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Advancement & Communications Minutes 11/ 10/2016

UC Hastings Board of Directors

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**UNIVERSITY OF CALIFORNIA
UC HASTINGS COLLEGE OF THE LAW
ADVANCEMENT AND COMMUNICATIONS COMMITTEE**

**OPEN MEETING AGENDA
NOVEMBER 10, 2016**

1. Roll Call

Chair Tom Gede-ex-officio
Director Don Bradley
Director Mary Noel Pepys
Director Courtney Power
Director Chip Robertson

Chair Tom Gede called the meeting to order and the Secretary called the roll for the Advancement and Communications Committee meeting.

2. Public Comment

None.

*3. Approval of Minutes – August 11, 2016

Chair Tom Gede called for approval of the August 11, 2016 minutes. The minutes were approved.

4. External Relations: Updates

4.1 UC Hastings Reputation with Bench, Bar & Scholars

Director of External Relations Alex Shapiro presented a PowerPoint on rankings. He explained the factors weighed by *US News and World Report* that are used to determine rankings. He noted that reputation carries a combined 40 percent of the weight in rankings. Director of External Relations Shapiro noted that many things affect reputation including faculty, bar passage and placement, and resources. Reputation is important regardless of *US News*, as it follows graduates who are seeking employment. Director of External Relations Shapiro did mention that the College's reputation score is high and has remained constant over the years. The College's current bar and bench score—which comes from lawyers and judges—is 3.7 out of 5. The College is ranked 3.1 out of 5 in the peer assessment score which is determined by academics.

Director of External Relations Shapiro further explained that law schools also fill out a ballot about which other laws schools are good. There are a reportedly a lot of “don't know” answers. However, these “don't know” responses are not counted for or against a school. Director of External Relations Shapiro told the committee that he started a listening tour with people who may receive this kind of ballot. He had lunch with a judge working in the area who went to University of Chicago but said he knew that UC Hastings was a good school because he knew other justices who are UC Hastings alumni.

Director of External Relations Shapiro highlighted that promotion of faculty and faculty scholarship helps in boosting the College's reputation. Specifically, when faculty are cited in opinions or their work has an impact in some way on the rule of law in the country, this has a positive effect on reputation.

Director of External Relations Shapiro is working to better position the College. Duke University School of Law publishes a print piece, *Judicature*, which has a volume about judges—which all judges receive. He suggested coordinating with Duke University to have the magazine highlight judges who are UC Hastings alumni.

Director of External Relations Shapiro discussed promoting the '65 Club and Lions of the Law by having features about what it was like in the classroom during their attendance. Another idea is what Director of External Relations Shapiro calls Clerk Tales, which would be features about College alumni's experiences clerking for judges like Justice Anthony Kennedy of the Supreme Court of the United States.

4.2 Staffing Updates

Not discussed.

4.3 UC Hastings in the News

Director of External Relations Shapiro reported that there were 250 "likes" on the Kamala Harris congratulations letter that Acting Chancellor and Dean David Faigman wrote. He is also working with Chief Development Officer Eric Dumbleton's office the Chancellor and Dean's office to send out a package to congratulate her and have her return for an event on campus.

Director of External Relations Shapiro asked the Committee for tips about people who he should contact and about alumni who are doing things that might impress people in their fields. All of this news exposure can help bring the College back into the top 25 of rankings.

Director of External Relations Shapiro showcased the new UC Hastings logo which now has San Francisco as part of the branding. The College also trademarked the slogan "Made in San Francisco, Ready for the World" for UC Hastings.

Chair Tom Gede suggested that Director of External Relations Shapiro get the word out that Hastings has added one of the top health law faculty members of the country, Tim Greaney, to the College's health law program. He also suggested that Director of External Relations Shapiro ask professionals at Mission Bay where they look, what sites they look at, what magazines they read and then work to promote Hastings Health Law Consortium in those places.

Director of External Relations Shapiro Alex said he would speak with BRCOE about online advertising for the Health Policy Law program.

Lastly, Chair Gede suggested that people who know someone in STEM areas or healthcare in particular should steer them toward Director of External Relations Shapiro so that he can plug the Consortium.

5. Building UC Hastings Campaign Update

Chief Development Officer Dumbleton presented a report on the fundraising results to date. The summary page of the report showed a grand total raised just shy of \$2.5 million. He noted that what is officially in the system is just short of \$1.9 million. There is a \$525,000 balance which Chief Development Officer Dumbleton considers extremely firm verbal commitments.

He explained that \$650,000 raised in endowed scholarships is not reflected in the bottom line capital number. He further clarified that this is a pledge, which is an intent to recommend that the gifts come out of the donor's advised fund. This donor gave a \$1 million gift that was divided \$500,000 to the capital and \$500,000 to scholarships.

Chief Development Officer Dumbleton projected \$270,000 to come in pledge payments, likely at the end of the calendar year.

Chair Gede asked about continuing with Building UC Hastings fundraising. David Seward said it should continue for two or three years in order to deal with anticipated capital costs.

A lengthy discussion ensued about the Building UC Hastings fundraising and what people think about it within the alumni community.

6. Overall Fundraising Update

Chief Development Officer Dumbleton gave the overall fundraising report. He reported that year to date for the current fiscal year vs. the year to date for the previous fiscal year. The most focused on two areas now are 1) capitals and facilities and 2) unrestricted. With regard to capitals and facilities, the College has just under \$600,000 raised year to date. Chief Development Officer Dumbleton noted that the College needs to raise \$1.7million, so currently the College is \$600,000 shy of its goal.

Chief Development Officer Dumbleton clarified that raised is straight gifts and pledges while received is pledges plus gifts. Under capital and facilities, the College has raised \$330,000 cash to date for the Building UC Hastings Campaign. He further explained that the College had not started fundraising until November of the last fiscal year.

Reporting on unrestricted donations, Chief Development Officer Dumbleton stated that the College is tracking well ahead of where it were last year and the previous year, however, a little behind fiscal year 2014. This is because the College received a bequest which helps in numbers. He reported that donor numbers are down due in part to not having a gala this year. The office is going through an annual fund transition and Jordan Ketring is now overseeing this role. The end of the fiscal year will feature a big push with Giving Tuesday and holiday cards and reunion emails going out.

Chair Gede asked about class reunion participation. Chief Development Officer Dumbleton replied that participation is at about 6 to 8 percent or up to 8 to 10 percent. He noted that participation rates at reunions tend to be lower. Chief Development Officer Dumbleton is looking ways to engage concentrations of College alumni within law firms. Director Chip Robertson suggested linking alumni by having events for alumni that are in a similar industry in order to make connections and foster a community which may encourage fundraising.

7. Pipeline Report/Key Prospects

On the prospects side, there are outstanding asks and people the office needs to ask. One alumni, who owns 60 to 70 properties, made a verbal commitment that he would give us one or some of those properties. The office is working to cultivate new donors.

8. Office of Development & Alumni Engagement Staffing Update

Chief Development Officer Dumbleton gave a staffing update. He reported that the office has been actively recruiting and interviewing for the Director of Alumni Engagement role. This role was created to support the alumni chapters and regional councils.

Chair Gede suggested developing a fundraising competition between law firms and a lengthy discussion ensued on getting firms with senior members that were also Hastings alumni involved in fundraising. There was further discussion of developing a golf tournament fundraiser.

Chief Development Officer Dumbleton reported that he hired a replacement for Bridget Copeland Harris who was not a good fit for the office. However, a temporary employee is now in that position doing a fantastic job. Jordan Ketring, as mentioned, is the new Assistant Director of Annual Giving. There is an open and posted position for an events coordinator.

There was a long discussion about Homecoming Weekend activities.

Director Don Bradley asked if there was an improvement in reunion class giving. Chief Development Officer Dumbleton said that this year is doing pretty well because the College has had some big gifts made within reunion year classes.

Director Robertson suggested that each class have a representative on the Board of Governors so that they can create a connection where the representative is the go-between between the school and the class. A lengthy discussion ensued about getting classes to donate together annually.

Lastly, Chief Development Officer Dumbleton discussed working with the Trustees and reorganizing them in terms of committees and focus.

*9. Adjournment

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