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Advancement & Communications Committee Meeting - Open Session Packet 02/17/2022

UC Hastings Board of Directors

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Advancement & Communications Committee Meeting

University of California Hastings College of the Law

Feb 17, 2022 12:30 PM - 2:00 PM PST

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Advancement & Communications Committee

Meeting Minutes

University of California Hastings College of the Law
Nov 10, 2021

Due to the COVID-19 pandemic, the meeting was held virtually, via the Zoom video conferencing platform. Participants and members of the public were able to join the meeting via the web link or dial-in numbers listed in the public notice of this meeting, which is available at https://repository.uchastings.edu/board_materials/.

1. Roll Call

The Chair called the meeting to order at 12:31 p.m., and the Secretary called the roll.

Committee Members Present

Director Courtney Power, Chair
Director Mary Noel Pepys
Director Chip Robertson
Director Michael Ehrlich

Other Board Members Present

Director Claes Lewenhaupt
Director Albert Zecher

Staff Participating

Chancellor & Dean David Faigman
General Counsel & Secretary John DiPaolo
Chief Development Officer Eric Dumbleton
Director of Alumni Engagement & Culture Meredith Jaggard
Assistant Chancellor & Dean/Chief of Staff to the Chancellor & Dean Jenny Kwon
Provost & Academic Dean Morris Ratner
Chief Financial Officer David Seward
Associate General Counsel Laura Wilson-Youngblood
Chief Communications Officer Sybil Wyatt

2. Public Comment

The Chair invited public comment. No member of the public offered comment.

3. Action Item: Approval of Minutes of August 19, 2021

Motion:

The Chair called for a motion to approve the minutes.

Motion moved and motion seconded. The motion carried.

4. Report of Chief Communications Officer Sybil Wyatt

Ms. Wyatt informed the Committee that she is retiring in the first week of January. She stated that she deeply appreciated her time working with the Board and staff of UC Hastings.

a. Two-year report: Communications Office 2019-2021

Ms. Wyatt presented a report of communications goals and progress over the last two years. The goals were as follows: helping achieve institutional goals of strategic importance (scholarly excellence, promoting the Academic Village, sidewalk litigation, attracting students who can succeed in law school, community adhesion); strengthening communications functions; and increasing awareness, understanding, and esteem of UC Hastings. She said that over two years, the three staff positions were fully staffed only 10 months. Ms. Wyatt thanked Areca Smit for all of her great work. Remaining work includes the identity project. Ms. Wyatt was disappointed not to have been able to launch the new identity during her time here, but it was necessary to hold off given the renaming process under way. She anticipates it will be relatively easy to adapt the new identity to the new name. Work on the new website is being wrapped up. Ms. Wyatt wants to get the final assets from the contractor for the identity and web projects so that both can be implemented quickly when there is a new name. A broad priority going forward will be positioning and messaging for the school once the name changes.

Chair Power thanked Ms. Wyatt for her excellent work and said she is sad Ms. Wyatt is leaving.

5. Report of Chief Development Officer Eric Dumbleton

Mr. Dumbleton provided an introduction of key issues with respect to the name change as it impacts development.

a. FY22 Fundraising Update

Mr. Dumbleton presented fiscal year 2022 numbers to date. The centers are in line with fiscal year 2020. The College numbers without the centers are up significantly versus last year. Part of this is powered by the estate of Mary Kay Kane. The College has also closed a couple of \$100,000 gifts for scholarships. Dollars raised are up by about \$700,000 as of November 1 compared to last year.

Mr. Dumbleton then presented on donor numbers. Center donor numbers are down significantly, and College numbers without the centers are down as well. Mr. Dumbleton is looking to see how the name change impacts fundraising.

The Committee asked about approved communications with respect to the name change that all should be using. Mr. Dumbleton said he has talking points for fundraising appeal, but deferred to Ms. Wyatt on broader communications. Ms. Wyatt said she has been developing talking points for individual purposes and specific audiences only. One of the core pieces is that this is not a 180 degree position switch as a result of the article. Rather Dean Faigman has been working on this since 2017 while establishing relationships with the tribes. Chair Power said the College should have an overall communications plan and branding strategy for the name change. Chancellor & Dean Faigman said Assembly Member Ramos asked the College to schedule a meeting with Round Valley, him and Senator Scott Weiner, which will happen December 7 or 10. The College has been in daily communications with the tribes.

Dean Kwon suggested pulling the Chancellor & Dean's message and the message sent after the Board meeting, along with the motion on changing the name. The Communications team could package this in a digestible way, and those would be safe talking points.

Director Pepys said the two big issues are the name change and restorative justice. The College has no control over the name change and should stay far away from it; rather, the College should focus on the restorative justice efforts. It was noted there is a funding request for \$550,000 for the Indigenous Law Center. Director Pepys said the College should have talking points about that piece in the future. Ms. Wyatt said restorative justice has been the focus of almost every conversation the College has had about this. Chair Power said she is fine with either saying nothing or promoting messaging through social media when it is ready.

The Committee asked about insight from other institutions as to how they have handled communications around name change and landing it in a way that does no harm to fundraising and advancement. Mr. Dumbleton noted that Ms. Wyatt

was there when the transition from Boalt to Berkeley took place; for his team, it is a matter of talking points on the name change and then talking points on the College itself, to the effect that the College is still moving forward with the same great initiatives and momentum. He said a lot of his work will be one-on-one messaging as needed.

b. Alumni Engagement Update

Ms. Jaggard reported that she is continuing to engage with alumni. There have been a West LA event and an LGBTQ event, and alumni groups are now planning holiday parties. She is going to host a first-generation mixer with alumni and students this year with Mario Lopez. The College is launching Hawaii, Seattle, and Portland chapters. "Hastings Tastings" is on hold for the rebranding, and the new online store is on hold as well. She is planning a week in early May of giving and service as part of a new approach to the reunion.

Mr. Dumbleton said a Board lobbying effort in Sacramento should also connect with the new chapter there.

c. Draft Slide Deck

Mr. Dumbleton presented on the effort to raise funds among supporters of Vice President Harris for the naming of 198 McAllister or something else on campus. He said it is on a little bit of a hold given the name change. Mr. Dumbleton presented the slide deck for the project. It highlights female enrollment and female alums doing great things. The presentation includes enrollment metrics and descriptions of key programs such as the California Scholars and LEOP. It also highlights the work of the centers, such as contributions to the community and broader advocacy; and experiential learning opportunities and community impact. It describes neighborhood revitalization and the Academic Village. Then it goes into endowment needs. This pitch deck can be tailored to particular groups, too. Members of the Committee praised the deck and made suggestions, such as including the Indigenous Law Center and social justice/social equity more broadly.

6. Adjournment

The Chair adjourned the meeting at 1:22 p.m.

Respectfully submitted,

John K. DiPaolo, Secretary

Office of Advancement

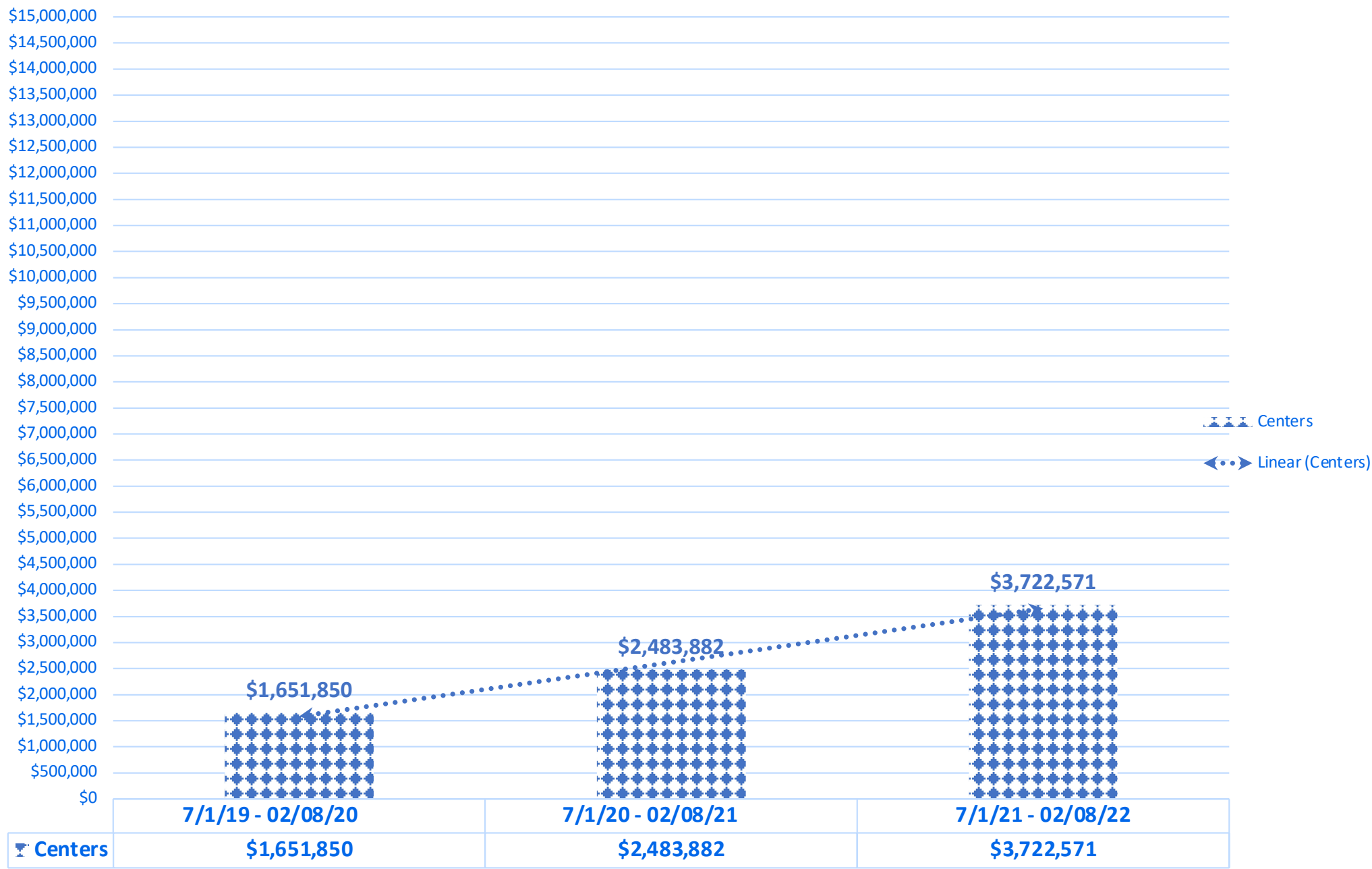
FY22 Fundraising Report

February 17, 2022

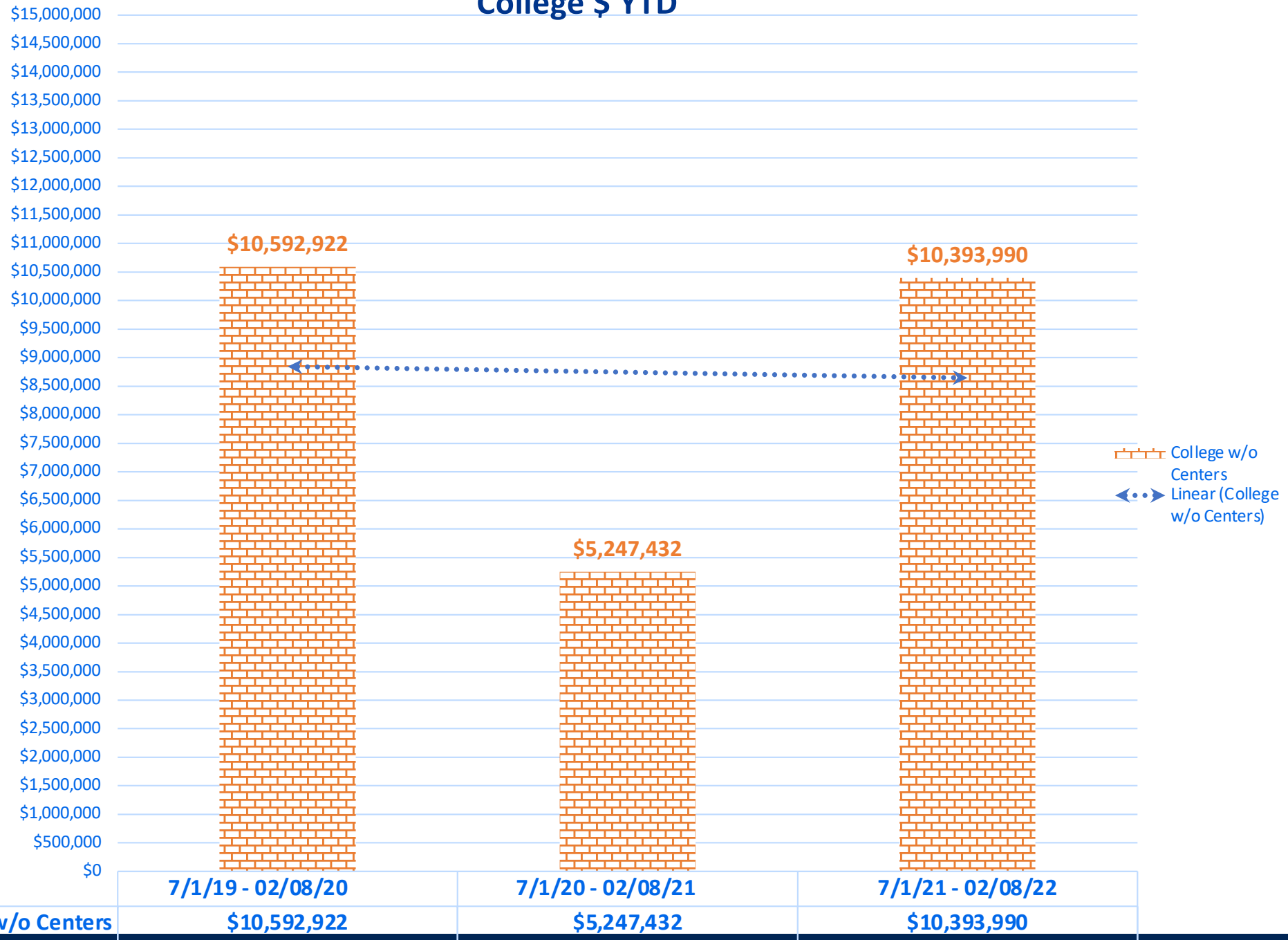


UC Hastings Law
SAN FRANCISCO

Centers \$ YTD

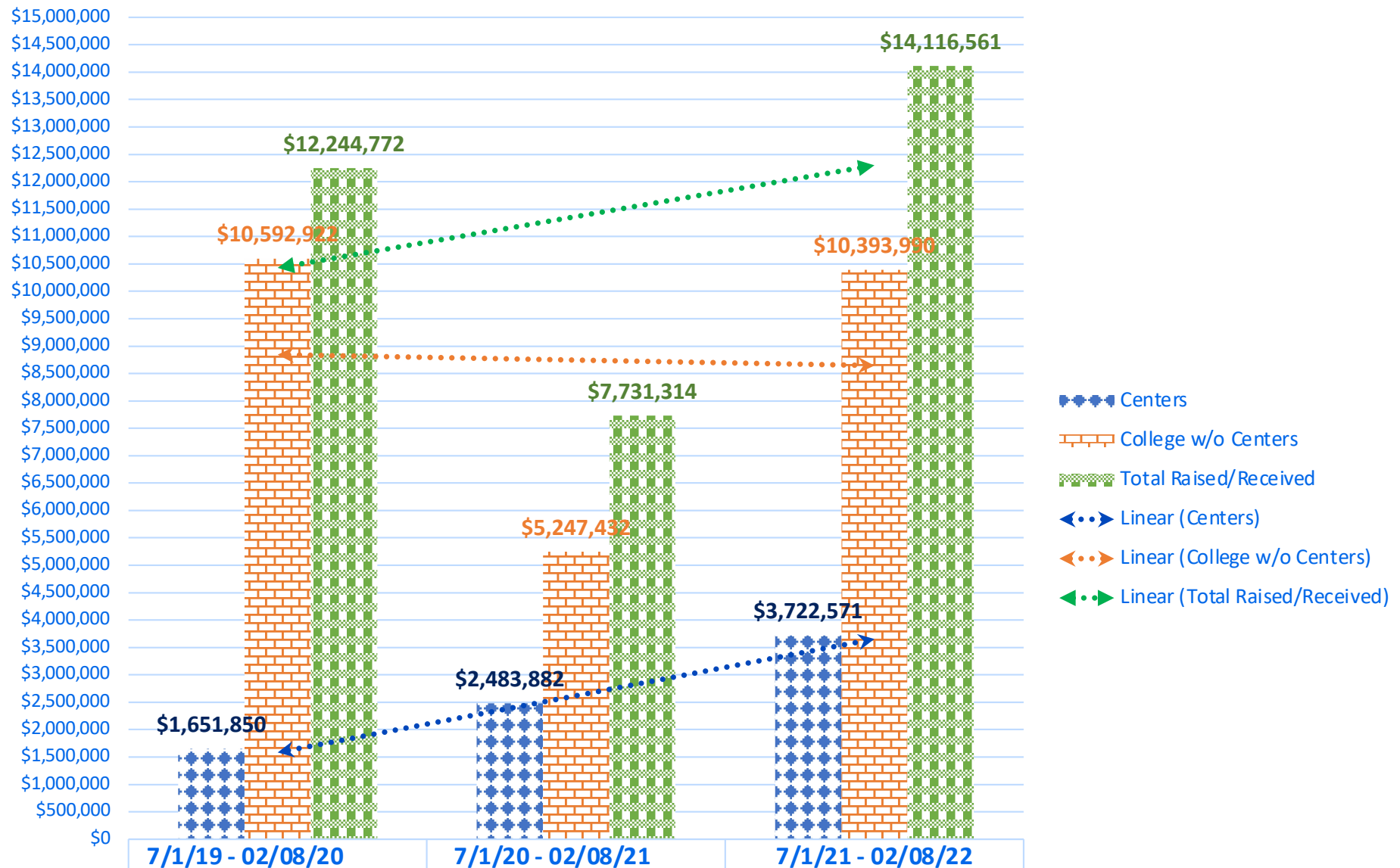


College \$ YTD



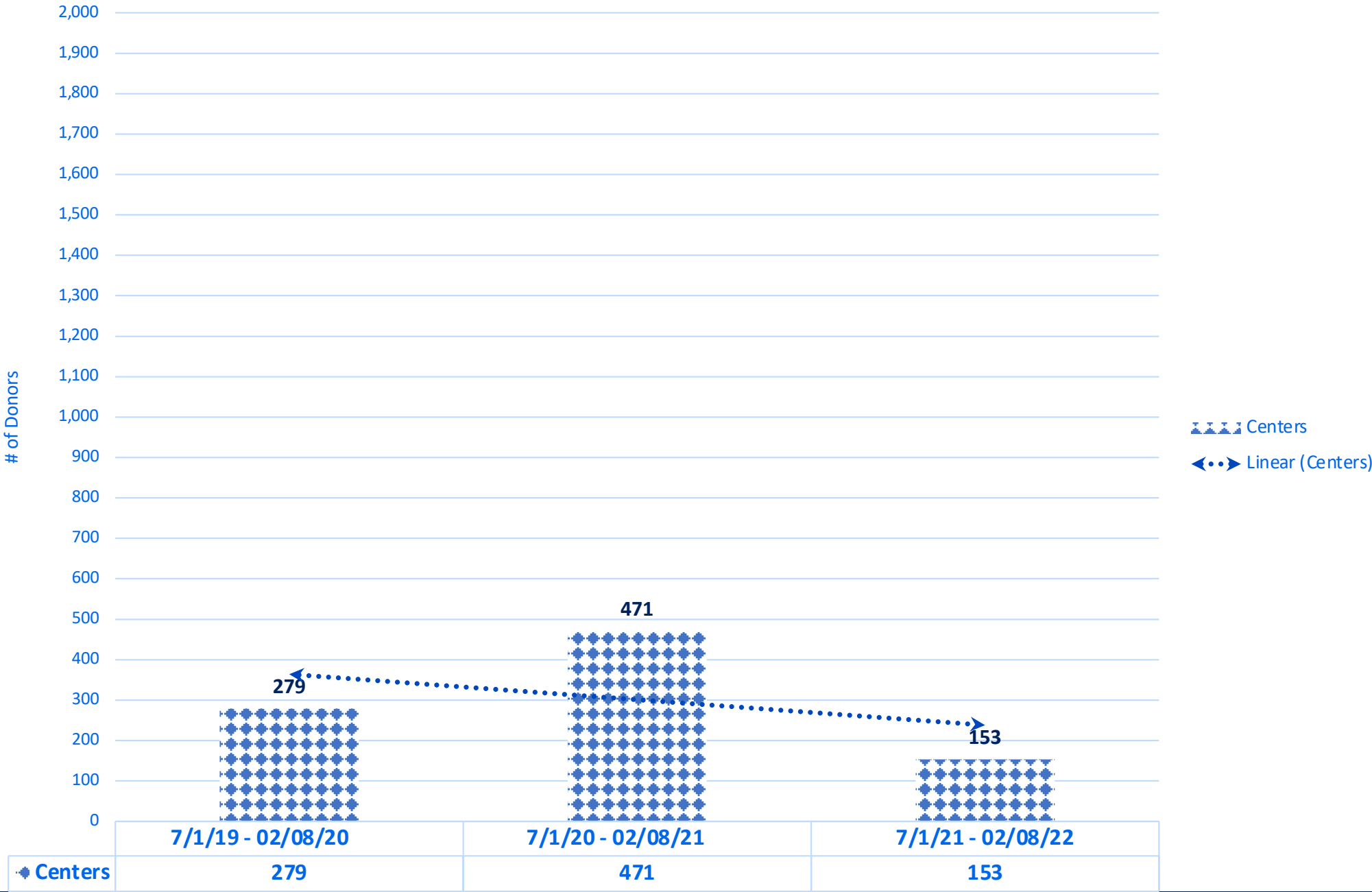
College w/o Centers

Centers + College \$ YTD

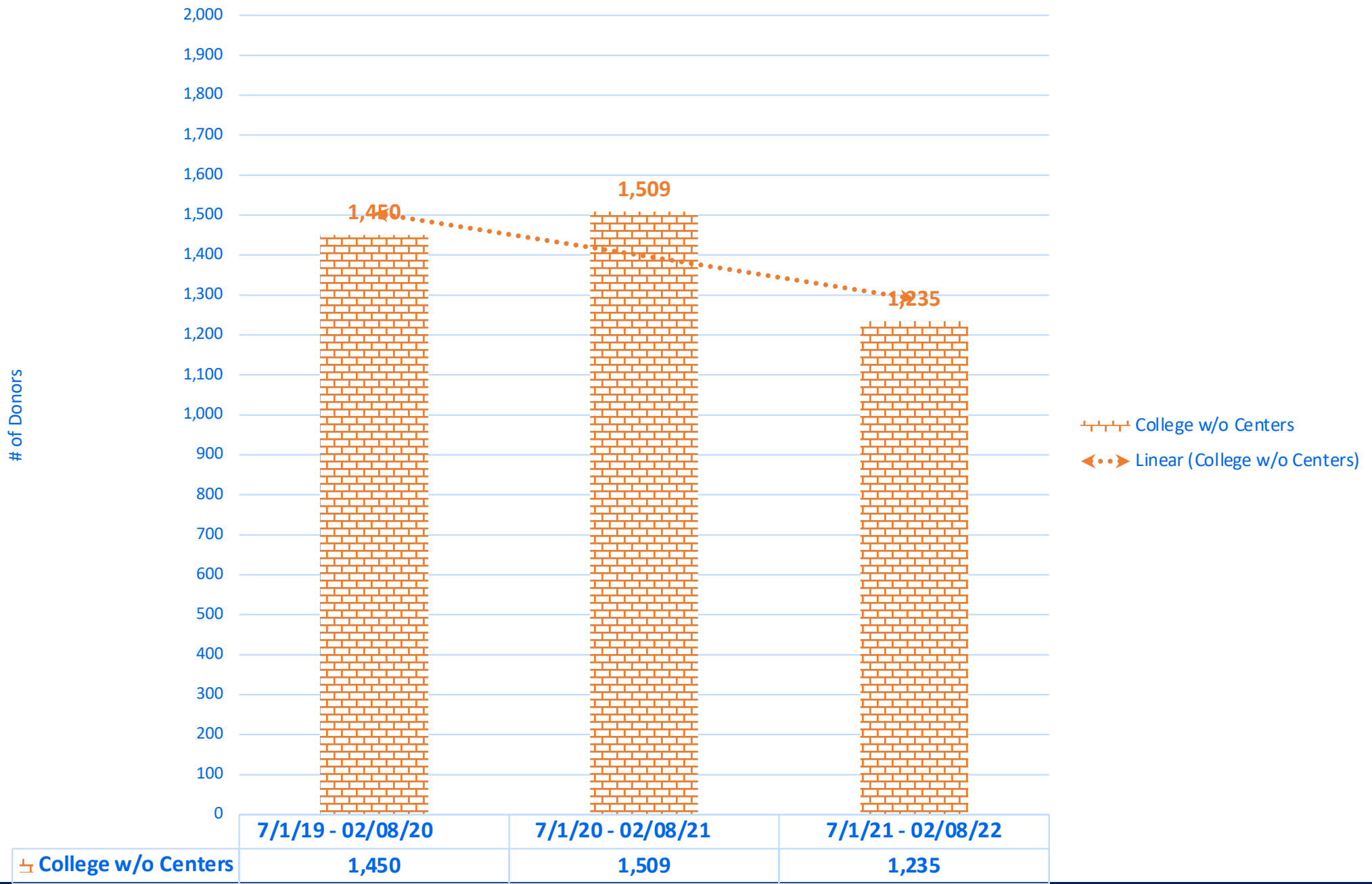


	7/1/19 - 02/08/20	7/1/20 - 02/08/21	7/1/21 - 02/08/22
Centers	\$1,651,850	\$2,483,882	\$3,722,571
College w/o Centers	\$10,592,922	\$5,247,432	\$10,393,990
Total Raised/Received	\$12,244,772	\$7,731,314	\$14,116,561

Centers Donor # YTD



College Donor # YTD



Centers + College Donor # YTD

