

5-12-2016

Advancement & Communications Committee Meeting Final Agenda 05/12/2016

UC Hastings Board of Directors

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

OPEN MEETING AGENDA

Thursday, May 12, 2016
10:30 a.m. to 11:45 a.m.
UC Hastings College of the Law
A. Frank Bray Board Room
198 McAllister Street, 1-Mezzanine
San Francisco, CA 94102

1. Roll Call

Chair Sandra Thompson
Director Donald Bradley
Director Marci Dragun
Director Mary Noel Pepys

2. Public Comment

(Oral)

*3 Approval of Minutes – February 11, 2016

(Written)

4. External Relations: Updates

(Oral)

4.1 Media Relations: Highlights from 2015-16; Goals for 2016-17

(Oral)

4.2 Peer Reputation: Promoting UC Hastings to Peer Institutions

(Oral)

4.3 Neighborhood Relations: UC Hastings Community Partnership

(Oral)

4.4 Advertising: Presentation of Strategy + Creative Brief &
Concepts Being Applied to Street Pole Banner Campaign, Clothes, Etc.

(Oral)

4.5 Personnel: Introduction of New Assistant Director

(Oral)

5. Fundraising Status: 333 Golden Gate Avenue

(Oral)

6. Staffing Update

(Oral)

7. FY 2015-2016 Development Reports:

7.1 Fundraising Comparison Raised Report

(Written)

7.2 Fundraising Comparison Received Report

(Written)

7.3 Pledges YTD Comparison Report

(Written)

7.4 \$100K+ Gifts & Pledges

(Written)

- 7.5 Cy Pres Gifts (Written)
- 7.6 Pipeline Report (Written)
- 8. Building UC Hastings Fund Resolution – Revision:
 - 8.1 Fund Resolution (Written)
 - 8.2 Fund Term Sheet (Written)
- *9. Adjournment