

## Evaluating the opportunity for an Executive Juris Master

### Current Juris Master program

[Emory University School of Law's](#) current [juris master](#) (JM) degree was launched in 2012-2013 school year as a 30-credit hour program designed for individuals who want to learn more about the law as it relates to their industry or profession. The juris master degree is for people who do not want to practice law, but would benefit from a foundational knowledge of the law. The program is very flexible, and is offered with a [range of available concentrations](#) that can be customized to meet an individual's personal and/or professional goals.

Approximately 85% of current JM students are working professionals pursuing the degree on a part-time basis. The age of JM students ranges from mid-20s to mid-60s. Many JM students are mid-career professionals who pursue the JM to enhance and grow in their current role or to advance their career. A few students pursue the JM to help facilitate a career change. We have had a range of students participate in the program so far, representing the areas of finance, human resources, media and marketing, technology, medicine, and global health (to name just a few). We find that people working in highly-regulated areas tend to find a great deal of value in a JM degree. At this point, our most popular concentrations are human resources and healthcare.

Coursework for the current JM format can be completed either full-time in as little as one year or part-time in up to four years, and requires students to come to campus two to three days per week for classes (JM students take most courses with JD students). Courses are offered throughout the day, including some late afternoon and evening, summer, and online options (students may take up to three online courses during their JM studies). While we do offer some flexible course times and alternate delivery methods, the current curricular offerings do not allow for a student to complete the JM degree taking only late afternoon/evening, summer and/or online courses.

### Competitive programs

Other law schools throughout the U.S. offer similar on-campus programs with names such as Master of Science in Law (MSL), Master of Jurisprudence (MJ), and Master of Science in Legal Studies (MSLS). In addition, Washington University in St. Louis recently launched an [online MSL](#) in U.S. law. Emory's program is the first of its kind in Georgia; University of Georgia announced the launch of its [MSL program](#) for the 2014-2015 school year.

### Evaluating the opportunity for a new format JM degree

Emory Law's motivation for the executive JM format comes from the realization that our traditional JM is not accessible for a considerable pool of capable and interested students. For working professionals with busy personal and professional lives and/or travel schedules, taking time to attend classes on campus 2-3 days a week is just not a viable option. As of yet, no other U.S. law school offers an executive JM format, and we feel that Emory is well positioned to consider this opportunity.

While we offer many concentrations in the current JM program, our intent is to offer our existing curriculum in six to eight weeklong residential modules to working professionals interested in our two most popular concentrations - Health Law and Employment Law (included are profiles of each of these target audiences). Students would come to Emory Law for three, four, or five-day residencies over a two-year period of time. This format would be offered in addition to the current degree program. The program would offer a spring and fall semester start.

We are requesting market research to determine:

- The market opportunity for an executive JM format for the target audiences outlined (size of market; target geographies; target companies; etc.).
- The ideal delivery format for the program (i.e., more frequent but shorter residencies versus less frequent but longer residencies).
- The opportunity to charge a premium for such a program.

We would like to receive a research recommendation that includes a range of budget options (with an understanding of inherent tradeoffs). Once a scope of work is agreed to, we would like the work completed within 4-6 weeks.

<b>Employment Law – Professionals</b>		
Current Job	Entry-level / early career human resources professionals	Mid-career human resources managers and directors / career change to human resources
Age	20s and 30s	30s-40s
Education	Undergraduate	Undergraduate, master, certifications
Motivation for degree	Career advancement	Job growth and career advancement
Career aspirations	Mid-level human resources position – generalist and / specialist	Senior-level human resources position – generalist and/or specialist
Payment	Financial aid / Employer	Financial aid / Employer
Family circumstance	Single/Married	Married with kids
Information sources	LinkedIn, WSJ, BusinessWeek, Money, Time, Fortune, Bloomberg, NYT, HR Magazine, Workspan (publication of World at Work): Atlanta Business Chronicle: CUPA-HR	
Influencers		
Associations	SHRM, CUPA-HR, HRCI	
Research timeline	6-12 months	6-12 months
Decision timeline	6 months	6 months

<b>Health Law - Professionals</b>		
Current job	Healthcare practitioners in hospitals, healthcare systems, and private practices	Administrator / Compliance / Policy & Management in hospital, healthcare companies, large NPOs, e.g., CDC
Age	40s-50s	Late 30s-50s
Education	Professional (MD, RN, etc.)	MHA, MBA, MPH
Motivation for degree	Job enhancement / career climber	Job enhancement / career climber
Career aspirations		
Payment	Self / Employer	Employer / financial aid
Family circumstance	Married with kids	Married with kids
Information sources	LinkedIn, New England Journal of Medicine, The Lancet, The Journal of the American Medical Association (JAMA), American Journal of Public Health, American Journal of Obstetrics and Gynecology (The Green Journal), Physician Practice, Kevin MD, Student Doctor Network, National Center for Medical-Legal Partnership, Doximity, Health Affairs, Amer. Journal of Law & Medicine, Society of Critical Care Medicine newsletter, most widely read medical journals <a href="http://www.online-degrees-today.com/blog/2010/02/03/top-20-medical-journals/">http://www.online-degrees-today.com/blog/2010/02/03/top-20-medical-journals/</a> . The most exposure would probably come from the NEJM and JAMA	
Influencers		
Associations	GHA, MAG	GHA, MAG
Research timeline	6-12 months	6-12 months
Decision timeline	6 months	6 months