

Advancement & Communications Committee Meeting

University of California Hastings College of the Law
333 Golden Gate, San Francisco, CA 94102, 501 Deb Colloquium Rm.,
Nov 17, 2022 9:00 AM - 10:15 AM PST

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Advancement & Communications Committee

Meeting Minutes

University of California Hastings College of the Law

August 25, 2022

333 Golden Gate, San Francisco, CA 94102, 501 Deb Colloquium Rm.

Participants and members of the public were also able to join the open session 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 approximately 9:00 a.m., and the Secretary called the roll.

Committee Members Present

Director Courtney Power, Chair

Director Shashi Deb

Director Andrew Houston

Director Mary Noel Pepys

Director Chip Robertson

Committee Members Absent

Director Michael Ehrlich

Director Andrew Giacomini

Other Directors Present

Director Albert Zecher

Staff Participating

Chancellor & Dean David Faigman

Chief Operations Officer Rhiannon Bailard

General Counsel & Secretary John DiPaolo

Chief Development Officer Eric Dumbleton

Executive Director, UC Hastings Alumni Association Meredith Jaggard

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

Chief Communications Officer Liz Moore

Provost & Academic Dean Morris Ratner

Chief Financial Officer David Seward

Others Present

Malcolm Maclachlan, Daily Journal

2. Public Comment

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

3. Action Item: Approval of Minutes of 5.19.2022

Motion:

The Chair called for a motion to approve the minutes.

Motion made and motion seconded. Motion carried.

4. Report of Chief Communications Officer Liz Moore

4.1. Renaming and Strategy

Ms. Moore presented on the Communications department's work, which this summer has focused on partnering with various departments and the College administration on communications and branding related to the name change. She said that Communications developed approved messaging and FAQ responses and is preparing for the announcement. The College is in the process of identifying materials that it will need, including new merchandise and banners, and a new website. She said that the College found a new store vendor right in the Bay Area that will be the new official vendor for College-branded merchandise. The College will provide them with the official seals and word marks once developed. The Committee asked how departments are handling all of the media output relating to the name change, and how Communications is managing that. Ms. Moore responded that her background is in media, and that she always tries first to assess the credibility of the outlet, then to respond individually to reputable outlets. She noted that lately the College has also been responding via set messaging. Her team monitors social media carefully for trolls and other commenters. The Committee asked about the opportunity to send information out to correct some of the inaccuracies floating out there. Ms. Moore responded that the College has considered things like OpEds and other strategies to do that, but there remains some uncertainty about the finality of the process so the College will likely wait. Dean Faigman noted that the issues tend to get elevated if the College engages, so sometimes the administration chooses strategically not to respond. He said that the College has sent letters correcting inaccuracies and does engage deliberately as necessary. He invited the Committee to let the administration know if they see anything in the media that is inaccurate and needs correcting. Ms. Moore said that reporters get a background talk from her, and she tries to direct them by asking what quote they are looking for. Communications is also developing FAQs so that everyone in the

College community knows how to respond. The Committee discussed converting the FAQs to a public posting for general public consumption on the College's website, and asked whether the College was tracking sentiment of the stories. Ms. Moore said that her team can put a set of FAQs up on the website if helpful. She noted that Dean Faigman has issued an official message at major junctures in the name change process and that the College has posted those messages to the website. Ms. Moore also said that she meets with Mr. Dumbleton and Dean Ratner every week to collect feedback about the sentiment of alumni and students. Her team also monitors social media. Dean Faigman noted that it would be a good idea to have a public AB 1936 status posting as the bill continues to move through to finalization as a law over the next week and a half. He said there is a possibility that Governor Newsom would come to the College for a signing ceremony, which would be another big event to advertise. The Committee noted that it could contribute to the sense of transparency to have a public posting on the website regarding the name change.

4.2. Summer/Fall Projects

Ms. Moore said that Communications is focused on producing stories highlighting students, alumni, faculty, and promoting Hastings' overall excellence. Her staff includes a full-time writer and a full-time social media director. They are working to create content that they can repurpose. She said that students have been really responsive, and that a lot of students are on Twitter and Instagram and have been robustly following the College. Social media numbers have been going up. Communications is also setting up Instagram takeover for students. There has been robust back-to-school communications coverage of new students and programs.

Ms. Moore said that as the 198 McAllister building nears completion, Communications is working on website and written content related to 198 McAllister launch. She is meeting with student leaders and looking at new ways to promote the school. Communications is consolidating all podcasts on a single page and is working to categorize other resources centrally.

The College will have a staff page on the website for the first time, and Communications hired a professional photographer to take all staff headshots.

Director Power said she has really noticed the increase in social media content and complimented Ms. Moore on her work. Director Pepys suggested using press on the name change to highlight the College's restorative justice efforts. Ms. Moore agreed that it is a great opportunity and said that her team is already working on those efforts. Mr. DiPaolo noted that the College does send out information about that when it receives an inquiry.

4.3. US News Ranking Efforts

Ms. Moore said that her team is preparing messaging for the U.S. News campaign.

5. Report of Chief Development Officer Eric Dumbleton

5.1. FY22 Fundraising Results - Final

Mr. Dumbleton reported Fiscal Year (FY) 2022 final fundraising results. He said that dollars raised in College centers this year was \$5 million, and that they did great work and brought in great publicity for the school. The Development team works closely with centers to help with fundraising. The College without the centers raised just shy of \$12 million in FY 22. That brings the total to approximately \$17.2 million all-in raised at the College this year, which is a record for Hastings. He attributed this to the major gift and principal gift fundraising focus, Dean Faigman's leadership and vision, and the Academic Village. The name change does not seem to be negatively affecting fundraising. The Committee congratulated Mr. Dumbleton and his team on their work. Director Deb asked whether there are certain centers that raise the most money. Mr. Dumbleton said that donations to the research centers generally go through the UC Hastings Foundation, and that Center for Gender and Refugee Studies (CGRS), WorkLife Law, UCSF/UC Hastings Consortium on Health Law & Policy (Consortium), and Center for Innovation (C4i) generate the most of fundraising. Centers of Excellence raise less money and focus around an academic core. Chair Deb asked about the percentage of funds based on grants, and Mr. Dumbleton estimated that grants constitute at least 75 percent. Dean Ratner said that the College does separate grant reporting, and that typically CGRS has been the highest recipient of grant funding, but this year it was the Consortium. Director Pepys asked about money raised by the International Development Law Center, and Dean Ratner responded that it has gone from raising no money to raising about \$500,000 in less than a year. Ms. Moore noted that the College is doing a story on every center that launched this year.

Mr. Dumbleton presented on donor numbers, indicating that the number of donors to both the centers and the College without the centers decreased. The Committee asked why there are fewer donors and where the College is losing donors. Mr. Dumbleton said that most donors are to the College. The College is losing donor numbers among alumni. The Development team does not know why, but it will continue to put resources into cultivating major and principal gifts. There is a new annual fund lead in the Development office implementing a strategy that includes communicating more frequently with alumni. The Development office will send out regular communications to increase contact and engagement. It is also using donor search engines to identify capacity for giving and engagement. Another potential initiative is targeting recent alumni with smaller gift asks, though particularly given the upcoming major capital campaign Development's focus will remain on major and principal gifts. Dean Faigman noted that last year travel was significantly reduced, and that face time makes a difference. We want to have people in the pipeline for the future, but most money raised does come from major and principal gifts. Director Power asked about year-over-year gifts and when most of them occur. Mr. Dumbleton said that a majority of annual fund gifts come in the second half of the calendar year, and that the College has had very successful Giving Tuesday events the last couple of years. He said that Development also does a fiscal year-end push, but that has not been as successful. Director Houston suggested that it would be helpful to hear appeals directly from center employees and/or directors for fundraising purposes. Mr. Dumbleton said that his team is working on this with Robin Feldman for C4i now, and will continue to work on developing pitch and marketing materials for capital raising with individual centers.

5.2. Alumni Engagement Update

Ms. Jaggard said that the dates for this year's Spring Week are April 10-15, 2023. Events include a Giants/Dodgers game, UC Hastings day of giving, an all-alumni reunion at the Rotunda of City Hall, and a Jazz Brunch for reunion class years. She said that Development is launching its 20th alumni affinity group, this one in the Coachella Valley. Existing affinity group events include an upcoming San Francisco chapter happy hour with 1Ls, a Black Alumni Council scholarship launch with Director Houston in late September followed by a similar event in Los Angeles at the end of January, and events with Dean Faigman in Hawaii in October. Ms. Jaggard said that there will be a new online store ready for launch when the College's new logos and names are approved.

Ms. Jaggard said that the Alumni Directory through Graduway will launch on January 1, 2023, with networking capacity for students and alumni, and searching available to all campus community, students, and alumni who register.

5.3. FY23 Fundraising Goal

Mr. Dumbleton said that the Development team aims to increase dollars raised from FY 2022 to 2023 by about \$3 million, with a total fundraising goal for FY 2023 of \$20 million. That would constitute a 16 percent increase year over year. Development is cultivating a pipeline of prospective donors and has a list of about 13 right now that it is working hard to cultivate. The College currently has a one million ask outstanding and hopefully a couple of eight figure asks as well.

Mr. Dumbleton also provided a capital campaign update. He said that the College is wrapping up Phase 1 of the capital campaign and is getting ready to move to Phase 2. Dennis Prescott, the College's outside consultant, will present to the Foundation Board of Trustees in September. Mr. Dumbleton's next step is to build a campaign cabinet of volunteers who assist with strategy, make significant commitments, and can help identify others in their network who may give.

Director Houston invited all Board members and staff to attend the kickoff event for the Black Law Students Association endowed scholarship. He said that the goal is to raise at least \$100,000 over five years to establish the endowed scholarship. The event will be September 27 from 5:00 to 7:00 p.m.

The Committee asked about a possible upcoming recession and whether the College is concerned that it will affect fundraising. Mr. Dumbleton said that he spoke with BWF about this. BWF studied the 2008-09 recession and saw a quick rebound in giving, and data indicated that those who give major gifts are less affected, though bigger gifts could be delayed. He said that if it does end up having significant impacts, the College will adjust accordingly. The Committee asked about planned outreach and communications to students and alumni on the federal student loan relief program. Dean Kwon said that the College will coordinate with Dean Sakamoto and Angie Harris, who oversees financial aid. Dean Faigman said this is a great point, and will follow up with them about it.

6. Adjournment

Mr. DiPaolo thanked Chair Power for her significant service to the College as Chair of the Committee as she passed the role to Director Deb. Chair Power expressed her gratitude for the work of all involved with the Committee and said being Chair was a great learning experience.

The Chair adjourned the meeting at 10:00 a.m.

Respectfully submitted,

John K. DiPaolo

Communications Department Update Fall 2022

Elizabeth Moore
Chief Communications Officer

November 17, 2022



UC Hastings Law
SAN FRANCISCO

Fall Projects: Renaming and U.S. News Campaign

Developed Web page with FAQs about renaming that was shared on the home page of our website.

Continued to work with branding company 2 x 4 to finalize seal, word marks and guide on using them.

Created RFP for rollout of renaming – met with potential vendors.

Worked with legal team and PR team around messages involving lawsuit.

Helped track media hits and social media involving renaming

Worked on 14 curated email blasts for US News campaign

Worked to create 3 professionally-designed PDFs for US News map run by Arizona State University

More About US News

There are 12 different professionally-designed emails that get sent to different US News & World Report voters to influence our rankings.

- General Scholarship
- Tax Law
- Healthcare Law
- Clinical Law
- Intellectual Property Law
- Business Law
- Civil Procedure
- Administrative Law
- Environmental Law
- International and Comparative Law
- Center for Negotiation and Dispute Resolution

Each email is sent to a specially-curated list of hundreds of scholars across the country, which are hand-checked, before being loaded into the iContact email distribution system.

UC Hastings Law: Cutting-Edge Scholarship, Real-World Impact



UC Hastings Law faculty are leading voices on major issues of the day as well as nationally recognized authorities with long track records of informing policy and a nuanced understanding of the law.

Our faculty members are among the nation's top-cited scholars



Joan Williams



Ugo Mattei



David Faigman



Richard Marcus



Scott Dodson

Joan Williams, **Ugo Mattei**, and Chancellor and Dean **David Faigman** were recognized in Brian Leiter's 2022 ranking of the Top 75 Law Professors by h-index.

In the most recent Sisk Scholarly Impact Study, four UC Hastings faculty members rank among the top-cited scholars in their fields:

- Chancellor and Dean **David Faigman** tops the list of most-cited evidence scholars, at #1 nationwide.
- Two of our professors, **Richard Marcus** and **Scott Dodson**, rank among the 10 most-cited civil procedure scholars.
- **Joan Williams** made two lists: She ranks #11 in critical theories of law, which includes feminist and critical race theory, and is named among the nation's most-cited scholars writing about labor and employment law.

Our faculty members are leading the way toward a more just and equitable society and informing debate about the most pressing issues of the day.



Thalia Gonzalez



Dave Owen



Ming Hsu Chen



Robin Feldman

Thalia González writes at the nexus of education, health, and race to interrogate school discipline and school policing as drivers of racialized and gendered health inequities. Five articles published this year (with various co-authors) lay out her vision for anti-racist, health-centered education and carceral reforms:

- *An Antiracist Health Equity Agenda for Education*
- *A Health Justice Response to School Discipline and Policing*
- *A Call for an Intersectional Feminist Restorative Justice Approach to Addressing the Criminalization of Black Girls*
- *Discipline Outside the Schoolhouse Doors: Anti-Black Racism and the Exclusion of Black Caregivers*
- *Race, Public Health, and the Epidemic of Incarceration*

Dave Owen's article, *Law, Land Use, and Groundwater Recharge* (*Stanford Law Review*), was selected by his peers as one of the top five environmental law articles of 2021. His new work includes:

- *The Negotiable Implementation of Environmental Law* (forthcoming, *Stanford Law Review*), addressing the pervasive role of negotiated decision-making in environmental law implementation and the ways the administrative state might handle those roles with more effectiveness and equity.
- *The Realities of Takings Litigation* (*BYU Law Review*), presenting an empirical study of takings claims filed in the Court of Federal Claims.

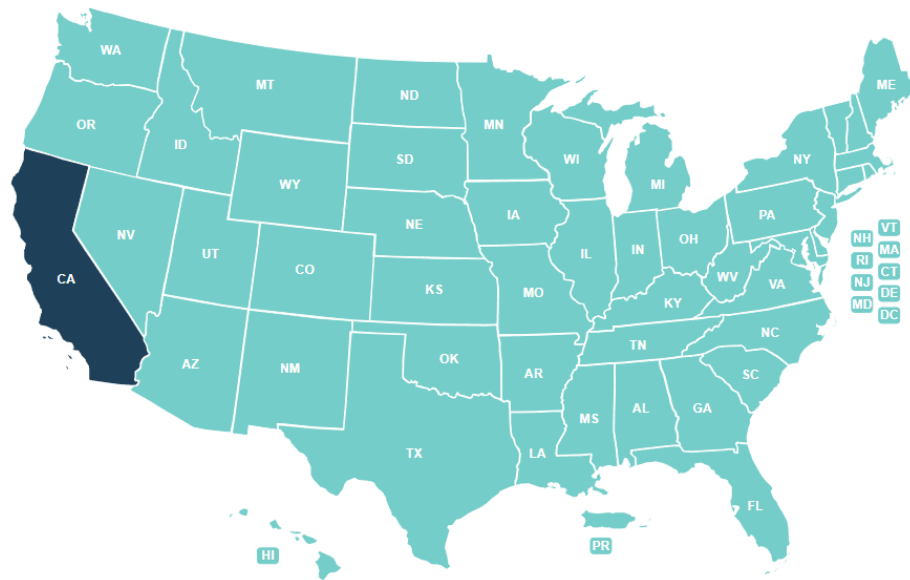
Ming Hsu Chen brings critical race perspectives to scholarship on immigration and administrative law. This year, her work was featured in several prominent forums:

- Her book, *Pursuing Citizenship in the Enforcement Era* (Stanford Press 2020), was the basis for a *University of Colorado Law Review* symposium reflecting on the prospects for citizenship policy reform brought by the global pandemic, for which Chen wrote the epilogue.
- She delivered a public lecture in the Penn Race and Regulation Series on political representation, the census, and noncitizen voting (available as a podcast and published in the *NYU Law Review*).
- *Colorblind Nationalism and the Limits of Citizenship* (*Cardozo Law Review*) describes constitutional and statutory barriers to remedying discrimination against Asian Americans and Latinx persons perceived to be foreign.

US News Campaign – Part II

Inclusion on the website run by ASU called [“Law Schools Info.”](#)

This list was created to provide a simplified database of all accredited law schools in the U.S. All materials provided come directly from the corresponding law school. If you represent one of the schools listed and would like to update your database information, you can do so through our [submission page](#).



CALIFORNIA

UPDATED • 10/28/21

California Western School of Law

UPDATED • 11/04/21

Chapman University Fowler School of Law

UPDATED • 11/10/21

Golden Gate University, School of Law

UPDATED • 12/29/21

LMU Loyola Law School

UPDATED • 10/27/21

Pepperdine University Rick J. Caruso School of Law

UPDATED • 10/31/22

Southwestern Law School

UPDATED • 11/20/21

UC Hastings Law

Select one or more states to view law school information

CLEAR SELECTIONS

Content production

- Fall was a busy season for content for the website and our social media platforms. Thanks to outreach to student organization leaders, several clubs sent us their photos to use on social media. Below are some samples of stories & posts
- Some samples:
- [UC Hastings Tax Law Program Produces Highly Employable Graduates](#)
- [New Center Provides International Development Opportunities for Students](#)
- [Professionals Gain Legal Knowledge Through UC Hastings Certificate Program](#)
- [Concurrent Degree Program Allows Law Students to Earn Master's Degrees and JDs at the Same Time](#)
- [New UC Hastings Center Supports Law Students' Social Justice Work](#)
- [Meet UC Hastings 1L Student Lauren Devens](#)
- [Meet UC Hastings Board of Governors Member Michael Maccharella '18](#)



Social Media Snapshot

Data Observations

Facebook: In October, our engagement rate rose by a total of 2.97%. We gained 20 new followers. The top performing post was that of the 198 McAllister building update.

Instagram: For the month of September, we gained 154 followers, down 261 from the previous month where we gained a total of 415 followers. Our profile impressions were up to 153K total. The post about Professor John Myers received the most engagement.

Linked In: For the month of October, our engagement rate on Linked In increased by 6.71% up 1.78% from the previous month. The post about Professor John Myers received the most engagement.

Twitter: For the month of October, our engagement rate on Twitter increased by 3.41% down .37% from the previous month. The Robin post with Alumna Jennifer Keller on Kevin Spacey was the most popular.



UC Hastings Law  @UCHastingsLaw · Nov 3



Thanks @AsmPhilTing for celebrating our new building at #UCHastings yesterday.



Asm Phil Ting  @AsmPhilTing · Nov 3

Participated in the “Topping Off” ceremony of the new campus housing project at @UCHastingsLaw (soon to be renamed UC Law San Francisco). The #CaBudget is investing \$4B over 3 yrs to build more student residences across UCs, CSUs & comm colleges to increase access to higher ed.





uchastingslaw



uchastingslaw Together with Chancellor & Dean David Faigman, UC Hastings Hawaii Alumni gathered at the O'ahu Country Club for a community celebration honoring Crystal Rose '82 and Ann Teranishi '99 and raised funds for the Hastings Hawaii Scholarship Fund.

2w



538 views

OCTOBER 18



Add a comment...

Post





UC Hastings Law

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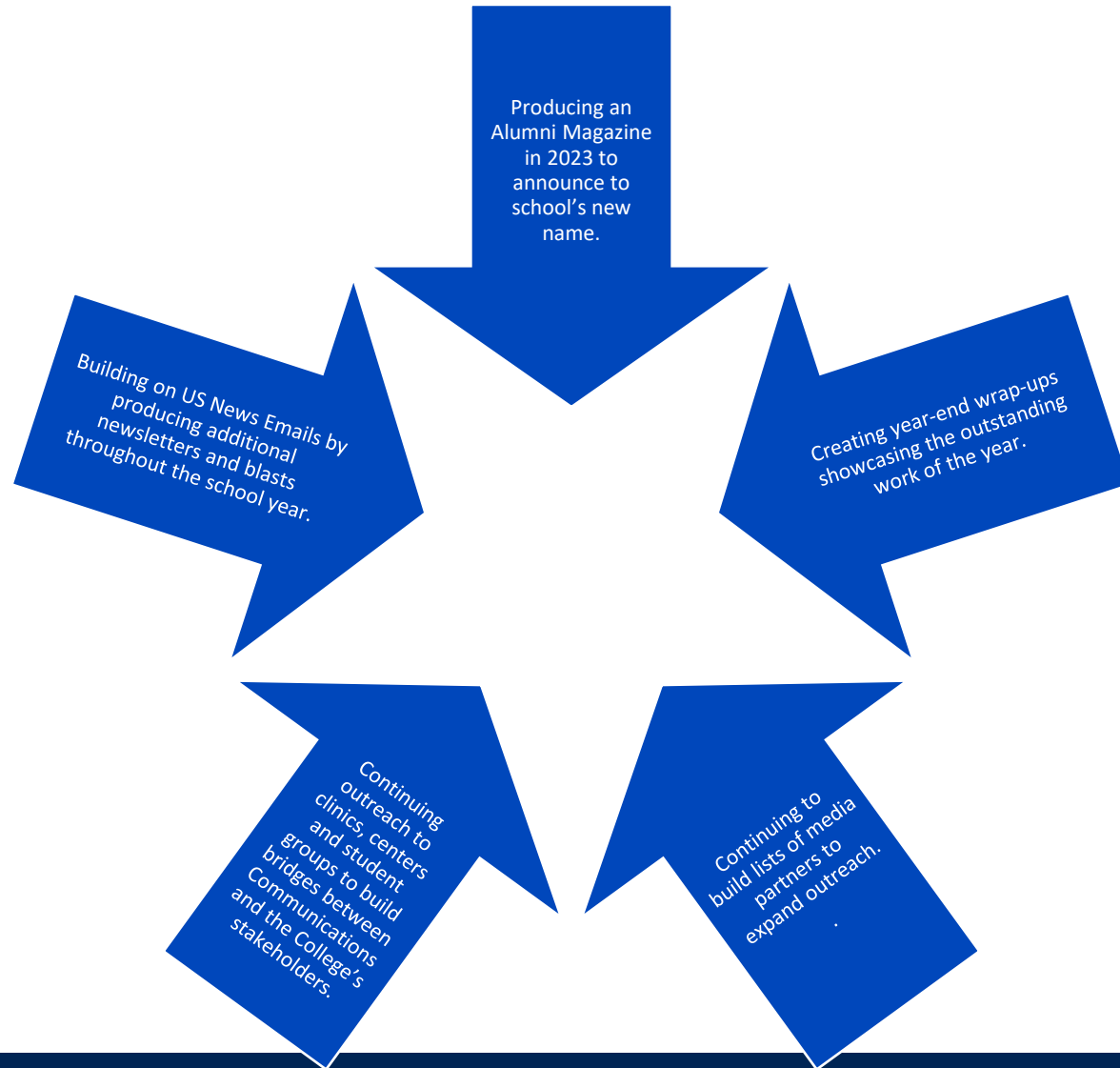


Congratulations to UC Hastings Professor Thalia González, one of four recipients of the 2022-2024 Restorative Justice Research Community Fellowship, which comes with a \$25,000 research grant.

Read more about her work here: <http://ow.ly/85HN50LoAnx>



Additional Priority Projects



Top Strategic Priorities for UC Hastings Communications in 2022:

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

Progress on Goals



Had new photo shoot for new staff directory

Helping plan upcoming Clinics celebration

Published RFI booklet for 198 McAllister Building

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

Finalizing new word marks and seal for rebranding

Biweekly meetings with Provost about Faculty Accomplishments and US News campaign

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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UC Hastings Law
SAN FRANCISCO

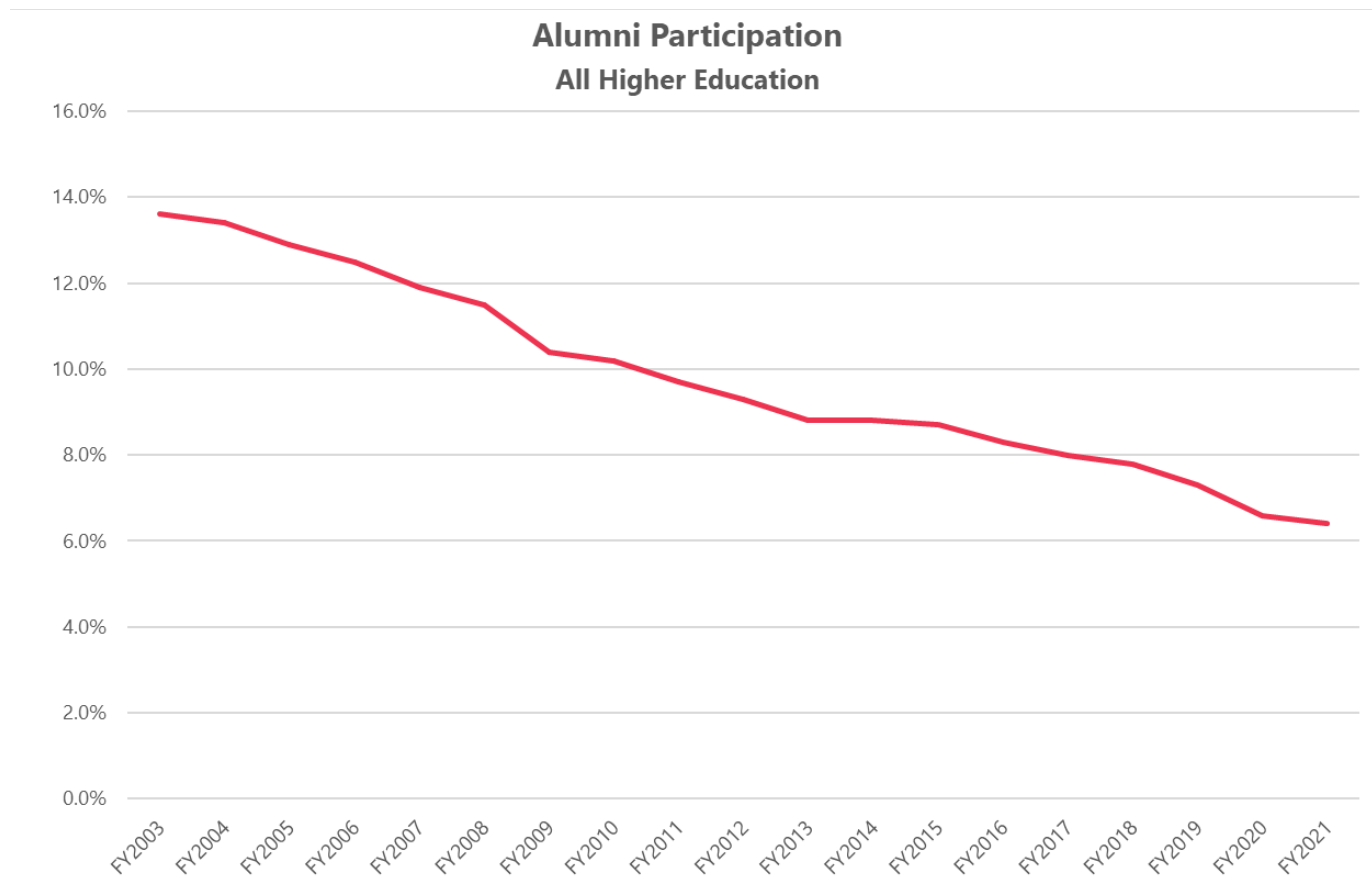
UC Hastings: Giving Participation History & Initiatives



November 2022

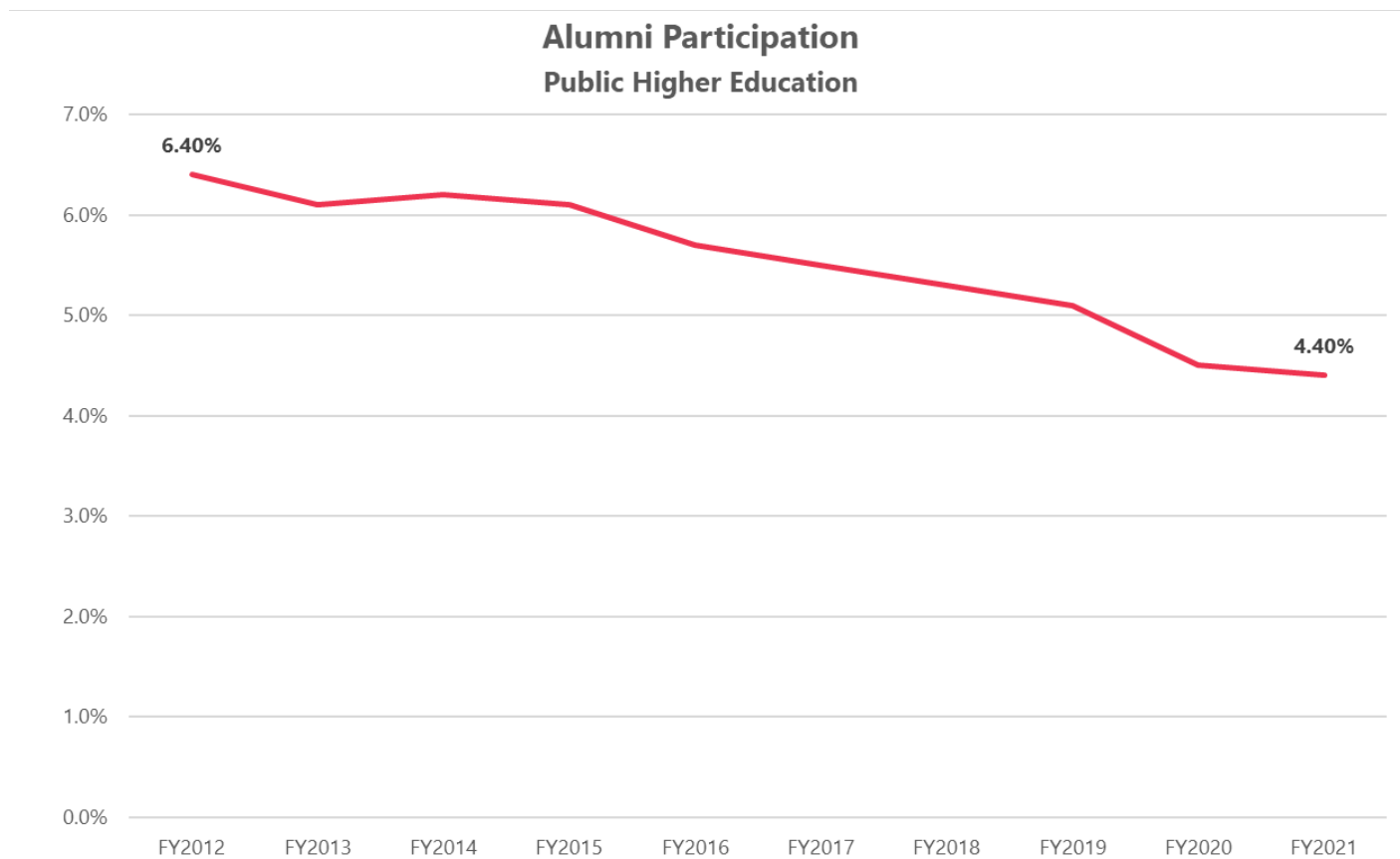
© 2022 BWF®

National alumni participation has declined significantly since 2002.



Source: CASE AMAtlas Data Miner

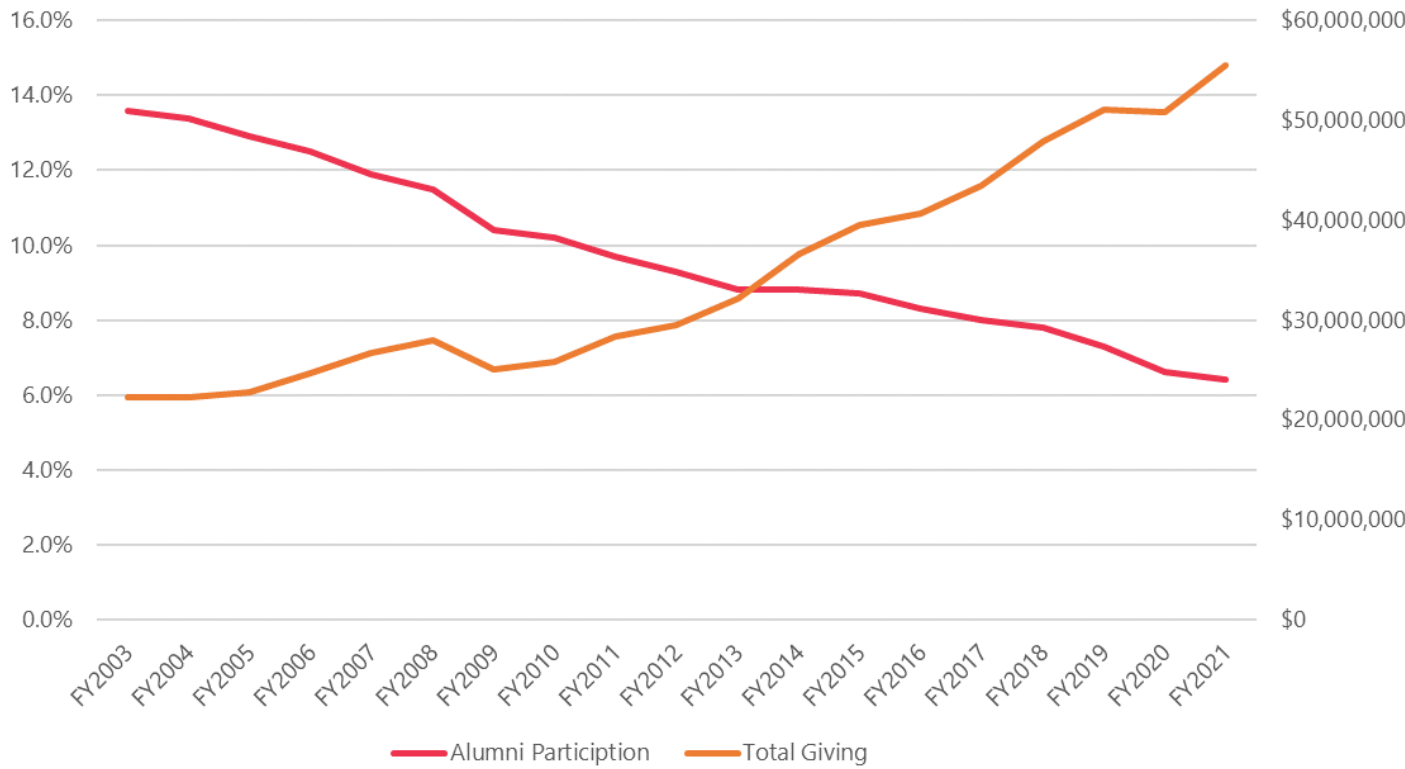
In the last ten years, participation rates have decreased by one-third among public universities.



Source: CASE AMAtlas Data Miner

Total giving continues to increase while alumni participation declines.

Total Giving and Alumni Participation
All Higher Education



Source: CASE AMAtlas Data Miner

UC Hastings Giving Participation Last 10 Years

Overall Alumni Giving	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22
Total # of Alumni Donors	2,105	2,229	1,649	1,760	1,483	1,744	1,593	1,584	1,432	1,409
Total # of Solicitable Alumni	17,406	17,820	18,115	18,442	18,751	19,037	19,386	19,711	19,947	20,305
Alumni Giving %	12%	13%	9%	10%	8%	9%	8%	8%	7%	7%

Donor Type Total #	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22
Retained	1,101	1,233	1,061	994	919	916	984	882	850	844
Revived	606	557	298	441	335	536	343	371	303	326
Acquired	158	211	167	122	101	162	140	183	163	117
First time donor	240	228	123	203	128	130	126	148	116	122
Total	2,105	2,229	1,649	1,760	1,483	1,744	1,593	1,584	1,432	1,409

Donor Retention	62%	59%	48%	60%	52%	62%	56%	55%	54%	59%
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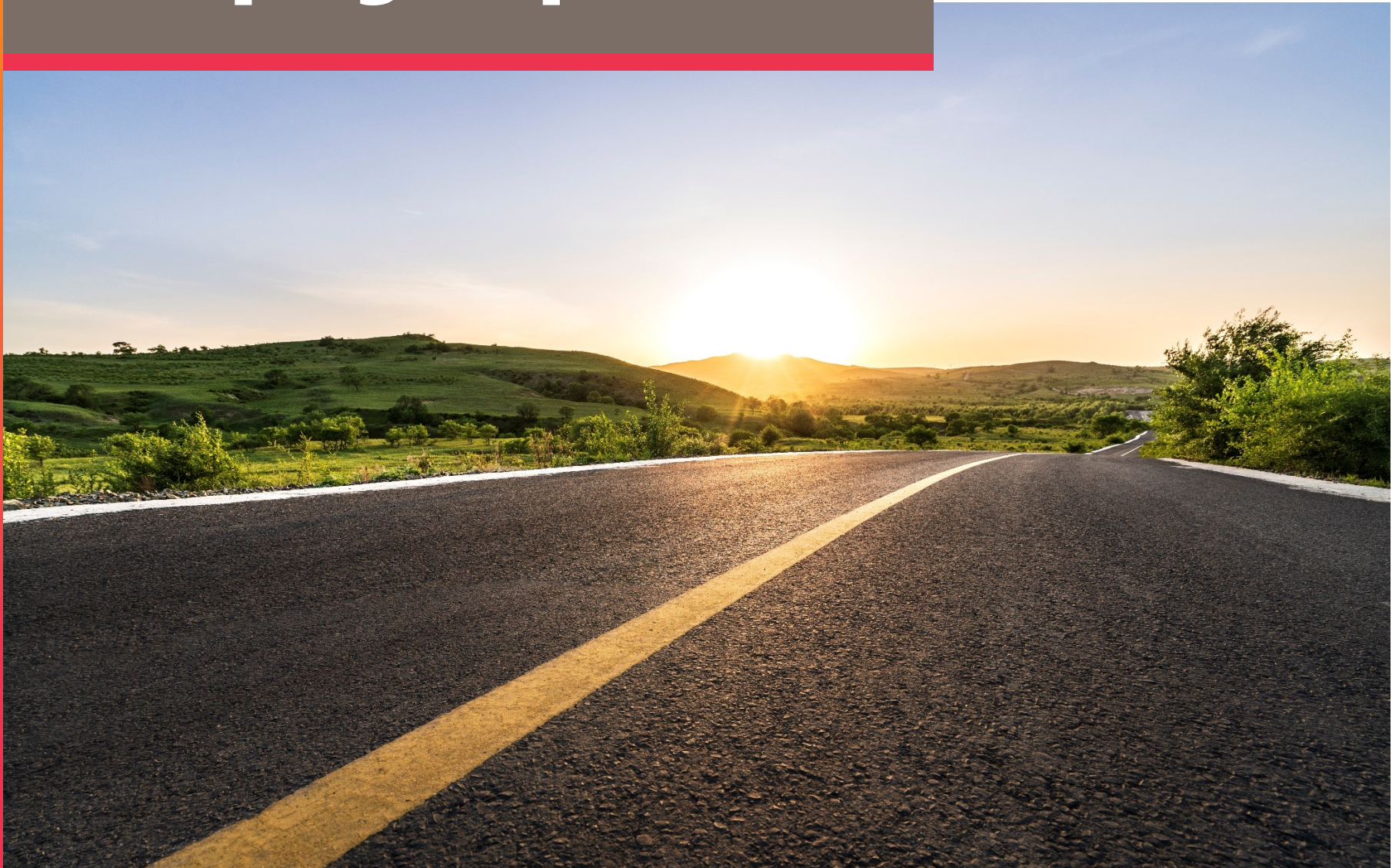
Donor Type %	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22
Retained	52%	55%	64%	56%	62%	53%	62%	56%	59%	60%
Revived	29%	25%	18%	25%	23%	31%	22%	23%	21%	23%
Acquired	8%	9%	10%	7%	7%	9%	9%	12%	11%	8%
First time	11%	10%	7%	12%	9%	7%	8%	9%	8%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

KEY:
Retained: Gave the previous year
Revived: First gift in 2 - 5 years
Acquired: First gift in more than 5 years
First time: First ever gift to UC Hastings

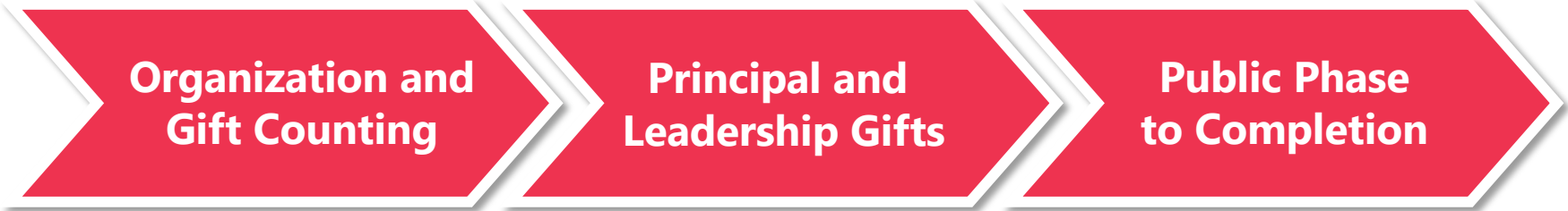
Planned Initiatives to Increase Participation

- **Foundation Board Class Agent Pilot Program**
 - Foundation Board Trustees will manage Class Agents
 - Advancement Team will assist with alumni lists, identification of Class Agent prospects, scripts, and other tools
 - Target launch date: Q1 2023
- **Alumni Association Board Task Force**
 - Draft customized surveys to be sent to different segments of donors
 - Review donor lists and conduct personal outreach in select cases
 - Target launch date: Q1 2023
- **Student Giving Competition**
 - Giving participation contest among the three J.D. classes (1L, 2L, 3L)
 - Early stages of concept development
 - Target launch date: Fall 2023

Campaign Update



Campaign Phases



July 2021–June 2022

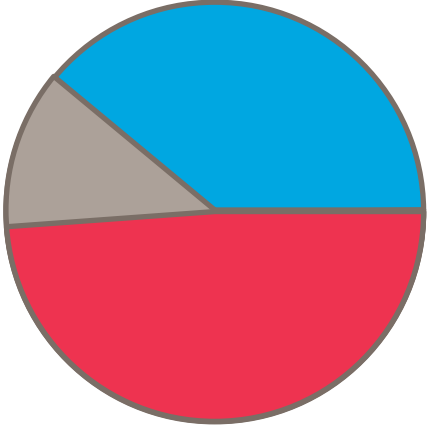
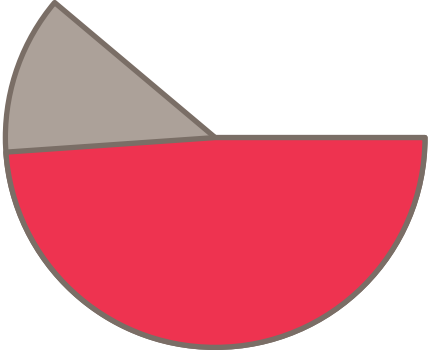
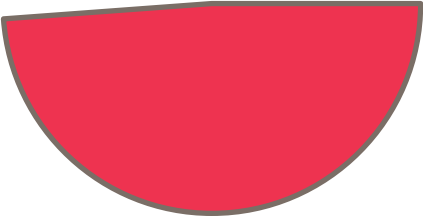
July 2022–June 2025

Fall 2025–June 2027

Counting Period Begins

Working to achieve 60% of Goal

Community Outreach and Smaller Gifts



Campaign Cabinet

- Document and make a personal campaign gift commitment
- In partnership with the Advancement Office, help identify, cultivate, and solicit campaign prospects
- Provide input into campaign planning and implementation and monitor campaign progress
- Help increase awareness about the importance of the campaign and its expected impact
- Be an enthusiastic ambassador for the College and the campaign
- Attend campaign functions and events, as time permits