

University of Georgia School of Law Strategic Communications Plan

Goals

- Strengthen Georgia Law's reputation as one of the United States' best public law schools
- Recruit a student body that is academically talented, diverse and inclusive
- Encourage engagement and generous support from alumni and alumnae
- Ensure quality professional opportunities for graduates in law, business and public service
- Celebrate the history, traditions and achievements of students, faculty, staff, alumni/alumnae and others within the law school community

Audiences

- Prospective and current students, faculty and staff
- Alumni and alumnae
- Prospective and current employers in law, business and public service
- US News voters in the judiciary, legal academy and legal community
- University leadership and elected leaders
- Traditional and social media

Messages

Georgia Law is one of the top public law schools in the United States. We provide, at a good value, the knowledge, skills and experience students need to make a positive impact on the legal profession. We achieve this through:

- A strong foundation of ideas and thought leadership.
- World-class practice preparation
- An unwavering focus on service
- A legal education at a good value
- Authentic relationships and support