



PRESENTATION HANDOUT



# Lasting Impacts of the Pandemic on Law Admissions

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# Three Main Themes

1) Impact on  
Student  
Recruitment

2) Impact on the  
pipeline of law  
school applicants

3) Fundamental  
changes to  
enrollment  
models

# Impact on Student Recruitment



**Conclusion:** Hybrid recruitment is here to stay

**Primary Impact:** Shift in TIME and PLACE of where recruitment occurs  
(on-demand, at-home)

**Challenge:** Maintain engaging outreach efforts

# Impact on Student Recruitment



## Strategies

- 1) Meet students where they are
- 2) Leverage relationships (make your competitors part-time collaborators)
- 3) Take advantage of the flexibility of virtual recruitment opportunities
- 4) Don't forget the data – survey, survey, survey

# Impact on Student Recruitment



## Examples

*Open Access*: Inside Legal Education with Law School Deans

West Coast Consortium of Law Schools

Virtual Gould

Re-imagined recruitment events

# Disruptions to the Pipeline



**Conclusion:** The pandemic has disrupted the flow of under-represented minority and low-income students through the traditional pipeline to college, this is especially true amongst community colleges.

**Primary Impact:** Decline in certain groups of students to both undergraduate and graduate level programs

**Challenge:** It is up to each of us to help rebuild and strengthen the pipeline

# Disruptions to the Pipeline



## Some Data:

Fall 2020 to Fall 2021 – **3.1%** decline in enrollment nationally (465,300 students). If you back up and include 2019 to 2021, the decline is **6.6%** or just over a million students.

In California, the most populous state, the decline was **4.3%** driven largely by a **9.9%** drop in community college students.

Top 8 states by decline in community college enrollment: Washington, New York, Maine, Mississippi, Oregon, Pennsylvania, South Dakota, and California

Source: *Los Angeles Times*



# Disruptions to the Pipeline



## Some More Data (CA Community Colleges):

Fall 2019 to Fall 2021 – **20%** decline in enrollment (300,000 fewer)

Reasons (pre-existing gaps exacerbated by the pandemic):

- 1) Full-Time work obligations
- 2) Caregiving obligations
- 3) Affordability (even though at \$46/unit, CA is among the lowest)
- 4) Trouble accessing the technology

Source: *Cal Matters*



# Disruptions to the Pipeline

## Strategies

- 1) Creative collaborations
- 2) Support non-profit partners
- 3) Offer opportunities that align with students needs (evenings, weekends, in-person, virtual)



# Disruptions to the Pipeline

## Examples

- 1) [California LAW Pathways](#)
- 2) Southern California Law School Coalition – summer law bootcamps – California LAW Diversity Champion Award 2022
- 3) Legal Education and Access Pipeline (LEAP); Munger, Tolles & Olson (MTO) Fellows Program



# Fundamental Changes to Enrollment Models

**Conclusion:** Uncertainty is the new normal

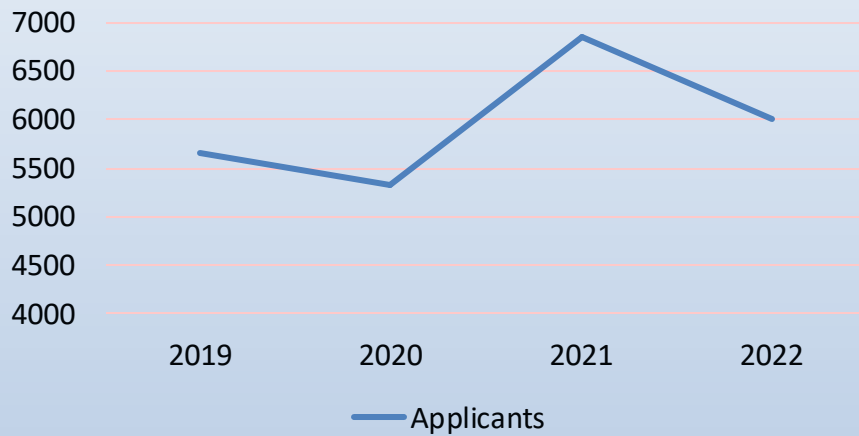
**Primary Impact:** Traditional models are no longer as accurate as they once were

**Challenge:** Maintain optimal yields and meet enrollment targets

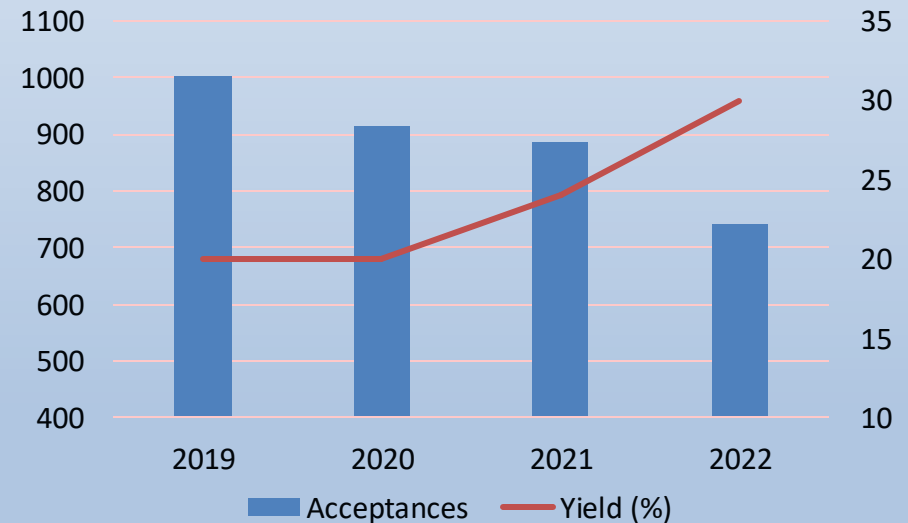


# Fundamental Changes to Enrollment Models

## Gould Enrollment Trends

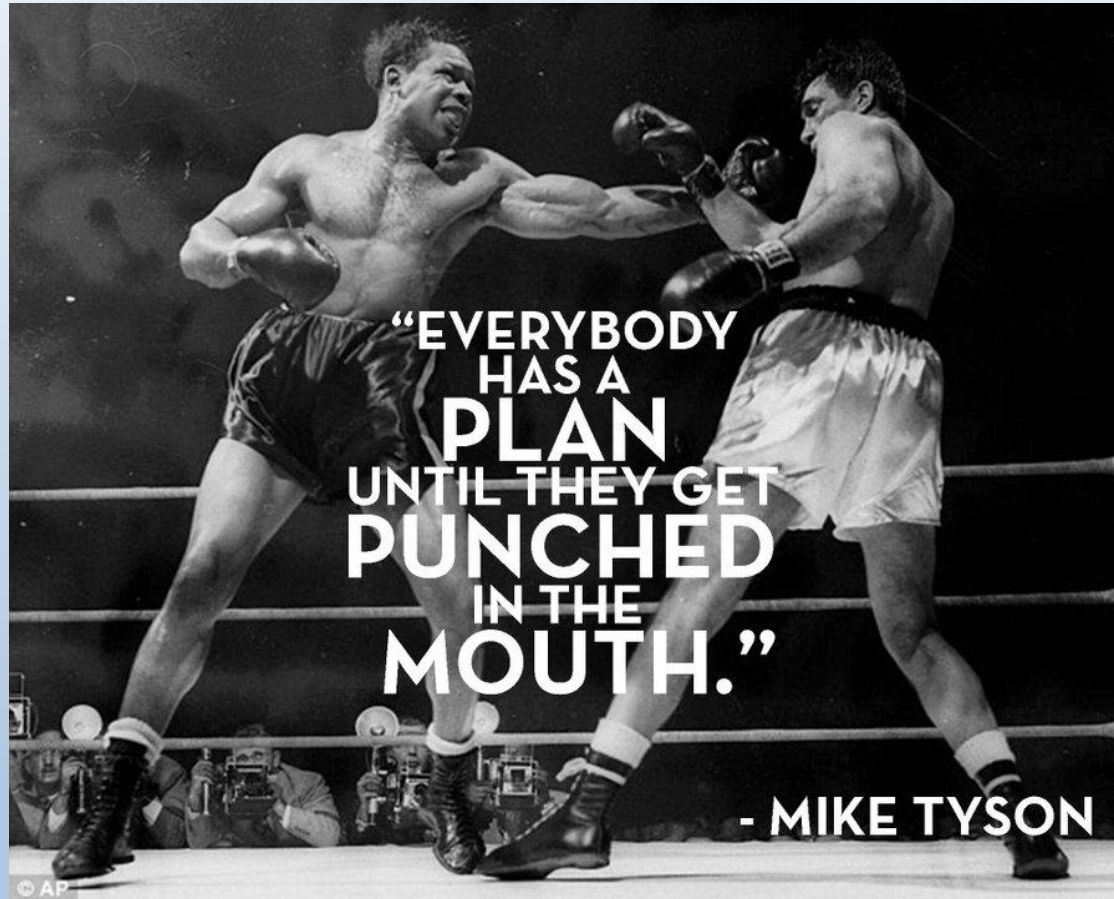


## Gould Enrollment Trends





# Fundamental Changes to Enrollment Models



# Fundamental Changes to Enrollment Models

## Strategies

- 1) Be able to pivot
- 2) Build in checkpoints at a variety of times throughout the cycle
- 3) Understand the competitive marketplace

# Fundamental Changes to Enrollment Models

## Examples

- 1) Enrollment Checklist with Withdrawal option
- 2) Non-binding scholarship reservation form prior to deposit
- 3) Robust CRM and e-mail marketing tools that utilize analytics and scoring to inform yield prediction





Questions?

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