

2-8-2018

Advancement & Communications Committee Meeting - Minutes 02/08/2018

UC Hastings Board of Directors

Follow this and additional works at: https://repository.uchastings.edu/board_materials_2018

Recommended Citation

UC Hastings Board of Directors, *Advancement & Communications Committee Meeting - Minutes 02/08/2018* (2018).
Available at: https://repository.uchastings.edu/board_materials_2018/30

This Advancement and Communications Committee is brought to you for free and open access by the Board of Directors Agenda and Materials at UC Hastings Scholarship Repository. It has been accepted for inclusion in 2018 Board of Directors Agenda and Materials by an authorized administrator of UC Hastings Scholarship Repository.



UNIVERSITY OF CALIFORNIA
HASTINGS COLLEGE OF THE LAW

BOARD OF DIRECTORS
ADVANCEMENT & COMMUNICATIONS COMMITTEE
MEETING MINUTES

FEBRUARY 8, 2018

1. Roll Call

Chair Courtney Power called the meeting to order at 12:30p.m. and the Secretary called the roll.

Board of Directors Present:

Chair Courtney Power
Director Donald Bradley
Director Marci Dragun
Director Mary Noel Pepys
Director Chip Robertson
Director Tom Gede (Ex-Officio)

Staff Present:

Chancellor & Dean David Faigman
General Counsel Elise Traynum
Chief Financial Officer David Seward
Academic Dean Morris Ratner
Director of External Relations Alex A.G. Shapiro
Chief Development Officer Eric Dumbleton

2. Public Comment

Chair Power opened the Public Comment period. Hearing no requests from the public to speak, Chair Power closed the Public Comment period.

3. Approval of Minutes: November 9, 2017

Director Power called for the approval of the November 9, 2017 minutes. The minutes were approved as distributed.

4. **Talking Points: Five Things About UC Hastings**

(Oral)

Presented by Director of External Relations Alex A.G. Shapiro

Director of External Relations Alex A.G. Shapiro presented on the development of the College's public relations plan. Mr. Shapiro's Talking Points included:

- (1) the history of the College and celebrating 140 years;
- (2) building for an extraordinary future;
- (3) improving bar passage results;
- (4) celebrating 50 years of the Legal Education Opportunity Program (LEOP); and
- (5) innovation.

Under the first talking point, "the history of Hastings," Mr. Shapiro emphasized that when the College opened in 1878, it was the first University of California law school and the first law school in the state of California. Mr. Shapiro said that celebrations and informational outreach for UC Hastings' 140th year will include a special convocation party and a video focusing on the College's history. The focus of the convocation, Chancellor & Dean David Fagiman said, will be to celebrate the 140th first year class, 1L class, and the 50th LEOP class and 1L LEOP class.

For the second talking point, "building for an extraordinary future," Mr. Shapiro noted that the College is working to set up students for future success by developing a new and vibrant academic village in the heart of San Francisco. Mr. Shapiro noted that an academic village party will be held in the Sky Room on September 13, 2018 for friends and stakeholders. Mr. Shapiro also explained that Building UC Hastings will include:

- student housing
- the new quad
- naming opportunities
- the status of UC Hastings as the greenest urban campus in North America by 2025, and
- the impact of the new design on pedagogy, identity, and community.

For the third talking point, "improving bar passage results," Mr. Shapiro underscored how the College is working to prepare students, correct California's wrongdoings, and change future testing to test what is important. Mr. Shapiro noted that the faculty are all working together for bar passage success, and that the bar exam pass rate increased by ten percentage points last year. Mr. Shapiro said that Chancellor & Dean David Faigman is fighting to reform California's cut score and he currently sits on the ABA's Commission exploring changes to methods of testing for future generations of law students.

Under the fourth talking point, "celebrating 50 years of LEOP", Mr. Shapiro said that the new director of LEOP, Elizabeth McGriff, is leading a paradigm shift to view LEOP as a promise rather than an at-risk program. Mr. Shapiro emphasized that LEOP participants are students who have overcome adversity to become judges, public defenders, transactional attorneys, policymakers, and state senators. Furthermore, Mr. Shapiro said, LEOP is not just an admissions program, but a program designed to help prepare students for life after law school and to make an impact in the world. In response to a director's suggestion that the LEOP program utilize buzzwords like diversity and inclusion, Chancellor & Dean David Faigman noted that the

College endeavors to increase diversity by creating pipelines to historically black colleges and universities, as well as Fresno State San Bernardino and Riverside.

For the fifth talking point, “innovation”, Mr. Shapiro noted the College’s history and location in one of the most innovative cities in the world. Mr. Shapiro emphasized:

- *US News and World Report* ranking the College in the top fourteen among law schools with five or more ranked programs;
- UC Hastings’ recognition by *PreLaw* magazine as one of the most innovative law schools in America; and
- excitement about UC Hastings’ flagship programs, like Startup Legal Garage, UCSF-UC Hastings Consortium, Center for Gender and Refugee Studies (CGRS), and Center for Work-Life Law, plus new courses like Legal Tech Startups, Advanced Immigration Law, and LexLab as a legal tech hub.

Mr. Shapiro explained that, like any growing innovative enterprise, the College seeks buzz, needs money and needs partnerships. Mr. Shapiro said a perfect example of where these partnerships and innovation are coming together is the joint UC Hastings-UCLA Anderson Forecast on March 12th – with a meeting themed in “innovation,” discussions include the future of the economy in California, tech, the future of biotech and the law. People will be coming to UC Hastings from various areas including practitioners, scholars, members of UCSF, and QB3.

Mr. Shapiro noted the flexibility of the talking points. He explained that the talking points can be discussed in any order, depending on the target audience, and adapted for social media and different online applications. Mr. Shapiro mentioned that the College website is undergoing improvements with the overall goal of consistency and cohesiveness. Next Mr. Shapiro displayed the Davey Award, which recognized the College’s “Why We Work for Justice” campaign banners.

In response to a director’s comment that the faculty are missing from the talking points, Mr. Shapiro elaborated point five to convey “innovative and outstanding programs and faculty.” One director suggested that the talking points be developed into principles, similar to the Oz leadership principles. These principles would define and distinguish the College and be adaptable to the College’s various programs, marketing opportunities, and recruitment efforts. Chancellor & Dean David Faigman noted that “academic success” is a more positive message than “bar passage,” which may be construed as negative. One director commented that the term “curriculum innovation” could also hold value.

A director asked for some background and updates about the College’s Legacy Committee. Chancellor & Dean David Faigman explained that a *San Francisco Chronicle* op-ed engendered controversy about the name of the College, as its founder, Serranus Hastings, committed genocide against Native Americans in the 19th century, primarily against the Yuki tribe. Chancellor & Dean David Faigman explained that he formed a group of committed staff and faculty to analyze and discuss the historical information, before he makes a recommendation. Chancellor & Dean David Faigman explained that the College offered a modest honorarium to a Sacramento State University author and historian to research the issue and present to the committee. This historian published a book about 19th century Native American genocide.

Chancellor & Dean David Faigman concluded that the committee will deliberate and provide him with their recommendations by June 2018. Chancellor & Dean David Faigman expects that the committee's recommendations may range from the possibility of creating an annual speaker series, creating scholarships, creating legal aid opportunities for Native Americans, or scholarships for Native Americans to attend the College. Chancellor & Dean David Faigman does not anticipate changing the College's name, as this would most likely require a legislative act, and furthermore, he believes that after 140 years the College's name is associated more with legal education than with its founder, Serranus Hastings.

5. FY17 Fundraising Update

5.1 FY17 Fundraising Comparison Year to Date Raised Report (Written) Presented by Chief Development Officer Eric Dumbleton

Chief Development Officer Eric Dumbleton discussed the fiscal year '17 Raised Report, including new pledges and straight gifts, for the first half of the fiscal year (July 1, 2017 to December 31, 2017). Mr. Dumbleton explained that the little over \$3 million raised for this period was slightly higher than the same periods in the two previous fiscal years. Mr. Dumbleton noted that the unrestricted figure for this period was skewed because pledges and ultimate one-time payment funds were directed into the unrestricted bucket. Mr. Dumbleton mentioned that scholarships were down, in part because of gifts that came in as bequests, gifts designated elsewhere, and gifts that had not come in yet. Mr. Dumbleton also noted a positive in the increase of total number of donors for the first half of this fiscal year versus the first half of last fiscal year.

5.2 FY17 Fundraising Comparison Year to Date Received Report (Written) Presented by Chief Development Officer Eric Dumbleton

Mr. Dumbleton moved on to the Received Report, straight gifts and pledge payments, noting \$3.8 million cash in for the fiscal year period July 1, 2017 through December 31, 2017, up from the same previous two fiscal year periods. Mr. Dumbleton explained that this was the result of collecting on pledges, other secured pledges and gifts, and the Professor Shanin Specter pledge and payment. Mr. Dumbleton noted the same upward trend on donors, and the same drop in scholarship funds as for the raised report.

Mr. Dumbleton said there were two significant financial ask requests outstanding.

Mr. Dumbleton reminded everyone to support and attend the Spring Soiree in April.

5.3 FY14-FY18 YTD Giving Trends (Oral) Presented by Chief Development Officer Eric Dumbleton

Mr. Dumbleton presented a PowerPoint presentation of graphs which compared FY14 through FY18 to date. He reported that with just over \$3 million raised for the first half of this fiscal year, he is optimistic that the \$6 million raised goal for the year will be met. Mr. Dumbleton reported,

by graph, that the number of donors raised has been fluctuating over the years, and that consistently most of the donors, about 71%, come in during the first half of the fiscal year.

Mr. Dumbleton reported, by graph, that overall trends are positive. For example, unrestricted raised funds are up, following a downward trend up to FY16-17, even given the Shanin Specter gift. Mr. Dumbleton attributed the upward figure in fiscal year '14 to the gala that year, and suggested the downward trend following that may be attributed to staff transition, bad news on bar results, or uninspiring messages sent via direct mail. Mr. Dumbleton also noted that Chancellor & Dean David Faigman began as acting dean in FY16-17. Mr. Dumbleton agreed to collect the figures for the two years prior to FY13-14 to see the longer trend. Mr. Dumbleton reported that the number of unrestricted donors, to raise, is also up and that with the average number of donors in the second half of the fiscal year at 392, they were on track to meet just under their goal of 1400 donors for FY18.

For received funds, Mr. Dumbleton reported that with the average 'cash in' for the second half of the fiscal year at \$2,239,000, the development team could pass their goal of \$6 million for FY18 for a total of \$6.2 million. For the number of received donors, Mr. Dumbleton noted again an upward trend from the previous year. Mr. Dumbleton reported that unrestricted received dollars and donors are both trending up from last year.

Mr. Dumbleton noted that alumni participation was anywhere from 10-12% a year, which he believes is the average, but he also remarked that he is not satisfied with that participation rate when compared to other law schools. UCLA law school, he noted, has a 20% alumni giving rate. Mr. Dumbleton announced a new hire for the position of Annual Giving and Development Communications Manager, Nicole Ferdinando. Mr. Dumbleton noted that Ms. Ferdinando is from Pace University and she will be devoted to strategic, segmented direct mail and e-mail solicitations, with the goal of reaching an alumni participation rate of 25%.

Mr. Dumbleton reminded the committee of sponsorship opportunities for the Spring Soiree to be held on April 21, 2018 at the Asian Art Museum. He noted that the event will be emceed by the Honorable Willie L. Brown, and the event will honor Congresswoman Jackie Speier, Fritz Duda, Anthony McCusker, Professor Emeritus H.G. Prince, and special recognition will be given to the Commit to Hastings group. Mr. Dumbleton noted that Mr. Shapiro will create short videos about the honorees.

6. Review and General Recommendation Action for Slate of Appointment of the UC Hastings Foundation Trustees (Oral)
Presented by Chief Development Officer Eric Dumbleton

Upon motion duly made, seconded, and carried, the Advancement and Communications Committee recommended that the Board of Directors accept the proposed slate of FY18-21 Foundation Board of Trustees. The proposed FY18-21 Foundation Board of Trustees are: Denelle Dixon-Thayer ('97), Rich Nichols ('82), and Walter "Skip" Walker ('74).

Mr. Dumbleton reported an update regarding Director of Major Gifts & Gift Planning Robin Drysdale, who recently relocated to Los Angeles to work with Southern California alums.

***7. Adjournment**

(Oral)

The Meeting was adjourned at 1:54 p.m.

Respectfully submitted,


Elise K. Traynum, Secretary