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Advancement & Communication Committee Meeting - Minutes 02/09/2017

UC Hastings Board of Directors

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**UNIVERSITY OF CALIFORNIA
HASTINGS COLLEGE OF THE LAW**

**ADVANCEMENT AND COMMUNICATION COMMITTEE
MEETING MINUTES
FEBRUARY 9, 2017**

1. Roll Call

Chair Chip Robertson
Director Donald Bradley
Director Marci Dragun
Director Mary Noel Pepys

Chair Chip Robertson called the meeting to order and ordered the Secretary of the Board to call the roll for the Advancement and Communication Committee.

2. Public Comment
None.

*3. Approval of Minutes – November 10, 2016
Chair Robertson called for the approval of the minutes. The minutes were approved.

4. PR Status & Upcoming Opportunities for UC Hastings
Presented by Director of External Relations Alex Shapiro

Director of External Relations Alex Shapiro discussed the ways in which external relations can build understanding and support for UC Hastings which in turn can help put the College back among the top 25 ranked law schools in the country.

Public Relations: Director of External Relations Shapiro explained how to increase public relations and the benefits of maintaining a favorable public image. This is done by building mutually beneficial relationships between organizations and their publics. This can happen in three ways: (1) community relations between constituents and constituent institutions, (2) neighborhood relations and (3) media relations. Media relations was the focus of Director of External Relations Shapiro's discussion.

Media Relations: Director of External Relations Shapiro explained that media relations consists of promoting UC Hastings through local, state, national, and international media outlets to reporters so that UC Hastings may share their expertise on a number of topics,

research, or the programs at UC Hastings. Director of External Relations Shapiro noted that 40 percent of the law school ranking of *U.S. News and World Report* is based on reputation. One of the ways to build this reputation is through the media. He highlighted that based on the demographic, the public receives its news through print, television, or social media.

Director of External Relations Shapiro discussed media inquiries from radio and television shows. He gave an update on media exposure. UC Hastings faculty have provided legal perspective in approximately 150 articles, radio shows, and TV spots in the last 90 days. Links to these stories were also shared more than 16,900 times on Facebook alone. The College has also had some media exposure due to programs on campus and prominent students that have been featured on public access TV shows.

Another opportunity is what Director of External Relations Shapiro called “lunch and learns.” News outlets have met with Chancellor and Dean David Faigman to talk to him about issues before they are reported in the news so that once the news is public, people have an informed opinion. Director of External Relations Shapiro hopes to do more of these with faculty members this year.

He also noted that media exposure comes from the proposed real estate building on campus.

Director of External Relations Shapiro gave a social media update. UC Hastings had 271 engagements on Facebook—where people liked, shared, or commented on stories on the College’s Facebook page. For comparison, Berkeley and Stanford have 3,000 and 13,000 more Facebook followers respectively than UC Hastings and UC Hastings still had more engagements than both schools. This engagement increases the College’s Klout score—a score that is a combination of hits from all social media outlets—and shows our influence in social media. Typically UC Hastings is ranked three or four among all law schools in the country.

In summation, all of these things may help with reputation scores for *U.S. News & World Report* law school rankings. UC Hastings is currently ranked number 23 among lawyers and judges, so continued focus in this area may assist in increasing this score.

A lengthy discussion then ensued about how to engage with notable UC Hastings alumna, Kamala Harris.

5. Fundraising Update

Presented by Chief Development Officer Eric Dumbleton

Chief Development Officer Eric Dumbleton gave a fundraising update. He reported that the number for raised donations—which includes new pledges and straight gifts—is looking positive. The unrestricted amount is also looking well and on par with the previous year. Fundraising for centers and programs has a significant lead. Received cash—which includes pledge payments and straight cash gifts—totals to \$500,000 over the previous year’s amount. Chief Development Officer Dumbleton noted that he and his

office will continue to focus on two areas: a traditional annual fund calendar of direct-mail solicitations and appeals and face to face engagement in fundraising.

Chair Robertson asked about the fundraising goal through June. Chief Development Officer Dumbleton replied that his goal is \$1 million for unrestricted gifts in order to support operations and \$3 million for the building campaign. Chief Development Officer Dumbleton also reported that a new trustee recently pledged \$15,000.

Chief Development Officer Eric Dumbleton also discussed strategies to engage with Willie Brown. Chief Development Officer Dumbleton met with Willie Brown to discuss the possibility of naming 333 Golden Gate in his honor and would attempt to solicit the \$10 million from his contacts.

Chief Development Officer Eric Dumbleton noted that Joe Cotchett donated \$100,000 in support of the building. He and Joe Cotchett also discussed creating a committee consisting of influential and key UC Hastings alumni and others who are dedicated to UC Hastings, in order to discuss generating funding to support scholarships and hopefully establishing an endowment.

6. Building UC Hastings Update

Presented by Chief Development Officer Eric Dumbleton

The building campaign has raised just under \$3 million. \$900,000 of that amount has been designated to scholarship. The amount designated to the actual building is \$2.1 million. In cash, there is \$735,000 while there is a pledge balance of \$1.38 million. Leo Martinez and Chief Development Officer Dumbleton are still soliciting donations. Chief Development Officer Dumbleton said he felt optimistic about reaching the campaign goal. He further reported that about 125 bricks have been sold thus far.

7. Staffing Update

Presented by Chief Development Officer Eric Dumbleton

Chief Development Officer Dumbleton gave his staffing update. John McCoy was hired as Senior Director of Alumni Engagement and is doing a great job. He also mentioned a need to hire an Executive and Development Assistant to help in operations and stewardship efforts, to be the staff lead for bios and prospect briefings and to be secretary to the three boards. Chief Development Officer Dumbleton also mentioned searching for an Assistant Director of Major Gifts. This position would report to Robin Drysdale. Once these two positions are filled, his office will be fully staffed.

Chair Robertson asked how a recent foundation meeting went. Chief Development Officer Dumbleton replied that he thought it was one of the best foundation meetings he's attended and that people left feeling both well-informed and positive about the plans to address bar passage. Chancellor and Dean Faigman concurred.

*8. Adjournment

There being no further business to come before the Advancement & Communications Committee, the meeting was adjourned.