



Guidelines for Law School ForumsSM

To provide a positive educational experience for forum attendees, member law schools are asked to familiarize themselves with the following guidelines. If law schools use alumni, faculty, or students to staff their tables, they are asked to inform all representatives about these guidelines.

Objectives of Law School Forums

1. To provide prospective law students with information on the diversity of law schools, legal education, and careers.
2. To provide law schools with an opportunity to meet a diverse group of prospective law candidates.
3. To encourage prospective law students to seek information from a variety of law schools.
4. To educate prospective law students about the questions they may have about the application process, the LSAT, financial aid, law school programs, and other admission issues.

Forum Protocol

The forum is designed as an introduction to the legal profession and to the law school admission process.

1. All law school representatives should treat other law school representatives and candidates with respect at all times.
2. Questions about another school present at a forum should be referred to that school's representative. If the school is not a forum participant, questions should be directed to LSAC's information table.
3. In order to ensure that all candidates have access to all law schools participating in a forum, individual schools should not plan or promote recruitment events that conflict with forum hours.
4. Representatives should be knowledgeable about programs and admission requirements.
5. Each school should provide staffing at its table for the entire forum period.
6. If it is necessary to leave the school table, a note should be left indicating the time of return.
7. If school representatives must close the table prior to the end of a forum, staff at the LSAC information table must be informed.

Forum Logistics

Law school representatives should familiarize themselves with forum logistical arrangements.

1. Each school will have a six-foot table (unless otherwise noted) and two chairs, as well as a sign with the school name and table number. Because of space limitations, schools must limit the representation behind their table to no more than three representatives at any one time.
2. In an effort not to inconvenience or interfere with any of the forum law school representatives, recruitment must be limited to designated table areas, and representatives must stand behind their tables. Representatives may not solicit attendees in public areas.
3. To maintain reasonable noise levels, please do not use audio presentations. Electrical outlets will not be available. It is also requested that schools not use displays that might block any surrounding tables, including table displays taller than one foot and floor displays.
4. Outside vendors, test preparation consultants, and other marketing agencies are not permitted to distribute information, sell items, or solicit clients or law school representatives at the forum sites. Questions about suitable marketing practices should be directed to LSAC staff.
5. A schedule and map of school locations in the exhibit hall is given to attendees.
6. Schools are permitted to drape school banners over their tables.
7. Forum sites do not permit displays/banners to be hung on the walls or pillars.
8. Valuable materials should not be left overnight at tables.
9. LSAC provides refreshments in a specially designated area of the forum and each law school is provided with two lunch tickets.
10. Smoking will be permitted in designated smoking areas only.

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Marketing and Interacting With Candidates

Certain marketing practices demean the quality and integrity of the forums.

1. If possible, application and financial aid deadlines should be provided, as well as other information concerning the admission cycle.
2. Schools are not permitted to distribute promotional materials such as pens, pencils, bags, candy, and so on, nor are they permitted to conduct raffles for prizes, or to sell items at their tables, as these activities distract from the educational aspect of the forum.
3. The use of surveys and rankings that purport to compare the quality of law schools may be misleading to applicants, and, for that reason, is discouraged.
4. In addition, as stated in the LSAC Statement of Good Admission and Financial Aid Practices, recruitment activities should not include unreasonable and unfounded comparisons with other law schools.
5. Forum attendees who are contacted by schools after a forum should be provided with accurate information about admission procedures and standards, so they may better understand their chances of being accepted.

The Role of the Law School Admission Council at the Forums

LSAC will staff an information table at each forum. Please refer questions to this table concerning general issues, such as

- test registration,
- LSAT and LSDAS fees,
- workshops, and
- statistical information about the LSAT.

Contacting Prospective Students

1. Participating schools may contact preregistrants in advance of the forums. Information regarding all forum attendees, as requested in the forum registration process, will be available to participating schools within two weeks of each forum for recruiting purposes.
2. Attendees are assigned a five-digit identifier, and schools are urged to record the numbers rather than asking attendees to complete an information card.
3. Law school representatives may download from LSAC contact information about forum attendees following the event in order to facilitate record keeping and follow-up contacts.

Commitment to Diversity

The forums are designed to provide information on the diversity of legal education and careers. Schools participating in the forums reflect that diversity and should make every effort to ensure that attendees are encouraged to talk with specific law school representatives and to seek information from a variety of schools. In addition, LSAC is committed to diversifying the legal profession, and the forums specifically seek to encourage minority applicants to consider law school and to research and apply to several law schools.

1. Law school representatives should encourage prospective minority students to visit the LSAC diversity resources table to acquire information about special programs designed to assist them in the application process.
2. Law school representatives should encourage minority applicants to attend the educational workshop on minority issues.

These guidelines represent the consensus of the members of the 1985 LSAC Programs, Education, and Prelaw Committee, which recommended these guidelines after extensive discussion in March 1985 and further revised the guidelines in October 1985. The guidelines were reviewed and revised by the LSAC Services and Programs Committee in March 1991. The guidelines were reviewed and revised by the LSAC Recruitment Issues Subcommittee in February 1997 and by the Services and Programs Committee in April 1997, in March 2000, in March 2001, in March 2003, and in March 2007.

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