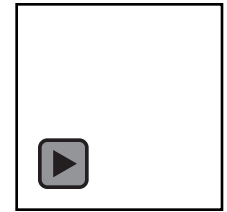


# THE NUMBER GAMES



**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

**YELLOW**  
ARROWS

**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 Grieves**  
Pre-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





"So things are good, stuff is OK, and I reiterate my request for more specific data."



**YOU WANT IT WHEN?!**

**OH SURE, SHOW  
ME**

**THE "DATA"**

memegenerator.net

# 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**



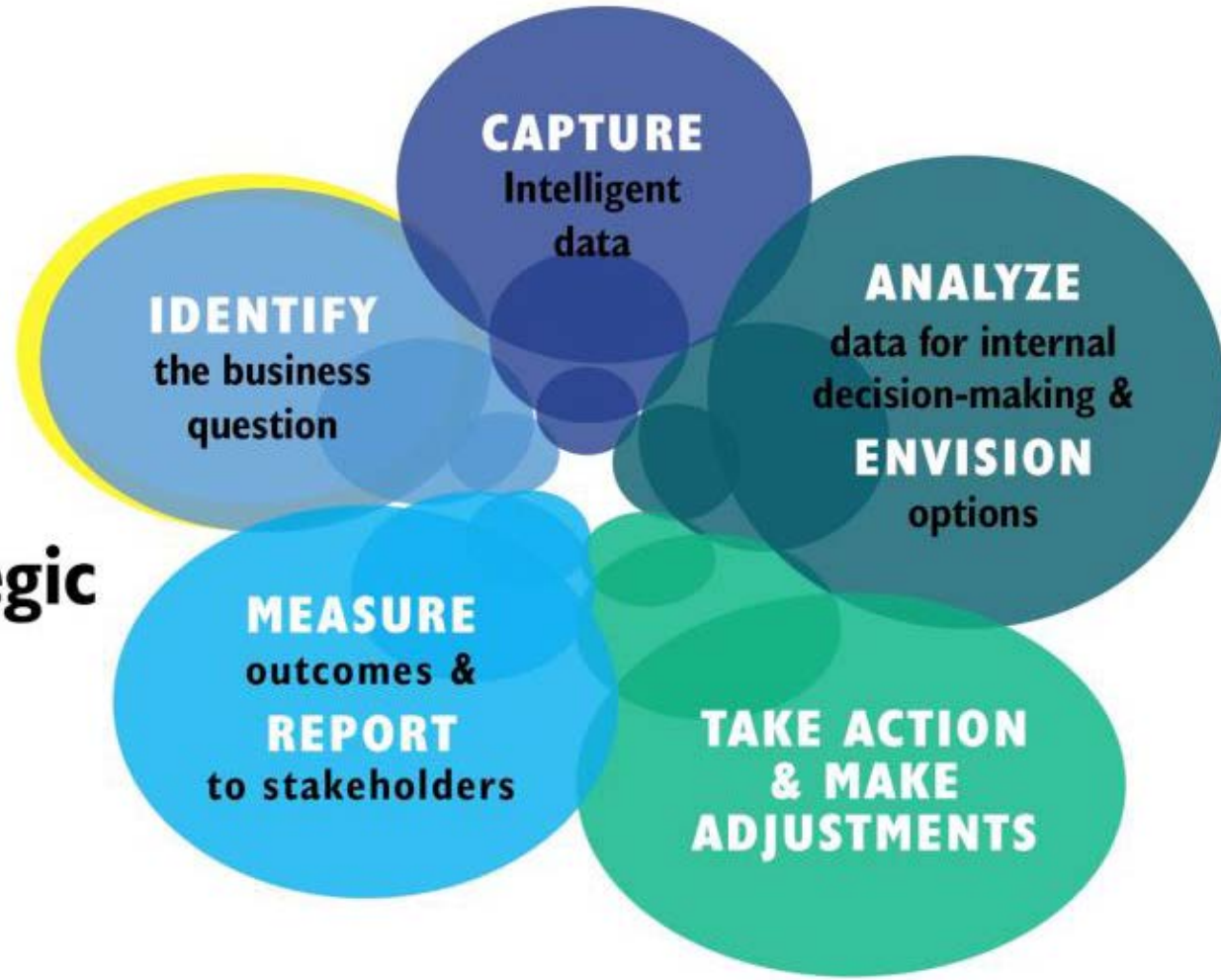


**Instead of this...**

**CAPTURE**  **REPORT**

# Try this!

## Pathway of Strategic Action



# Data can be used to:

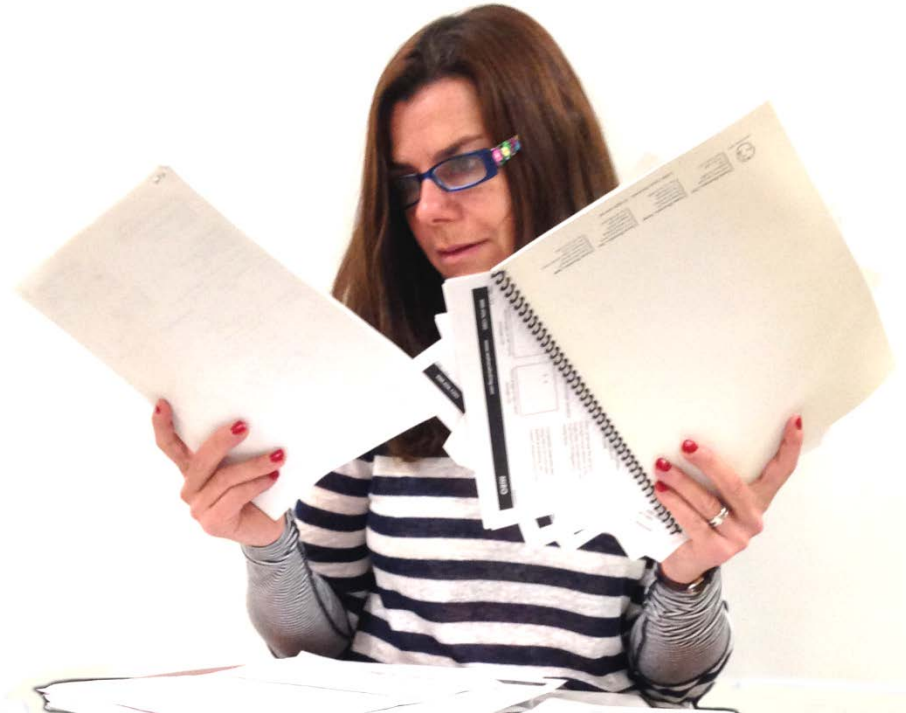
- Tell a story about your pre-law students
- Influence programming
- Communicate with internal stakeholders
- Communicate with law schools



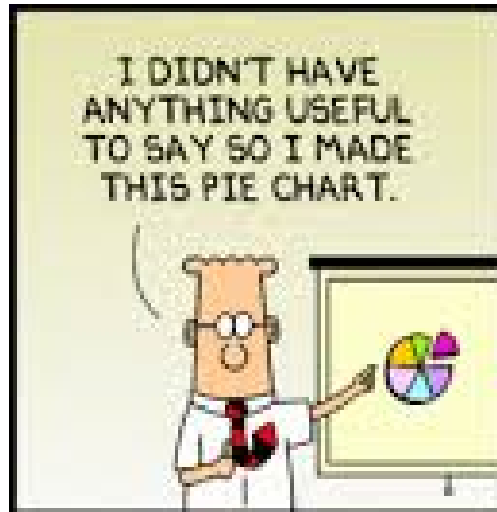
# Getting Started: Two Approaches

## 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

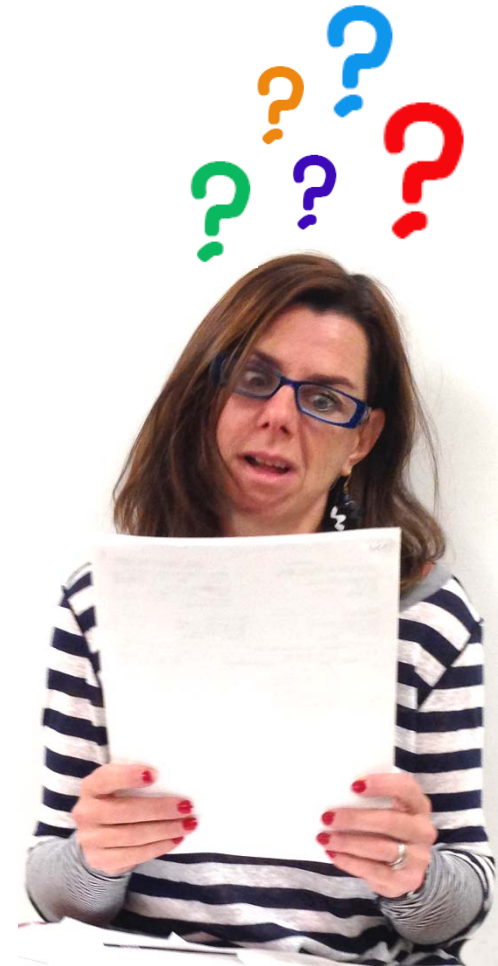


# Creating an Informational Piece



# Sample Basic Data Template

	National Trends					Your School				
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
<b>2011-2012 Application Cycle</b>										
Total # of applicants	67,865	22,316	25,780	15,572	4,197	200	90	70	40	0
% 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 applications	469,550	179,740	196,368	78,971	24,471	1,500	700	600	200	0
% 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	155	80	65	20	0
% 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	0
% 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%	82.9%	50.0%	0.0%
Total # of matriculants/matriculations	41,391	16,017	16,334	7,341	1,699	150	75	60	15	0
% 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%	93.9%	93.8%	92.3%	75.0%	0.0%
Average LSAT of applicants	163.6	154.4	154.5	151.6	150.8	158.3	160.0	156.0	150.0	0.0
Average GPA of applicants	3.25	3.37	3.26	3.08	3.15	3.31	3.50	3.25	3.00	0.0
<b>2012-2013 Application Cycle</b>										
Total # of applicants	69,384	19,576	22,435	13,420	3,953	150	70	50	30	0
% change from previous year	-12.6%	-12.3%	-13.0%	-13.8%	-6.8%	-26.0%	-22.2%	-28.6%	-25.0%	0.0%
Total # of applications	385,776	144,833	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%	-26.6%	-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%	-9.6%	-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	600	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%	76.6%	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	163.1	153.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	0.0
Average GPA of applicants	3.26	3.37	3.27	3.08	3.18	3.38	3.55	3.45	2.85	0.0
<b>2013-2014 Application Cycle</b>										
Total # of applicants	56,697	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%	26.0%	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%	-6.0%	-4.5%	-0.2%	-2.9%	8.7%	8.3%	0.0%	0.0%	0.0%
Total # of admissions (offers)	165,601	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%	66.0%	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%	66.6%	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	163.2	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
<b>Three-Cycle Average</b>										
Total # of applicants	60,982	19,912	23,170	13,970	3,930	175	78	60	35	2
Total # of applications	403,467	150,639	163,170	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	68,590	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%	88.2%	87.8%	87.1%	75.0%	80.0%
Average LSAT of applicants*	163.3	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



# Sample Basic Data Template

	National Trends					Your School				
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
<b>2013-2014 Application Cycle</b>										
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
<b>Three-Cycle Average</b>										
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 Template

## A 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



# Building a Basic Data Template

## 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?

# Building a Basic Data Template

## 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?



# Building a Basic Data Template

## 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!**

# Sample Basic Data Template

	National Trends					Your School				
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
<b>2012-2013 Application Cycle</b>										
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
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% 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%
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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	

# Sample Basic Data Template

yellow = manual entry

	National Trends					Your School				
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
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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	

# Sample Basic Data Template

yellow = manual entry

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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	6.81	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%	16.7%	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	

# Sample Basic Data Template

yellow = manual entry

	National Trends					Your School				
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
<b>2012-2013 Application Cycle</b>										
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	6.71	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%	16.7%	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	

white = formula

# Sample Basic Data Template

yellow = manual entry

	National Trends					Your School				
	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
<b>2012-2013 Application Cycle</b>										
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	-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	6.71	4.77	5.53	6.67	7.14	6.00	6.67	0.00
Total # of admittees	44,700	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	-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	3.49	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	

white = formula



# Building a Basic Data Template

## 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!

# Building a Basic Data Template

## Step 5: Enter formulas

		National Trends					Your School				
		Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other	Total	Seniors	Grads 1-3 yrs.	Grads >3 yrs.	Other
<b>2012-2013 Application Cycle</b>		<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>					
Total # of applicants	1	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	4	-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	5	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	

# Building a Basic Data Template

## 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	B	C	D	E					
Total # of applicants	1	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	4	-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	5	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	

# Building a Basic Data Template

## 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	B	C	D	E					
Total # of applicants	1	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	4	-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	5	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	

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

# Building a Basic Data Template

## 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
<b>2012-2013 Application Cycle</b>											
Total # of applicants	1	59,384	19,776	22,425	13,420	3,953	15,770	70	50	30	0
» % change from previous year	2	-12.5%	-12.3%	-13.0%	-8.8%	-5.8%	-25.0%	-22.2%	-28.6%	-5.0%	0.0%
Total # of applications	3	385,776	144,933	154,925	4,060	21,758	1,000	500	30	200	0
» % change from previous year	4	-17.8%	-19.4%	-16.9%	-18.9%	-11.7%	-3.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant	5	6.50	7.40	6.91	4.77	5.5	6.37	7.14	6.00	1.67	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%	-50.0%	-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	2.67	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	

H30=IF(H17=0,0,H29-H17)  
 H29=IF(H17=0,0,H17)  
 H17=IF(H17=0,0,H17)

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

# Building a Basic Data Template

## 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
<b>2012-2013 Application Cycle</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>
Total # of applicants	1 59,384	19,776	21,425	13,200	3,958	15,700	50	30	0	
» % change from previous year	2 -12.5%	-2.3%	1.6%	1.8%	-5.8%	-25.0%	-22.2%	28.6%	5.0%	0.0%
Total # of applications	3 385,777	41,933	154,021	4,060	21,558	1,000	500	200	0	
» % change from previous year	4 -17.8%	-15.4%	-16.9%	-10.3%	-11.7%	-33.3%	-28.6%	-50.0%	0.0%	0.0%
Average # of applications per applicant	6.50	7.40	7.01	3.05	5.5	6.37	7.14	6.00	1.67	0.00
Total # of admissions	5 45,700	16,739	17,008	8,801	2,222	15	60	45	10	0
» % change from previous year	6 -9.8%	-1.4%	-9.8%	-10.4%	-2.8%	-30.3%	-25.0%	0.0%	-50.0%	0.0%
Total # of admissions (offers)	7 103,657	68,214	68,075	25,178	8,890	500	300	15	25	0
» % change from previous year	8 -0.2%	-12.3%	-8.6%	-10.3%	-2.4%	-33.3%	-25.0%	-41.7%	-50.0%	0.0%
Average # of admissions per applicant	1.74	3.44	3.03	1.00	1.74	2.77	3.49	2.63	1.83	1.68
% of applicants admitted	9 77.0%	85.7%	79.1%	65.6%	50.2%	76.7%	85.7%	90.0%	33.3%	0.0%
Total # of matriculations	10 37,936	4,772	14,933	6,658	673	100	55	35	10	0
» % change from previous year	11 -8.3%	-8.4%	-8.6%	-9.3%	-1.5%	-33.3%	-26.7%	-41.7%	-33.3%	0.0%
% of applicants matriculated	12 63.9%	74.9%	68.6%	49.6%	42.3%	66.7%	78.6%	70.0%	33.3%	0.0%
% of admissions matriculated	13 83.0%	87.5%	83.1%	75.7%	75.3%	87.0%	91.7%	77.8%	100.0%	0.0%
Average LSAT of applicants	14 133.1	157.8	154.1	151.2	150.1	154.2	158.0	152.0	149.0	
Average GPA of applicants	15 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)

# Building a Basic Data Template

## 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

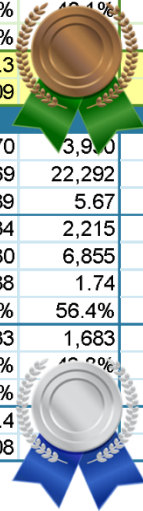
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Total # of applicants	55,697	17,843	21,295	12,919	3,640	175	75	60	35	5
» % change from previous year	-6.2%	-8.9%	-5.1%	-3.7%	-7.9%	16.7%	7.1%	20.0%	16.7%	0.0%
Total # of applications	355,074	127,235	145,216	62,076	20,547	1,250	600	375	270	5
» % change 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
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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
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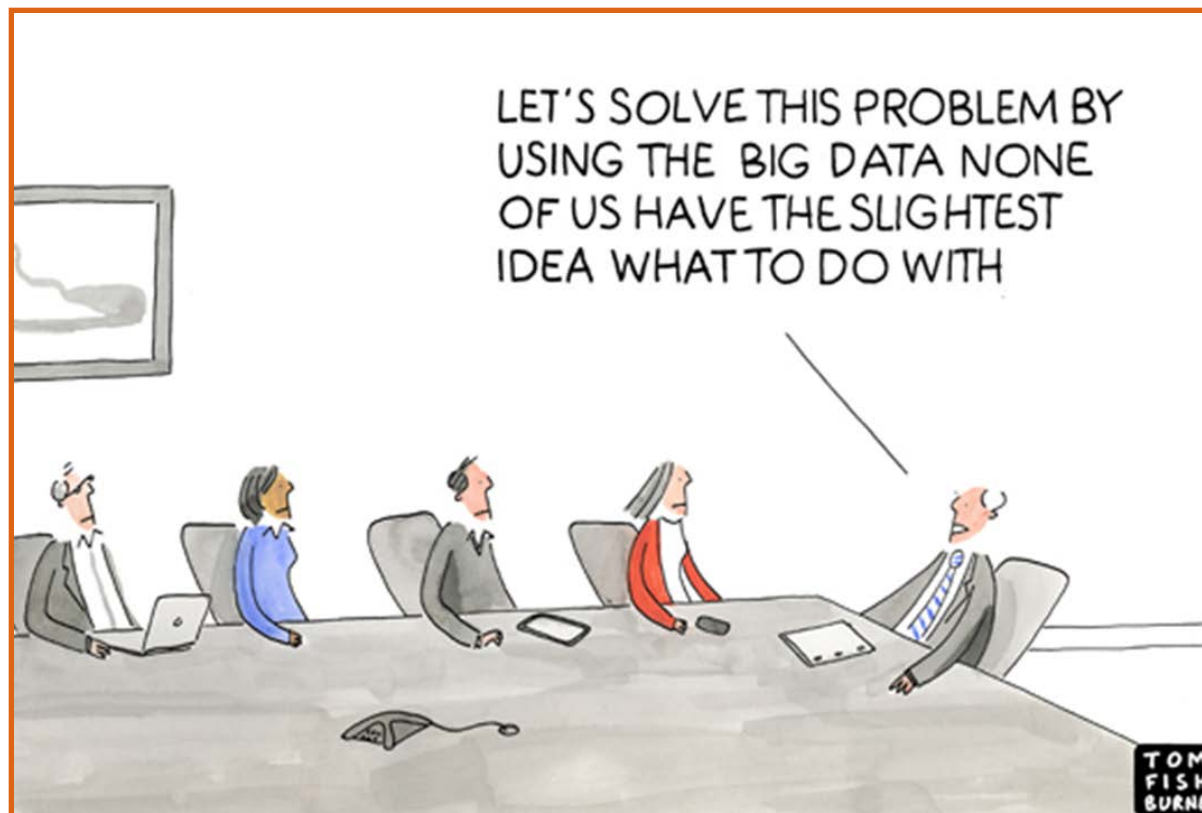


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# Identifying a Problem and Solving It (or Using Data to Inform the Answer)



# 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?”
- “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

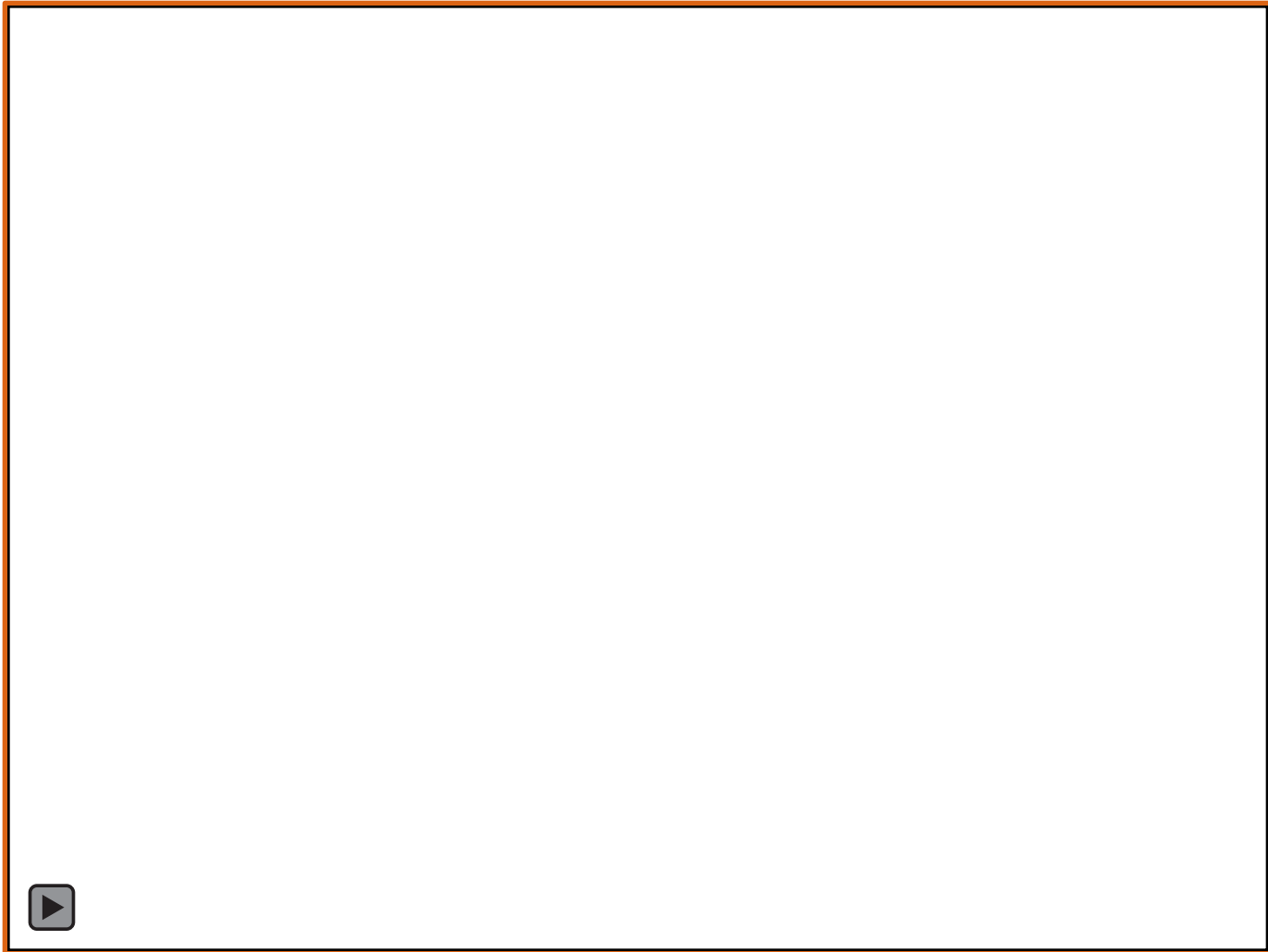
“How can I improve attendance at my pre-law events?”

- 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 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				

# 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

# What are the take-aways?

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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 are the take-aways?

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)
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# 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

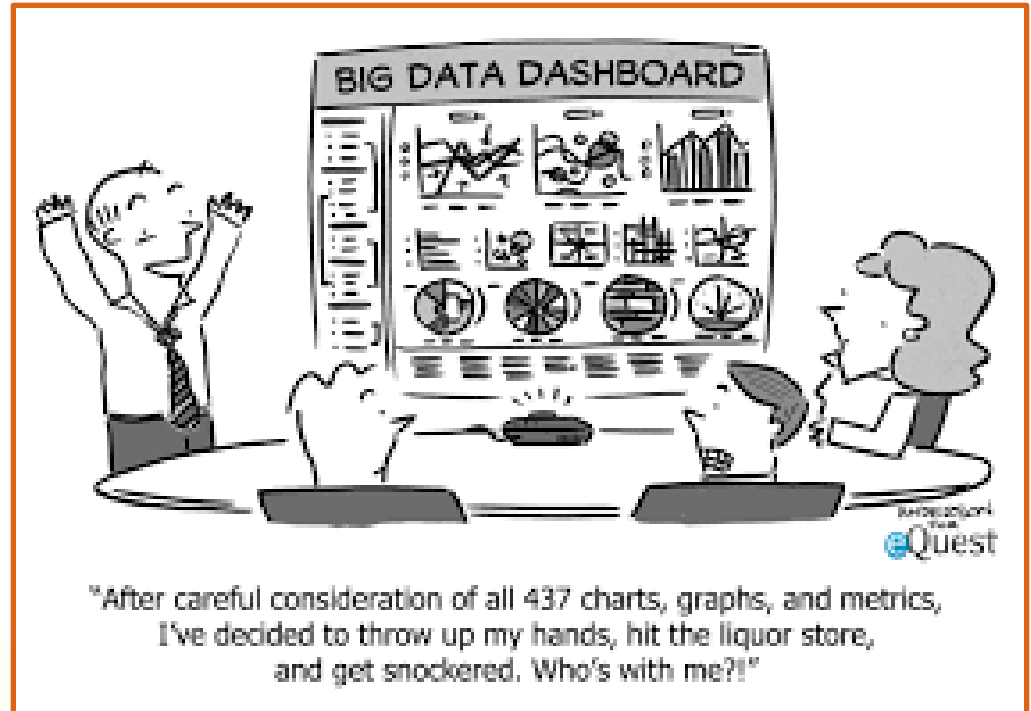
# Two Approaches to Using Data

- 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?**

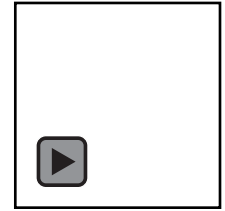
**Experiment!**

# Feeling overwhelmed?



# Questions?

We're happy to help!



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