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Advancement & Communications Committee - Minutes 05/11/2017

UC Hastings Board of Directors

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

**ADVANCEMENT AND COMMUNICATION COMMITTEE
MEETING MINUTES
MAY 11, 2017**

1. Roll Call

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

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

2. Public Comment
None.

- *3. Approval of Minutes – February 9, 2017
Chair Robertson called for approval of the February 9, 2017 minutes. The minutes were approved.

4. What We Talk About When We Talk About UC Hastings in the News,
Neighborhood, and Nationally
Presented by Director of External Relations Alex Shapiro

Director of External Relations Alex Shapiro presented on the three topics discussed when building public understanding and support for UC Hastings. The three topics are growth, justice, and location.

Growth: Director of External Relations Shapiro noted that the College is growing in three ways: (1) through building construction—which will in turn result in a growing number of students and people who will make up the future graduate village; (2) through the College's reputation and profile; and (3) through programs and partnerships—such as

when the *International Jurist* honored UC Hastings as having one of the best LLM programs in the country.

Justice: Director of External Relations Shapiro noted that the College's emphasis on justice is what separates it from fellow law schools.

Location: He lastly noted that the College's location is of significant importance. Its proximity to the courts make the College and its community conveniently located for news outlets. For example, when oral arguments were held at the Ninth Circuit Court of Appeals, Professor David Levine was able to interview with national and international news outlets on ten separate occasions. Taking further advantage of the College's location, Director of External Relations Shapiro is working with Above the Law on a podcast series called "Better Know a Circuit" during which the series will discuss current cases that are in front of the Ninth Circuit.

5. Fundraising Comparison Raised Report

Presented by Chief Development Officer Eric Dumbleton

Chief Development Officer Eric Dumbleton presented his report on raised donations. He reported that raised donations are \$2 million ahead of the raised amount at this time last year. There is \$4.5 million raised with \$760,000 unrestricted and \$824,000 for capital and facilities. A \$1 million bequest was received from the estate of Al Abramson which is earmarked for scholarships for students in need. Chancellor & Dean David Faigman noted that he has asked the trustee of the gift if the College can use the funds for current-use scholarships. Director Mary Noel Pepys asked about the Commit to Hastings fund's donations. Chief Development Officer Dumbleton responded that the group has raised around \$25,000 to \$30,000 from recent graduates along with some Trustees of the UC Hastings Foundation. He also mentioned that his office received a \$3 million bequest intention from an anonymous donor.

6. Fundraising Comparison Received Report

Presented by Chief Development Officer Eric Dumbleton

Chief Development Officer Dumbleton reported that received donations are tracking ahead of last year at \$4.8 million total. There is about \$560,000 in cash for the Building UC Hastings fund. Chair Chip Robertson asked if the Office of Alumni Engagement has a target number of donors it seeks every year or if the office focuses on the average amount given. Chief Development Officer Dumbleton responded that the College currently has twelve to fifteen percent participation from alumni, which is in line with the national average for institutions of higher education. However, Chief Development Officer Dumbleton said his goal is to foster twenty-five percent participation by developing a fundraising matching campaign. With this campaign, if participation is raised to twenty-five percent, a donor will donate \$1 million. A lengthy discussion ensued about planned giving.

7. Staffing Update

Presented by Chief Development Officer Eric Dumbleton

Chief Development Officer Dumbleton gave his staffing update, noting that he is fully staffed at this time. He created a Director of Alumni Engagement position that is held by John McCoy. Chief Development Officer Dumbleton also hired Kathleen Daley in a new position as Executive and Development Assistant and Hilary Low as Assistant Director of Major Gifts. He discussed the need for a dedicated staff person focused on planned giving. He noted that alumnae Judy Villard, class of '67, intends to take a leadership role with her reunion committee to lead conversations with alumni from her class about planned giving.

8. Fundraising Status: 333 Golden Gate Avenue
Presented by Chief Development Officer Eric Dumbleton

Chief Development Officer Dumbleton presented the 333 Golden Gate Avenue building fundraiser report. As of April 26, 2017, the College has raised over \$2.1 million and has in cash a total of \$760,824.59

A lengthy discussion ensued about ensuring that there is 100 percent donation participation from the Board of Directors, the Foundation, and the Board of Governors.

9. New Planned Gifts
Presented by Chief Development Officer Eric Dumbleton

Chief Development Officer Dumbleton reported on an increased focus on planned giving. He discussed the need for a staff person dedicated to planned giving. A lengthy discussion ensued on how to increase and solicit planned giving including the concept of raising awareness of planned giving by way of highlighting graduates who practice estate planning. He also noted that alumnae Judy Villard, class of '67, intends to take a leadership role with her reunion committee to lead conversations with alumni from her class about planned giving.

- *10. Adjournment
There being no further business to come before the Advancement & Communication Committee, the meeting was adjourned.