



**OFFICE OF DIVERSITY INITIATIVES  
ANNOUNCES**

**“DIVERSITY MATTERS” AWARD  
RULES OF THE CHALLENGE**

Date: June 17, 2009  
To: All Member Law Schools  
Re: Contest Guidelines/Criteria

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The success of *DiscoverLaw.org* will be due in large part to your efforts and support and therefore we have created another vehicle by which you can show your support and commitment to diversity, while helping us move *DiscoverLaw.org* forward.

The Office of Diversity Initiatives is proud to announce the “Diversity Matters” Award! Please read the guidelines and criteria to learn how you can win this soon-to-be coveted award.

**CONTEST CRITERIA**

Winner or winners will be announced at the LSAC Annual Meeting each year, beginning at the 2010 meeting. There are **four (4)** categories that will be used to determine the winner(s) of the award:

**WEBSITE PROMOTION**

Points will be awarded to all law schools that include a hyperlink from the law school’s website to the *DiscoverLaw.org*.

Additional points will then be awarded based on the amount of website traffic we receive from each school’s website. (Monthly analytics reports will be used to determine this number.)

## **REGISTRATION**

Points will be awarded to law schools based on the number of students that register for *DiscoverLaw.org* during a pipeline event either online or by submitting registration cards (available for download on the website) along with your reimbursement form. More weight, however, will be given to registrations completed via the website.

## **DISCOVERLAW.ORG MONTHS EVENTS**

Up to three (3) *DiscoverLaw.org* Months events can be hosted and are eligible for a maximum reimbursement by LSAC of \$2,750. Upon completion of **each event**, points will be awarded based on the following criteria:

**Number of actual students in attendance**

**Number of students from the targeted racial/ethnic populations**

**Number of students in attendance who are in high school, community college, and/or freshman/sophomores at 4-year institutions**

**Providing pictures, videos, and so on, of the event**

**Garnering media coverage for the event (e.g. newspaper, TV)**

## **BONUS PARTICIPATION POINTS**

We realize that many of our member schools go above and beyond in providing support for our diversity efforts through volunteerism, so we will award bonus points for helping us throughout the year with panels, webinars, podcasts, and so on.

- **Panel volunteer**
- **Webinar volunteer**
- **Podcast volunteer**
- **Other displays of volunteerism and support**

## **“DIVERSITY MATTERS” AWARD**

### **WHAT’S IN IT FOR YOU?**

Every year the winner or winners will be recognized at the Annual Meeting. A demonstrative gift will be awarded for you to take and display at your law school. In addition, your law school’s name will be added to the “Diversity Matters” plaque displayed at LSAC Headquarters. Receipt of this award will show prospective students that your law school is seriously committed to diversity and will further assist your recruitment efforts directed toward racial/ethnic underrepresented minority candidates. Not only will they **read** about your commitment to diversity in your marketing materials and on *DiscoverLaw.org*, those who visit your campuses will be able to **see** your commitment on display.

We know that your institution understands that “diversity matters” in legal education and are working to help change the numbers. Let’s work together to make it happen by providing students, early in the pipeline, with the information and guidance necessary for successful admission to law school.