CASE STUDY

Increasing Law School Applicant Quality and Admissions Selectivity

Cottonwood University[1], a Large, Private University in the Northeast

- **About:** Cottonwood University is a private university with a law school enrollment of about 450 students.
- **Challenge:** Cottonwood sought to raise the academic profile of their entering class and increase selectivity while maintaining current class size.
- **Solution:** After assessing Cottonwood's current recruitment practices, EAB recommended strategic changes to find and attract more top applicants. Key changes included a data-driven expansion of targeting, strategic deadline marketing, and personalized, multichannel campaigns that incorporated proven marketing techniques.
- **Impact:** EAB helped Cottonwood grow application volume by 13% overall, with a 33% increase in applicants with LSAT scores of 160 or above. These changes in application volume and quality ultimately enabled an 18% decrease in admit rate and a one-point increase in median LSAT score among depositing students.

Impact Highlights

+33%

Increase in applications with 160+ LSAT score

+1 point

Increase in median deposit LSAT score

How EAB Helped Cottonwood Law Recruit More Top Applicants

A More Comprehensive Approach to Targeting and Engaging Highly Qualified Prospects

New Strategies Implemented

Optimized Test-Taker Targeting

EAB expanded test-taker targeting, especially in higher LSAT score ranges, then helped Cottonwood contact candidates promptly as names became available.

Strategic Deadline Marketing

EAB helped Cottonwood craft a new deadline cadence and corresponding marketing plan to boost application activity.

Personalized, Multichannel Messaging

EAB launched integrated marketing campaigns with content tailored to attract top candidates.

Year One Results

Application Growth

13%

Overall increase in application volume

Academic Quality

16%

Increase in deposits with 160+ LSAT score

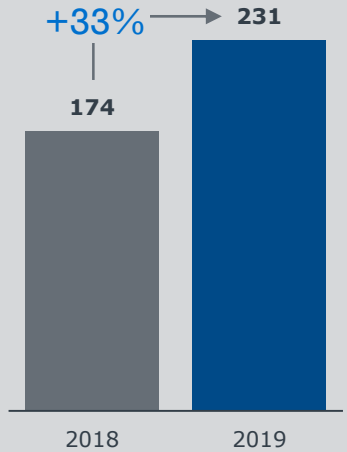
Admissions Selectivity

18%

Decrease in admit rate from 2018 to 2019

Applicants with 160+ LSAT

Year Prior to EAB vs. Year 1



1) A pseudonym

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