

▶ HOW TO PROMOTE DISCOVERLAW.ORG AT YOUR CAMPUS

Right now, the legal profession does not reflect the expanding diversity of our society.

That's why LSAC developed the DiscoverLaw.org campaign — to encourage racially and ethnically diverse students to discover career opportunities in law in their first and second year of undergraduate school. Discovering law early in their career exploration makes it easier to choose a path that will lead them to a law degree.

With access to experts, inspiring stories about law school graduates, a list of most frequently asked questions, and more, students will receive resources, tips, and tools on how to prepare to be a successful law school applicant.

Starting in late October 2008, DiscoverLaw.org will be promoted to undergraduate students from diverse backgrounds nationwide through online and print advertising. Campuses across the country are encouraged to take advantage of the campaign's many resources and materials. Also, a few schools in Albuquerque, NM; Los Angeles; Houston; and Raleigh-Durham/Chapel Hill, NC, will have DiscoverLaw.org Campus Coordinators to plan special events and activities on campuses.

If your school doesn't fall into one of these four regions, learn how you can bring DiscoverLaw.org to a campus near you:

- ▶ **Host a DiscoverLaw.org campus event aimed at introducing racially and ethnically diverse first- and second-year college students to the fields of law and providing information about how they can best prepare for law school.**
 - Bring together a panel of law experts for a Q&A session or "lunch & learn" party for students.
 - Invite someone who represents the legal profession to your next career fair.

- ▶ **If your campus has a law school, create opportunities for first- and second-year undergrads and law students from diverse populations to connect with one another.**
 - Establish a mentoring program.
 - Organize law school tour days and invite law school administrators such as deans and admission counselors to offer advice to students.
 - Set up a day-long conference to introduce diverse students to sample law lectures.
 - Invite undergrads to law school mock trials.

- ▶ **Organize a volunteer or "job shadowing" day with local lawyers.**
 - Connect interested first- and second-year undergrad students with local legal services departments and pro-bono organizations who can use interns or volunteers for the day.

- ▶ **Nominate alumni from your school to be included in DiscoverLaw.org's "Find Your Inspiration" profiles or "Straight from the Experts" question & answer features.**
 - Send your nominations to DiscoverLaw@LSAC.org.
 - If the alumnus or alumna is selected, host a party in his or her honor.
 - Invite students to the party so they can hear the story and ask questions.

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continued

Some other ideas to consider:

- ▶ Download DiscoverLaw.org posters and information cards from the website and display or distribute them at career fairs and orientation events. Hang them up at student centers, dorms, and other places where diverse students gather.
- ▶ Mention DiscoverLaw.org in campus listservs, particularly those that reach diverse first- and second-year undergrads.
- ▶ If your school has a social networking profile (Facebook, Twitter, MySpace), use it to promote DiscoverLaw.org.
- ▶ Encourage your school, as well as deans, faculty members, and prelaw advisors with websites, to post a DiscoverLaw.org Web button.

Questions? E-mail DiscoverLaw@LSAC.org.