



Get the PLAN! Welcome to the inaugural issue of our Pre-Law Advisor Newsletter. (We love acronyms here at KTP.) We've met many of you at various "APLA" Conferences and on our travels to campuses across the country, and have developed this resource for you in response to the many questions we've received along the way. This is really your newsletter, so please let us know what questions you have so that we can answer them in future issues. We're pleased to bring you the latest information on law school admissions trends, the LSAT, happenings here at Kaplan, and more. Look for a new issue monthly, mid-month. If you have questions about any of the topics below, or suggestions for us to cover in future issues, please [email me](#).

In This Issue:

- Kaplan's 2011 Law School Admissions Officer Survey Results – digital trails leave a mark
- New LSAT Test Day Registration Procedures – new requirement wreaks havoc
- You Be The Judge: A Mock Admissions Event – a resource for your students and you
- Kaplan gives away 100 courses in 50 days – a holiday contest for future grad students
- Social Media Offerings for Advisors & Advisees – reaching students where they are

Kaplan's 2011 Law School Admissions Officers Survey Results Headlines

↳ **A candidate's digital trail is the "emerging wildcard" of the admissions process.**

- 41% of law school admissions officers said they have Googled an applicant to learn more about them, while 27% have checked out an application on Facebook or other social networking sites.
- Amongst law school, business school and college admissions officers, law schools are most apt to include a candidate's digital trail when reviewing a candidate. Check out our [full press release](#), including our rationale for the findings: character and fitness.
- Has your campus press covered our survey results? See a full listing of articles on the topic at the end of this issue.
- *Next month, we'll share additional highlights from our 2011 Admissions Officer Survey.*

New LSAT Test Day Registration Procedures

↳ **Our students report "thousands" of test-takers turned away at test sites.**

- To increase Test Day security provisions, the LSAC has replaced its fingerprinting procedures and instead has adopted a requirement that all test-takers affix a 2x2 passport-esque photo to their admissions ticket.
- As reported in our [Test Day Flash Feedback blog post](#), many test sites were very strict in enforcing the photo standards requirements announced by the LSAC this summer. Please make sure your students are fully-aware of the new rules, and that they thoroughly [read what accounts for an LSAC acceptable photograph](#).

You Be The Judge: A Mock Admissions Event – Recording Now Available

↪ **Thousands of students watch a law school admissions super-committee in action.**

- This past August, admissions officers from [University of Virginia](#), [University of Michigan](#), [University of California – Los Angeles](#) & [George Washington University](#) joined us for a first-of-its-kind one-night-only event, forming a mock-admissions “super-committee” to discuss the merits of four law school applications.
- Thousands of students attended the event live and interacted directly with admissions officers – asking questions, voting live and following along with the action.
- The event was a terrific opportunity to see exactly how admissions officers review a candidate’s application and evaluate LSAT scores, GPAs, personal statements and more.
- To see a recording of the event, review our applications (and see my ugly mug), check out our [mock admissions webpage](#). Feel free to post the link to our event on your website.

Kaplan’s New Holiday Contest Gives Away 100 Courses in 50 Days

↪ **Students can “Try us for Free” in preview classes throughout November.**

- Between November 1st and December 21st, we will be awarding 100 free courses, good for any Kaplan [On Site, Anywhere™ or On Demand course](#) in our [holiday sweepstakes](#).
- Have students that could benefit from preparation? Simply have them fill out the [entry form here](#). It’s free to enter.
- If students (or you) are curious if a Kaplan course is right for them, students can sign up for a [free preview class](#) throughout the month of November.

Our Social Media Offering for Advisors & Advisees

↪ **Join our follower community, over 10,000 strong, and get up-to-the-minute advice.**

- Prospective law students, pre-law advisors, professors, career services offices and law schools are all part of our follower communities on [Facebook](#) and [Twitter](#). Explore our pages, ask us questions, and share your advice with advisees.
- If you enjoy this type of content, you can expect to hear more of the same, daily, there.

Law School Admissions Officer Survey Results Coverage

↪ **We may be speaking with your school next.**

- The ABA Journal:
 - [“LSAOs Are Googling Applicants and Checking Them Out on Facebook”](#)
- The National Law Journal:
 - [“Another barrier to law school: an unsavory digital trail”](#)
- U.S. News & World Report
 - [“Law Students Face Higher Consequences Online”](#)
- MSNBC.com:
 - [“Applying to grad schools? Clean up your Facebook”](#)

- The Wall Street Journal Law Blog:
 - [“Remember: Law School Admissions Officers Are a Nosy Bunch”](#)
- NationalJurist.com:
 - [“Charlotte wins in South Africa; Law schools look at Facebook”](#)
- NationalJurist.com:
 - [“Law schools Google and look at applicants Facebook page”](#)
- Above The Law:
 - [“Non-Sequiturs”](#)
- LockerGnome:
 - [“Applying to Law School This Year? Be Careful What You Post on Facebook”](#)
- Findlaw.com (“Greedy Associates”):
 - [“Law School Admissions Officers Are Checking Facebook Walls”](#)
- Examiner.com:
 - [“Kaplan survey says admissions officers Googling applicants”](#)
- The Daily Record:
 - [“Clean up your digital trail, already”](#)
- Ms. JD:
 - [“Is Law School Admissions Becoming Creepy?”](#)
- All Facebook:
 - [“1 In 3 Law Schools Eye Applicants’ Facebook Pages”](#)
- Reputation Rhino:
 - [“Law School Admissions Officers are Looking Closely at Facebook and Google”](#)
- Kiwi Commons:
 - [“New Survey Finds Law Schools Check Applicants’ Online Profile”](#)
- Schools.com
 - [“41 percent of law school admissions officers have “Googled” applicants...”](#)
- The Daily Californian (University of California – Berkeley):
 - [“Law schools check digital trail of applicants more than other schools”](#)
- The Daily Californian (University of California – Berkeley):
 - [“Social Networking”](#)
- The Daily Bruin (University of California – Los Angeles):
 - [“Study by KTP found law schools look at social networking sites...”](#)
- The Chronicle (Duke University):
 - [“Law school applicants most likely to have Facebook checked”](#)
- FSView & Florida Flambeau (Florida State University):
 - [“More law schools Google applicants”](#)
- The Independent Florida Alligator (University of Florida):
 - [“Survey shows some law schools review applicants’ online behavior”](#)
- The Daily Illini (University of Illinois):
 - [“Increasing number of admissions officers, employers checking out applicants...”](#)
- The Northerner (Northern Kentucky University):
 - [“Facebook not admission tool for Chase”](#)
- The Daily Reveille (Louisiana State University)
 - [“Law schools trending toward checking Internet on applicants”](#)
- The Diamondback (University of Maryland):
 - [“Unlawful Profiles”](#)

- The State News (Michigan State University):
 - [“Law schools take Facebook into account”](#)
- The Minnesota Daily (University of Minnesota – Minneapolis):
 - [“Law schools check Facebook for admissions”](#)
- The Daily Northwestern (Northwestern University):
 - [“Law school admissions use Facebook, Google to screen applicants, study finds”](#)
- The Daily Tar Heel (University of North Carolina – Chapel Hill):
 - [“Kenan-Flagler applicants more likely to be screened with social media at UNC”](#)
- The Daily Toreador (Texas Tech University):
 - [“More colleges use social networking to check applicants’ background”](#)

Thanks for taking the time to read the inaugural issue of PLAN. If you have colleagues who would like to be included on our distribution list, they can [register here](#). If you would like to be removed from our distribution list, please email me at jeff.thomas@kaplan.com. And by all means, if you have any comments or questions, please do the same. I’ll look forward to hearing your feedback, soon.

Regards,
-Jeff

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