



**UNIVERSITY OF CALIFORNIA  
UC HASTINGS COLLEGE OF THE LAW  
ADVANCEMENT & COMMUNICATIONS COMMITTEE**

**OPEN MEETING AGENDA**

Thursday, May 12, 2016  
10:30 a.m. to 11:45 a.m.  
UC Hastings College of the Law  
A. Frank Bray Board Room  
198 McAllister Street, 1-Mezzanine  
San Francisco, CA 94102

1. Roll Call

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

2. Public Comment (Oral)
- \*3 Approval of Minutes – February 11, 2016 (Written)
4. External Relations: Updates (Oral)
- 4.1 Media Relations: Highlights from 2015-16; Goals for 2016-17 (Oral)
  - 4.2 Peer Reputation: Promoting UC Hastings to Peer Institutions (Oral)
  - 4.3 Neighborhood Relations: UC Hastings Community Partnership (Oral)
  - 4.4 Advertising: Presentation of Strategy + Creative Brief & Concepts Being Applied to Street Pole Banner Campaign, Clothes, Etc. (Oral)
  - 4.5 Personnel: Introduction of New Assistant Director (Oral)
5. Fundraising Status: 333 Golden Gate Avenue (Oral)
6. Staffing Update (Oral)
7. FY 2015-2016 Development Reports:
- 7.1 Fundraising Comparison Raised Report (Written)
  - 7.2 Fundraising Comparison Received Report (Written)
  - 7.3 Pledges YTD Comparison Report (Written)
  - 7.4 \$100K+ Gifts & Pledges (Written)

- 7.5 Cy Pres Gifts (Written)
- 7.6 Pipeline Report (Written)
- 8. Building UC Hastings Fund Resolution – Revision:
  - 8.1 Fund Resolution (Written)
  - 8.2 Fund Term Sheet (Written)
- \*9. Adjournment