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Advancement & Communications Committee - Minutes 08/10/2017

UC Hastings Board of Directors

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

ADVANCEMENT AND COMMUNICATIONS COMMITTEE

MINUTES SUMMARY

Thursday, August 10, 2017 – 12:30 p.m.

UC Hastings College of the Law
A. Frank Bray Board Room
198 McAllister Street, 1-Mezzanine
San Francisco, California 94102

1. Roll Call

Committee Members Present:

Chair Chip Robertson
Director Donald Bradley
Director Marci Dracun
Director Tom Gede
Director Claes Lewenhaupt
Director Courtney Power

Staff Present:

General Counsel Elise Traynum
Chancellor & Dean David Faigman
Chief Financial Officer David Seward
Director of Major Gifts and Gift Planning Robin Drysdale
Sr. Director of Alumni Engagement John McCoy
Director of External Relations Alex Shapiro

Chair 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 – May 11, 2017
Chair Robertson called for approval of the May 11, 2017 minutes. The minutes were approved.

4. The Power of Why
Presented by Director of External Relations Alex Shapiro

Director of External Relations Alex Shapiro gave a presentation on the “Power of Why,” which attempts to explain why some organizations and some leaders are able to inspire where others are not. The speaker refers to a pattern of leadership success which focuses on *why*, *how* and *what*.

Director of External Relations Alex Shapiro next presented “Why We Work for Justice,” a video featuring conversations with UC Hastings students, alumnae, faculty, and administrators. The video explores why people came to UC Hastings to become lawyers. The video has been seen by at least 43,000 people and garnered more than 2,000 reactions on social media. The video was shared by the South Carolina Bar Foundation, the ABA for Law Students and Above the Law. Additionally, Professor Leo Martinez reported that while he was at a Leaders in Legal Education meeting in Chicago, a presenter at the conference shared the “Why We Work for Justice” video and commented on how effective it was. Other attendees at the same conference mentioned that they would share the video during their law school’s orientation.

5. FY17 Development Reports
Presented by Director of Major Gifts & Gift Planning Robin Drysdale

5.1 FY 2017 Fundraising Comparison Raised Report

Director of Major Gifts & Gift Planning Robin Drysdale reported that the received donation funds have increased from \$5.4 million last year in 2015-2016 to \$5.6 million this year in 2016-2017. There were increases in both capital and scholarships with increases in both scholarships and unrestricted donations.

5.2 FY 2017 Fundraising Comparison Received Report

Ms. Drysdale reported that the received donations funds have increased from \$4.5 million last year to \$5.6 million this year.

5.3 2018 Fiscal Year Outlook — Major Gifts and Gift Planning

Ms. Drysdale gave an overview on the strategy for major giving. Eric Dumbleton, Hilary Lowe, and Ms. Drysdale are responsible for major giving. Chancellor & Dean David Faigman has accompanied this team on the road to meet with prospective donors. Members of the team traveled to San Diego, where Wainwright Fishburn and alumnus of the class of 1981 held an event at the La Jolla Beach and Tennis Club for local alumni who have recently given or have potential to give to Hastings. A recent trip to Los Angeles helped forge relationships with two potential donors. A trip to Palo Alto is planned for next week.

The strategy is to meet with individuals and create one-on-one relationships with alumni. The Alumni Department also plans to send out newsletters and postcards in an effort to

reach out more broadly. Additionally, the homecoming reunion weekend will begin October 19, 2017. On October 20, the College will host a luncheon celebrating the Legacy Society.

Ms. Drysdale reported that the Alumni Department's raised goal for 2018 is \$6 million in addition to increasing participation significantly. The general participation rate is 12 percent, which is on par with other schools, but the College would like to reach 25 percent participation rate.

*5.4 Review and General Recommendation Action for Slate of Appointment of the UC Hastings Foundation Trustees

Ms. Drysdale reported that new trustees joined the UC Hastings Foundation on July 1, 2017: four trustees renewed their commitments while ten new trustees joined. Their biographies were included in the printed materials distributed at the meeting.

Upon motion duly made, seconded, and carried, the Advancement and Communications Committee recommended that the Board of Directors approve the slate of appointment of the UC Hastings Foundation Trustees as presented.

6. Fiscal Year Outlook — Alumni Engagement
Presented by Sr. Director of Alumni Engagement John McCoy

Sr. Director of Alumni Engagement John McCoy gave a staffing update for the Alumni Engagement team which consists of Jordan Kettering, the Assistant Director of Annual Giving and Sonia Starks, the Development Coordinator. Eric Dumbleton and John McCoy are working to convert members of the College's 20,000 alumni base into "alumni champions"—those who either donate or volunteer in a major way. Creating alumni champions requires two pillars: alumni participation and alumni immersion.

Alumni participation is driven by the annual fund program which includes initiatives and programs related to donor acquisition, donor retention, event attendance and the performance of solicitations. He noted that the department is exploring the option of hiring in-house telemarketers—current students—to make solicitation calls and follow up on reunion giving. This will add a personal touch that was absent when the College previously used third party telemarketers. Sr. Director McCoy also discussed how to tap into alumni affinity groups—alumni who were on journals, moot court or in a particular club/association. These groups have their own alumni rosters and the department would like to collaborate with this groups in order to share messaging about the College.

Alumni immersion involves keeping volunteers or donors abreast of the latest College updates. This requires collaboration with other College departments including Student Services, the Career Office, etc. Volunteer management is also a component of alumni immersion, which includes nurturing relationships with the various College advisory boards.

The department will also begin crowdfunding through a newly purchased software called MobileCause. The software will be used for the UC Hastings Challenge and the Day of Giving campaign.

Sr. Director McCoy will be collaborating with Director of External Relations Alex Shapiro on an alumni-specific social media strategy.

Sr. Director McCoy noted that the department has increased engagement with alumni regional chapters. The department is proposing to these chapters that they hold a series of three to four alumni-centered support programs that include a reception with the Chancellor & Dean, alumni, and newly admitted or visiting students.

Sr. Director McCoy also mentioned the alumni challenge, which is part of the traditional annual fund program. He noted that the challenge will take place during the fall season, rather than over the course of an entire year, and the team is exploring how to leverage its crowdfunding platform to begin the challenge.

*7. Adjournment

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