

Law Society

A Public Relations Campaign Plan for Grand
Valley State University's Law Society

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Introduction

The Grand Valley State University's Law Society is a student-run organization seeking the scholarly study of law. The organization is open to membership of any Grand Valley State University student. For their members, the Law Society provides information and opportunities related to law school and legal professionals. The Law Society meets regularly to practice for the Law School Admission Test (LSAT) and also plans special events to develop networking and professional skills of the members. The organization currently holds their meetings in 168 Lake Ontario Hall located on the Allendale Campus in Allendale, MI. The group is advised by Mark Richards, Professor of Political Science.

The Law Society currently promotes themselves by advertisements in the student newspaper, flyers around campus, the campus events calendar, and their website. While recruiting, members of the Law Society make class presentations to students.

Grand Valley State University's Law Society participates in many activities that promote professionalism and knowledge of law professions. The group has taken tours of law schools such as Notre Dame University. The annual Law Forum is a great opportunity for members to network with law professionals. During scheduled meetings, the organization studies for the LSAT. Workshops for resumes are also hosted by the Law Society.

Recently, the Law Society became concerned with the small, active membership they had. With only approximately 15 active members, the organization is now looking to boost membership. The group has a lot of ideas for professional

events and activities for the group, but feel they cannot fully complete them without a bigger and more active membership.

One strength of the Law Society is their opportunity to build membership from many areas on campus. Majors such as Political Science, Criminal Justice, Legal Studies including students from any other discipline that aim towards attending law school after graduation. The Law Society has great potential for increasing membership numbers because they can appeal to many different students.

The Law Society's weakness lies in the ability to recruit members. With a limited membership to start with, the group has a difficulty hosting events that would get the word out for the organization. The Law Society also has the weakness of a small budget. Without dues-paying members to provide revenue, the group cannot take large action to market and publicize themselves.

The goal of this campaign is also to create awareness of its benefits to the Grand Valley State University student population, in hopes of boosting active member participation. To do this, several methods of promoting the Law Society will be presented. The target audience for promotion will include all pre-law degrees (including Legal Studies, Criminal Justice, and Political Science) because they will be the ones to benefit most from participating in this group.

While raising awareness can not be measured accurately, the objective of this plan is to increase the Law Society membership by 35 percent, based on a current active membership of approximately 15 people.

This project is important because of its benefits to students on campus. While Grand Valley State University continually encourages students to become engaged

with organizations on campus, the Law Society offers benefits of professional development and preparation for law school.

Research

Research Summary

Research is an integral part of any campaign plan. Without research, the plan's direction is unsupported and potentially misguided. By conducting proper primary research, the target audience is distinctly defined. With effective secondary research, there is stable base for building a campaign plan. Credibility is further built by complete research.

Methodology

The Grand Valley State University Law Society campaign plan consists of primary and secondary research. In order to provide sufficient knowledge, information was gathered from many different types of sources.

Secondary Research

Secondary research concerning Grand Valley State University students was gathered from the Institutional Analysis provided from the university's web site. This gave great insight to the target audience of this campaign plan. It includes useful demographic figures on the subject majors targeted. Findings from the Institutional Analysis are discussed later in the Audience Analysis section.

Secondary research was also collected on other university law societies in Michigan. While smaller colleges did not have web sites for their law societies, others provided great insight into the activities, policies, and promotional tools of the organizations (See Appendix 1 for other university pre-law websites used in secondary research).

Michigan State University law society web sites were very poor. Both the Pre-Law Society and the International Law Society sites were not updated in over 3 years.

The Pre-Law Society held an interesting event, which was a fundraiser at a restaurant. They also hosted Mock Law classes. The International Law Society had a guest professor speak to the group.

The University of Michigan has a Pre-Law Fraternity called Phi Alpha Delta. Their web site was very well laid out and graphics were very appealing. Phi Alpha Delta was the only dues-paying law group found in the state of Michigan. One seemingly effective tool used on the group's web site was a Yahoo! Calendar with all events scheduled. Events could be seen months in advance. One interesting event held by Phi Alpha Delta was a date auction. Admission to the event was free for members but a small fee was charged for non-members. Phi Alpha Delta have semi-annual Rush events to encourage membership after second semester ends as well as after the beginning of the school year. While this group is a fraternity that holds Rush events, the idea of recruitment twice a year is an interesting finding.

Eastern Michigan University's Pre-Law Society had a web site that separated the information by grade-level. Freshman and sophomore pages included information on what majors to pursue if interested in law school, when to take the LSAT, how many times to take the exam, and financial aid for law school. The junior page included information on when to take the LSAT, when to apply for law school, and interview tips. The senior page had tips on writing essays, getting recommendation letters, and resume tips. The alumni page included getting recommendations, retaking the LSAT, and grade point average information. One interesting event held by the group was an essay writing competition for a prize of having the LSAT fee paid by the Pre-Law Society.

Primary Research

Primary research was conducted in many different ways. One survey was created (see Appendix 2) and used for two different audiences. The first was sent to students who are currently on the email listserv for the Law Society and randomly emailed to pre-law majors on Facebook.com. The purpose of this was two-fold. By surveying current members of the society, the research will show ways to improve the practices of the group to meet needs of the members. And, by surveying subscribers who are not actively participating in the group, the research will show ways to improve participation among interested members. By surveying the specific target audience, the survey was more random and gave feedback from those who are unaware of the student organization.

The survey was also given to students of Communications 201 - Public Speaking to be used as the control group. Since it is a class required for many different majors and can be taken by any grade level, it was chosen as an appropriate comparison to the target audience. Although the survey is specific to the Law Society, it also surveyed expectations and desires of student organizations in general. This research gave insight on the types of promotion students pay attention to as well as determining whether the target audience was appropriately chosen for the campaign plan.

Audience Analysis

The campaign to raise membership rates of the Grand Valley State University Law Society is targeted at all pre-law degrees, including Legal Studies, Criminal Justice, and Political Science. This group of students was chosen over others because

the potential to gain from the benefits the organization is greatest for pre-law degrees. Primary research shows that 90 percent of the control group would not join the Law Society. The benefits of the group can apply to other majors, but there is not a strong interest from majors not associated with the law (See Appendix 2 for control group results).

Demographics for each pre-law major were collected. Of the three pre-law majors, Criminal Justice is the most populated, at a total of 606 students enrolled in the fall of 2006 (Office of Institutional Analysis, 2007). Political Science majors are the next most populated, with a total of 244 students enrolled in the fall of 2006 (Office of Institutional Analysis, 2007). Students majoring in Legal Studies are the least-most populated with students enrolled in the fall of 2006 totaling 109 students (Office of Institutional Analysis, 2007).

Demographic statistics were also collected for the breakdown of student year by majors. As of fall 2006, there are 128 freshman enrolled in pre-law majors, 212 sophomores, 256 juniors, and 163 seniors (Office of Institutional Analysis, 2007). Juniors and seniors make up most of the population of pre-law students.

The statistics from the Institutional Analysis web site also show that the average age for pre-law majors is between 21.1 and 22.9 (Office of Institutional Analysis, 2007). The average amount of credit hours is 13-15 (Office of Institutional Analysis, 2007).

In order to reach this audience, promotional material must stand out against all of the other promotions on campus. The demographics the promotion must appeal to the professionalism and benefits of the group. With the average age of 21 and 22 and

the majority of pre-law majors being juniors and seniors, many are looking towards becoming a professional or even continuing on to grad school. Although almost half the population makes up freshman and sophomores, there should be a tailor set of promotional material directed towards the long-term benefits of this group.

Situation Analysis

There are many considerations to make as the plan is constructed. A great strength for the Law Society is it is the only group of campus of its kind. While there is the National Political Science Honor Society, the Student Senate, and Alpha Phi Sigma, a Criminal Justice Honor Society, none of them can appeal to all the pre-law majors and students of other majors who would like to attend law school.

Another strength of the Law Society is professional benefits available to its members. Law Society meetings include a “10-Question Challenge” consisting of LSAT questions in which the group tries to answer, discusses, and provides insight on. Preparation for the LSAT is very expensive. Although this is not official tutoring, students have the benefit of gaining insight from their fellow academics. Studying for this exam can also be very tedious. Many take this exam between junior and senior year. While trying to keep up with classes and study for the LSAT, students may not be as focused on preparing for the exam as they would like to be. The “10-Question Challenge” is a fun, light-hearted way to prepare for it without becoming overwhelmed by other school work.

The Law Society has other benefits that help students professionally as well. The Law Forum, held every year, is an opportunity for members to gain meaningful insight into the law profession and speak with legal counsel in the Grand Rapids area.

The Law Society also hosts workshops to sharpen resume skills. This workshop will directly help students with law school applications and have a long term benefit for students' professional lives beyond law school.

A key weakness to overcome is the low membership rates. With only 15 active members, the organization is in need of a boost in membership. While the group has a lot of ideas for professional events and activities, they cannot be fully completed without a larger and more active membership.

Another set back to the group's goals is the lack of adequate funding. The group currently does not require the payment of chapter dues and has a very small budget to work with. This damages the opportunity to promote and offer more events and workshops. This obstacle directly effects the amount of members because the group cannot afford to get their name out to the student body efficiently.

While the Law Society does have a web site, a Facebook.com group, and a Blackboard domain to communicate with, the organization has a weak presence in these areas. Although each form of technology offers different things to the users, all of the mediums should contain the same information, with the exception of documents available only to members. The Internet sources should have a feeling of consistency between them so that students interested in the group will not have to look at all three to get information, they can choose their preferred method and know they are not missing any information. The promotional materials, Internet information sources, and the overall image of the organization do not have a clear coherence which could be a deterrent to possible members.

The Law Society has great opportunities to expand their organization. While only having 15 active members, there are 75 students subscribing to the listserv. These people are already interested in the program and possibly just need to be drawn towards the group in a new way. The opportunity to grow also lies in the fact that many majors can benefit from program. Other academic organizations focus only one or two majors while the law society can attract any person considering law school.

There is also opportunity to re-brand the organization. With a small budget, the group can create a cohesive bundle of information, including Internet sources to flyers on campus, can attract new and active members.

While the opportunities for the Law Society are great, it is not without its challenges. The Law Society elects leadership roles annually. This changeover in leadership could cause confusion in the promotional plan. There is also the challenge of a remaining small budget. While some promotional tactics in this plan can be done at little or reduced cost, the Law Society will have the challenge of continuing to fundraise for the duration of the organization. The fundraising tactics in this plan will also raise money to fund the program and other tactics.

The Law Society currently executes a variety of different tools to promote themselves. They currently maintain their Internet communication with students as a promotional tool. While this is most preferred for students, there could be overall improvements done by re-branding the organization and its communication with students. The organization promotes events by utilizing the calendar of events on the Grand Valley State University web page. This is an effective tool because it is the key

source of events on campus for both students and faculty. Events are also promoted by advertisements in the student-run newspaper, the *Grand Valley Lanthorn*. While this method is effective and eye catching, it is costly on a small budget. The Law Society could prepare news releases before the event, in hopes that *Lanthorn* reporters could promote the events for free. Events could be covered by the newspaper after they have occurred which would build awareness of the organization.

Survey Summary

Out of the 78 pre-law students surveyed, 66% of students are Criminal Justice majors. 6% surveyed are political science majors, 10% are legal studies majors, and 18% listed their major was not a pre-law major.

Participants were asked to mark the five promotion types that appeal to them most. The most popular promotion was Facebook.com, with a response total of 41 out of 78. The next most effective promotion was found to be flyers on the bulletin boards in hallways, with a total of 40 out of 78. Other promotions that were around the same number of responses were: Events Calendar listings, articles or advertisements in *The Lanthorn*, and banners hanging in Kirkhof. The next most popular was information tables in common areas, with 27 responses. Websites had 24 responses, while tabletop tents had 20 responses. Chalking and special event sponsorship both had 17 responses. Bus advertisements were least popular with 10 responses (See Appendix 4 for the chart of the promotional types).

The importance of opportunities in a student organization was surveyed. Resume building was reported “extremely unimportant” by 12 students, “somewhat

unimportant” by 8 students, “neither important nor unimportant” by 8 students, “somewhat important” by 18 students, and “extremely important” by 32 students.

Professional networking was reported “extremely unimportant” by 15 students, “somewhat unimportant” by 6 students, “neither important nor unimportant” by 3 students, “somewhat important” by 14 students, and “extremely important” by 42 students.

Friends was reported “extremely unimportant” by 4 student, “somewhat unimportant” by 13 students, “neither important nor unimportant” by 8 students, “somewhat important” by 25 students, and “extremely important” by 27 students.

Workshops were reported “extremely unimportant” by 5 students, “somewhat unimportant” by 8 students, “neither important nor unimportant” by 20 students, “somewhat important” by 31 students, and “extremely important” by 12 students.

Leadership Skills was reported “extremely unimportant” by 9 students, “somewhat unimportant” by 11 students, “neither important nor unimportant” by 9 students, “somewhat important” by 21 students, and “extremely important” by 28 students. Insight into the profession was reported “extremely unimportant” by 13 students, “somewhat unimportant” by 4 students, “neither important nor unimportant” by 5 students, “somewhat important” by 17 students, and “extremely important” by 39 students.

Finally, events on campus was reported “extremely unimportant” by 5 students, “somewhat unimportant” by 9 students, “neither important nor unimportant” by 18 students, “somewhat important” by 22 students, and “extremely important” by 19 students.

The next question asked about the obstacles in being an active member in a student organization. Inconvenient meeting time was the greatest obstacle with 67 percent of responses. Work was the second biggest obstacle with 64 percent of responses. Other big obstacles include not enough time, lack of familiarity/knowledge of groups, cost to join, and unsure of benefits. The least greatest obstacles include frequency of meetings, no interest in student organizations, and other obstacles.

Out of the 53 students surveyed, 67% had heard of the Law Society, while the other 33% had not. Out of those who had heard of the Law Society, 22 heard about it through a professor while 19 heard it from a friend of fellow student. Websites and flyers/banners had informed 5 students each. Campus Life Night, information tables, chalking, articles in *The Lanthorn*, and other informed less than 5 students.

The number of surveyed students who are attending law school were exactly half of the total number surveyed. Out of those who responded “Yes” only 35% have started preparing for the LSAT exam.

From the students surveyed, 29% of students said they were already a member or planned to become on in the next 6 months, while 54% said no, and 17% were not sure about joining.

References

Office of Institutional Analysis. Enrollment summaries for academic programs.

Retrieved February 3, 2007 from

<http://reports.ia.gvsu.edu/pgmsum/index.html>

Strategies and Tactics

The main goal for this campaign is to create awareness of the Grand Valley Law Society to the student population, in hopes of boosting active member participation. The key message in all tactics will promote the benefits of the joining the Law Society to pre-law students. The first strategy will be to increase funding for the group. This will make it possible for the organization to offer more workshops, events, trips, etc. The second strategy will be to create promotional tools that create awareness of the group.

Strategy 1: Increase funding for the Law Society. This will help the organization host events that will create awareness of the group.

- **Tactic 1:** Implement the payment of dues for all members. Primary research shows that cost to join was only an obstacle for 30% of students surveyed. The amount for dues should be kept around \$10. Although this will not bring in a large amount of revenue while the organization is small, it will help to fund at least one event or promotional tool that will help the organization in the long-term. An email sent to members explaining that dues will be due by a certain date should also include a brochure explaining what benefits this income will have on the organization as well as what members are receiving for their dues (See Appendix 6 for communication examples).
- **Tactic 2:** Seek funding from Grand Rapids Law Firms. Firms may be willing to donate to the student organization or help sponsor events on campus. Meeting in person with executives would be free or sending a letter

would cost very little. (see Appendix 5 for Grand Rapids Business Journal list of Top Law Firms in Grand Rapids)

- **Tactic 3:** Host a fundraising event. If it is something held during the day, in a public place, such as Kirkhof, the event will benefit two-fold. It will, hopefully, raise money for the Law Society, and it will create awareness of the organization.

- **Suggested event:** “Free T-Haas”

This event would entail President Haas volunteering to be “locked up” and only be let out once donations hit a specified amount. A makeshift jail cell could be made inexpensively using PVC piping and could be painted gray to look like jail cell bars (see Appendix 7 for layout design). Being located in the lobby of Kirkhof would allow many students to walk by the fundraiser in between classes and would attract a lot of attention. The fundraiser would create awareness for the group without alienating students who are not pre-law majors. Pre-law majors who do pass by the event could pick up information if they choose to. Students who make a donation could receive some sort of prize with the Law Society’s logo and web address on it. Sending a press release to the student-run newspaper, *The Lanthorn*, about such an unusual fundraiser would create awareness of the organization for those who could not make it to the event. An advertisement for the event on the Events Calendar would attract attention as well as having the event listed on that day’s schedule.

Strategy 2: Increase awareness of the benefits of the Law Society. By promoting these benefits, awareness of the organization and potential membership will be gained.

- **Tactic 1:** Offer door prize at events such as the Law Forum. Primary research shows that professional networking and insight into the profession are the two most important things to gain from a student organization. Students will receive that at the Law Forum, but may be reluctant to take time out of their busy schedules. A door prize such as payment of the LSAT fee (approximately \$123) could be a great selling point to the event. By offering such a great prize to students, it will add to the already great benefits of the event and potentially increase attendance to the event. It is important to highlight such a door prize not keep it hidden at the bottom of flyers. By having it stand out, it could attract pre-law students who may have overlooked events like the Law Forum. Other promotions for this tactic include a press release to *The Lanthorn*, listing the event on the Events Calendar, and emailing a flyer to all of the listserv subscribers. Funding for this prize could be underwritten by a Law Firm in Grand Rapids (see Appendix 5 for Grand Rapids Business Journal list of Top Law Firms in Grand Rapids).
- **Tactic 2:** Implement a mentor program between members and law professionals in the Grand Rapids area. Primary research shows that 53% of students said professional networking is “extremely important” and 50% said insight into professional is “extremely important.” A

mentor program would fulfill both of the most important aspects of a student organization that were surveyed. This great benefit would be available to paying members only. By doing so, it is a worth-while expense for those who joined and paid the dues. It will also encourage those who have not paid their dues to do so. Grand Valley pre-law graduates would be a great resource for advice, information on law schools and the application process, and other professional insights. Mentors such as Grand Rapids law professionals would provide the same benefits, as well as resume critiques and can be references for Law Society members (see Appendix 5 for Grand Rapids Business Journal list of Top Law Firms in Grand Rapids). To recruit professional mentors, letters would be sent to firms. Once the number of mentors is determined, Law Society members would go into pre-law classes to promote the program.

- **Tactic 3:** Maintain Facebook.com presence (events and groups) to continue promoting benefits. Primary research shows Facebook.com as the second most popular promotional tool used on Grand Valley State University's campus. Creating a group such as the "10 Question Challenge discussion board" could review the questions discussed in the Law Society meetings to benefit those who could not make it to the meeting. Events can be promoted electronically as another way for many eyes to view. Membership of the Facebook.com group would be changed to restricted access, where the administrative account would

have to approve members, based on their payment of dues. This is a minor act but give members another reason to officially join the organization and pay dues.

Budget

Strategy 1: Increase funding for the Law Society

Tactic 1: Implementing Dues		
Expense or Labor	Cost	Total
Email to students	Free	\$0.00
Electronic brochure highlighting benefits	Free	\$0.00
Labor - making brochure, emailing brochure, and making end of year survey	Approximately two to three hours	\$0.00
End of Year Survey (printed at the library)	50 @ \$0.00	\$0.00
Grand Total		\$0.00

Tactic 2: Funding from Grand Rapids Law Firms		
Expense or Labor	Cost	Total
Request Letters (printed at the library)	34 @ \$0.00	\$0.00
Postage	34 @ \$0.39	\$13.26
Business Size Envelopes (from Office Max)	50 count box @ \$2.49	\$2.49
Labor- creating letter and stuffing envelopes	Approximately two hours	\$0.00
Grand Total		\$15.75

Tactic 3: Fundraising Event: "Free T-Haas"		
Expense or Labor	Cost	Total
1x10 PVC Piping for "jail cell" (from True Value)	13 @ \$2.99	\$38.87
PVC Connectors "Elbows" (from True Value)	8 @ \$0.79	\$6.32
PVC Connectors "3-Ways" (from True Value)	10 @ \$1.29	\$12.90
Black Spray Paint (from True Value)	4 cans @ \$2.29	\$9.16
Press Release	Free	\$0.00
Design of Advertisement on Events Calendar	1 hour design time @ \$20	\$20.00
Random Placement of	\$20 per week	\$20.00

Advertisement on Events Calendar		
Listing Event on Events Calendar	Free	\$0.00
Facebook.com group and invitations	Free	\$0.00
Consolation Prize for donation - Frisbees from Pens.com	200 @ \$0.82	\$164.00
Labor - Painters and assemblers of "jail cell" - Law Society volunteers	Approximately three to four hours	\$0.00
Labor - Coordinator of entire event - Event Planning Internship	Approximately one to two months preparation	\$0.00
Labor - Volunteers to take donations - Law Society volunteers	Approximately three hours	\$0.00
Guest of Honor	Approximately three hours	\$0.00
Holding event in Kirkhof	Free	\$0.00
Evaluation Cards (printed at the library)	50 @ \$0.00	\$0.00
Grand Total		\$454.60

Strategy 2: Increase awareness of benefits of the Law Society

Tactic 1: Door Prize at the Law Forum		
Expense or Labor	Cost	Total
Design of Flyer by University Promotions	1 hour design time @ \$20	\$20.00
Color Copies (printed at Copy Center Plus in Kirkhof)	100 @ \$0.50	\$50.00
Door Prize: LSAT Fee	Free - underwritten by local law firm	\$0.00
Press Release	Free	\$0.00
Listing on Events Calendar	Free	\$0.00
Labor- emailing flyer to list serv	Approximately 1 hour	\$0.00
Survey Cards	50 @ \$0.00 printed in library	\$0.00
Grand Total		\$70.00

Tactic 2: Mentor Program		
Expense or Labor	Cost	Total
Black and white copies of letter seeking professional mentors (printed at Copy Center Plus in Kirkhof)	Approximately 30 letters @ \$0.50	\$1.50
Postage	30 @ 0.39	\$11.70
Business Size Envelopes (from Office Max)	50 count box @ \$2.49	\$2.49
Flyers promoting mentorship (printed black and white, 4 on a page, at Copy Center Plus in Kirkhof)	300 @ \$0.05	\$15.00
Volunteers to pass out flyers in pre-law classes	Approximately 10 hours split between volunteers - Free	\$0.00
Grand Total:		\$30.69

<i>Tactic 3: Facebook.com Presence</i>		
<i>Expense or Labor</i>	<i>Cost</i>	<i>Total</i>
Labor - "10 Question Challenge" discussion board	Approximately 1 hour per week	\$0.00
Labor - Event invitations	Approximately 1 hour per event	\$0.00
Labor - Limited Membership	Approximately 10 minutes per day	\$0.00
Grand Total:		\$0.00

<i>Grand Total of All Expenses</i>	
<i>Strategy 1</i>	
Tactic 1	\$0.00
Tactic 2	\$15.75
Tactic 3	\$454.60
<i>Strategy 2</i>	
Tactic 1	\$70.00
Tactic 2	\$30.69
Tactic 3	\$0.00
Grand Total	\$571.04

Timeline

Tactic	Aug. 07	Sept. 07	Oct. 07	Nov. 07	Dec. 07	Jan. 08	Feb. 08	March 08	April 08	May 08	June 07	July 08	Aug. 08
Pre-Survey													
Pre-Survey of Awareness	Prep	Implement	Evaluation										Prep
Strategy 1: Increase Funding for the Law Society													
Tactic 1: Implementing Dues	Prep	Implement	Evaluation		Prep	Implement	Evaluation						Prep
Tactic 2: Funding from Law Firms	Preparation		Implement		Evaluation								
Tactic 3: Fundraiser "Free T-Haas"	Preparation			Implement	Evaluation								
Pre-Survey 2													
Pre-Survey of Awareness						Prep	Implement	Evaluate					
Strategy 2: Increase Awareness of the benefits of the Law Society													
Tactic 1: Door Prize @ Law Forum	Preparation		Implement	Evaluation									Prep
Tactic 2: Mentor Program		Preparation				Implement			Evaluation				
Tactic 3: Maintain Facebook.com presence	Prep	Implement								Evaluate	Prep		

Evaluation

Evaluation for this campaign plan is important because it measures the results of the tactics against the objectives set previously in the plan. Evaluation and assessment will show the tactics' success. It also provides insight from target audiences and can be used as a basis for more strategies later on.

The goal of this campaign is to create awareness of its benefits to the Grand Valley State University student population, in hopes of boosting active member participation. The objective of this plan is to increase the Law Society membership by 35 percent, based on a current active membership of approximately 15 people.

To begin the evaluation process, there should be a pre-survey to analyze the amount of awareness the student organization has on campus. While the primary research has surveyed the target audience to see how many students have heard of the Law Society, a broader survey could be more useful in gauging the awareness of the organization. Approximately 200 students should be surveyed- 100 randomly chosen from the entire student population and 100 randomly chosen from the target audience. The survey of awareness should be conducted again at the start of the winter semester to see if awareness has increased in the first five months of the campaign plan.

Strategy 1 Evaluations

The first tactic, implementing payment of dues for all members, can be measured simple by the number of people who pay the dues. It can also be measured by the number of people who unsubscribe to the listserv. At the end of the year, a short survey could be passed out to people who paid the membership dues. The

survey should ask if the money was worth the benefits, if the amount was appropriate, etc. (see Appendix 8 for evaluation survey samples).

The second tactic, seeking funding from Grand Rapids Law firms, can also be measured simply by the number of firms who donate or become involved with the student organization.

To evaluate the fundraising event tactic, one measurement could be the number of people who donate to the “Free T-Haas” fund. It could be counted by the number of donation prizes given out or by a Law Society member who keeps track of the people who donate. To record the number of students who are interested in joining the organization, there could be an email sign-up sheet to register for the listserv. A short survey could be passed out to those who donate to the group (see Appendix 8 for evaluation survey samples).

Strategy 2 Evaluations

The first tactic, offering a door prize for the Law Forum, can be evaluated by leaving survey cards at each seat prior to the start of the event. A Law Society member would make an announcement at the end of the event, asking attendees to fill out the survey in order to receive a small candy bar. This would cost fairly little; it would include the cost of getting the survey printed and buying candy. The main focus for the survey would be to find out what promotion tools got the attendees attention for the event and if the door prize had any affect on them attending (see Appendix 8 for evaluation survey samples).

The second tactic, implementing a mentor program, would be evaluated at the end of the winter semester by interviewing the students who received a mentor. If

the amount of students who participated in the mentor program is greater than ten students, a short survey could replace the interviews. The interviews/surveys would measure how successful the experience was, if the student received helpful insight into the profession, and if the student would suggest to other students about participating in the mentor program. Such comments and feedback could be later used as testimonials in promotion materials for the benefits of Law Society as well as promoting the mentor program if continued after the first year.

The final tactic, maintaining a Facebook.com presence, would be evaluated simply by the number of members who participate in the Facebook.com events and groups.

Appendices

Appendix 1

Other University Pre-Law Websites Used in Secondary Research

Michigan State University

Pre-Law Society <http://www.msu.edu/~prelaw>
International Law Society <http://www.msu.edu/~dclils>
Environmental Law Society <http://www.msu.edu/~elslaw>
Criminal Law Society <http://www.law.msu.edu/students/cls>

University of Michigan

Environmental Law Society <http://www.students.umich.edu/els>
Phi Alpha Delta <http://www.umich.edu/~padplf>

Eastern Michigan University

Pre-Law Society <http://www.polisci.emich.edu/pre-law>

Appendix 2

The following survey was used in primary research. Both the hard-copy and the electronic version contain the same wording, questions, and format.

Student Organization Survey

This survey was created to do research for CAP 220 section C, Introduction to Public Relations course at Grand Valley State University. You must be at least 18 years old to participate in this survey. Results are kept strictly confidential. Participation in this survey is completely voluntary. You are free to stop participating at any time. You only have to answer the questions that you chose - however, we hope that you would like to participate in the majority of the survey.

1. What is your major and class standing?

Major: _____ Class standing: _____

2. What types of promotions things for student organizations on GVSU's campus attract your attention the most? (Please mark the top 5)

- | | |
|---|---|
| <input type="checkbox"/> Events calendar | <input type="checkbox"/> Flyers on the bulletin boards |
| <input type="checkbox"/> Facebook groups | <input type="checkbox"/> Websites |
| <input type="checkbox"/> Articles or ads in the Lathorn | <input type="checkbox"/> Bus ads |
| <input type="checkbox"/> Chalking | <input type="checkbox"/> Kirkhof banners |
| <input type="checkbox"/> Special event sponsorship | <input type="checkbox"/> Information tables in common areas |
| <input type="checkbox"/> Tabletop tents | |
| <input type="checkbox"/> Other: _____ | |

3. How important or unimportant are the following opportunities in a student organization?

	1 Extremely Unimportant	2 Somewhat Unimportant	3 Neither Important nor unimportant	4 Somewhat Important	5 Extremely Important
Resume Building					
Professional Networking					
Friends					
Workshops					
Leadership Skills					
Insight into Profession					
Events on campus					

4. What obstacles, if any, might be in the way of your commitment (attendance at meetings and events) in a student organization? (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Work | <input type="checkbox"/> Not enough time |
| <input type="checkbox"/> Lack of familiarity/knowledge of groups | <input type="checkbox"/> Not interested in student organizations |
| <input type="checkbox"/> Cost to join | <input type="checkbox"/> Inconvenient meeting times |
| <input type="checkbox"/> Frequency of meetings | <input type="checkbox"/> Other |
| <input type="checkbox"/> Unsure of benefits of student organization | |

5. Have you ever heard of the Grand Valley Law Society?

- Yes No

6. If you answered Yes to question 5, how did you hear about the organization?

- | | |
|--|---|
| <input type="checkbox"/> Campus Life Night | <input type="checkbox"/> Friend or fellow student |
| <input type="checkbox"/> Flyer/Banner | <input type="checkbox"/> Article in Lanthorn |
| <input type="checkbox"/> Professor | <input type="checkbox"/> Chalking |
| <input type="checkbox"/> Information table | <input type="checkbox"/> Website |
| <input type="checkbox"/> Other: _____ | |

7. Do you plan to pursue a career in law or continue on to Law School?

- Yes No

8. If you answered yes to question 7, have you started to prepare for the Law School Admissions Test (LSAT)?

- Yes No

9. Are you a current, active member (attend regular meetings) or plan to join the Grand Valley Law Society within the next 6 months?

- Yes No Not Sure Yet

Thank you for participating!

Appendix 3

Survey Results of Control Group - COM 201 Public Speaking

1. What is your major and class standing?

Major: 3 - Communications

- 1 - Journalism
- 2 - Film and Video
- 1 - Broadcasting
- 3 - Advertising and PR
- 2 - Information Systems
- 2 - Business
- 1 - Accounting
- 1 - Childhood Development
- 1 - Biology
- 3 - Undecided

Class standing: 5 - Freshman

- 12 - Sophomores
- 2 - Juniors
- 1 - Senior

2. What types of promotions things for student organizations on GVSU's campus attract your attention the most? (Please mark the top 5)

- 10 - Events calendar
- 14 - Facebook groups
- 5 - Articles or ads in the Lathorn
- 5 - Chalking
- 2- Special event sponsorship
- 9 - Tabletop tents
- 12 - Flyers on the bulletin boards
- 4 - Websites
- 3 - Bus ads
- 9 - Kirkhof banners
- 3 - Information tables in common areas
- 0 - Other

3. How important or unimportant are the following opportunities in a student organization?

	1 Extremely Unimportant	2 Somewhat Unimportant	3 Neither Important nor unimportant	4 Somewhat Important	5 Extremely Important
Resume Building	4	6	4	4	0
Professional Networking	6	2	4	3	3
Friends	2	7	2	1	5
Workshops	0	7	5	4	0
Leadership Skills	9	2	3	4	0
Insight into Profession	3	6	2	2	3
Events on campus	3	6	4	3	1

4. What obstacles, if any, might be in the way of your commitment (attendance at meetings and events) in a student organization? (Check all that apply)

- | | |
|--|---|
| 13 - Work | 16 - Not enough time |
| 8 - Lack of familiarity/knowledge of groups | 6 - Not interested in student organizations |
| 6 - Cost to join | 10 - Inconvenient meeting times |
| 10 - Frequency of meetings | 0 - Other |
| 3 - Unsure of benefits of student organization | |

5. Have you ever heard of the Grand Valley Law Society?

- | | |
|---------|---------|
| 0 - Yes | 20 - No |
|---------|---------|

6. If you answered Yes to question 5, how did you hear about the organization?

- | | |
|----------------------|-----------------------------|
| 0 -Campus Life Night | 0 -Friend or fellow student |
| 0 -Flyer/Banner | 0 -Professor |
| 0 -Chalking | 0 -Article in Lanthorn |
| 0 -Information table | 0 -Website |
| 0 -Other | |

7. Do you plan to pursue a career in law or continue on to Law School?

- | | |
|--------|--------|
| 2- Yes | 18 -No |
|--------|--------|

8. If you answered yes to question 7, have you started to prepare for the Law School Admissions Test (LSAT)?

- | | |
|----------|-------|
| 19 - Yes | 1- No |
|----------|-------|

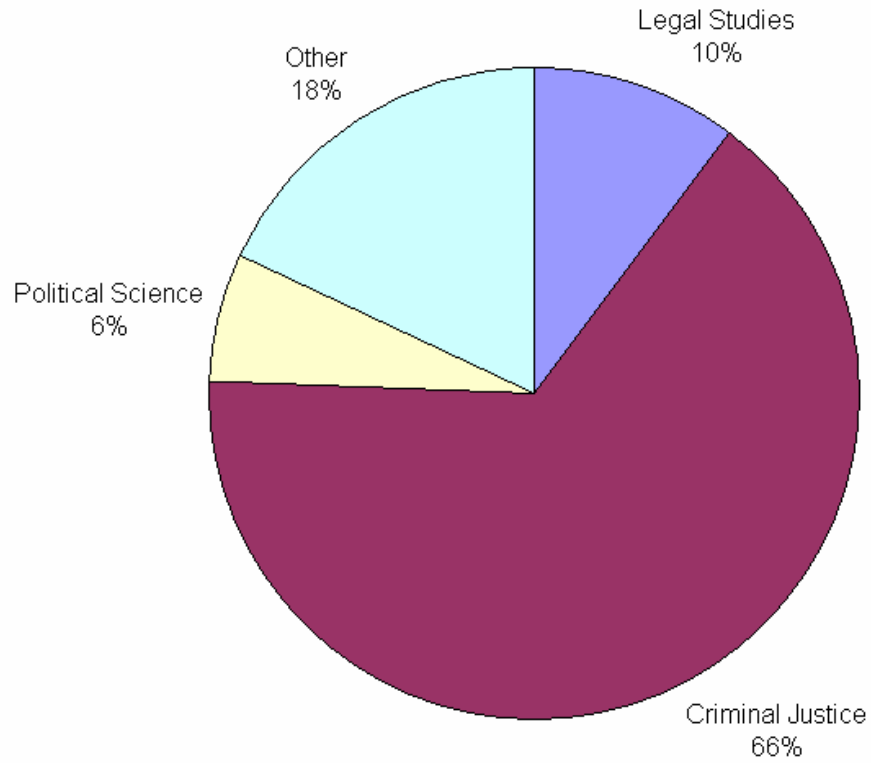
9. Are you a current, active member (attend regular meetings) or plan to join the Grand Valley Law Society within the next 6 months?

- | | | |
|--------|--------|------------------|
| 0 -Yes | 18 -No | 2 - Not Sure Yet |
|--------|--------|------------------|

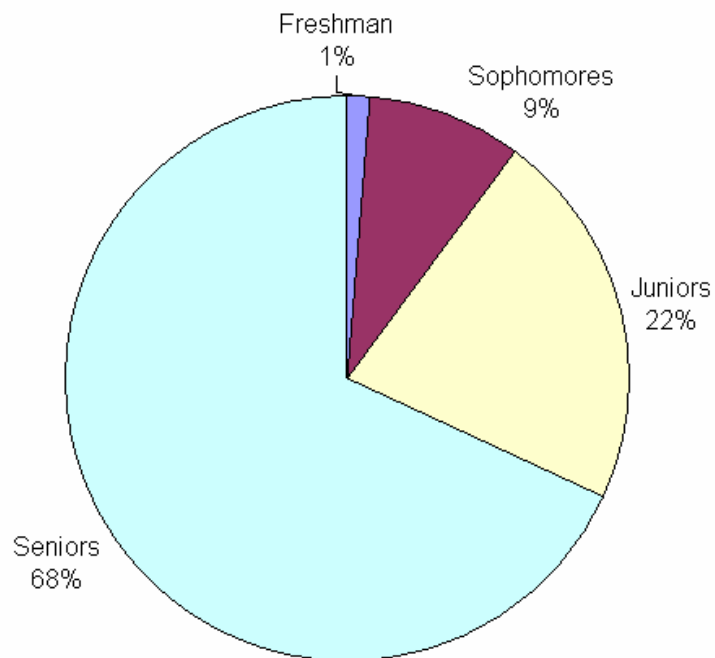
Appendix 4

Survey Results From Target Audience

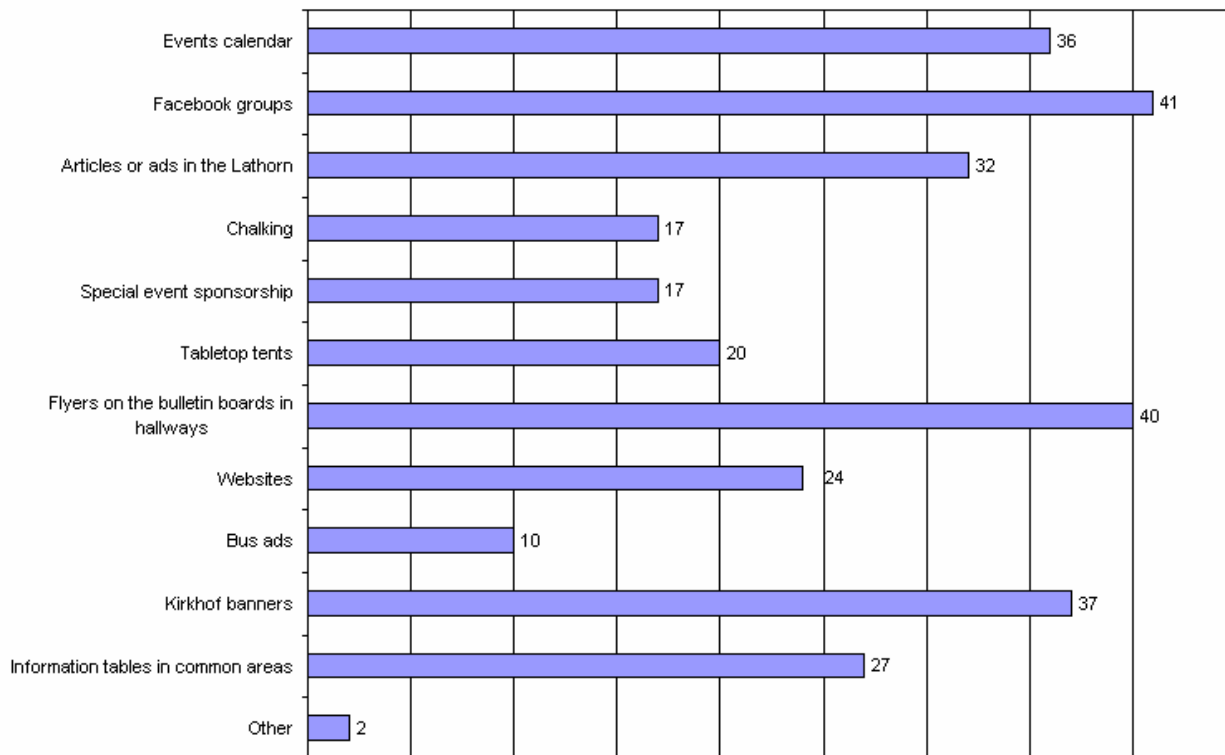
Major



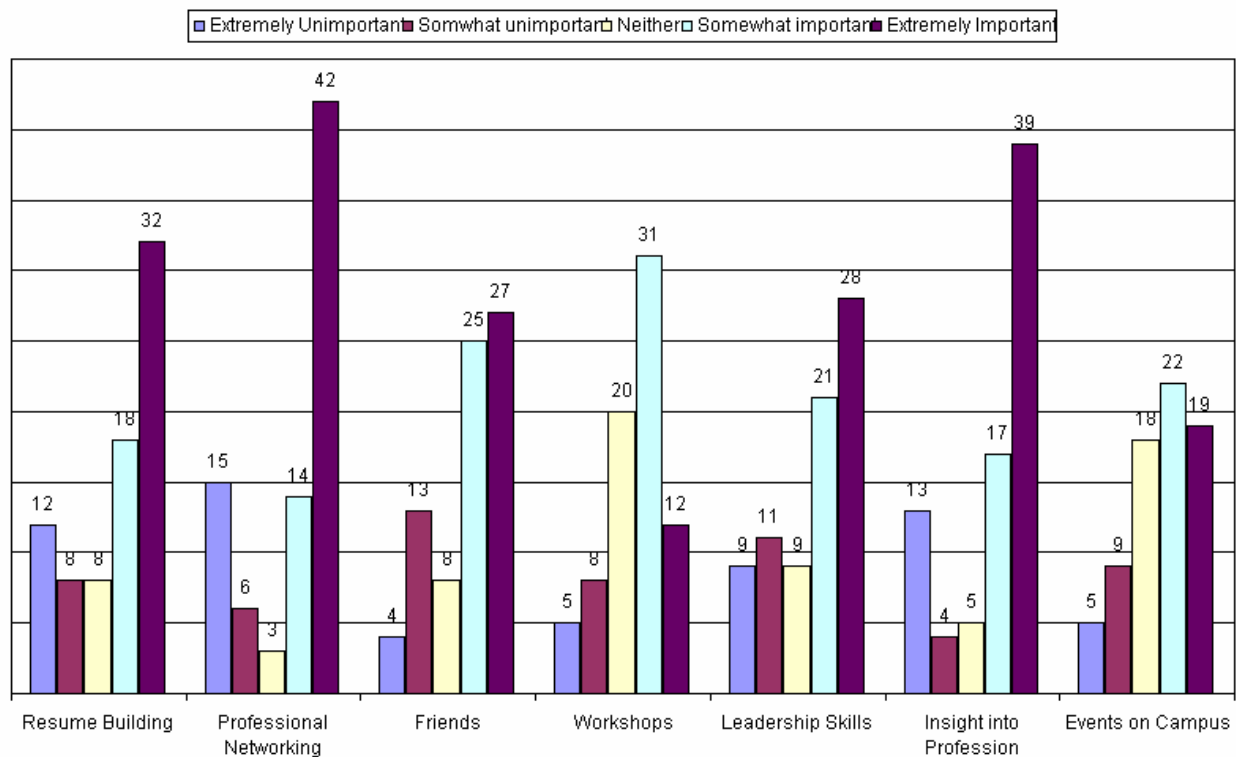
Class Standing



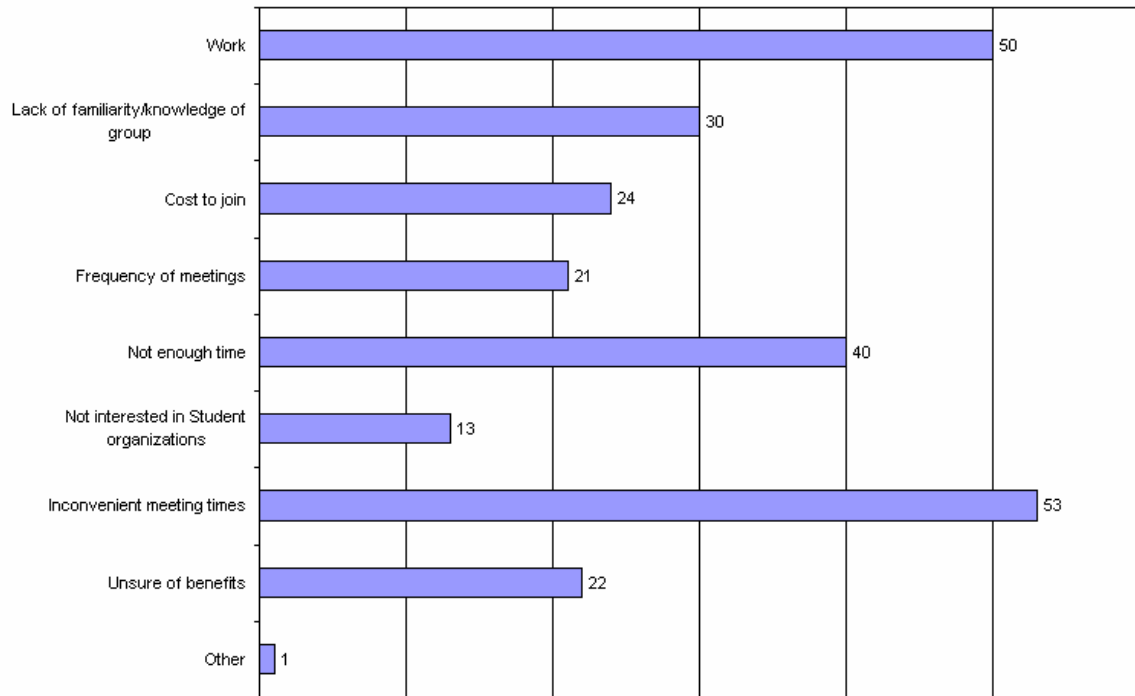
Promotions That Attract Students



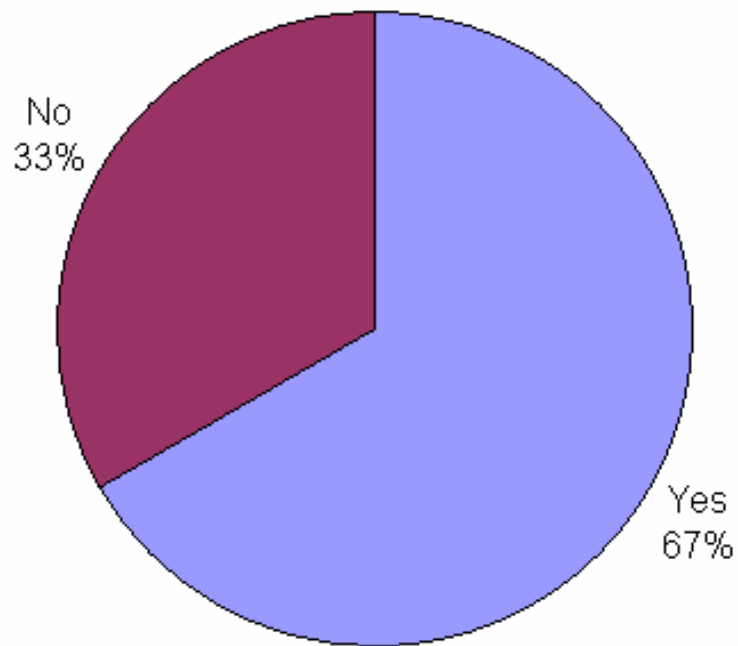
Importance of Activities



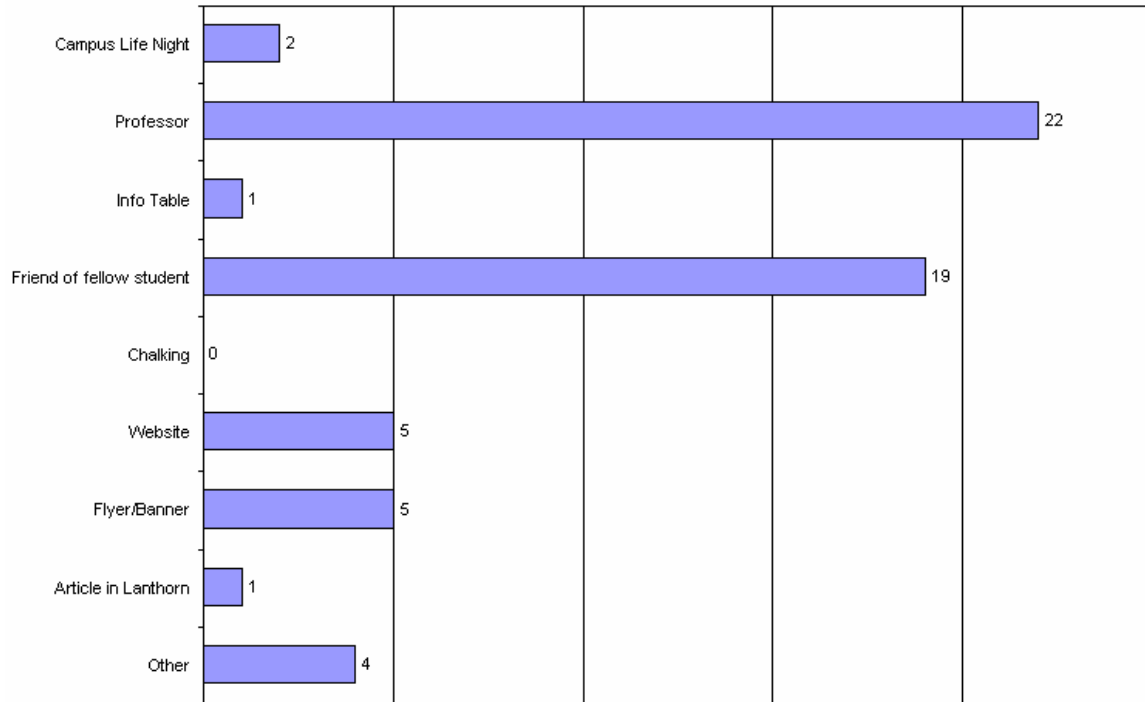
Obstacles to Commitment



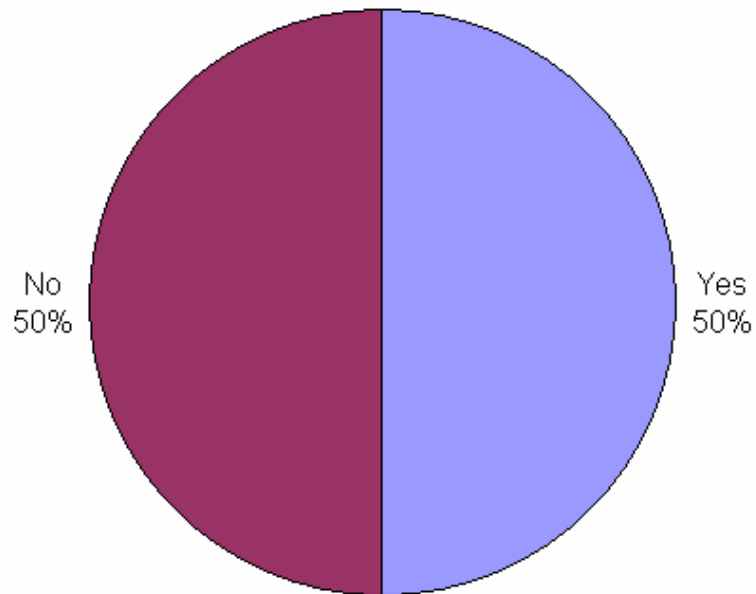
Heard of Law Society?



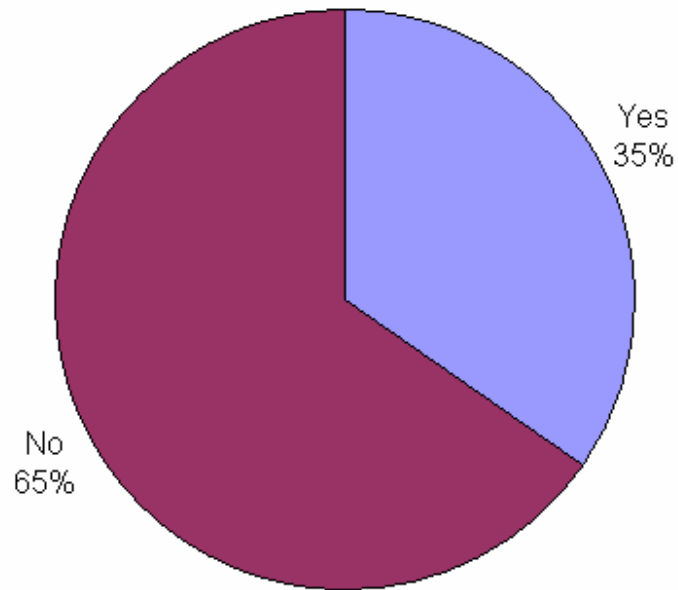
How Did You Hear About Law Society?



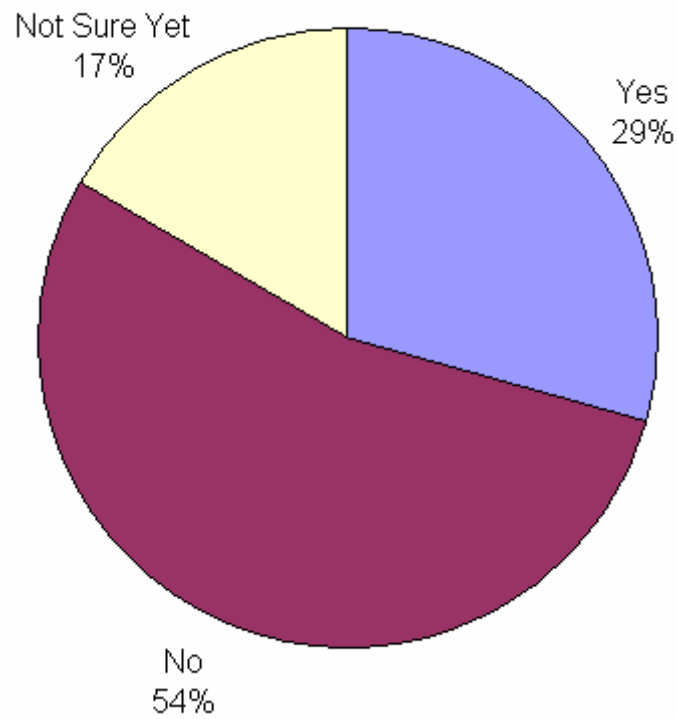
Planning on Attending Law School?



Started LSAT studies?



Member of Law Society or Plan to be?



Appendix 5

Top Area Law Firms (Ranked by Number of West Michigan Lawyers) Source: Grand Rapids Business Journal Book of Lists 2007

<u>Law Firm, Address, Website</u>	<u>Managing Partner(s), No. of W. MI Lawyers</u>
Warner Norcross & Judd LLP 111 Lyon St. NW, 900 Fifth Third Center Grand Rapids, MI 49503 (616) 752-2000 Wnj.com	Douglas E. Wagner 157 West Michigan Lawyers
Varnum, Riddering, Schmidt & Howlett LLP 333 Bridge St. NW, Bridgewater Place Grand Rapids, MI 49501 (616) 336-6000 Varnumlaw.com	Michael G. Woolridge 131 West Michigan Lawyers
Miller Johnson 250 Monroe Ave. NW, Suite 800 Grand Rapids MI, 49503 (616) 831-1700 Millerjohnson.com	Jeffrey S. Ammon 84 West Michigan Lawyers
Smith Haughney Rice & Roegge 250 Monroe Ave. NW, Suite 200 Grand Rapids, MI 49503 (616) 774-8000 Shrr.com	Patrick F. Geary 56 West Michigan Lawyers
Rhoades McKee 161 Ottawa Ave. NW, Suite 600 Grand Rapids, MI 49503 (616) 235-3500 Rhoadesmckee.com	Bruce Neckers 51 West Michigan Lawyers
Mika Meyers Beckett & Jones PLC 900 Monroe Ave. NW Grand Rapids, MI 49503 (616) 632-8000 Mmbjlaw.com	John T. Sperla 40 West Michigan Lawyers
Law Weathers & Richardson PC 333 Bridge St. NW, Bridgewater Place Grand Rapids, MI 49504 (616) 459-1171 Lwr.com	Kevin B. Krauss 27 West Michigan Lawyers

Parmenter O'Toole PC
601 Terrace St.
Muskegon, MI 49443
(231) 722-1621
Parmenterlaw.com

Price, Heneveld, Cooper, DeWitt & Litton
695 Kenmoor Ave. SE
Grand Rapids, MI 49546
(616) 949-9610
Priceheneveld.com

Scholten Fant PC
100 N. Third St.
Grand Haven, MI 49417
(616) 842-3030
Scholtenfant.com

Miller, Canfield, Paddock & Stone PLC
99 Monroe Ave. NW, Suite 1200
Grand Rapids, MI 49503
(616) 454 8656
Millercanfield.com

Kluczynski, Girtz & Vogelzang
648 Monroe Ave. NW, Suite 400
Grand Rapids, MI 49503
(616) 459-0556
Kgvlaw.com

Garan Lucow Miller PC
300 Ottawa Ave. NW, Suite 800
Grand Rapids, MI 49503
(616) 742-5500
Garanlucow.com

Cunningham Dalman PC
321 Settlers Road
Holland, MI 49423
(616) 392-1821
Holland-law.com

Dykema Gossett PLLC
300 Ottawa Ave. NW, Suite 700
Grand Rapids, MI 49503
(616) 776-7500
Dykema.com

Barnes & Thornburg LLP
300 Ottawa Ave. NW, Suite 500
Grand Rapids, MI 49503
(616) 742-3930
Btlaw.com

Christopher L. Kelly
George W. Johnson
23 West Michigan Lawyers

Carl S. Clark
23 West Michigan Lawyers

Ronald A. Bultje
21 West Michigan Lawyers

Michael G. Campbell
19 West Michigan Lawyers

Craig A. Bell
16 West Michigan Lawyers

David N. Campos
15 West Michigan Lawyers

Ronald J. Vander Veen
14 West Michigan Lawyers

Brian J. Page
14 West Michigan Lawyers

Tracy T. Larsen
13 West Michigan Lawyers

Bleakley, Cypher, Parent, Warren & Quinn PC
130 Ionia Ave SW
Grand Rapids, MI 49503
(616) 774-2131
Bcpwq.com

John A. Quinn
13 West Michigan Lawyers

Clark Hill PLC
300 Ottawa NW, Suite 300
Grand Rapids, MI 49503
(616) 608-1100
Clarkhill.com

Ingrid Jensen
13 West Michigan Lawyers

Nantz, Litowich, Smith, Girard & Hamilton
2025 E. Beltline Ave SE, Suite 600
Grand Rapids, MI 49546
(616) 977-0077
Nlsg.com

(Did not disclose)
12 West Michigan Lawyers

Seibers Mohney PLC
125 Ottawa Ave NW, Suite 400
Grand Rapids, MI 49503
(616) 451-2121
Siebersmohney.com

Jack Siebers
12 West Michigan Lawyers

Dickinson Wright PLLC
200 Ottawa Ave NW, Suite 900
Grand Rapids, MI 49503
(616) 458-1300
Dickinsonwright.com

Daniel F. Gosch
11 West Michigan Lawyers

Foster, Swift, Collins & Smith
1700 E. Beltline Ave NE, Suite 200
Grand Rapids, MI 49525
(616) 726-2200
Fosterswift.com

Lawrence Korolewicz
11 West Michigan Lawyers

Grzanka Grit McDonald
2930 Lucerne Drive SE
Grand Rapids, MI 49546
(616) 956-5559
Grzankagrit.net

Charles F. Grzanka
11 West Michigan Lawyers

McCroskey, Feldman, Cochrane & Brock PLC
2922 Fuller Ave. NE, Suite 118
Grand Rapids, MI 49505
(616) 364-6607
Mccroskeylaw.com

Robert O. Chessman
11 West Michigan Lawyers

Strain, Murphy & Vander Wal PC
2900 E. Beltline Ave, NE
Grand Rapids, MI 49525
(616) 364-2900

Larry D. Vander Wal
10 West Michigan Lawyers

Wheeler Upham PC
40 Pearl St. NW, Suite 200
Grand Rapids, MI 49503
(616) 459-7100
Wheelerupham.com

Gruel Mills Nums & Plyman LLP
50 Monroe Ave NW, Suite 700W
Grand Rapids, MI 49503
(616) 235-5500
Gmnp.com

McGarry Bair PC
171 Monroe Ave NW, Suite 600
Grand Rapids, MI 49503
(616) 742-3500
Mcgarrybair.com

Van Dyke, Gardner, Linn & Burkhart LLP
2851 Charlevoix Drive SE, Suite 207
Grand Rapids, MI 49546
(616) 975-5500
Vglb.com

Worsfold Macfarlane McDonald PLLC
1001 Monroe Ave NW
Grand Rapids, MI 49503
(616) 977-9200
Wmmattorneys.com

Drew, Cooper, & Anding
125 Ottawa Ave NW, Suite 300
Grand Rapids, MI 49503
(616) 454-8300
Dcadvocate.com

Aardema, Whitelaw & Sears Ewald PLLC
5360 Cascade Road SE
Grand Rapids, MI 49546
(616) 575-2060
Aws-e.com

Charron & Hanisch PLC
4949 Plainfield Ave. NE
Grand Rapids, MI 49525
(616) 363-0300
Charronhanisch.com

Kreis, Enderle, Callander & Hudgins PC
171 Monroe Ave NW, Suite 900
Grand Rapids, MI 49503
(616) 254-8400
Kech.com

Robert H. Gillette
John M. Roels
10 West Michigan Lawyers

William F. Mills
8 West Michigan Lawyers

Joel E. Bair
8 West Michigan Lawyers

Management Committee
8 West Michigan Lawyers

Charles Worsfold
Evan Macfarlane
William McDonald, Jr.
8 West Michigan Lawyers

Stephen Drew
7 West Michigan Lawyers

Robert Aardema
6 West Michigan Lawyers

(Did not disclose)
6 West Michigan Lawyers

Raymond C. Schultz
6 West Michigan Lawyers

Appendix 6

Communication Example - Dues Flyer

IT PAYS TO BE A MEMBER OF LAW SOCIETY!

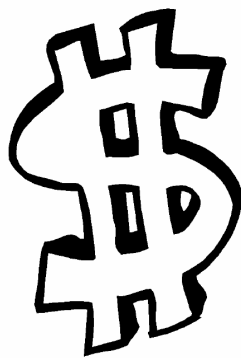
Non-Paying Members receive:

- Listserv subscription concerning: upcoming events and meeting reminders
- LSAT practice at meetings

Paying Members receive:

- Blackboard and Facebook access
- Mentor Program!
- Listserv "VIP" access concerning: event invitations, news articles, advice from professionals, newsletter, internship listings, etc.
- LSAT practice at meetings and workshops

WHERE DOES YOUR \$10 GO?



Sponsor fun events

Create better networking opportunities

Trips to law schools

Speakers

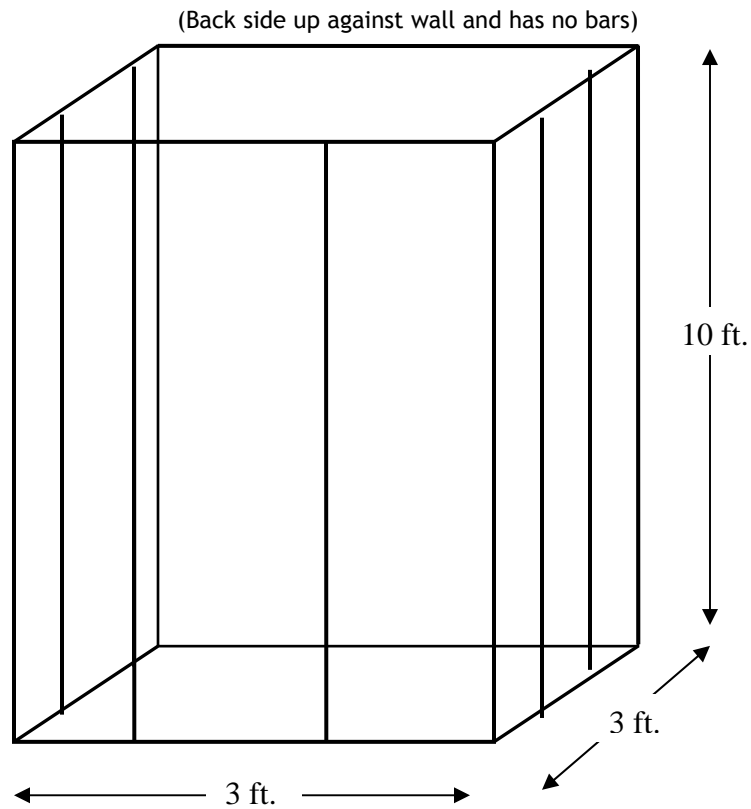
Law Forum

Promotions- so our group gets bigger and better!

LSAT Workshops

Appendix 7

“Free T-Haas” Fundraising Event - Jail Cell Design



- (3) 1 x 10 PVC pipes cut into 3 ft. pieces for horizontal bars
- (10) 1 x 10 PVC pipes kept at their full size for vertical bars
- (8) elbow PVC pipe connectors
- (10) 3-way PVC pipe connectors

Appendix 8

Evaluation Samples (Dues, “Free T-Haas”, and Law Forum)

Dues Survey

Was paying dues worth the benefits you received this year? **Yes or No**

If not, what benefits would you have liked to receive:

Was the amount of dues affordable for you? **Yes or No**

Would you discourage someone to join because of the cost? **Yes or No**

Thank you!

Free T-Haas Event Survey

What promotions, if any, did you see/hear prior about this event? _____

Have you heard of the Law Society prior to this fundraising event? **Yes or No**

Do you have any interest in the Law Society because of this event? **Yes or No**

If so, leave us your email address! _____

Thank you!

Law Forum Survey

Have you attended the Law Forum prior to this year? **Yes or No**

What promotions, if any, did you see/hear about this event? _____

What benefits/incentives made you come to the Law Forum? _____

Overall, were you satisfied with the event? (circle one)

Very satisfied Somewhat satisfied Neither Somewhat unsatisfied Very unsatisfied

Would you attend this event again? **Yes or No**

Thank you!

Law Society

A Public Relations Campaign Plan for Grand
Valley State University's Law Society

Prepared by Amy Sawade
Winter, 2007

Situation Analysis

- Strengths:
 - Only group of it's kind
 - Many professional benefits
- Weaknesses:
 - Low member participation
 - Funding

Situation Analysis (cont.)

- Opportunities:
 - Expanding membership
 - Increase funding
- Challenges:
 - Small budget

Secondary Research

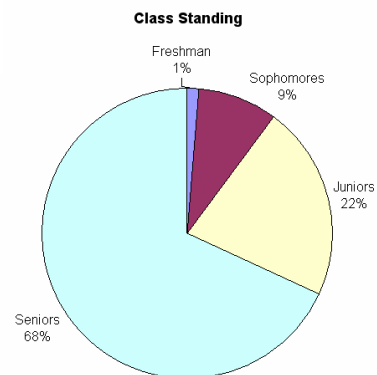
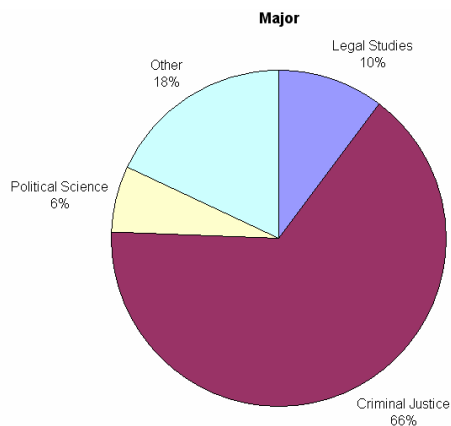
- Other university law societies
 - Looked at events
 - Benefits not apparent
- GVSU's Institutional Analysis
 - Criminal Justice: 606 students (Fall '06)
 - Political Science: 244 students
 - Legal Studies: 109 students
 - Average credit hours: 13-15
 - Juniors biggest group of pre-law majors

Primary Research

- 78 pre-law students were surveyed
 - 3 in-class surveys
 - Survey Monkey electronic survey
- Control group of 30 Communication students
 - Determined appropriateness of target audience

Primary Research (cont.)

• Demographics



Primary Research (cont.)

- Promotions
 - Facebook.com - 53%
 - Bulletin board flyers - 51%
 - Kirkhof banners - 47%
 - Events Calendar - 46%
 - Articles/ads in the Lanthorn - 41%
 - Information tables, websites, tabletop tents, Event sponsorship, chalking, bus ads, other

Primary Research (cont.)

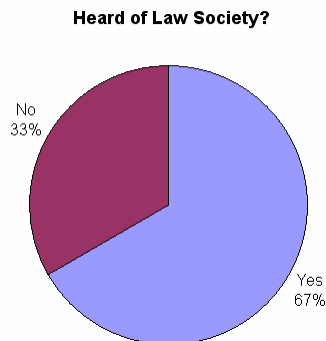
- Important Opportunities
 - Professional networking
 - Insight into profession
 - Resume building
 - Leadership skills
- Least important opportunities
 - Friends
 - Workshops
 - Events on campus

Primary Research (cont.)

- Obstacles to joining a student organization (greatest to least)
 - Inconvenient meeting times
 - Work
 - Not enough time
 - Lack of familiarity/knowledge of group
 - Cost to join
 - Unsure of benefits
 - Frequency of meetings
 - Not interested in student organizations
 - Other

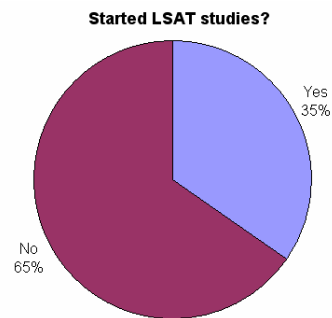
Primary Research (cont.)

- Current awareness of the Law Society
 - 52 of 78 students have heard of the law society
 - 42% from professors
 - 37% from other students
 - 21% from either Websites, flyers, campus life night, information tables, the Lanthorn, or other



Primary Research (cont.)

- Law school preparation
 - Exactly half said yes to attending law school
 - 35% of those who plan on attending Law School have already started to prepare



Strategies and Tactics

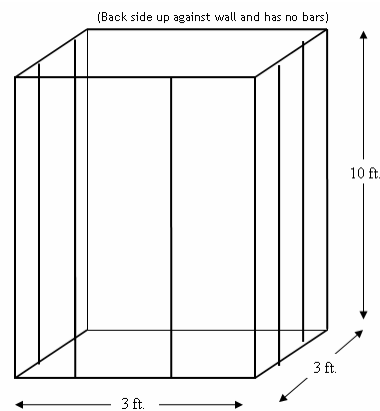
- Main goal: Create awareness the Law Society to target audience, in hopes of boosting active membership participation.
- Key message: promoting benefits
- Strategy 1: Increase funding
- Strategy 2: Increase awareness of the benefits

Strategy 1: Tactics

- Tactic 1: Implement dues
- Tactic 2: Seek funding from area law firms
- Tactic 3: Fundraising event

“Free T-Haas”

- Location: Kirkhof Lobby
- What: Donations to free President Haas from “jail cell”
- Contributors will receive some gift with Law Society info on it



“Free T-Haas” (cont.)

- Why?
 - Unique
 - Large enough to draw attention
 - People will talk about it
- Press:
 - The Lanthorn
 - Advertising on the Events Calendar

Strategy 2: Tactics

- Tactic 1: Offer door prize (LSAT fee) at annual Law Forum
- Tactic 2: Implement mentor program
 - Members only
- Tactic 3: Maintain Facebook.com presence

Timeline

- 1 year plan
- Major events spread out between semesters
- Planning and evaluation scheduled partly in summer

Budget

- Megan's approximate budget of \$600
- This plan's total: \$454.60
- Biggest cost: PVC pipes and supplies
- Most inexpensive cost: volunteers for preparation and implementing plans

Evaluation

- Pre-evaluations each semester to estimate awareness
- Surveys to pass out after events
- Measure number of paying members, attendees at Law Forum, and participants of mentor program

Thank you!

- Law Society for a great client
- Professor Campbell for help and constructive criticism