

UC HASTINGS COLLEGE OF THE LAW

STRATEGIC PLAN IMPLEMENTATION FOR GOAL #5: COMMUNICATE IDENTITY AND VALUE

COMMITTEE MEETING MINUTES

DATE and TIME: Thursday, May 24, 2012 at noon

LOCATION: Classroom B-1 and The Beach (it was nice out so we moved the mtg. outside)

SCRIBE: Bryan Zerbe

ATTENDEES: Annabrooke Temple, Alex Shapiro, Marsha Cohen, Shino Nomiya (checked in), Bryan Zerbe

KEY POINTS DISCUSSED

No.	Topic	Highlights
1	Reconstituting the Committee	Discussed the fact that we are losing some committee members. Michael Trevino continues to be on family medical leave. Sterling Johnson has graduated. Pat Davidson is leaving Hastings for another opportunity. BZ reported that he had communicated this to Debbie Tran and that we might be getting some new members. We welcomed Communications Manager Alex Shapiro to the committee; Alex will be joining us from now on due to the fact that many of our committee's objectives and tasks require the involvement of the Communications Office.
2	Meeting Time and Location	BZ proposed changing the meeting location to Alex/Michael Trevino's office, which is Room 241 in the 200 building. Alex and the other committee members agreed to this. The committee also discussed the time of the meeting and we decided to keep the day and time as is: Thursdays at noon.
3	Discussion on tasks and priorities	There was a lengthy discussion on the identification of specific tasks and recommendations which the Committee would like to make, based on ideas that have been brought up in previous meetings. At the core of the discussion was general agreement that Hastings does not really have an easily defined identity. Marsha remarked that when she came to Hastings 28 years ago, Hastings was nationally known and easily identified as the law school with the 65 Club. We do not now have a distinguishing feature or brand that sets Hastings apart the way the 65 Club did at one time. Eventually it was decided that the most important task we should accomplish would be to do an externally - facilitated professional branding exercise. All of the other tasks the Committee wants to do, including the mascot campaign and design, the development of a new tagline to replace Bringing Life

		to Law, and the engaging of the faculty in media/social networking/ Online Reputation Management/branding training would come after this initial branding exercise has been done. It is important to formally make this recommendation by next Friday since that is the deadline for FY 2013 budget requests.
4	Action Item for Bryan and Alex	Develop proposal for branding exercise as a one-time expenditure for FY 2013 and submit to Debbie Tran and David Seward by June 1, 2012
5	Action Item for Bryan	Check with David Seward to see what we are already doing re Objective #4 (Educate State Legislators in Sacramento)
6	Next Meeting	Annabrooke, Shino, and Bryan are all out of town next week. Therefore the next meeting will be on Thursday June 7 at noon.