



Strategic Plan Implementation Committee Meeting
Communicate Identity and Value – Goal #5
March 22, 2012 – Meeting Minutes
Classroom B-1, 198 McAllister, Noon

1. Attendees: Artie Welton, Sterling Johnson, Mei Cooley, Mike Martzke, Blaine Bookey, Annabrooke Temple, and Bryan Zerbe.
2. **Artie Welton 2L** presented his ideas for **Strategic Objective #7**, which concerns having a mascot and a slogan. **Annabrooke Temple** volunteered to work with Artie on this objective. The main idea for the mascot is to run a contest to generate ideas from the student body via a special Facebook page. The contest would also be open to Hastings graduates. Artie and Annabrooke would then select the best 3 or 4 ideas and bring them to the committee for a vote before the end of the semester. The previous Hastings shark continues to have no support in the committee. Artie suggested a Pegasus, which is a winged horse and a Greek symbol for wisdom. Bryan thought this was the same as a unicorn, and he was corrected.
3. There was further discussion about the Hastings slogan and motto. There is little to no enthusiasm for the *Bringing Life to Law* slogan which was adopted several years ago. This slogan seems to have fallen out of use for the most part; it is no longer used in admissions publications or in the alumni magazine. There continues to be committee support for greater use of the Hastings motto, *Fiat Justitia*, which appears in the official Hastings seal. There seems to be consensus that we don't necessarily need a slogan since we have a motto.
4. **Sterling Johnson 3L** then presented a write-up he had done for **Strategic Objective #6**, which concerns the look and feel of the campus. His report is attached for anyone who was not able to attend last week's meeting. Eight recommendations were discussed, including four from the write-up (Replace Art Collection, Highlight Tower History, Post a Beach Sign, Display Official Hastings Seal in the LBM) and four others which came up in the subsequent discussion: Upgrade Building Facades and Enhance with Banners, Create New Signage for all Classrooms and Offices, Build a Sky-Bridge between 198 and 200, and Install Glass Doors with a Frosted-Glass Version of the Hastings Seal on 198 and 200.

5. The committee then discussed **Strategic Objective #5**, which has to do with marketing the LLM and MSJ degrees. Mei led the discussion and gave the committee some background on the LLM, which the College has offered since 2002. Bryan gave some background on the MSJ since he has been involved in its launch. Mike let us know that he has real expertise in guerilla marketing and that we can tap that expertise in developing new marketing strategies. Mei will come back with an implementation plan draft on the 29th.

6. Discussion on Strategic **Objective #4**, which has to do with educating State Legislators, was tabled.

BZ/dt

Goal Five Committee: Communicate Identity and Value

Strategic Objective: Develop a consistent look and feel of the campus, enhancing its curbside appeal and reinforcing our identity and brand within the Tenderloin and for all who visit the campus.

Recommendation: Replace the current art collection and empty wall space with works from local arts organizations in the Tenderloin, for example the Gray Area Foundation for the Arts.

Outcome: By allowing access, we will engage the surrounding community and create a consistent look regarding the artwork in Mary Kay Kane Hall. Incoming students will be impressed with any pieces that seem edgy or interesting.

Process:

- 1) Engage local arts organizations to see whether any would like to show their work and allow them to put their contact information next to have a small introductory show.
- 2) Have an administrator choose specific artwork that represent a part of the UC-Hastings identity, like public interest, California, the judiciary, international work, intellectual property, health, homelessness.

Recommendation: Highlight the McAllister Tower's history with a plaque and more broadly displayed historic description and train volunteers regarding its history.

Outcome: The connection to history enhances UC-Hastings' identity as a school that has transformed with San Francisco and California. Any tour must represent a place and a story in which any new student will want to become a part.

Process:

- 1) Interact with the Tenderloin Historic District to make bigger plaque on the outside of McAllister Tower explaining its history and significance.

2) Train all volunteers in the historical significance of the Tower in San Francisco history.

Recommendation: Post a sign that shows the “Beach” prominently and replace white benches with the wood-like benches to coincide with other areas of campus, like the Alumni Reception Center or the Library.

Recommendation: The UC-Hastings seal is only displayed prominently in the Louis B. Mayer Lounge. It needs to be used more often and featured on outdoor and indoor features.