UP IN THE CLOUDS: Forecasting Legal Education Challenges and Opportunities for Data Big and Small

Professor Jonathan I. Ezor

jezor@tourolaw.edu

@profjonathan on Twitter

CALIcon13

Chicago-Kent School of Law

June 13, 2013

Big Data: The Trendiest Trend in Business (& Gov't)

- **Information doesn't automatically lead to knowledge**
  - Wheat from chaff
  - Needle in haystack
  - Rotten apples
  - Other agricultural metaphors
- **Innovation requires understanding**
  - Direct marketing & testing
 - Eric Ries' *Lean Startup*

jezor@tourolaw.edu

Key Concept: Analytics

- **Sifting, sorting data for useful nuggets**
- **Useful for history as well as prediction**
  - **Archives**
  - **Sample data sets**
  - **Real time**
- **Numerous tools available**
  - **Off-the-shelf (e.g. Excel)**
  - **Specialized**

jezor@tourolaw.edu

Analytics Example: #CALIcon13

- **Social media ROI critical and difficulty to quantify**
- **Third-party tools can help with reach, impact**
- **Example: SocialPing's dashboard for tracking Twitter and #CALIcon13 hashtag**

Unique Reach – 6/12/13 to 6/13/13
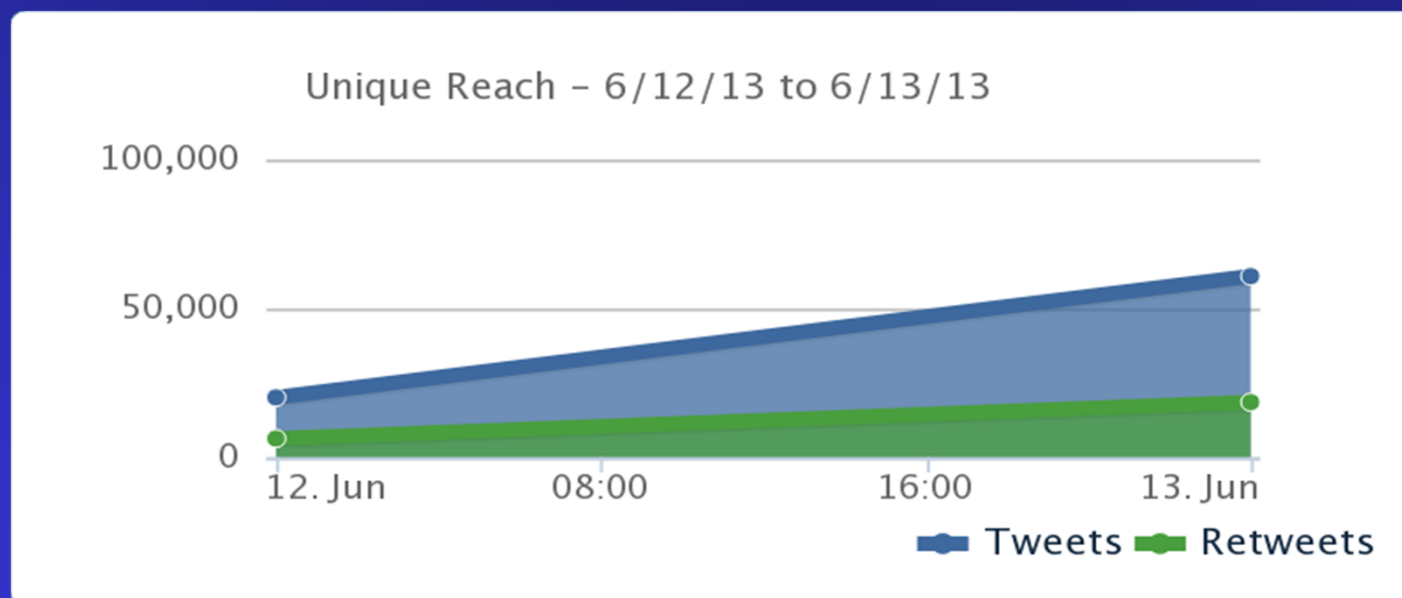
Analytics & Law Schools

- **Law schools also have/generate much data**
  - **Recruiting**
  - **Admissions**
  - **Academics**
  - **Bar passage**
  - **Employment**
  - **Alumni**
  - **External (e.g. social and traditional media)**
- **Many/most aren't analyzing data beyond basics**
- **Huge missed opportunities in challenging environment**

jezor@tourolaw.edu

Analytics Example: Adjuncts and Externships

- **Law schools often connect students with practitioners**
  - **Externships**
  - **Adjunct faculty**
- **One goal is improving ultimate employment for students**
- **Positive results can increase good will (and donations) from alumni**
- **Analytics allow tracking from exposure to career**

jezor@tourolaw.edu

Challenges for Implementing Analytics

- **Buy-in**
- **Silos**
- **Compatibility**
- **Relevant expertise**
- **Identifying useful metrics**
- **Cost of tools and support**
- **Privacy restrictions and concerns**

jezor@tourolaw.edu

Salesforce.com and Free Licenses for Academia

- **Salesforce.com major Web-based CRM platform**

- **Offers substantial analytics**

- **Commercial product expensive**

- **Salesforce Foundation offers free licenses for academia:**
  - **http://www.salesforcefoundation.org/highered**
  - **http://www.salesforcefoundation.org/powerofus**

- **3rd party integration for other tools (e.g. Raiser's Edge: (http://cloud4good.com/over-the-edge/)**

jezor@tourolaw.edu