

8-14-2014

Advancement & Communications Committee Meeting Agenda 08/14/2014

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UC Hastings Board of Directors, *Advancement & Communications Committee Meeting Agenda 08/14/2014* (2014).
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UNIVERSITY OF CALIFORNIA
UC HASTINGS COLLEGE OF THE LAW

ADVANCEMENT & COMMUNICATIONS COMMITTEE
OPEN MEETING AGENDA

Thursday, August 14, 2014– 11:00 a.m.
UC Hastings College of the Law
Snodgrass Hall
1-Mezzanine
A. Frank Bray Board Room
198 McAllister Street
San Francisco, CA 94102

1. Roll Call

Chair Sandra Thompson
Director Marci Dragn
Director Tom Gede
Director Donald Bradley
Mary Noel Pepys

2. Public Comment

3. Approval of Minutes – May 15, 2014 (Written)

4. Report on Fundraising Standards and the Ethical Framework within Which We Work (Written)

5. Discussion on Improving Advancement Operations (Written)

6. Capital Campaign Update

6.1 Foundation Activity Update (Written)

6.2 Alumni and Faculty Honors Awards Event (Written)

6.3 Planned Giving Challenge (Written)

7. Fundraising Reports

7.1 Overview of FY13-14 results (Written)

7.2 10K and Above Gift Report (Written)

7.3 FY14-15 Projections (Written)

8. Communications Update

8.1 Design and Rollout an Integrated Marketing Communications Program (Oral)

8.2 Modify UCHASINGS.EDU to Have an Impact on Recruitment (Oral)

*9. Adjournment