

11-9-2017

## Advancement & Communications Committee - Minutes 11/09/2017

UC Hastings Board of Directors

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

**BOARD OF DIRECTORS  
ADVANCEMENT & COMMUNICATIONS COMMITTEE MEETING MINUTES  
NOVEMBER 9, 2017**

**1. ROLL CALL**

Board of Directors Present:

Director Courtney Power  
Director Claes Lewenhaupt  
Director Mary Noel Pepys  
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

**2. PUBLIC COMMENT**

None

**3. APPROVAL OF MINUTES:** August 10, 2017

Director Power called for the approval of the August 10, 2017 minutes. The minutes were approved.

**4. PR PLAN FOR BUILDING UC HASTINGS**

(Oral)

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

Director of External Relations Alex Shapiro presented a PowerPoint presentation on the public relations plan for Building UC Hastings. Mr. Shapiro's presentation included the following points: (1) the kind of potential students that the College is hoping to reach; (2) an ideal 'take-away message' that the College should strive for; (3) strategies that the College could employ to

accomplish this, (4) and key performance indicators. Mr. Shapiro said that recent studies show that most college and university marketing relies on seven basic promises: (1) faculty members who are experts in their fields and who are committed to the personal success of their students; (2) multiple options for experiential learning, off-campus study, and participation in meaningful research; (3) a commitment to local sustainability and global engagement; (4) cutting edge technology and state-of-the-art facilities; (5) an ideal location; (6) an interdisciplinary approach to education; (7) a worthy investment that forms the foundation of a successful and fulfilling career. Mr. Shapiro said that in addition to these seven principles, many law schools focus on friends for life and then an international network of proud and connected alumni in their advertising materials. Mr. Shapiro said UC Hastings is unique because of its stories; and, thus UC Hastings should be intentional in its marketing to put forth these UC Hastings-specific stories.

Mr. Shapiro said the message to the audience is simple: UC Hastings is on the rise, literally and figuratively. Next, Mr. Shapiro shared points that he will be relaying in his public relations messaging. First, UC Hastings is working with the best companies to design and construct the new academic building at 333 Golden Gate. The same construction company that built the Salesforce building and will build the new Warrior's arena will construct the new academic building. Second, this new building is built with the intentional goal of advancing pedagogy, forging identity, and strengthening community. Third, the College's stated goal is to become the greenest urban campus in America by 2025. Mr. Shapiro said the best strategy is the same as any other PR strategy: attracting attention and increasing visibility and reputation.

Turning to social media, Mr. Shapiro explained that while UC Hastings is producing and sharing a lot of intriguing social media content, there are some people who are not following the College on social media and therefore, may not benefit from these avenues of PR messaging. Mr. Shapiro believes that this is where direct mail and direct outreach (i.e. e-mail, phone calls, the magazine, etc.) can be effective in reaching an expanded audience.

Mr. Shapiro explained that the College's PR strategy needs to focus on the media that will give the College more exposure to the target audience, such as the *National Law Journal*, the *Daily Journal*, or the *Recorder and Wall Street Journal*. Mr. Shapiro noted that *Fast Company*, *TechCrunch* and *ProPublica* could also be potential avenues for publicity due to the development of Lexlab.

Mr. Shapiro played a video in which he asked UC Hastings 1Ls (Class of 2020) how they feel about the new buildings and what is happening at the College. The first interviewee in the video spoke about his excitement to be part of "the greenest urban school campus in the United States." The student also expressed optimism about how the school's evolving reputation will impact who he will become as a lawyer, and he conveyed his enthusiasm about maintaining a connection with the College as an alumni.

## **5. FY 18 DEVELOPMENT REPORTS**

### **5.1 Fundraising Update**

(Written)

Presented by Chief Development Officer Eric Dumbleton

Mr. Dumbleton discussed the fiscal year '18 report as distributed, which began on July 1, 2017 and goes through October 24, 2017. Mr. Dumbleton pointed out the amount raised is just under \$1.7 million, which compares favorably to the previous two fiscal years. Mr. Dumbleton also stated that this improved figure is powered by a gift from Professor Shanin Specter. Also, he described some of the upcoming solicitations, which include direct mail, e-mail, and efforts around "Giving Tuesday".

Mr. Dumbleton moved on to the Received Report. He reminded everyone that Raised funds include new pledges and gifts, whereas a Received figure includes pledge payments and gifts, which can be understood as 'cash in hand.' In that respect, he said his department's Received Report is slightly ahead of last year and slightly behind fiscal year '16.

There was some discussion about grants versus raised funds. Chancellor & Dean David Faigman clarified that grants are usually program-oriented and, generally, do not advance scholarships, buildings, etc. He noted that the College measures its fundraising achievements by what is brought it from alumni gifts as these are funds that can be used more widely for scholarships and College operations.

### **5.2 Naming Gift**

Presented by Chief Development Officer Eric Dumbleton

\* *Naming Gifts (5.2)* and *Establishment of New Fund (5.3)* will be presented to the Board of Directors by Resolution for its final approval.

Mr. Dumbleton reported on a \$1,000,000 pledge by Shanin Specter, a UC Hastings adjunct professor and a graduate of Penn Law. In addition to teaching at UC Hastings, Professor Specter taught at Stanford Law and UC Berkeley Law. Chancellor & Dean David Faigman added that Professor Specter teaches Torts to UC Hastings first-year students. Professor Specter is also very active with the College's trial advocacy teams. He is well-liked by students and earns excellent evaluations. Professor Specter will have naming rights to the planned new trial courtroom in the 198 building in recognition of his gift.

The Committee voted to recommend to the UC Hastings Board of Directors that it accept Professor Specter's most generous gift as presented.

### **5.3 Establishment of New Fund**

(Oral)

Presented by Chief Development Officer Eric Dumbleton

Mr. Dumbleton reported on the prospective establishment of a new fund entitled, "The Geoffrey Hazard Junior Faculty Research Fund." The proposed fund would be a current use fund that

would be used to support junior scholars whose scholarship is deemed to be extraordinary. Academic Dean Morris Ratner donated \$25,000 to establish the new Fund.

The Committee voted to recommend to the UC Hastings Board of Directors to accept Academic Dean Morris Ratner's most generous gift as presented and establish the Geoffrey Hazard Junior Faculty Research Award Fund as presented.

**\*6. Adjournment**

(Oral)

The Meeting was adjourned at 1:50 p.m.