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5-19-2022

Advancement & Communications Committee Meeting - Open Session Packet 05/19/2022

UC Hastings Board of Directors

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Advancement & Communications Committee Meeting

University of California Hastings College of the Law

<https://uchastings.zoom.us/j/97893648223>

May 19, 2022 9:00 AM - 10:15 AM PDT

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Advancement & Communications Committee

Meeting Minutes

University of California Hastings College of the Law
February 17, 2022

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.uhastings.edu/board_materials/.

1. Roll Call

The Chair called the meeting to order at 12:55 p.m., and the Secretary called the roll.

Committee Members Present

Director Courtney Power, Chair

Director Mary Noel Pepys

Director Chip Robertson

Committee Members Absent

Director Michael Ehrlich

Staff Participating

Chancellor & Dean David Faigman

General Counsel & Secretary John DiPaolo

Chief Development Officer Eric Dumbleton

Executive Director of the UC Hastings Alumni Association Meredith Jaggard

Assistant Chancellor & Dean/Chief of Staff to the Chancellor & Dean Jenny Kwon

Chief Communications Officer Elizabeth Moore

Provost & Academic Dean Morris Ratner

Chief Financial Officer David Seward

Deputy General Counsel Laura Wilson-Youngblood

2. Public Comment

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

3. Action Item: Approval of 11.10.21 Advancement and Communications Committee Minutes

Motion:

The Chair called for a motion to approve the minutes. Motion made and motion seconded.

The motion carried.

4. Introduction to Chief Communications Officer Liz Moore

The Committee members welcomed Ms. Moore. She thanked Dean Kwon for putting together all of her orientation meetings with key staff members and updated the Committee on the work she has been doing so far. She provided an overview of her background. She also presented goals, including a media communication plan for faculty and staff accomplishments. Dean Kwon added that everyone is excited about Ms. Moore, noting that she has already shown herself to be a producer as well as an advisor.

5. Report of Chief Development Officer Eric Dumbleton

5.1. FY22 Fundraising Update

Mr. Dumbleton provided an update on the status of donor numbers, which are down slightly year over year. The Committee asked about the reason for this and requested information at the March quarterly meeting as to whether the decrease is associated with the Hastings name change process. Mr. Dumbleton said that everyone on the Development team is really excited about Ms. Moore. He also thanked Ms. Jaggard for all of her leadership and efforts, and informed the Committee that her title is now Executive Director of the UC Hastings Alumni Association.

5.2. Alumni Engagement Update

Ms. Jaggard stated that the first College community week will be held May 7-13. The reunion celebration will be that week. The College has rented out Triples Alley at the San Francisco Giants ballpark. All other programming for the week will be at Hastings, except for a reunion jazz brunch on Saturday, May 14. She noted that she has been partnering with Mario Lopez on DEI efforts. There is a new admit event in Los Angeles coming up, as well as a Class of 2020 graduation celebration event at Terra SF on April 9. She is exploring vendors for an alumni database to be implemented this summer. The Committee asked if there could be some valet service for people coming to Hastings at night. Ms. Jaggard noted that Urban Alchemy is available for walking escort services. The College lets Urban Alchemy know when events are occurring so that they can be at entrances. The Committee indicated that this should be highlighted appropriately

in the invitations. Ms. Jaggard responded that she has started a “Know Before You Go” email for events at Hastings.

5.3. Comprehensive Campaign Update

Mr. Dumbleton presented on the status of the BWF campaign and on the status of the campaign to fundraise for naming the new 198 McAllister building after Kamala Harris. He indicated that the latter effort is on hold pending the College’s name change.

6. Adjournment

The Chiar adjourned the meeting at 1:13 p.m.

Respectfully submitted,

John K. DiPaolo, Secretary

Communications Department Update Spring 2022

Elizabeth Moore
Chief Communications Officer

May 19, 2022



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Accomplishments Spring 2022

Hired a Senior Writer and Social Media Director

Weekly Meetings with Senior Leadership & Advancement:

- Regular check-ins with Faculty Provost, Admissions, Career Services, and Student Life

Increased Social Media Engagement and Number of Followers

Increased Number of Website Articles and used SEO strategy

Promptly responded to Media Requests/Did Media Advising

Began Audit of Comms Resources/Assets

Initial meetings with clinics, center directors, LexLab, Moot Court

Content production

- Over 20 new website stories published since Feb. 1
- **Students:** [UC Hastings Hosts Graduation Celebration for the Class of 2020](#); [Law Students Volunteer to Help Area Residents File Their Taxes](#); [UC Hastings Law Students Spend Spring Break Assisting Asylum Seekers at the Border](#); [Meet Outstanding Graduate Nikayla Johnson](#); [UC Hastings OutLaw Named Law Student Association of the Year](#); [Scholarships Offer Entry Into Business Law for UC Students](#) [Meet Outstanding Graduate Maddy Klein](#); [Meet Outstanding Graduate Jenny Bagger](#); [Meet Outstanding Graduate Ritchie Lee](#)
- **Alumni:** [UC Hastings Graduates Three Generations of Women Lawyers from One Family](#); [UC Hastings Welcomes Two New Members to Its Board of Directors](#); [Alumni Invited Back to Campus for Spring Week](#); [UC Hastings to Name Center for Scholarly Publications in Honor of Justice Wiley W. Manuel '53](#)
- **Law School Excellence:** [US News Rankings Highlight UC Hastings Specialty Programs](#); [UC Hastings Boosts its Sustainability Efforts Across its Campus](#); [UC Hastings Kicks Off First Generation Program](#); [UC Hastings Dispute Resolution Program Ranks Among Nation's Elite](#); [Graduation Luncheon Celebrates First Generation Scholars](#)
- **Faculty:** [UC Hastings Center for WorkLife Law Explores the Experiences of Women of Color in Tech](#); [Professor Scott Dodson Wins Rutter Award for Teaching Excellence](#); [UC Hastings Remembers Beloved Tax Law Professor Peter Maier](#); [UC Hastings Professors Talk Future of Abortion Rights](#)



Outstanding Graduate Profiles: Ritchie Lee '22 Jenny Bagger '22



Ritchie Lee '22 plans to work for the San Francisco Public Defenders Office.

From a young age, Ritchie Lee dreamed of becoming a public defender. Growing up in San Francisco, Lee said he saw his peers unfairly targeted by law enforcement. He said it inspired him to fight against the injustice he saw playing out in his community.

"Growing up, I came across many amazing people," Lee said. "But this city fails to give everyone a fair opportunity. In many cases, it seems like the systems we live in actively serve to target certain groups."

This past summer, Lee moved one step closer to achieving his dream when he worked as an intern at the [San Francisco Public Defender's Office](#), where he represented indigent clients through court appearances, legal research and writing.

After his graduation from UC Hastings in May, he plans to work for the San Francisco Public Defender's Office.



Jenny Bagger is the Class of 2022 Valedictorian.

Class of 2022 Valedictorian Jenny Bagger said she was drawn to attend UC Hastings because of its location in the heart of San Francisco and proximity to federal district and appellate courts, the state Supreme Court, local government, company headquarters and non-profit organizations.

"As a student, there is much to learn in class, but supplementing in-class learning with experiential learning outside of class provides useful context for how legal issues arise and are resolved in the real world," she said. "The proximity to these places and the emphasis on experiential learning in the curriculum and within the Hastings community are exceptional and important aspects of Hastings that appealed to me as an applicant."

After graduation, Bagger, a native of Westfield, New Jersey; will clerk at the U.S. District Court for the Southern District of New York for Judge Paul G. Gardphe and the U.S. Court of Appeals for the Third Circuit for Judge Paul B. Matey before joining Lowenstein Sandler's Litigation Practice as an associate.

New Format for Sharing Hastings' News

News and Information



Meet Outstanding Graduate Jacob Barrera '22

05/16/22



UC Hastings Professors Talk Future of Abortion Rights After Supreme Court Leak

05/13/22



Meet Outstanding Graduate: Ritchie Lee '22

05/11/22



Will the Supreme Court Overturn Roe v. Wade? UC Hastings Law Professors Weigh in for News Outlets

05/09/22

[More News →](#)

New Law School Photo Sharing Platform

flickr You Explore Prints

Photos, people, or groups

UC Hastings College of the Law

PRO hwbrfcuc24 0 Followers • 1 Following

901 Photos Joined 2022

About Photostream **Albums** Faves Galleries Groups Stats Camera Roll

New album New collection View my collections

- Alumni Night at the Giants Game Spring 2022**
149 photos • 20 views
- Spring Week Alumni Happy Hour 2022**
94 photos • 55 views
- Jazz Brunch Spring 2022**
151 photos • 67 views
- Class of 2020 Graduation Celebration**
234 photos • 8 views
- Admitted Students Day 2022**
74 photos • 2 views
- Rutter Award for Teaching Excellence 2022**
46 photos • 1 view
- Black Alumni Council Mixer April 2022**
143 photos • 9 views



Social Media Analytics



Facebook: Every post reaches up to 32,691 people and our reach rate overall is up by 39.5% from the previous month.

Instagram: Every post reaches up to 7,709 people and our overall reach rate is up by 50% from the previous month.

Facebook: 47 new followers on Facebook.

Instagram: 714 new followers on Instagram.

Twitter: 18 new followers on Twitter

Facebook: 53 posts in April up from 12 posts the previous month.

LinkedIn: 40 posts in April up from 11 posts the previous month.

Instagram: 54 posts in April up from 12 posts the previous month.

Twitter: 38 posts in April and up from 22 posts the previous month.

April Statistics:

Profile Visitors: *The number of people in the platforms who visited our page but not necessarily followed or liked. These folks may have seen a post, video, or something else that prompted them to visit our page.*

Facebook: 633 new profile visitors, overall profile visiting rate is up by 14.5% from previous month.

Instagram: 7,039 new profile visitors overall profile visiting rate us up by 287.8% from previous month.

Linked In Reactions

The percentage of impressions that resulted in an engagement (comment, like, share, tag, new member)

We received a total of 2,079 reactions (like, shares, tags etc.) and our overall reaction rate is up 188% from the previous month.

We received a total of 49 comments for the month of April up 96% from the previous month.

We received a total of 23 shares on our content for the month of April up 35.3% from the previous month.

Top Strategic Priorities for UC Hastings Communications in 2022:

Timeline	Project
Summer/Fall 2022	College rebranding, messaging, national rollout, continued monitoring
Ongoing	Building National Reputation and Improving U.S. News rankings - yearlong campaign
Summer/Fall	Improving Media Outreach and Placement
Spring 2022	More and better written News stories
Spring 2022	Increasing Social Media Presence and Followers
Ongoing	Utilizing new technologies: Flickr, YouTube
Ongoing	Updating Website, Photography and Videography
Fall	Planning Editorial Calendar/Projects for new school year

Communications Short & Long-Term Goals

Creating a comprehensive Rollout Strategy for the New Brand/Name.

Standardizing policies with news branding, press releases, logos, single student store.

Providing professional approved assets for departments including templates, photography and video.

Expanding new media outreach through podcasts and video.

Developing a robust media list for pitching experts and placing articles.

Effectively marketing clinics, centers and faculty.

Developing a Social Media guidebook for campus partners.

Building relationships with student leaders and organizations.

Creating an Editorial Calendar for Effective story planning for the school year.

Doing a Deep Dive into content on the Website and revising where needed.

Evaluating newsletters and email messaging for effectiveness.



Aligning Our Messaging

Professional messaging that goes out through official UC Hastings channels should always reflect our approved Mission Statement and Six Overarching priorities as detailed in our Operational Strategic Plan.

In addition, our communication goals include raising the school's national profile, driving admissions, and supporting advancement fundraising goals of alumni donations and engagement.

Questions? Comments?

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Phone: 415-703-8266 Cell: 973-641-1732



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Office of Advancement

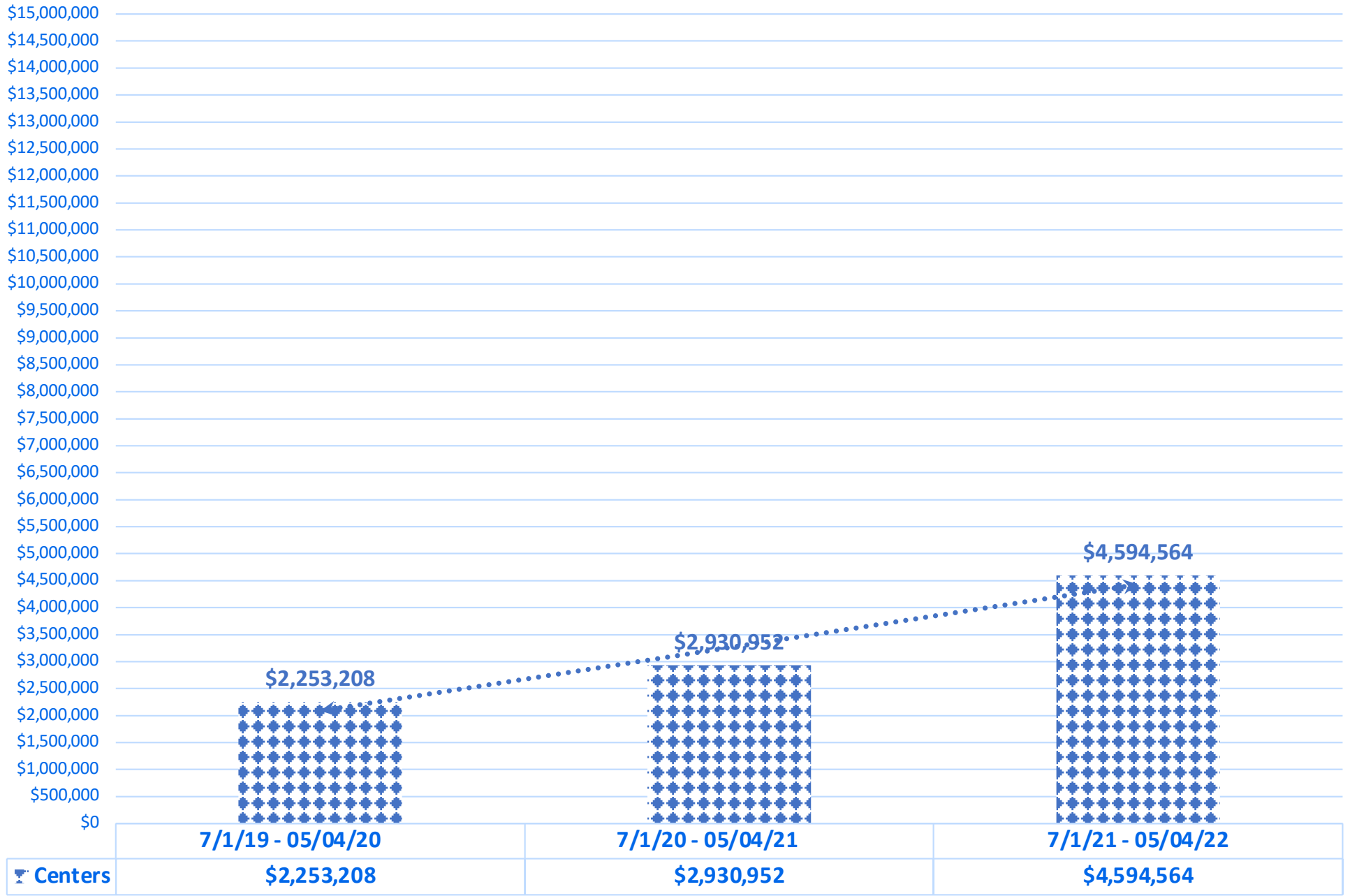
FY22 Fundraising Report

May 19, 2022

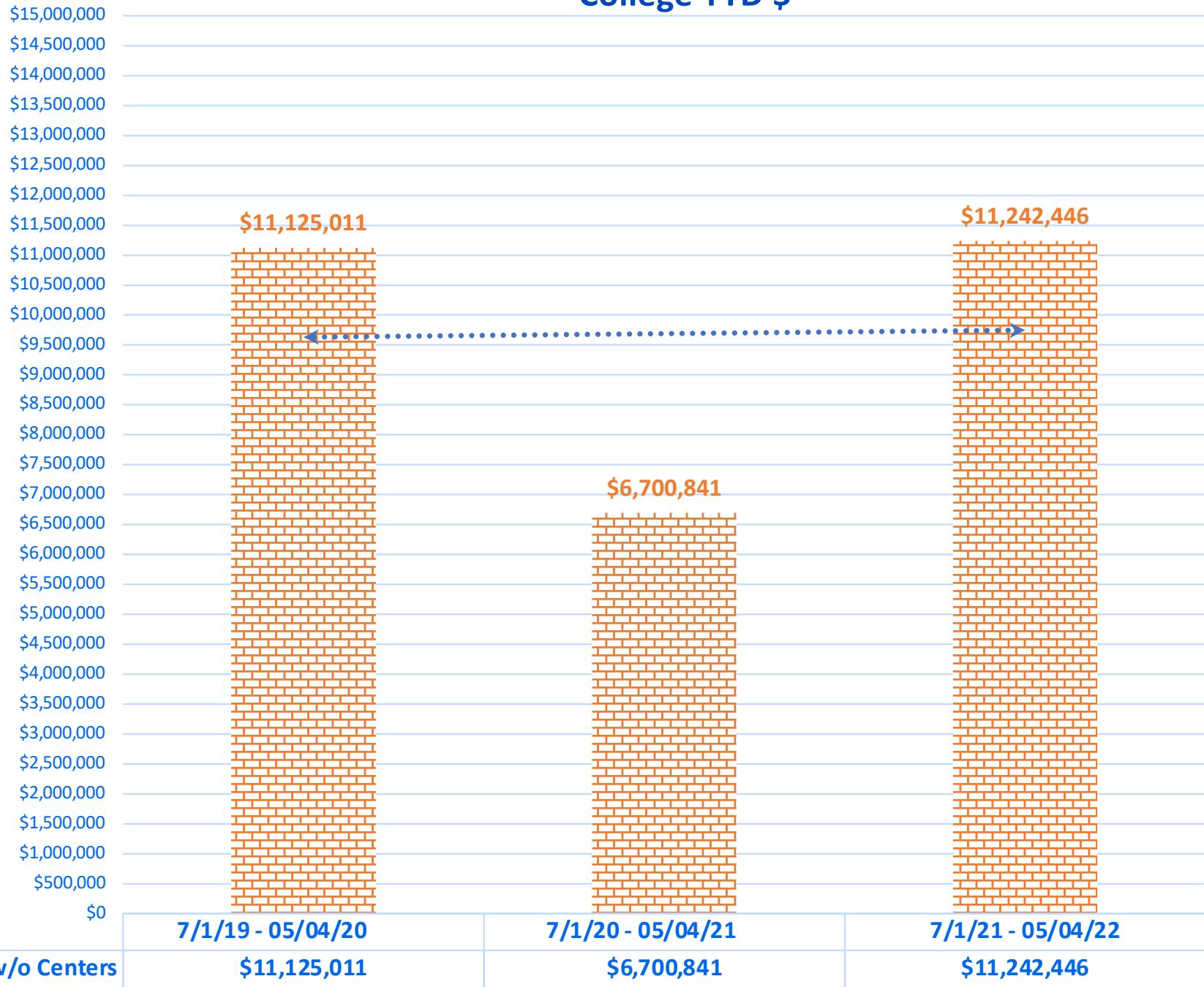


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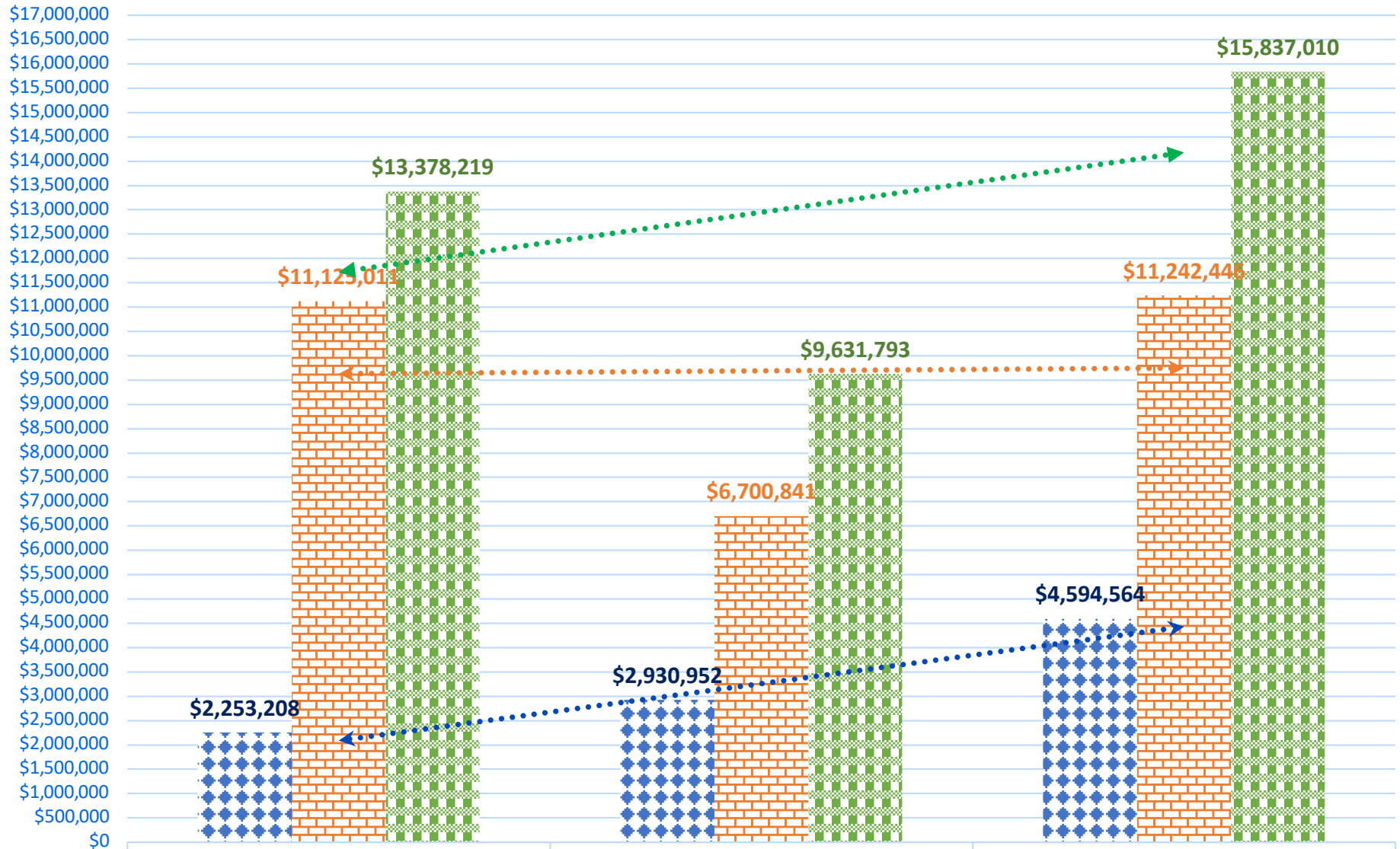
Centers YTD\$



College YTD \$



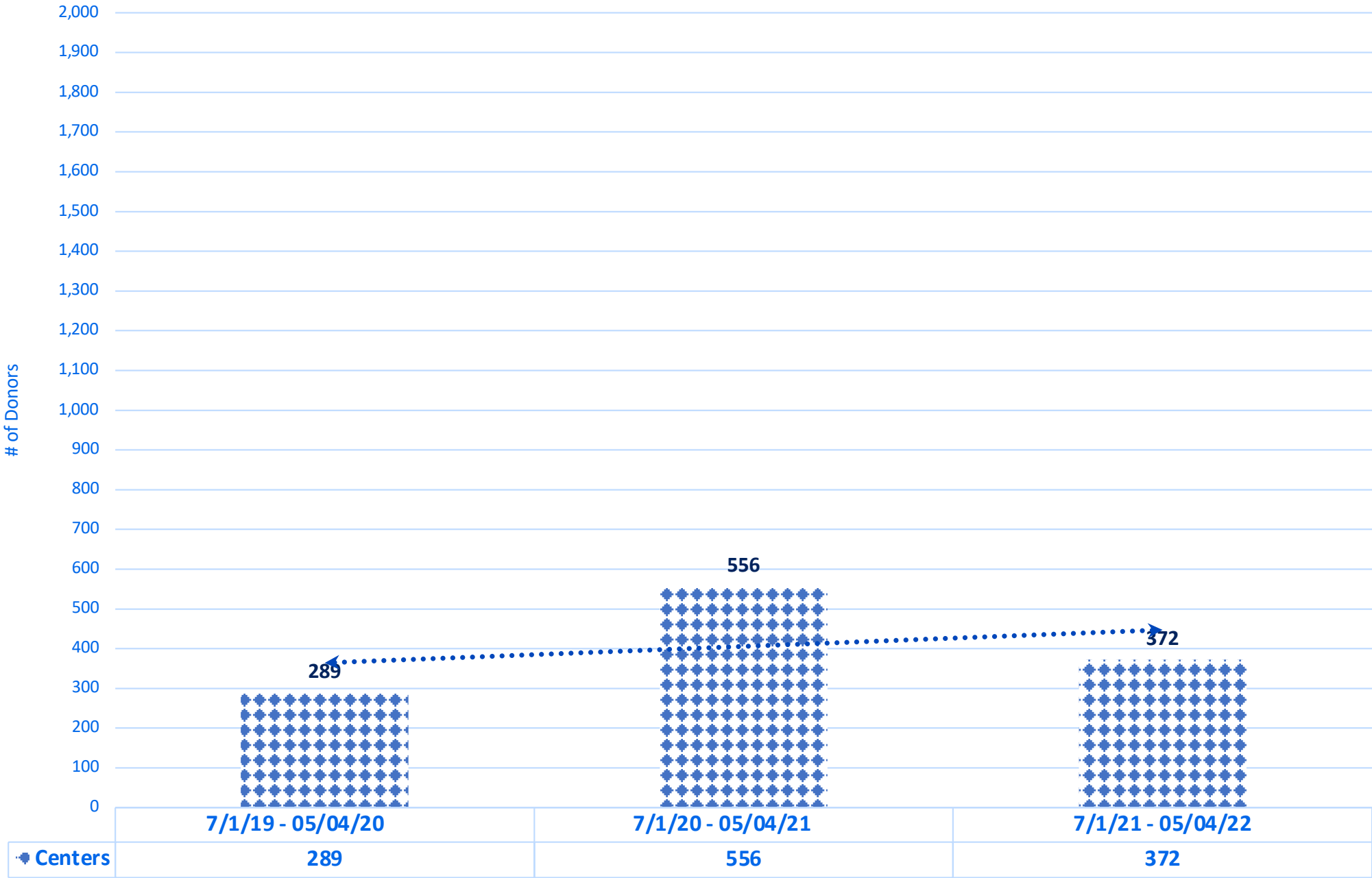
Centers + College YTD \$



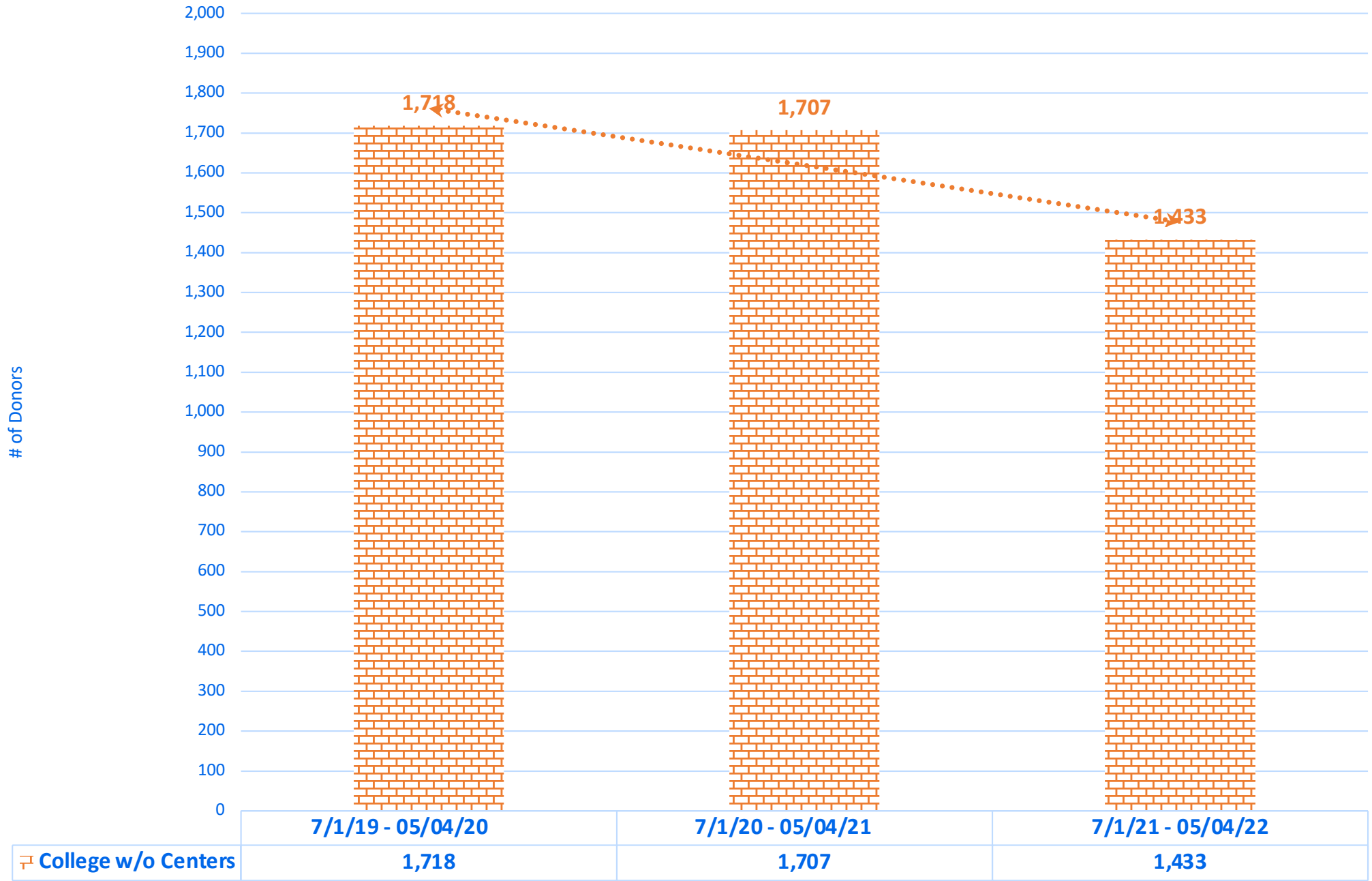
	7/1/19 - 05/04/20	7/1/20 - 05/04/21	7/1/21 - 05/04/22
Centers	\$2,253,208	\$2,930,952	\$4,594,564
College w/o Centers	\$11,125,011	\$6,700,841	\$11,242,446
Total Raised/Received	\$13,378,219	\$9,631,793	\$15,837,010



Centers Donor # YTD



College Donor # YTD



Centers + College Donors YTD

