



# LEGAL MASTERS

CONFERENCE

HOSTED BY ST. MARY'S UNIVERSITY SCHOOL OF LAW

# Leading Innovation and Access!



**MARCH 10-12, 2024**

St. Mary's University

School of Law

One Camino Santa Maria

San Antonio, TX 78228

**HOSTED BY THE OFFICE OF GRADUATE LAW PROGRAMS**



ST. MARY'S  
UNIVERSITY

SCHOOL *of* LAW

# LEGAL MASTERS CONFERENCE 2024

DAY 1

Sunday, March 10, 2024

## CONFERENCE COMMITTEE BREAKFAST

*Colonial Room, Menger Hotel*

9:00 – 10:30 a.m.

## ONSITE REGISTRATION

*Cavalier Room, Menger Hotel*

10:30 a.m. – 2:00 p.m.

## WORKSHOP 1: ESTABLISHING CORPORATE COMPLIANCE BOARD (CCB)<sup>®</sup> ACCREDITATION

*Minuet Room, Menger Hotel*

*Presenter(s): Shannon Sevier, Joey Dormady, Mark Yancey, and Catherine Birmingham*

11:00 a.m. – 1:00 p.m.

This workshop is crafted to equip administrators with the knowledge, skills, and strategies essential for navigating the evolving landscape of accreditation, specifically tailored to meet the stringent criteria set forth by the Compliance Certification Board. Electronic copies of the workbook will be sent out in advance. You are welcome to bring your laptop.

## LUNCH

*Renaissance Room, Menger Hotel*

1:00 – 2:00 p.m.



## WORKSHOP 2: DRAFTING AN ONLINE TEACHING HANDBOOK

*Minuet Room, Menger Hotel*

*Presenter(s): Shannon Sevier*

2:00 – 4:00 p.m.

This workshop is crafted to equip administrators with the knowledge, skills, and strategies essential for drafting a faculty handbook for online teaching that covers topics from instructional design and onboarding to grading and exam review. Electronic copies of the workbook will be sent out in advance. You are welcome to bring your laptop.

## WORKSHOP 3: LEGAL MASTERS ASSOCIATION: PLANNING, BYLAWS AND NEXT STEPS

*Minuet Room, Menger Hotel*

*Presenter(s): Rebecca Purdom and Misty Franklin*

4:00 – 6:00 p.m.

This workshop will entail steps to create an official national association for legal masters program and will require input from attendees.

## EVENING RECEPTION: SPONSORED BY ST. MARY'S LAW SCHOOL

*Minuet Room, Menger Hotel*

6:00 – 8:00 p.m.

## ONSITE REGISTRATION

*Cavalier Room, Menger Hotel*

6:30 – 8:00 p.m.

## DINNER ON YOUR OWN

*Downtown San Antonio*

8:00 p.m.

# LEGAL MASTERS CONFERENCE 2024

DAY 2

Monday, March 11, 2024



## BREAKFAST COLLABORATION

*Colonial Room, Menger Hotel*

7:00 – 8:30 a.m.

## SHUTTLE LEAVES MENGER HOTEL FOR STMU CAMPUS

*Car Valet-area*

8:30 a.m.

## WELCOME AND OPENING REMARKS

*Courtroom, Law Classrooms Building*

*Dean Patricia Roberts*

9:00 – 9:30 a.m.

## ONSITE REGISTRATION

*Alumni Room, Sarita Kenedy East Law Library*

9:30 a.m. – 4:00 p.m.

## SESSION 1A - NAVIGATING THE EVOLVING LANDSCAPE OF LEGAL MASTERS CAREER SERVICES

*LC 105, Law Classrooms Building*

*Presenter(s): Jaclyn Howell and Sarah Hipolito*

9:30 – 10:40 a.m.

This session focuses on strategies and best practices for anyone engaging in career related and/or professional development counseling with legal master's students. We will discuss topics related to student engagement, employer relationships and outreach, data collection, mentorship, programming, and more!

## SESSION 1B - INNOVATE TO ELEVATE: UNLEASHING PROVEN STRATEGIES FOR DIGITAL MARKETING SUCCESS

*LC 106, Law Classrooms Building*

*Presenter(s): Mike Fogarty, Nikki Taylor-Vargo, Shannon Sevier, and Armando Prado, Jr.*

9:30 – 10:40 a.m.

With a modest budget and a static pool of prospects, it is imperative for every serious marketing and recruiting team to consider digital marketing. This session will focus on the development of a robust digital marketing campaign based on evidence-based market research and one law school's strategic marketing plan. Individual topics are: Website Architecture and SEO, Demand Generation, and Demand Nurture.

## REFRESHMENT BREAK: SPONSORED BY TEXAS A&M UNIVERSITY SCHOOL OF LAW

*Alumni Room, Sarita Kenedy East Law Library*

10:40 – 11:10 a.m.

## SESSION 2A - OVERCOMING ADMINISTRATIVE AND CULTURAL CHALLENGES

*LC 105, Law Classrooms Building*

*Presenter(s): Daniel Filler, Catharine Restrepo, and Rebecca Purdom*

11:10 a.m. – 12:20 p.m.

In the dynamic landscape of legal masters programs, administrators and professionals overseeing these programs face a myriad of administrative and cultural challenges, necessitating strategic solutions and innovative thinking. This session provides a dedicated platform for open discussions, concentrating on how administrators of legal masters programs can acquire essential knowledge and skills to effectively navigate and overcome these obstacles. The ultimate objective is to cultivate a more inclusive operational environment within law schools, especially in the context of legal masters programs. These programs, distinct from the traditional model of legal education for JD students, are often perceived as second-class citizens, rather than recognized as valuable additions that contribute significantly to the overall diversity, culture, educational value and economic strength of the institution.

# LEGAL MASTERS CONFERENCE 2024

DAY 2

Monday, March 11, 2024

## SESSION 2B - LEGAL EDUCATION REIMAGINED: BUILDING ENGAGING ONLINE MASTERS PROGRAMS

*LC 106, Law Classrooms Building*

*Presenter(s): Misty Franklin and Alyssa Dyar*

11:10 a.m. - 12:20 p.m.

In the evolving landscape of legal education, the shift towards online platforms presents both challenges and opportunities. This session is designed for program administrators and educators who are navigating the complexities of delivering high-quality, engaging, and effective legal education in a virtual environment. The session will explore various approaches to developing online legal masters programs, considering the methodologies, technological tools, and pedagogical strategies that lead to successful outcomes.

Participants will engage with a panel of experts who have successfully implemented innovative online programs in their institutions. With backgrounds in instructional design, the panelists will pay particular attention to best practices in online teaching and provide suggestions for integrating quality instructional design standards to create the best experience for online learners.

## LUNCH - BENJIE'S MUNCH TRUCK

*Admin Parking Lot and Law Courtyard*

12:20 - 1:30 p.m.

## SESSION 3A - APPLYING FOR THE SOCIETY FOR HUMAN RESOURCE MANAGEMENT (SHRM) CURRICULUM ALIGNMENT

*LC 105, Law Classrooms Building*

*Presenter(s): Shannon Sevier, Andrea Bevier, and Nikki Taylor-Vargo*

1:30 - 2:40 p.m.

This session will discuss the knowledge, skills, and strategies essential for establishing SHRM curriculum alignment.

## SESSION 3B - PREPARING LEGAL MASTER'S STUDENTS FOR SUCCESS FROM DAY 1 OF THE PROGRAM

*LC 106, Law Classrooms Building*

*Presenter(s): Jason Fiske, David Dye, and Sandra Erickson*

1:30 - 2:40 p.m.

This panel is all about how an admitted student can be prepared to successfully navigate the legal master's program to maximize their learning experience. The panel will be a discussion with four experienced leaders of legal master's programs, collectively with about 30 years of legal master's administrative experience. Topics include: 1) building a foundation of knowledge for success; 2) preparing the working professional to manage their schedule; 3) preparing students to succeed going back to the classroom; and 4) setting professionalism expectations.

## SESSION 4A - ACADEMIC ADVISING AND BEST PRACTICES

*LC 105, Law Classrooms Building*

*Presenter(s): Natalie Dury Green, Gillian Harris, and Bailey Clem-Byquist*

2:40 - 3:50 p.m.

This panel will provide an exploration into academic advising methods and goals, acknowledging the unique characteristics and distinctions of different legal masters programs. Panelists will highlight program-specific advising objectives & processes and share practical recommendations for best practices. The goal of the panel is to support an exchange of ideas that contributes to a collective understanding of effective advising strategies adaptable to various legal master's programs.

# LEGAL MASTERS CONFERENCE 2024

**DAY 2**

*Monday, March 11, 2024*

## **SESSION 4B - (AD)MISSION IMPOSSIBLE: A STRATEGIC APPROACH TO HOLISTIC ADMISSION**

*LC 106, Law Classrooms Building*

*Presenter(s): Mary Puszykowski, Nikki Taylor-Vargo, and Ashley Strawser*

2:40 – 3:50 p.m.

With the cessation of affirmative action, admission departments will need to focus on other approaches to ensure diverse student bodies. Higher education institutions will lean more heavily on holistic admission policies to ensure that they meet their diversity, equity, and inclusion goals. In this action-packed, “hands-on” session led by special (ad)Mission Possible agents, we will uncover the motives behind your admissions review process, investigate the experiences, attributes, and academic metrics important to your school and community, and provide you with the clues needed to assemble and train your (ad)mission agents to overcome obstacles and challenges to holistic review. Can you handle (ad)MISSION POSSIBLE?

## **REFRESHMENT BREAK: SPONSORED BY ST. MARY’S UNIVERSITY LAW SCHOOL**

*Alumni Room, Sarita Kenedy East Law Library*

3:50 – 4:10 p.m.

## **WORKSHOP OUTBRIEF - LEGAL MASTERS ASSOCIATION**

*Courtroom, Law Classrooms Building*

4:10 – 5:00 p.m.

This is an informative session that will summarize the Sunday workshop on establishing an Association for Legal Masters Programs.

## **SHUTTLE LEAVES STMU CAMPUS FOR MENGER HOTEL**

*Outside of Law Classroom Building*

5:00 p.m.

## **EVENING RECEPTION: SPONSORED BY MF DIGITAL**

*Minuet Room, Menger Hotel*

6:00 – 7:00 p.m.

6:15 p.m. – Optional Historic tour of the Menger Hotel

## **WALK TO RIVER BARGE DEPARTURE**

*Lobby, Menger Hotel*

7:00 p.m. – Look for Wrangler Shannon

7:15 p.m. – Look for Wrangler Armando

See map for walking directions

## **SAN ANTONIO RIVER CRUISE: SPONSORED BY EDUCATION DYNAMICS**

*Hilton Palacio del Rio, Downtown San Antonio*

7:30 p.m. – First Two River Barges depart

7:45 p.m. – Second Two River Barges depart

## **DINNER ON YOUR OWN**

*Downtown San Antonio*

8:00 p.m.



# LEGAL MASTERS CONFERENCE 2024

**DAY 3**

*Tuesday, March 12, 2024*

## **BREAKFAST COLLABORATION**

*Colonial Room, Menger Hotel*

7:00 – 9:00 a.m.

## **SHUTTLE LEAVES MENGER HOTEL FOR STMU CAMPUS**

*Car Valet-area*

9:00 a.m.

## **ONSITE REGISTRATION**

*Alumni Room, Sarita Kenedy East Law Library*

9:30 a.m. – 4:00 p.m.

## **SESSION 5A - THE DISRUPTION DILEMMA: HOW TO REIMAGINE YOUR PROGRAM IN THE DIGITAL ERA**

*LC 105, Law Classrooms Building*

*Presenter(s): Chris Hansen and Marily Nixon*

9:30 a.m. – 10:40 a.m.

How can a Legal program manage to launch and grow in a constantly changing digital landscape without draining their budget? Join Pitt Law and Everspring to learn how their successful partnership empowered Pitt Law's MSL program to rise above limited internal resources to grow a thriving program. In this dynamic session, participants will gain practical strategies for navigating their own digital marketing challenges. Discover how to leverage strategic partnerships, swiftly adapt strategies based on data insights, and craft compelling, organic content to fuel sustained growth. Learn how to differentiate your program effectively, avoid generic approaches, and incorporate real-world examples for maximum audience resonance. Equipped with these tools and insights, participants will leave ready to revolutionize their own Legal Masters programs in the digital age.

## **REFRESHMENT BREAK: SPONSORED BY ELSMERE EDUCATION**

*Alumni Room, Sarita Kenedy East Law Library*

10:40 – 11:10 a.m.

## **SESSION 6A - MAXIMIZING A CRM TO BUILD AN EFFICIENT ENROLLMENT MANAGEMENT WORKFLOW**

*LC 105, Law Classrooms Building*

*Presenter(s): Elsa Duong and Armando Prado, Jr.*

11:10 a.m. – 12:20 p.m.

Discover a transformative journey in Enrollment Management (EM) for legal master's programs in this session. By the presentation's conclusion, participants will master the art of leveraging Customer Relationship Management (CRM) systems to their fullest potential. The session encompasses evaluating current EM infrastructure, how to select the ideal CRM, effective implementation, leveraging data for optimization, and adapting for future growth. Gain specialized insights into email communication best practices, strategies for enhancing student services, and effective alumni engagement through the CRM platform. Equip your program with the essential knowledge and tools to maximize CRM investment and achieve unparalleled success in enrollment and engagement goals. Join us for a session that promises to reshape your approach to enrollment management.

## **SESSION 6B - ACADEMIC SUPPORT AND LEGAL RESEARCH/WRITING FOR NON- LAWYERS**

*LC 106, Law Classrooms Building*

*Presenter(s): Morgan Wells and Tom Hemstock*

11:10 a.m. – 12:20 p.m.

Regardless of whether a student pursues their degree in person or online, the academic journey for legal masters students differs markedly from that of JD students. Addressing their specific needs poses a unique challenge due to the diverse professional backgrounds and educational aspirations represented by this student population. This presentation will focus on strategies for providing academic support geared toward legal masters students, including library/research support and legal writing.

# LEGAL MASTERS CONFERENCE 2024

**DAY 3**

*Tuesday, March 12, 2024*

## **LUNCH - LADY PICOZA FOOD TRUCK**

*Admin Parking Lot and Law Courtyard*

12:20 - 1:30 p.m.

## **SESSION 7A - INNOVATION, INCLUSION, AND INTERRUPTION: INTEGRATING AI IN GRADUATE LEGAL EDUCATION**

*LC 105, Law Classrooms Building*

*Presenter(s): Mischa Wheat, Becka Rich, and  
Maryellen Maley*

1:30 - 2:40 p.m.

In a rapidly changing landscape, artificial intelligence tools present unprecedented opportunities to promote equity and inclusion as foundational pedagogical principles in graduate legal studies. Integrating AI into our courses and curricula can enhance collaboration, accessibility, and student success. However, doing so poses significant challenges, including maintaining academic integrity and ensuring students develop essential practice skills such as critical thinking and professional communication. This panel discussion will explore strategies for navigating these challenges while leveraging the benefits of artificial intelligence.



## **SESSION 8A - FROM AWARENESS TO ENGAGEMENT: STRATEGIES TO EFFECTIVELY UTILIZE SOCIAL MEDIA PLATFORMS**

*LC 105, Law Classrooms Building*

*Presenter(s): Jesse Homan and David Dye*

2:40 - 3:50 p.m.

Join us for an insightful session featuring David Dye from Texas A&M University, and Jesse Homan from EducationDynamics. This session will not only showcase the triumphs of their collaborative efforts but also explore a broader message on harnessing platforms like LinkedIn and other social media platforms throughout the entire student enrollment journey, from initial awareness to sustained engagement. This presentation will share key strategies to utilizing LinkedIn, marketing best practices, and the impact it had on enrollment goals. They will discuss how Texas A&M University effectively leveraged LinkedIn's suite of marketing tools to create a compelling narrative, reach a wider audience, and drive prospective student interest.

## **SESSION 8B - THE ROADMAP TO INSTITUTIONAL ASSESSMENTS: A DEEP DIVE INTO LEGAL MASTERS PROGRAM EVALUATIONS**

*LC 106, Law Classrooms Building*

*Presenter(s): Zoe Niesel, Shannon Sevier, and Jason  
Flske*

2:40 - 3:50 p.m.

Educational institutions around the world are entrusted with the crucial task of nurturing the next generation of leaders, thinkers, and innovators. To meet this profound responsibility, institutions must continually adapt, innovate, and refine their curricula and programs. Enter the art of curricula and program evaluation—a practice that stands at the crossroads of progress and excellence. This panel will discuss coordinating institutional assessment for law school programs that will touch on both ABA and regional accrediting requirements.

# LEGAL MASTERS CONFERENCE 2024

**DAY 3**

*Tuesday, March 12, 2024*



## **REFRESHMENT BREAK: SPONSORED BY EDUCATION DYNAMICS**

*Alumni Room, Sarita Kenedy East Law Library*

3:50 – 4:10 p.m.

## **WORKSHOP OUTBRIEF – PLANNING: 2025 CONFERENCE COMMITTEE**

*Courtroom Law Classrooms Building*

*Presenter(s): Shannon Sevier, Armando Prado, Jr.,  
Natalie Dury Green, and Morgan Wells*

4:10 – 5:00 p.m.

This is an informative session to discuss pre-planning for the 8th annual conference, hosted by UC Law San Francisco, and to collect volunteer information.

## **SHUTTLE LEAVES STMU CAMPUS FOR MENGER HOTEL**

*Outside of Law Classroom Building*

5:00 p.m.

## **EVENING RECEPTION: SPONSORED BY EVERSPRING**

*Minuet Room, Menger Hotel*

6:00 – 7:00 p.m.

6:15 p.m. – Optional Historic tour of the  
Menger Hotel

## **WALK TO DINNER VENUE**

*Lobby, Menger Hotel*

7:00 p.m. – Look for Wrangler Armando Prado  
See map for walking directions

## **DINNER**

*The Venues at San Fernando Cathedral,  
Downtown San Antonio*

7:30 – 9:15 p.m.

## **SAN ANTONIO | THE SAGA**

*San Fernando Cathedral Courtyard,  
Downtown San Antonio*

9:00 p.m. – First Showing

9:30 p.m. – Second Showing





# LEGAL MASTERS CONFERENCE 2024

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**A HUGE THANKS  
TO ALL OF  
OUR SPONSORS!**



DIGITAL MARKETING



**TEXAS A&M UNIVERSITY  
SCHOOL OF LAW**



**Elsmere Education**

## Exhibitors

*Carnegie*

*Carolina Academic Press*

*Law School Admission Council (LSAC)*

*West Academic*

# LEGAL MASTERS CONFERENCE 2024

## VENDORS & EXHIBITORS

### **SUNDAY, MARCH 10, 2024**

#### **VENDOR CHECK-IN**

*Alumni Room, Sarita Kenedy East Law Library*

12:00 – 3:00 p.m.

### **MONDAY, MARCH 11, 2024**

#### **EXHIBITOR HOURS**

*Alumni Room, Sarita Kenedy East Law Library*

9:00 a.m. – 4:30 p.m.

### **TUESDAY, MARCH 12, 2024**

#### **EXHIBITOR HOURS**

*Alumni Room, Sarita Kenedy East Law Library*

9:00 a.m. – 4:30 p.m.

#### **VENDOR MOVE-OUT**

*Alumni Room, Sarita Kenedy East Law Library*

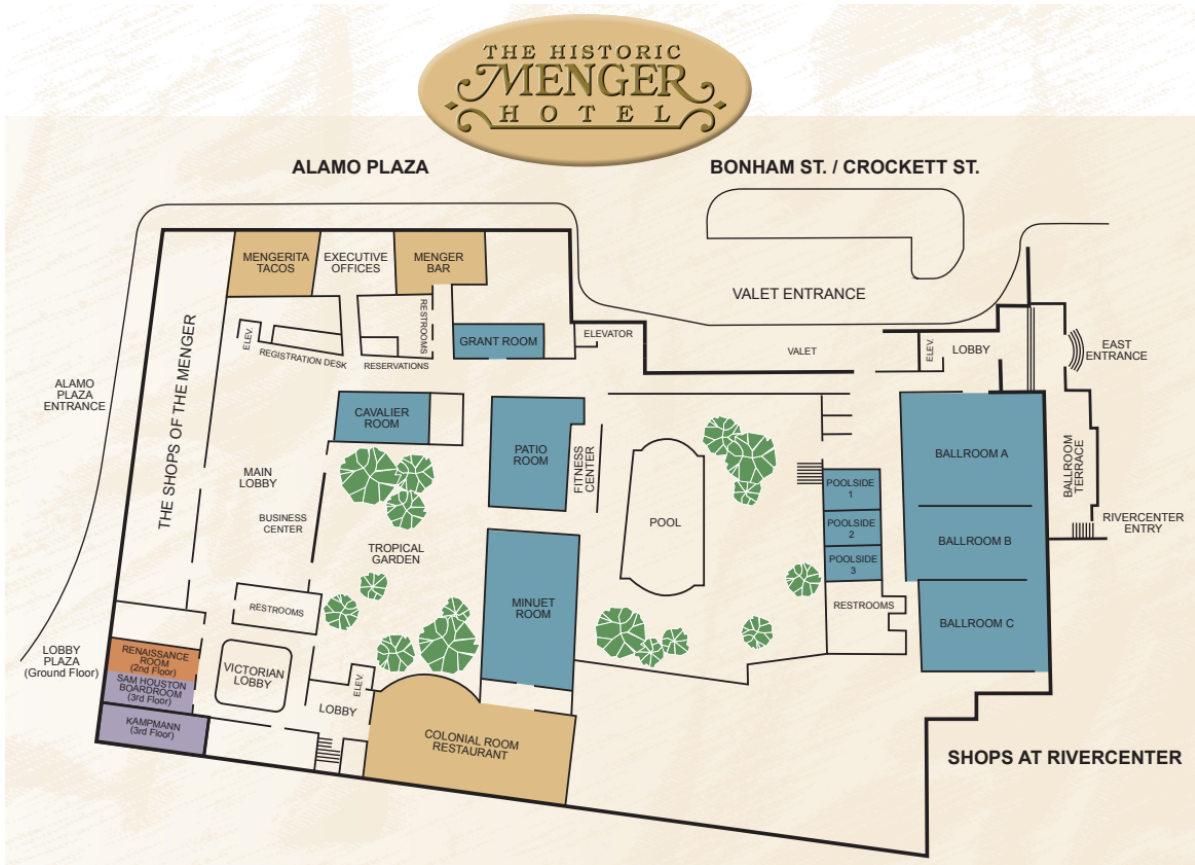
4:30 – 6:00 p.m.



GRADUATE LAW PROGRAMS

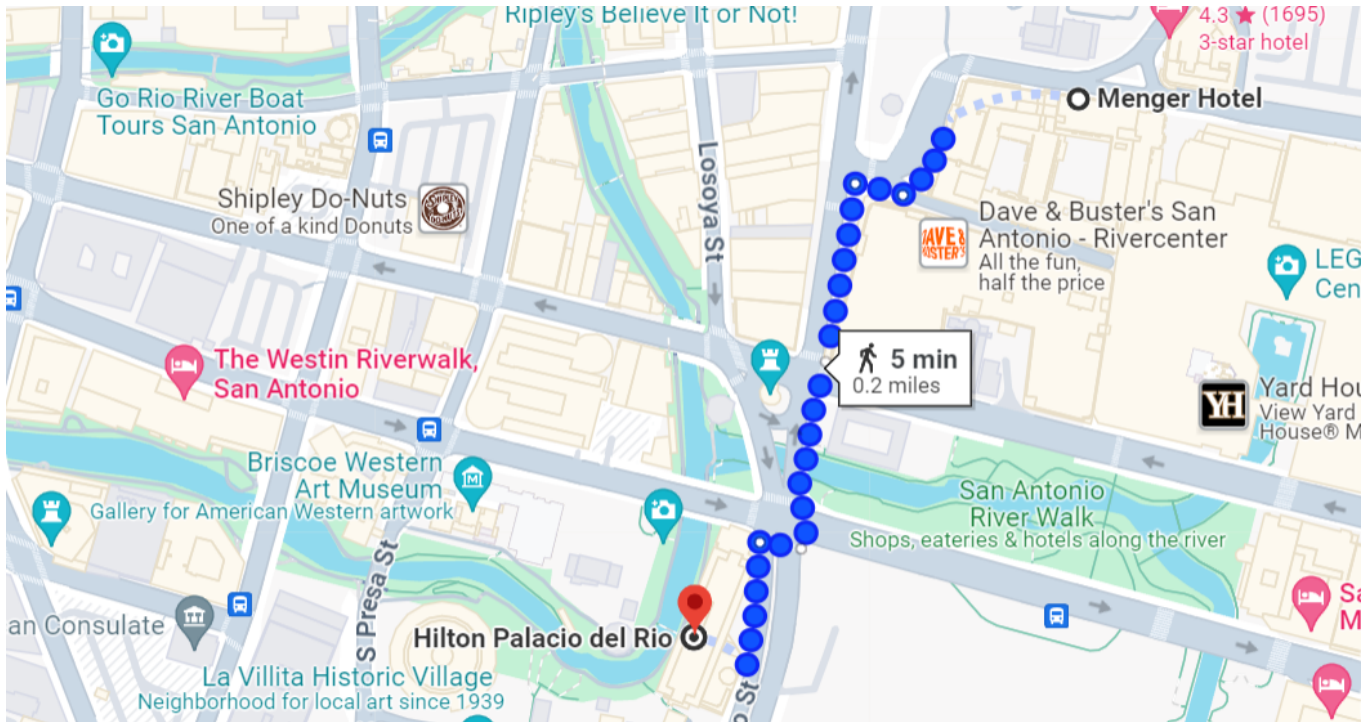
# MAPS

For directions to the Menger Hotel, please use 320 Bonham St, San Antonio, TX 78205 for your navigation.

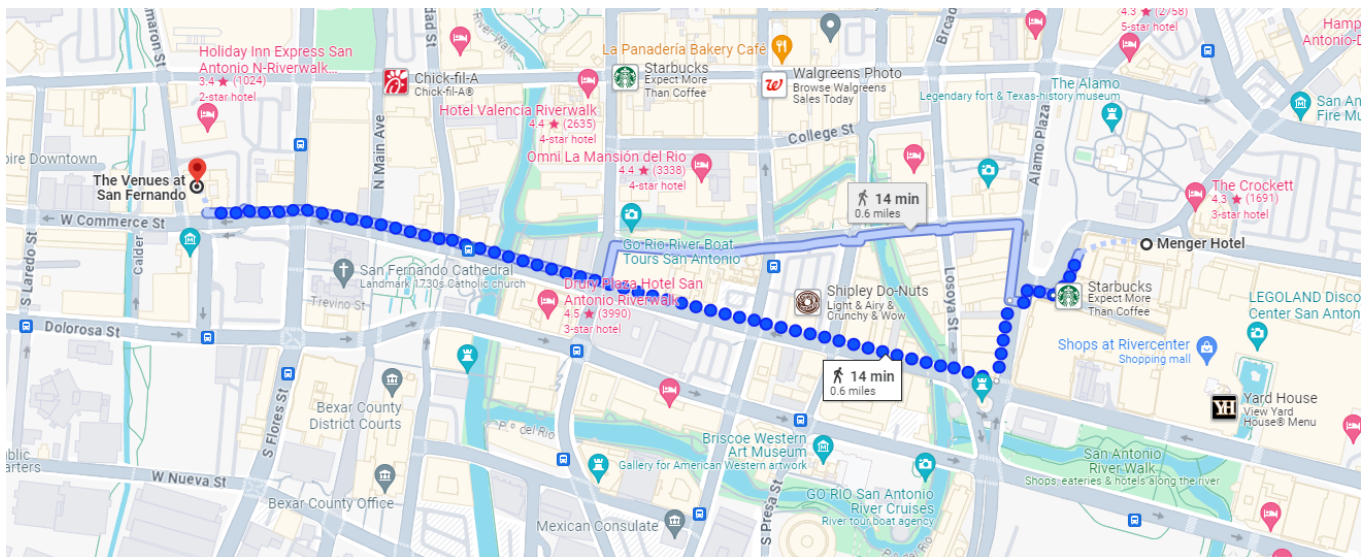


# MAPS

*For walking directions to Hilton Palacio del Rio, please use 200 S Alamo St, San Antonio, TX 78205 for your navigation.*



*For walking directions to the Venues at San Fernando, please use 231 W Commerce St, San Antonio, TX 78205 for your navigation.*



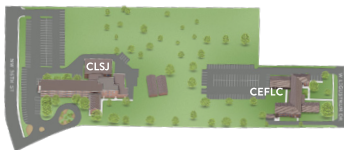
# ST. MARY'S UNIVERSITY CAMPUS MAP

## MAP KEY



- 39 Adele Hall\*
  - 31 Albert B. Alkek Business Building
  - 43 Alumni Athletics & Convocation Center  
*Bill Greehey Arena*
  - 10 Alumni Pavilion
  - 45 AT&T Center for Information Technology
  - 23 Blume Library  
*Cottrell Learning Commons*  
*Starbucks*  
*The Pub at St. Mary's*
  - 37 Bordeaux Hall\*
  - 30 Casa Maria Marianist Residence
  - 6 Center for Life Directions
  - 9 Chaminade Hall\*
  - 3 Chaminade Tower  
*Admission Office*
  - 7 Charles Francis Hall
  - 41 Cremer Hall\*
  - 35 Donohoo Hall\*
  - 27 Dougherty Hall\*
  - 46 Founders Hall\*
  - 34 Frederick Hall\*
  - 8 Garni Science Hall
  - 24 Law Administration Building  
*Law Admissions Office*
  - 25 Law Classrooms Building  
*Law Courtroom*
  - 33 Law Library  
*Law Alumni Room*  
*Law Commons*
  - 44 Leies Hall\*
  - 32 Lourdes Hall\*
  - 12 Marian Hall\*
  - 11 Marianist Residence
  - 21 Moody Life Sciences Center
  - 56 Périgieux Hall\*
  - 26 Raba Law Building
  - 2 Reinbolt Hall  
*Assumption Chapel*
  - 22 Richter Math-Engineering Center
  - 1 St. Louis Hall (Administration)  
*Business Office*  
*Financial Assistance*  
*Registrar's Office*
  - 36 St. Mary's Research Center  
*National Archives, Marianist Province of the United States*
  - 18 Treadaway Hall\*  
*Guadalupe Chapel*  
*Recital Hall*  
*University Police*
  - 38 University Center  
*Barnes & Noble at St. Mary's*  
*Campus Life*
- Residence hall\**  
*The Village at St. Mary's\**

### OFF-CAMPUS LOCATIONS



- CLSJ      Center for Legal and Social Justice  
2507 NW 36th Street
- CEFLC    Counselor Education and Family Life Center  
251 W. Ligustrum Drive



ST. MARY'S  
UNIVERSITY

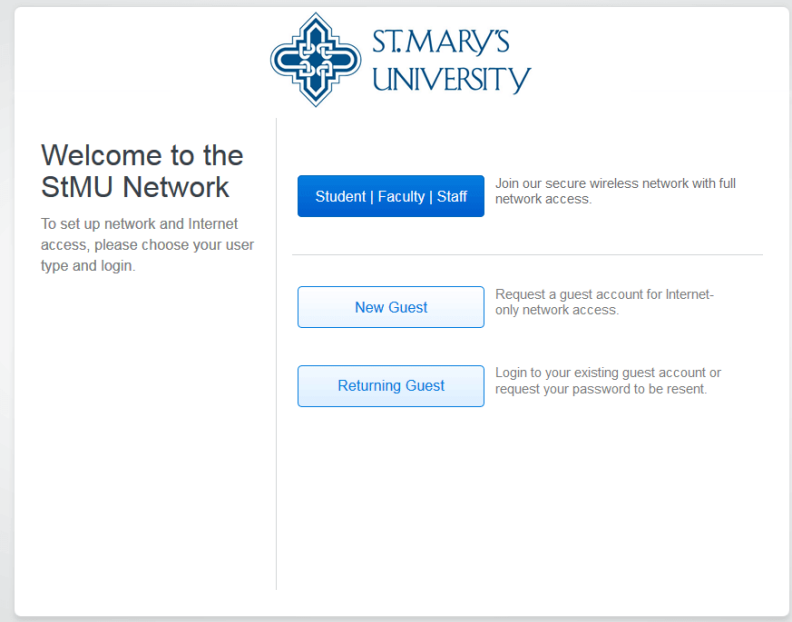
The Catholic and  
Marianist University

# Guest Network Guide

If you already have a “[stmarytx.edu](https://stmarytx.edu)” account, you **cannot** request a guest account. You will need to log in using your St. Mary’s credentials. More information is available on Gateway.

For all others – steps to connect to St. Mary’s University’s on-campus wifi network as a guest:

1. In network settings, select “**StMU-Guest**”
2. Open your web browser if you are not automatically redirected, and wait for the login page to load. If your browser does not automatically display the login page, please visit a website you have never visited before to activate the login page.  
Ex. <https://catfish.com/>
3. Select “New Guest” from the list of options.



The screenshot shows the St. Mary's University network login page. At the top left is the St. Mary's University logo, a blue cross with a white center containing the letters 'SMU'. To the right of the logo is the text 'ST. MARY'S UNIVERSITY'. Below the logo and text, the page is divided into two columns. The left column contains the heading 'Welcome to the StMU Network' and a sub-heading 'To set up network and Internet access, please choose your user type and login.' The right column contains three buttons: 'Student | Faculty | Staff' (dark blue), 'New Guest' (light blue), and 'Returning Guest' (light blue). Each button has a corresponding description to its right: 'Join our secure wireless network with full network access.' for the first button, 'Request a guest account for Internet-only network access.' for the second, and 'Login to your existing guest account or request your password to be resent.' for the third.

ST. MARY'S UNIVERSITY

Welcome to the StMU Network

To set up network and Internet access, please choose your user type and login.

Student | Faculty | Staff Join our secure wireless network with full network access.

New Guest Request a guest account for Internet-only network access.

Returning Guest Login to your existing guest account or request your password to be resent.

4. Fill in the required information.



## Request a Guest Account

Choose the guest network you would like to access.

Or [Click Here](#) to resend your guest account password.



### Guest Account Information

To access the network, "St Mary's Guest" complete this form.

Login information will be sent including information on how to login to your account.

Guests who have previously had an account can [Click Here](#) to resend the guest account password.

### Request a Guest Account

Complete this form and then click "Continue".

5. Upon submission, you will receive an email with your login and password (at the email address you registered with). **These credentials will be valid for 3 days.**
6. You can now proceed to use the St. Mary's Wifi Network.