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8-25-2022

Advancement & Communications Committee Meeting - Open Session Packet 08/25/2022

UC Hastings Board of Directors

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Advancement & Communications Committee Meeting

University of California Hastings College of the Law
333 Golden Gate, San Francisco, CA 94102, 501 Deb Colloquium Rm.
Aug 25, 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
May 19, 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 linked here: <https://www.uchastings.edu/our-story/board-of-directors/board-meeting-notices-agendas-and-materials/>.

1. Roll Call

The Chair called the meeting to order at 9:01 a.m., and the Secretary called the roll.

Committee Members Present

Director Courtney Power, Chair
Director Shashi Deb
Director Andrew Houston
Director Andrew Giacomini
Director Mary Noel Pepys

Committee Members Absent

Director Michael Ehrlich
Director Chip Robertson

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 Minutes of February 17, 2022

Minutes generated by [OnBoard](#).

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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 Liz Moore

Ms. Moore presented on developments in Communications over the past four months since she started at Hastings. Over 20 new website stories have posted since February 1. The Communications office is also showcasing outstanding graduate profiles based on recommendations by the deans. She has also worked with Associate Dean for Library & Technology Camilla Tubbs to highlight more news and information stories on the website, which were previously limited to four. Ms. Moore is expanding the College's presence on social media platforms (Facebook, Instagram, Twitter and LinkedIn). The number of posts by the College and the number of people being reached is greatly increasing. There were 7039 new profile visitors this month, up by 287.8 percent from the previous month. The Committee asked about partnering with Admissions. Ms. Moore said she is looking into that, including the use of different social media platforms. Ms. Moore presented short- and long-term goals. The Committee **noted** that Brian Stevenson at commencement is an excellent opportunity for publicity for us. Ms. Moore said there would be a professional photographer for commencement. She noted that publicity is somewhat hampered by Mr. Stevenson's requirements in his contract, including that he approve any photos that will be used, but his team has promised to review photos the day of any request. The Committee asked about Ms. Moore's role in responding to press inquiries, including those on sensitive topics and whether she has prepared responses. Ms. Moore said there are such materials but that she approaches each inquiry individually, investigating the outlet and reporter it is coming from, conferring with College leadership, and communicating with the requesting reporter to tailor the response.

Commented [WYL1]: I generally avoid attributing to any one committee member unless there is a particular reason for doing so.

5. Report of Chief Development Officer Eric Dumbleton

5.1. FY22 Fundraising Update

Mr. Dumbleton presented the year-to-date fundraising numbers. There is an increase in figures over the previous year. There has been a new \$5 million bequest from an alumnus.

Mr. Dumbleton explained that the centers raise money for particular programmatic efforts, and most centers have people on their staff who fundraise for those particular purposes. Mr. Dumbleton and his team focus on more

college-wide efforts, such as the Dean's priority fund and unrestricted gifts, but Mr. Dumbleton does work with the centers. For example, Mr. Dumbleton and Dean Faigman will meet with the Center for WorkLife Law to talk about fundraising soon.

5.2. Comprehensive Campaign Update

Mr. Dumbleton presented on the capital campaign plan, which will be presented to Board on June 3. The development of the plan will commence soon, and it will be for five to seven years. The plan will begin with a quiet phase of about two years, with a goal of obtaining about 60 percent of the overall fundraising goal during that phase. The overall goal is to be determined, but it may be something like \$150 million. The Committee asked how successful the campaign consultant was at scheduling interviews with people targeted for input. Mr. Dumbleton said the consultant was very successful, having sent about 50-60 invitations and doing about 30 interviews. The Committee indicated that it would be important for it to have the opportunity to review the report from the consultant, and Mr. Dumbleton said he expected it would be available to the Committee.

5.3. Alumni Engagement Update

Ms. Jaggard presented on Spring Week events and attendance. About 75 alumni and staff went to the Night at the Giants Ballpark event. Ms. Jaggard shared photos from that event. She said that the LA chapter is hosting a real "beer on the beach" event in Santa Monica. There will be a June 2 swearing-in for February bar passers. The Denver alumni chapter will launch on June 21.

5.4. Class of 1996 Student Video Competition

The Class of 1996 sponsored a video contest for current students. The theme was "the thing I like most about Hastings is," or "I love Hastings because." Winners will get prizes, raised by the class, starting at \$5000 for the top prize. Mr. Dumbleton presented the top two videos.

6. Adjournment

The Chair adjourned the meeting at 9:41 a.m.

Respectfully submitted,

John K. DiPaolo, Secretary

Communications Department Update Summer 2022

Elizabeth Moore
Chief Communications Officer

August 25, 2022



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Accomplishments Summer 2022 – Focus on Renaming

Worked with all law school departments about renaming needs.

Responded to media requests about renaming with approved messaging.

Worked with branding company 2 X 4 on renaming assets and rollout plan.

Created FAQ and other materials for uniform messaging.

Estimated renaming costs and tiered strategy

Created lists of media outlets for future messaging

Worked with Advancement to get new store contract for consistent branding

Content production

- Summer stories highlighted outstanding graduates, student internships, noteworthy alumni, faculty news, work done by Hastings' centers, and overall excellence.
-
- Some samples: [UC Hastings Students Provide Free Legal Assistance Through Public Interest, Pro Bono Programs](#)
 - [UC Hastings Grad Works With Incarcerated People Through Summer Fellowship](#)
 - [National Winning Streak Continues for UC Hastings Moot Court Team](#)
 - [Center for Litigation and Courts at Hastings Gives Expert Feedback on Appellate Arguments](#)
 - [Meet UC Hastings Board of Governors Member David Casarubbias '18](#)
 - [UC Hastings LexLab Helps Startups and Students Hone Business Pitching Skills](#)
 - [New Global Programs Leader Wants to Expand Hastings' International Reach](#)
 - [UC Hastings Faculty Share Summer Book Picks](#)



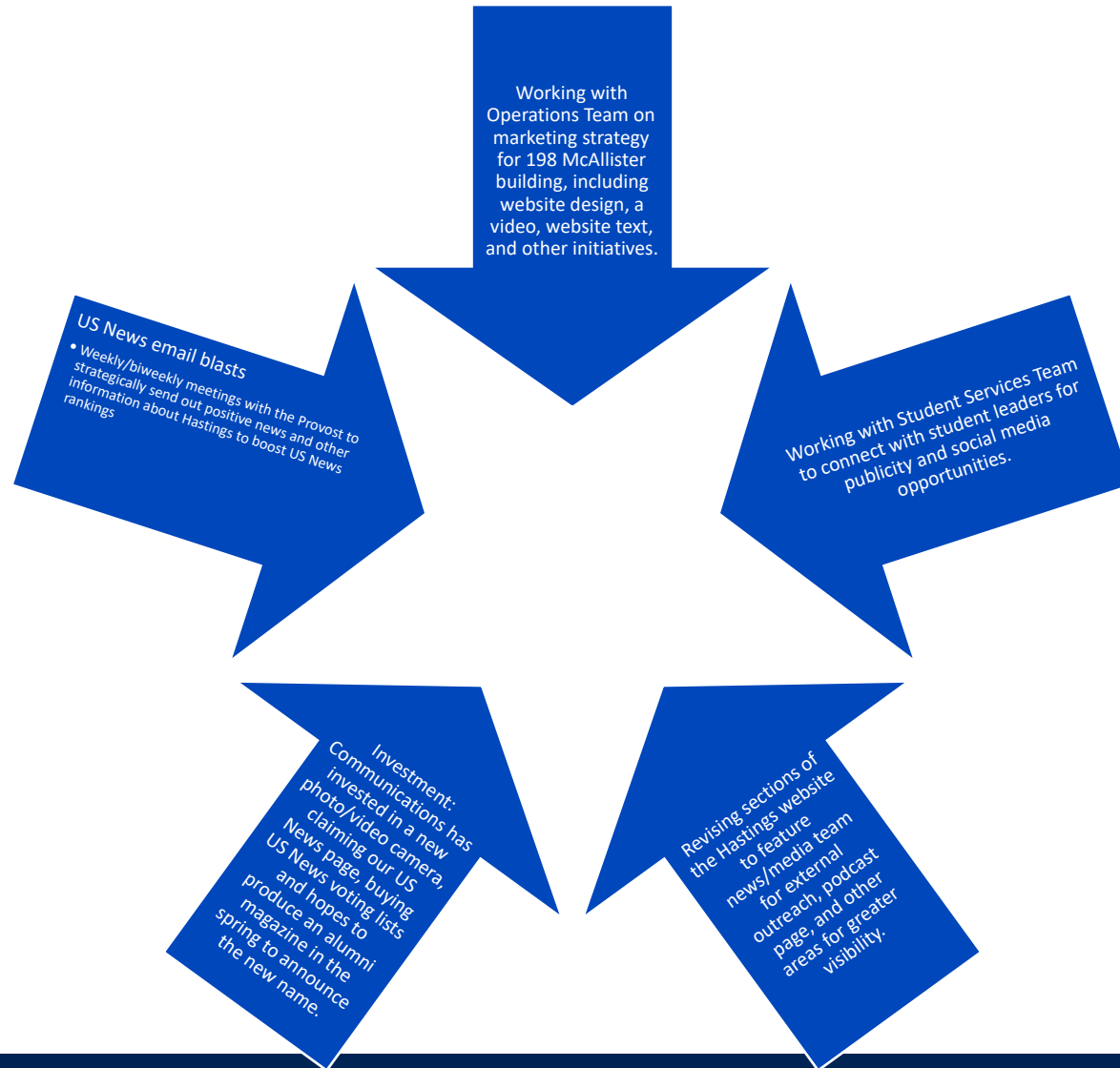
Social Media Snapshot

Twitter: Our Twitter performance is still excellent. This month, we had 17K post impressions, an increase over the 8.9K we had the month before. The executive feature for the MSL program, the name change update, and the announcement of our new faculty members were the posts that received the most traffic on our site. This also continues the trend of the more broadly oriented posts that are common on this site.

Instagram: August: Our reach on Instagram has increased every month; we are up 10.6 % in that area. Our following base has also continued to grow at a rate of 12.1 %, and post engagement has increased at rising rates (please see post engagement analytics to access post saves, post likes, post impressions & post comments.)

The name change post and two first-generation graphics were the Instagram posts that received the most engagement. This also continues the pattern of the more student- and prospective student-oriented entries that are frequently the most popular on this site.

Additional Priority Projects



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

Progress on Goals

Invitation to Speak to
Student Leaders About
Communication Teams
Services

Meeting with Individual
Center Directors

Scheduling New Photo
shoot for Faculty & Staff

Starting Staff Directory
on Website

Worked with
Advancement to
Contract with New Store
Vendor for UC Hastings
Merchandise

Biweekly meetings with
Provost about Faculty
Accomplishments and
US News campaign

Liaison with 2 X 4
branding company to
oversee

Sharing photos to law
school audiences
through Flickr Galleries

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?

Elizabeth Moore: Mooreelizabeth@uchastings.edu

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



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Office of Advancement

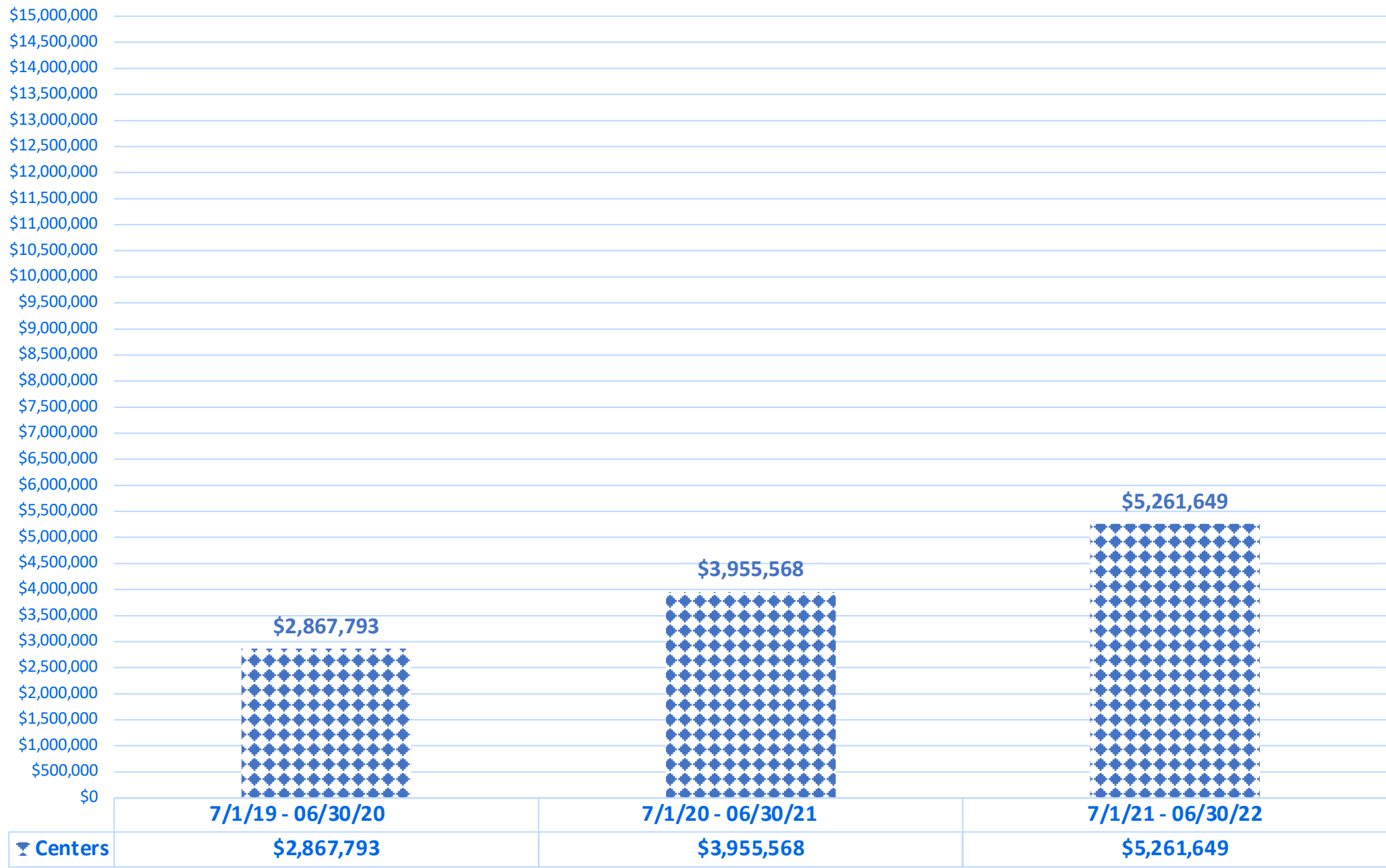
FY22 Fundraising Report - Final

August 25, 2022
Results through June 30, 2022

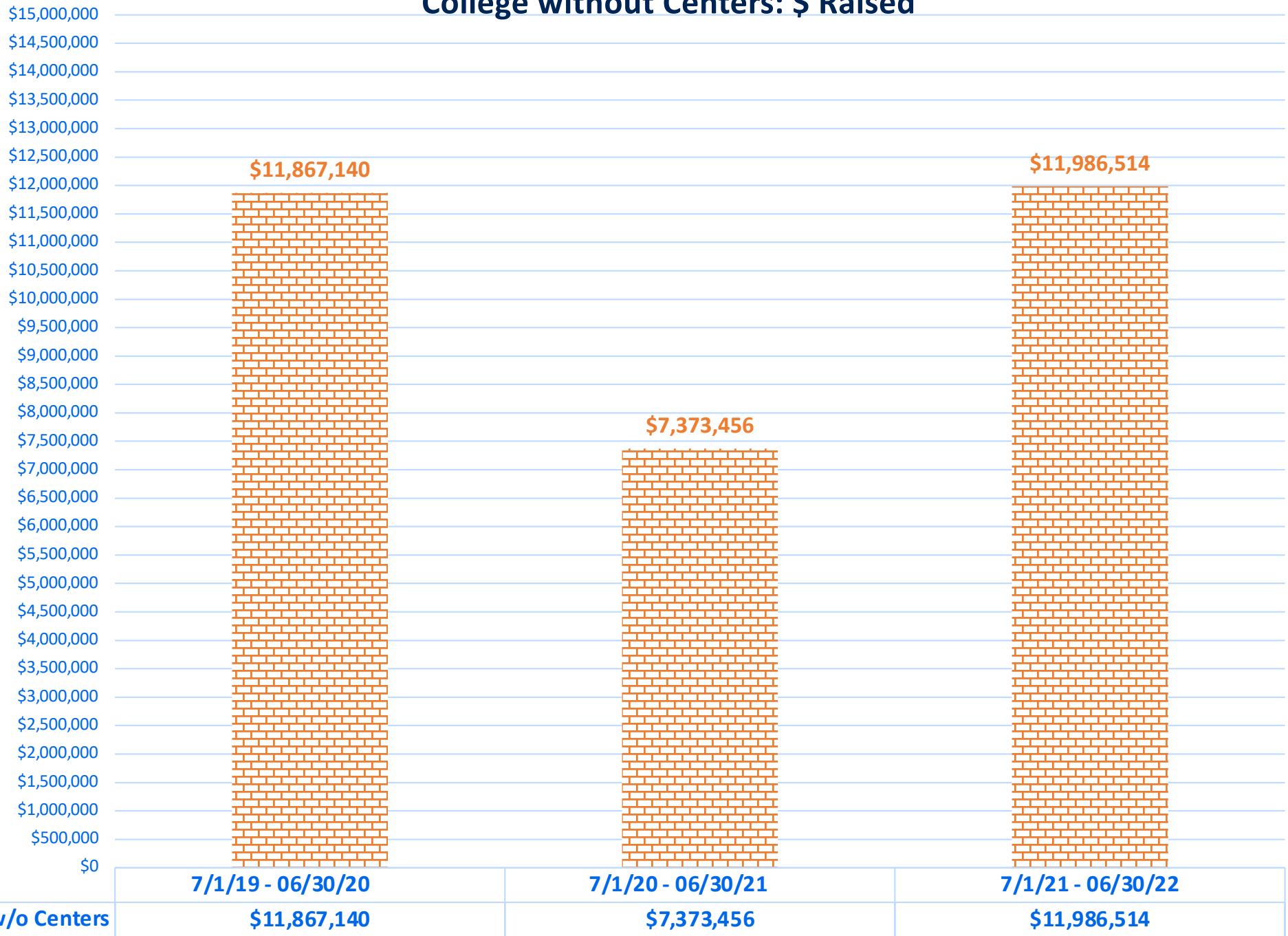


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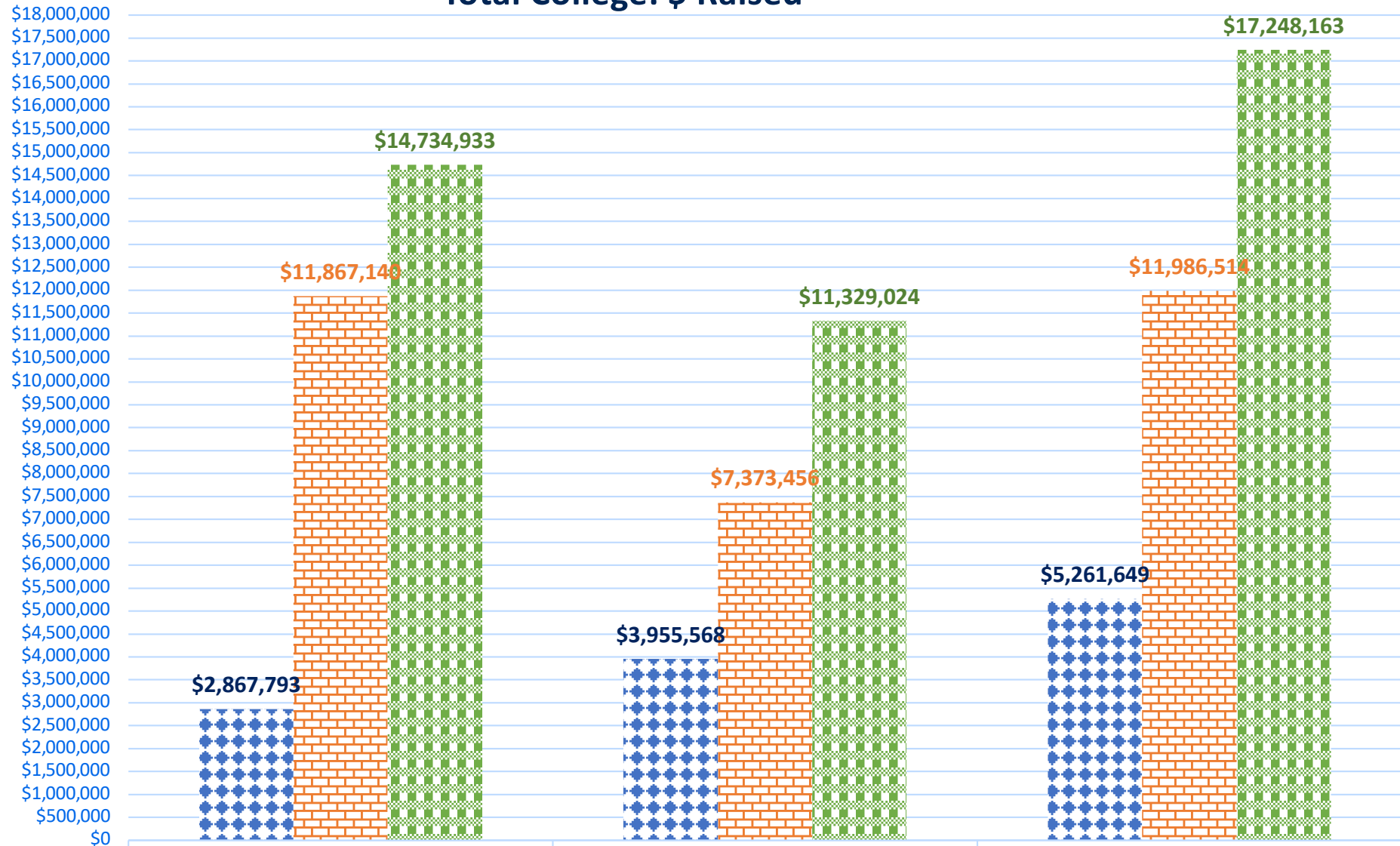
College Centers: \$ Raised



College without Centers: \$ Raised

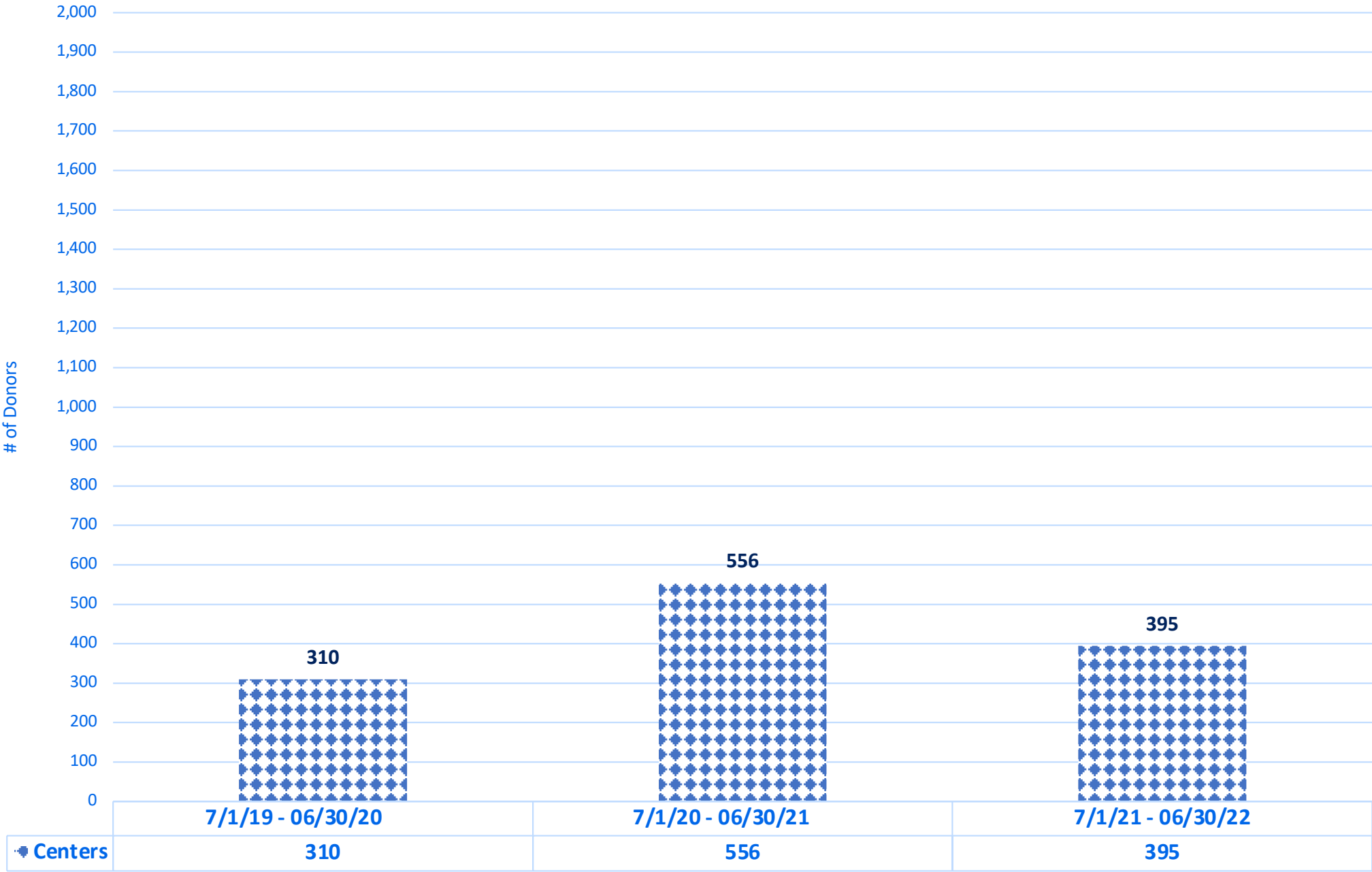


Total College: \$ Raised



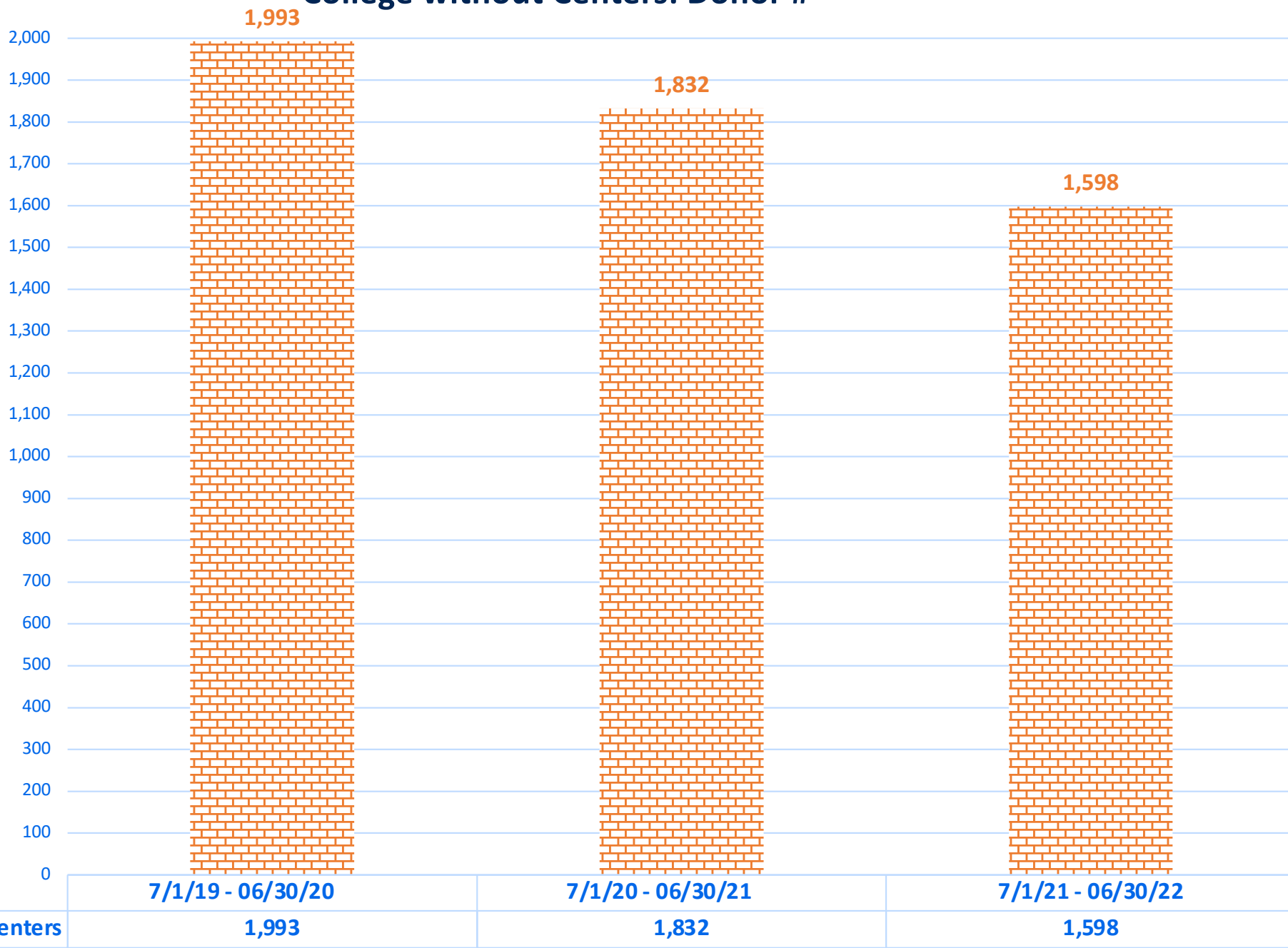
	7/1/19 - 06/30/20	7/1/20 - 06/30/21	7/1/21 - 06/30/22
◆ Centers	\$2,867,793	\$3,955,568	\$5,261,649
⌘ College w/o Centers	\$11,867,140	\$7,373,456	\$11,986,514
▤ Total Raised/Received	\$14,734,933	\$11,329,024	\$17,248,163

College Centers: Donor #



College without Centers: Donor

of Donors



Total College: Donor

