



**UNIVERSITY OF CALIFORNIA
UC HASTINGS COLLEGE OF THE LAW**

MEETING OF THE ADVANCEMENT & COMMUNICATIONS COMMITTEE

AGENDA

Thursday, May 14, 2015– 2:00 p.m.

UC Hastings College of the Law
A. Frank Bray Board Room
198 McAllister Street, 1-Mezzanine
San Francisco, California 94102

ADVANCEMENT & COMMUNICATIONS COMMITTEE MEMBERS

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

1. Roll Call
2. Public Comment
3. Approval of Minutes – February 12, 2015 (Written)
4. FY14-15 Fundraising Report:
Contributions Details, Campaign Priorities, Giving by Source (Written)
5. Seven Year Campaign Projections and Performance Report (Written)
6. Advancement Initiatives
 - 6.1 Telemarketing & ROI (Written)
 - 6.2 Honors Gala & Reunion Activities (Oral)
 - 6.3 Update on Campaign Resources (Oral)
7. Communications and Public Affairs Updates
 - 7.1 Introduction of New Editorial Director (Oral)
 - 7.2 Messaging: the UC Hastings “Elevator Pitch” (Oral)
 - 7.3 Spotlight on Content Strategy: Editorial Selection (Written)

7.4 Media Highlights: 2014-15 Academic YTD

(Written)

8. Closed Session: Pursuant to Education Code 92032(b)7(A)
Chief Development Officer Search

(Oral)

*9. Adjournment