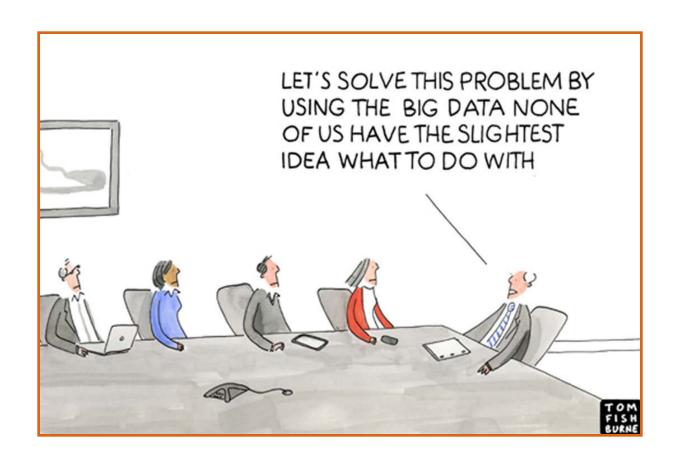
		Nat	ional Tren	ds			Y	our Schoo	ı	
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2013-2014 Application Cycle										
Total # of applicants	55,697	17,843	21,295	12,919	3,640	175	75	60	35	5
» % change from previous year	-6.2%	-8.9%	-5.1%	-3.7%	-7.9%	16.7%	7.1%	20.0%	16.7%	0.0%
Total # of applications	355,074	127,235	145,216	62,076	20,547	1,250	600	375	270	5
» % change from previous year	-8.0%	-12.2%	-6.3%	-3.1%	-6.0%	25.0%	20.0%	25.0%	35.0%	0.0%
Average # of applications per applicant	6.38	7.13	6.82	4.81	5.64	7.14	8.00	6.25	7.71	1.00
Total # of admittees	43,455	15,424	17,095	8,779	2,157	125	65	45	10	5
» % change from previous year	-4.9%	-8.0%	-4.5%	-0.2%	-2.9%	8.7%	8.3%	0.0%	0.0%	0.0%
Total # of admissions (offers)	155,601	60,935	63,150	24,903	6,613	500	200	250	45	5
» % change from previous year	-7.7%	-10.7%	-7.2%	-2.3%	-4.0%	0.0%	-33.3%	42.9%	80.0%	0.0%
Average # of admissions per applicant	2.79	3.42	2.97	1.93	1.82	2.86	2.67	4.17	1.29	1.00
% of applicants admitted	78.0%	86.4%	80.3%	68.0%	59.3%	71.4%	86.7%	75.0%	28.6%	100.0%
Total # of matriculants/matriculations	36,705	13,757	14,470	6,801	1,677	99	50	40	5	4
» % change from previous year	-3.2%	-6.2%	-3.1%	2.1%	0.2%	-1.0%	-9.1%	14.3%	-50.0%	0.0%
% of applicants matriculated	65.9%	77.1%	68.0%	52.6%	£ 1010/6	56.6%	66.7%	66.7%	14.3%	80.0%
% of admittees matriculated	84.5%	89.2%	84.6%	77.5%		79.2%	76.9%	88.9%	50.0%	80.0%
Average LSAT of applicants	153.2	153.6	154.1	151.3		151.6	156.0	159.0	151.0	161.0
Average GPA of applicants	3.26	3.38	3.27	3.09		3.32	3.50	3.50	3.10	3.65
Three-Cycle Average				_						
Total # of applicants	60,982	19,912	23,170	13,970	3,9.0	175	78	60	35	2
Total # of applications	403,467	150,636	162,170	68,369	22,292	1,250	600	425	223	2
Average # of applications per applicant	6.62	7.57	7.00	4.89	5.67	7.14	7.66	7.08	6.38	1.00
Total # of admittees	46,601	16,966	18,285	9,134	2,215	135	68	52	13	2
Total # of admissions (offers)	170,675	68,980	68,560	26,280	6,855	583	300	242	40	2
Average # of admissions per applicant	2.80	3.46	2.96	1.88	1.74	3.33	3.83	4.03	1.14	1.00
% of applicants admitted	76.4%	85.2%	78.9%	65.4%	56.4%	77.1%	87.2%	86.1%	38.1%	100.0%
Total # of matriculants/matriculations	38,677	14,815	15,246	6,933	1,683	116	60	45	10	1
% of applicants matriculated	63.4%	74.4%	65.8%	49.6%	% 10 00/c	66.5%	76.6%	75.0%	28.6%	80.0%
% of admittees matriculated	83.0%	87.3%	83.4%	75.9%		86.2%	87.8%	87.1%	75.0%	80.0%
Average LSAT of applicants*	153.3	154.0	154.2	151.4	3	154.1	158.1	155.5	150.0	161.0
Average GPA of applicants*	3.26	3.37	3.27	3.08	And the second	3.33	3.51	3.39	2.99	3.65

Casting Your Data in the Best Light

		Nat	ional Tren	ds			Your School			
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
2013-2014 Application Cycle										
Total # of applicants	55,697	17,843	21,295	12,919	3,640	175	75	60	35	5
» % change from previous year	-6.2%	-8.9%	-5.1%	-3.7%	-7.9%	16.7%	7.1%	20.0%	16.7%	0.0%
Total # of applications	355,074	127,235	145,216	62,076	20,547	1,250	600	375	270	5
» % change from previous year	-8.0%	-12.2%	-6.3%	-3.1%	-6.0%	25.0%	20.0%	25.0%	35.0%	0.0%
Average # of applications per applicant	6.38	7.13	6.82	4.81	5.64	7.14	8.00	6.25	7.71	1.00
Total # of admittees	43,455	15,424	17,095	8,779	2,157	125	65	45	10	5
» % change from previous year	-4.9%	-8.0%	-4.5%	-0.2%	-2.9%	8.7%	8.3%	0.0%	0.0%	0.0%
Total # of admissions (offers)	155,601	60,935	63,150	24,903	6,613	500	200	250	45	5
» % change from previous year	-7.7%	-10.7%	-7.2%	-2.3%	-4.0%	0.0%	-33.3%	42.9%	80.0%	0.0%
Average # of admissions per applicant	2.79	3.42	2.97	1.93	1.82	2.86	2.67	4.17	1.29	1.00
% of applicants admitted	78.0%	86.4%	80.3%	68.0%	59.3%	71.4%	86.7%	75.0%	28.6%	100.0%
Total # of matriculants/matriculations	36,705	13,757	14,470	6,801	1,677	99	50	40	5	4
» % change from previous year	-3.2%	-6.2%	-3.1%	2.1%	0.2%	-1.0%	-9.1%	14.3%	-50.0%	0.0%
% of applicants matriculated	65.9%	77.1%	68.0%	52.6%	£ 10.10%	56.6%	66.7%	66.7%	14.3%	80.0%
% of admittees matriculated	84.5%	89.2%	84.6%	77.5%		79.2%	76.9%	88.9%	50.0%	80.0%
Average LSAT of applicants	153.2	153.6	154.1	151.3		151.6	156.0	159.0	151.0	161.0
Average GPA of applicants	3.26	3.38	3.27	3.09		3.32	3.50	3.50	3.10	3.65
Three-Cycle Average										
Total # of applicants	60,982	19,912	23,170	13,970	3,9.0	175	78	60	35	2
Total # of applications	403,467	150,636	162,170	68,369	22,292	1,250	600	425	223	2
Average # of applications per applicant	6.62	7.57	7.00	4.89	5.67	7.14	7.66	7.08	6.38	1.00
Total # of admittees	46,601	16,966	18,285	9,134	2,215	135	68	52	13	2
Total # of admissions (offers)	170,675	68,980	68,560	26,280	6,855	583	300	242	40	2
Average # of admissions per applicant	2.80	3.46	2.96	1.88	1.74	3.33	3.83	4.03	1.14	1.00
% of applicants admitted	76.4%	85.2%	78.9%	65.4%	56.4%	77.1%	87.2%	86.1%	38.1%	100.0%
Total # of matriculants/matriculations	38,677	14,815	15,246	6,933	1,683	116	60	45	10	1
% of applicants matriculated	63.4%	74.4%	65.8%	49.6%	E 10 00%	66.5%	76.6%	35.00 ′	38.6%	80.0%
% of admittees matriculated	83.0%	87.3%	83.4%	75.9%		86.2%	87.8%	S. C.	75.0%	80.0%
Average LSAT of applicants*	153.3	154.0	154.2	151.4		154.1	158.1		150.0	161.0
Average GPA of applicants*	3.26	3.37	3.27	3.08		3.33	3.51		2.99	3.65

Identifying a Problem and Solving It

(or Using Data to Inform the Answer)



We asked Anne...

What is a problem you'd love to solve or explore?

 "How can I better track pre-law students and their utilization of pre-law advisory services?"

"How can I demonstrate or show the necessity of

pre-law services to university senior administrators?"

administrators?

 "How can I improve attendance at my pre-law events?"



Let's explore!

"How can I improve attendance at my pre-law events?"

So, where do we begin?

- ✓ Identify the central question
- ✓ Identify secondary questions (What do we need to know in order to answer the central question?)
- ✓ Gather historical data
- ✓ Analyze and interpret the data
- ✓ Identify key take-aways/conclusions

Identifying Secondary Questions

"How can I improve attendance at my pre-law events?"

- How many events did we hold last year?
- What was the date, time, location, and purpose or topic of each event?
- Were there any incentives offered, such as food?
- Who was invited and/or targeted for each event?
- How was each event marketed or communicated?
- How many people came to each event?
- Which events had the best turn-out?
- What feedback did we receive from attendees?

Gathering Historical Data

Event Name	Law School Admissions Panel	Writing Your Law School	Mock Criminal Law Class with	Preparing for the LSAT
		Personal Statement	Professor Smith	
Event Type	Panel	Workshop	Mock Class	Presentation
Event Purpose	Give pre-law students sense of four different law schools and insight into admissions process from perspective of admissions officers	Offer tips and recommendations for writing strong personal statement	Let students experience what law school class is like	Offer tips and recommendations for preparing for LSAT
Event Date	11/10/2014	09/25/2014	04/17/2014	03/19/2014
Weekday	Monday	Thursday	Thursday	Wednesday
Start Time	5:30 PM	2:00 PM	3:45 PM	6:00 PM
End Time	7:30 PM	3:00 PM	5:00 PM	7:30 PM
Location	404 Knowles Center (conference room)	Career Advising Center	17 Dockser Hall (seminar classroom)	101 Dockser Hall (Moot Courtroom)
Target Audience	Pre-law juniors and seniors	Pre-law seniors	All interested freshmen, sophomores and juniors	All interested sophomores, juniors and seniors
Pre-Event Marketing	Flyers around campus; email invitation through Pre-Law Society	Email invitation to seniors involved in Pre-Law Society	Flyers around campus; in-class announcement by select professors; Facebook and LinkedIn posts; email invitation through Pre-Law Society	Email blasts to Pre-Law Society members; flyers in advising office; Facebook and LinkedIn posts
Event Reminder(s)	2nd email invitation sent through Pre- Law Society one week before event	2nd email invitation sent through Pre- Law Society one week before event	Reminder to RSVPs sent one day before event	2nd email invitation through Pre-Law Society one week before event; reminder sent on day of event
Extra Incentives	Cookies and soda served	None	None	Pizza and soda served
Speaker(s)	Law school admissions representatives from Northeastern, Drexel, Penn State, and Brooklyn	Pre-law advisor	Professor Smith from Northeastern University School of Law	Kaplan Test Prep representative
RSVPs	18	6	27	32
Attendees	11	5	24	30
No-Shows	9	2	6	5
No-Show Rate	50%	33%	22%	16%
Walk-ins	2	1	3	3
Notes/Feedback				

What if your data is unreliable?!



Get creative!

Take note of what information you don't have and think through how you can get it moving forward.

Examples:

- System for RSVP and attendance tracking
- Event template that you can fill out from now on for each event (location, date, communication, etc.)
- Post-event survey to attendees
- Post-event memo to capture details and thoughts on the event, including what to do better next time

Event Name	Law School Admissions Panel	Writing Your Law School	Mock Criminal Law Class with	Preparing for the LSAT
		Personal Statement	Professor Smith	
Event Type	Panel	Workshop	Mock Class	Presentation
Event Purpose	Give pre-law students sense of four different law schools and insight into admissions process from perspective of admissions officers	Offer tips and recommendations for writing strong personal statement	Let students experience what law school class is like	Offer tips and recommendations for preparing for LSAT
Event Date	11/10/2014	09/25/2014	04/17/2014	03/19/2014
Weekday	Monday	Thursday	Thursday	Wednesday
Start Time	5:30 PM	2:00 PM	3:45 PM	6:00 PM
End Time	7:30 PM	3:00 PM	5:00 PM	7:30 PM
Location	404 Knowles Center (conference room)	Career Advising Center	17 Dockser Hall (seminar classroom)	101 Dockser Hall (Moot Courtroom)
Target Audience	Pre-law juniors and seniors	Pre-law seniors	All interested freshmen, sophomores and juniors	All interested sophomores, juniors and seniors
Pre-Event Marketing	Flyers around campus; email invitation through Pre-Law Society	Email invitation to seniors involved in Pre-Law Society	Flyers around campus; in-class announcement by select professors; Facebook and LinkedIn posts; email invitation through Pre-Law Society	Email blasts to Pre-Law Society members; flyers in advising office; Facebook and LinkedIn posts
Event Reminder(s)	2nd email invitation sent through Pre- Law Society one week before event	2nd email invitation sent through Pre- Law Society one week before event	Reminder to RSVPs sent one day before event	2nd email invitation through Pre-Law Society one week before event; reminder sent on day of event
Extra Incentives	Cookies and soda served	None	None	Pizza and soda served
Speaker(s)	Law school admissions representatives from Northeastern, Drexel, Penn State, and Brooklyn	Pre-law advisor	Professor Smith from Northeastern University School of Law	Kaplan Test Prep representative
RSVPs	18	6	27	32
Attendees	11	5	24	30
No-Shows	9	2	6	5
No-Show Rate	50%	33%	22%	16%
Walk-ins	2	1	3	3
Notes/Feedback				

Event Name	Law School Admissions Panel	Writing Your Law School	Mock Criminal Law Class with	Preparing for the LSAT
		Personal Statement	Professor Smith	
Event Type	Panel	Workshop	Mock Class	Presentation
Event Purpose	Give pre-law students sense of four different law schools and insight into admissions process from perspective of admissions officers	Offer tips and recommendations for writing strong personal statement	Let students experience what law school class is like	Offer tips and recommendations for preparing for LSAT
Event Date	11/10/2014	09/25/2014	04/17/2014	03/19/2014
Weekday	Monday	Thursday	Thursday	Wednesday
Start Time	5:30 PM	2:00 PM	3:45 PM	6:00 PM
End Time	7:30 PM	3:00 PM	5:00 PM	7:30 PM
Location	404 Knowles Center (conference room)	Career Advising Center	17 Dockser Hall (seminar classroom)	101 Dockser Hall (Moot Courtroom)
Target Audience	Pre-law juniors and seniors	Pre-law seniors	All interested freshmen, sophomores and juniors	All interested sophomores, juniors and seniors
Pre-Event Marketing	Flyers around campus; email invitation through Pre-Law Society	Email invitation to seniors involved in Pre-Law Society	Flyers around campus; in-class announcement by select professors; Facebook and LinkedIn posts; email invitation through Pre-Law Society	Email blasts to Pre-Law Society members; flyers in advising office; Facebook and LinkedIn posts
Event Reminder(s)	2nd email invitation sent through Pre- Law Society one week before event	2nd email invitation sent through Pre- Law Society one week before event	Reminder to RSVPs sent one day before event	2nd email invitation through Pre-Law Society one week before event; reminder sent on day of event
Extra Incentives	Cookies and soda served	None	None	Pizza and soda served
Speaker(s)	Law school admissions representatives from Northeastern, Drexel, Penn State, and Brooklyn	Pre-law advisor	Professor Smith from Northeastern University School of Law	Kaplan Test Prep representative
RSVPs	18	6	27	32
Attendees	11	5	24	30
No-Shows	9	2	6	5
No-Show Rate	50%	33%	22%	16%
Walk-ins	2	1	3	3
Notes/Feedback	No event reminder + not enough food for dinner hour = very high no-show rate?			

Event Name	Law School Admissions Panel	Writing Your Law School	Mock Criminal Law Class with	Preparing for the LSAT
		Personal Statement	Professor Smith	
Event Type	Panel	Workshop	Mock Class	Presentation
Event Purpose	Give pre-law students sense of four different law schools and insight into admissions process from perspective of admissions officers	Offer tips and recommendations for writing strong personal statement	Let students experience what law school class is like	Offer tips and recommendations for preparing for LSAT
Event Date	11/10/2014	09/25/2014	04/17/2014	03/19/2014
Weekday	Monday	Thursday	Thursday	Wednesday
Start Time	5:30 PM	2:00 PM	3:45 PM	6:00 PM
End Time	7:30 PM	3:00 PM	5:00 PM	7:30 PM
Location	404 Knowles Center (conference room)	Career Advising Center	17 Dockser Hall (seminar classroom)	101 Dockser Hall (Moot Courtroom)
Target Audience	Pre-law juniors and seniors	Pre-law seniors	All interested freshmen, sophomores and juniors	All interested sophomores, juniors and seniors
Pre-Event Marketing	Flyers around campus; email invitation through Pre-Law Society	Email invitation to seniors involved in Pre-Law Society	Flyers around campus; in-class announcement by select professors; Facebook and LinkedIn posts; email invitation through Pre-Law Society	Email blasts to Pre-Law Society members; flyers in advising office; Facebook and LinkedIn posts
Event Reminder(s)	2nd email invitation sent through Pre- Law Society one week before event	2nd email invitation sent through Pre- Law Society one week before event	Reminder to RSVPs sent one day before event	2nd email invitation through Pre-Law Society one week before event; reminder sent on day of event
Extra Incentives	Cookies and soda served	None	None	Pizza and soda served
Speaker(s)	Law school admissions representatives from Northeastern, Drexel, Penn State, and Brooklyn	Pre-law advisor	Professor Smith from Northeastern University School of Law	Kaplan Test Prep representative
RSVPs	18	6	27	32
Attendees	11	5	24	30
No-Shows	9	2	6	5
No-Show Rate	50%	33%	22%	16%
Walk-ins	2	1	3	3
Notes/Feedback	No event reminder + not enough food for dinner hour = very high no-show rate?	Narrow audience invited + no extra incentives = low RSVP/attendance rate?		

Event Name	Law School Admissions Panel	Writing Your Law School Personal Statement	Mock Criminal Law Class with Professor Smith	Preparing for the LSAT
Event Type	Panel	Workshop	Mock Class	Presentation
Event Purpose	Give pre-law students sense of four different law schools and insight into admissions process from perspective of admissions officers	Offer tips and recommendations for writing strong personal statement	Let students experience what law school class is like	Offer tips and recommendations for preparing for LSAT
Event Date	11/10/2014	09/25/2014	04/17/2014	03/19/2014
Weekday	Monday	Thursday	Thursday	Wednesday
Start Time	5:30 PM	2:00 PM	3:45 PM	6:00 PM
End Time	7:30 PM	3:00 PM	5:00 PM	7:30 PM
Location	404 Knowles Center (conference room)	Career Advising Center	17 Dockser Hall (seminar classroom)	101 Dockser Hall (Moot Courtroom)
Target Audience	Pre-law juniors and seniors	Pre-law seniors	All interested freshmen, sophomores and juniors	All interested sophomores, juniors and seniors
Pre-Event Marketing	Flyers around campus; email invitation through Pre-Law Society	Email invitation to seniors involved in Pre-Law Society	Flyers around campus; in-class announcement by select professors; Facebook and LinkedIn posts; email invitation through Pre-Law Society	Email blasts to Pre-Law Society members; flyers in advising office; Facebook and LinkedIn posts
Event Reminder(s)	2nd email invitation sent through Pre- Law Society one week before event	2nd email invitation sent through Pre- Law Society one week before event	Reminder to RSVPs sent one day before event	2nd email invitation through Pre-Law Society one week before event; reminder sent on day of event
Extra Incentives	Cookies and soda served	None	None	Pizza and soda served
Speaker(s)	Law school admissions representatives from Northeastern, Drexel, Penn State, and Brooklyn	Pre-law advisor	Professor Smith from Northeastern University School of Law	Kaplan Test Prep representative
RSVPs	18	6	27	32
Attendees	11	5	24	30
No-Shows	9	2	6	5
No-Show Rate	50%	33%	22%	16%
Walk-ins	2	1	3	3
Notes/Feedback	No event reminder + not enough food for dinner hour = very high no-show rate?	Narrow audience invited + no extra incentives = low RSVP/attendance rate?	Topic/setting + strong pre-event marketing = high RSVP/attendance rate?	

Event Name	Law School Admissions Panel	Writing Your Law School Personal Statement	Mock Criminal Law Class with Professor Smith	Preparing for the LSAT
Event Type	Panel	Workshop	Mock Class	Presentation
Event Purpose	Give pre-law students sense of four different law schools and insight into admissions process from perspective of admissions officers	Offer tips and recommendations for writing strong personal statement	Let students experience what law school class is like	Offer tips and recommendations for preparing for LSAT
Event Date	11/10/2014	09/25/2014	04/17/2014	03/19/2014
Weekday	Monday	Thursday	Thursday	Wednesday
Start Time	5:30 PM	2:00 PM	3:45 PM	6:00 PM
End Time	7:30 PM	3:00 PM	5:00 PM	7:30 PM
Location	404 Knowles Center (conference room)	Career Advising Center	17 Dockser Hall (seminar classroom)	101 Dockser Hall (Moot Courtroom)
Target Audience	Pre-law juniors and seniors	Pre-law seniors	All interested freshmen, sophomores and juniors	All interested sophomores, juniors and seniors
Pre-Event Marketing	Flyers around campus; email invitation through Pre-Law Society	Email invitation to seniors involved in Pre-Law Society	Flyers around campus; in-class announcement by select professors; Facebook and LinkedIn posts; email invitation through Pre-Law Society	Email blasts to Pre-Law Society members; flyers in advising office; Facebook and LinkedIn posts
Event Reminder(s)	2nd email invitation sent through Pre- Law Society one week before event	2nd email invitation sent through Pre- Law Society one week before event	Reminder to RSVPs sent one day before event	2nd email invitation through Pre-Law Society one week before event; reminder sent on day of event
Extra Incentives	Cookies and soda served	None	None	Pizza and soda served
Speaker(s)	Law school admissions representatives from Northeastern, Drexel, Penn State, and Brooklyn	Pre-law advisor	Professor Smith from Northeastern University School of Law	Kaplan Test Prep representative
RSVPs	18	6	27	32
Attendees	11	5	24	30
No-Shows	9	2	6	5
No-Show Rate	50%	33%	22%	16%
Walk-ins	2	1	3	3
Notes/Feedback	No event reminder + not enough food for dinner hour = very high no-show rate?	Narrow audience invited + no extra incentives = low RSVP/attendance rate?	Topic/setting + strong pre-event marketing = high RSVP/attendance rate?	Day-of reminder + pizza served = low no-show rate?

Answering the Question

"How can I improve attendance at my pre-law events?"

- Decrease no-show rate by sending a day-of event reminder to all RSVPs
- Host events on Tuesdays/Wednesdays/Thursdays
- Host events at dinner time and provide food
- Invite outside speakers
- Additional pre-event marketing (e.g., social media)
- Expand targeting to include non-pre-law students
- Host more events focused on the law school experience (e.g., mock class), including another "Preparing for the LSAT" presentation in the fall

Two Approaches to Using Data

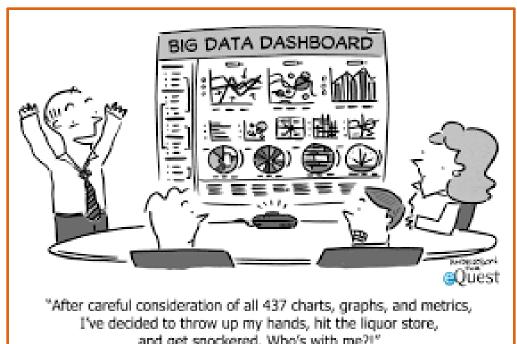
- Using data you own to create an informational piece
- Identifying a problem and using data to solve it or inform the answer

How will you use data?

Experiment!

Feeling overwhelmed?





and get snockered. Who's with me?!"

Questions?We're happy to help!



Abby Fitzgerald

Consultant
Yellow Arrows, LLC
abby@yellowarrows.com
(617) 780-7444

Carrie Taubman

Assistant Dean and Director of Admissions
Northeastern University School of Law
c.taubman@neu.edu



Northeastern University
School of Law