

Advancement & Communications Committee Meeting

University of California College of the Law, San Francisco
333 Golden Gate, San Francisco, CA 94102, 501 Deb Colloquium Rm.
2026-02-19 09:00 - 10:15 PST

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Advancement & Communications Committee

Meeting Minutes

University of California College of the Law, San Francisco
November 14, 2025

University of California College of the Law, San Francisco, Cotchett Law Center, 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.uclawsf.edu/our-story/board-of-directors/board-meeting-notice-agendas-and-materials/>.

1. Roll Call

The Chair called the meeting to order at 9:35 a.m., and the Secretary called the roll.

Committee Members Present

Director Andrew Houston, Chair
Director Claes Lewenhaupt
Director Joshua Perttula
Director Albert Zecher (joined at 10 a.m.)
Director Courtney Greene Power, *Ex Officio*

Staff Participating

Chancellor & Dean David Faigman
Chief Operating Officer Rhiannon Bailard
General Counsel & Secretary John DiPaolo
Legal & Executive Assistant Yleana Escalante
Chief Advancement Officer Julia Jordan
Chief Communications Officer John Kepley
Assistant Chancellor & Dean/Chief of Staff to the Chancellor & Dean Jenny Kwon
Deputy Chief Financial Officer & Controller Sandra Plenski
Provost & Academic Dean Morris Ratner
Chief Financial Officer David Seward

2. Public Comment

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

3. Action Item: Approval of Prior Meeting Minutes

Motion:

The Chair called for a motion to approve the committee's August 21, 2025 open session minutes.

Motion moved and seconded. The motion carried.

4. Report of the Chief Communications Officer
(This section was presented after section 5.)

4.1. Into the Future Launch Communications

Mr. Kepley reported on communications efforts supporting strategic priorities. He highlighted coordinated storytelling around the Center for Constitutional Democracy launch and Constitution Day, as well as efforts to capture the energy of the academic year's start, including photographing students in the quad. He noted that expanded back-to-school coverage over the past two years has significantly increased engagement. Mr. Kepley also discussed coordinated communications around alumni chapter launches in Japan and Sacramento, which helped build pride, visibility, and donor interest.

Chair Houston commended the work and encouraged attendees to share alumni news they come across, such as awards or judicial appointments, by forwarding it to Mr. Kepley.

Mr. Kepley agreed, noting that even reposting or sharing congratulations can generate positive momentum and broader recognition for the College.

Ms. Jordan added that alumni are organizing informal gatherings not officially sponsored by the College, and that the Advancement Office is happy to help promote them on social media.

4.2. Additional Highlights on Key Priorities

Mr. Kepley discussed additional communications efforts, including amplifying an op-ed in the San Francisco Chronicle, covering campus traditions like the Halloween event, and aligning news categories and tags more closely with campaign priorities.

Chair Houston reiterated his encouragement for attendees to share alumni news with the communications team.

Mr. Kepley concurred.

Ms. Jordan noted similar observations regarding informal alumni gatherings.

5. Report of the Chief Advancement Officer

5.1. Fundraising Update

Ms. Jordan reported that the comprehensive campaign entered its public phase on September 27. She described the launch event as a great success. The campaign has seen strong momentum, with donations continuing weekly through the online campaign page. Online giving is organized around three pillars: student success, faculty excellence, and innovative initiatives. Ms. Jordan emphasized that sustaining this momentum heading into year-end remains the top fundraising priority.

5.2. Upcoming Alumni Engagement Activities and Spring Week 2026

Ms. Jordan reported that the office is preparing for Spring Week during the last week of March, with the calendar nearly finalized. In 2026, there will be special focus on the 50th reunion for the Class of 1976. She also noted that chapters are planning holiday gatherings, with San Francisco and West Los Angeles chapter events expected on December 16.

5.3. Staffing Updates

Ms. Jordan announced several new hires in the Advancement Office: Paul Rafael as Major Gifts Officer, Ashley Judilla as Alumni Engagement Program Manager, Megan Wong as Senior Manager of Alumni Engagement, and Ryan Pinter as Assistant Director of Annual Giving. She noted that Ms. Wong is leading the upcoming Swearing-In event on December 1.

Ms. Jordan said that Ms. Judilla and Ms. Wong would be the primary contacts for Spring Week, splitting responsibilities for chapters and affinity groups.

Director Houston thanked Ms. Jordan and congratulated her on the successful hiring of new staff, acknowledging that staffing can be a challenge. He suggested inviting the new team members to a future committee or board meeting so members could meet them face-to-face and get to know them better.

Director Lewenhaupt asked whether the downward trend in center fundraising reflected an overall trend or was the result of larger donations in the prior year. Ms. Jordan responded that such shifts are typically driven by a single large gift affecting year-over-year comparisons. Dean Ratner added that centers are primarily funded through third-party research, and many grant applications are submitted at year-end, causing figures to increase toward the end of the calendar year.

Chair Houston asked for an update on the comprehensive campaign. Ms. Jordan responded that the campaign had surpassed \$70 million, approaching \$71 million toward the \$100 million goal.

Chair Houston suggested merging smaller affinity groups for joint holiday events. Ms. Jordan agreed and noted that joint events could also be an opportunity to invite alumni interested in starting a new affinity group next year.

The Committee entered closed session pursuant to Education Code Section 92032(b)(3) at 10:07 a.m.

6. Approval of Prior Meeting Minutes

Motion:

Minutes generated by [OnBoard](#).

The Chair called for a motion to approve the committee's August 21, 2025 closed session minutes.

Motion moved and seconded. The motion carried.

7. Approval of Kornblum Scholarship

Motion:

The Chair called for a motion to approve the Kornblum Scholarship.

Motion moved and seconded. The motion carried.

The Chair reconvened the open session at 10:11 a.m.

The Secretary reported that committee approved the closed session minutes and the Kornblum Scholarship.

8. Adjournment

The Chair adjourned the meeting at 10:11 a.m.

Respectfully submitted,

John K. DiPaolo, Secretary



Board of Directors Advancement & Communications Committee

Report of the Communications Office

Feb. 19, 2026



The Campaign
for UC Law
San Francisco

Agenda of featured content

1. Chief Communications Officer Transition
 - Bill Kisliuk starts March 2, 2026
2. Social media strategy
3. Reputational newsletter update
4. 2026 Magazine



Into
the
Future

The Campaign
for UC La
San Fr

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Driving the conversation

Social media engagement goals:

1. Support key institutional priorities
2. Increase positive sentiment
3. Foster conversations that showcase UC Law SF's unique benefits
4. Maximize impact of available resources



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San Fr

Driving the conversation



Shreya Srinivasan ✓ · 3rd+

+ Follow ...

J.D. Candidate at UC Law San Francisco ('28)

6d · 🌐

I am excited to announce that I just completed my first semester of law school at [University of California, College of the Law, San Francisco \(formerly UC Hastings\)](#)!

This semester was both challenging and formative. It required disciplined legal analysis, precise writing, and comfort with ambiguity under time pressure. Outside the classroom, I've been grateful for the opportunity to serve as a 1L Representative for the Women's Law Society.

I'm deeply grateful to my professors for their guidance, my classmates for making this experience more enjoyable, and my mentors, friends, and family for their continued support throughout this transition.

As I look ahead to the spring semester, I'm excited to continue refining my legal skills and exploring new opportunities!

[#LawSchool](#) [#UCLawSF](#) [#1L](#)

Amplifying positive comments, from community members and...



Into the Future
The Campaign for UC Law San Francisco

Driving the conversation



stefani4ca  UC Law San Francisco Follow ...

stefani4ca  1w
Thank you to [@uclaw_sf](#) for showing me around the institution's academic village! It was incredible to see how the latest investments are supporting UC Law students, students from neighboring institutions who live in the village, as well as the surrounding Tenderloin and Civic Center neighborhoods.

Walking through the campus brought me back to my own days in law school and the many experiences that continue to shape my work today!

j_tizzle360 1w
 Reply

 3  1  

December 13

Comments on this post have been limited.

... external voices

Who endorse or validate our strategic priorities,

...



Driving the conversation



Bilal Mahmood  • 2nd
Supervisor of San Francisco, District 5.
1mo · 

Innovation is all around us and [University of California, College of the Law, San Francisco \(formerly UC Hastings\)](#)'s Academic Village provides a model of how to creatively build over 1000 housing units right here in the heart of the city.

My office is proud to have partnered with UC Law to make this project possible.



We're here at the
Academic Village by UC
Law

Canva

... and share good news for us



Into the Future
The Campaign for UC Law San Francisco

Driving the conversation

University of California, College of the Law, San Francisco · 25,663 followers · 1w · Public

UC Law San Francisco voices were front and center on a recent episode of KQED's Forum, where Professor Karen Musalo joined attorney Joseph Azam '08 of the Afghan American Foundation to discuss the Trump administration's temporary halt on asylum decisions. Musalo, who directs UC Law SF's Center for Gender and Refugee Studies, and Azam examined how the pause aligns with U.S. and international law and what it means for those seeking protection from violence and persecution.

#uclawsf

What Trump's 'Pause' on Asylum Decisions Means for the Bay Area's Afghan Community and Beyond |...
kqed.org

Nicole Ozer and 12 others · 1 comment · 1 repost

Reactions: +5

Like · Comment · Repost · Send

Add a comment...

Most recent

Joseph M. Azam · 2nd · 3d · Senior Legal Executive | Enterprise Risk & Compliance Leader | Strategist...
It was a privilege to join this discussion with [Karen Musalo](#) — whose work and clarity of purpose continues to inspire me.

Like | Reply

While reinforcing key values (in this case faculty excellence and impact)...



Driving the conversation

Most recent ▾

Kristen Ditlevsen Renfro · 3rd+ · 6d ...
Partner at Desmond, Nolan, Livaich & Cunningham

Wonderful to see the program as strong as ever. A tremendous amount of work goes into preparation for these competitions, and the effort pays dividends in future practice. Congrats to these dedicated students!

Like | Reply

Eva Liebovitz · 3rd+ · 3w ...
J.D. Candidate at UC Berkeley Law

[Angelyn Armistead Lily Loftis](#) 🙌 YESSSS

Like | Reply

Poli Flores · 3rd+ · 3w ...
--

CONGRATS!! from Judge POLI Flores Jr, Class of 1980. (formerly Hastings College of Law)

Like | Reply

Sherry Mason · 3rd+ · 4w ...
--Sr. Account Manager

Nicely done! Congrats to each of you and to UC Law San Francisco on this meaningful win!

Like | Reply

Scott Montgomery · 3rd+ · 4w ...
-Child Abuse, Injury, Wrongful Death Lawyer-5th Largest Jury Verdict i...

Amazing work!!!!

Like · ❤️ 1 | Reply

Tom Roehr · 3rd+ · 1mo ...
--

Congratulations to the team. UCSF produces awesome trial lawyers (as well as every other kind).

Like | Reply

Marsha Cohen · 2nd · 1mo ...
Professor of Law at UC Hastings College of the Law; Founding Executi...

Congratulations! WE STILL CREATE CHAMPIONS IN THE LAW, and in so many different ways/fields! Thank you for representing us so well! (And congratulations to their coaches and teachers.) AND ALUMS READING THIS: just another reason to grab your checkbook and celebrate them with a donation!!

Like · 🍷❤️ 3 | Reply

Nancy Lipson · 3rd+ · 1mo ...
Public Company Board Member and Experienced Fortune 500 C-suite

Love the all women team!

Like · 🍷 2 | Reply

Thom Byrnes · 3rd+ · 1mo ...
attorney at Law firm

Congratulations!! 🎉🏆🌸🌺🌻🌷🌹🍷🥂

Like | Reply

Debra Bogaards · 2nd · 1mo ...
Are you an attorney who is ready to try a likeable and effective mediat...

That's my negotiation class star student! Congrats, [Maya Lescano](#) !!!!!
Wooohoo!!!! And congrats to the entire team!!!

Like · ❤️ 1 | Reply

Gary Watt · 2nd · 1mo ...
Retired, former Partner, Chair - Appellate Practice at Hanson Bridgett ...

That's some impressive hardware! Congrats fine trial advocates!!! 🎉🏆🌸

Like | Reply

Collette Nicole Pelcic · 3rd+ · 1mo ...
Senior Counsel

Congratulations!!!

Like | Reply

... and help us connect our excellence and activities to opportunities for support

(Following posts on Trial Team victory)



Driving the conversation

University of California, College of the Law, San Francisco 25,692 followers
1mo · 🌐

Donor-funded scholarships at UC Law SF help students pursue dreams of working with the most innovative companies and ideas. The Ralph & Teresa Yanello Scholarship and the Wilson Sonsini Goodrich & Rosati Startup Legal Garage Scholarship support students interested in innovation and entrepreneurship. Recipients Winnie Hoh '27 and Shwetha Karthik '27 say the support makes them feel valued, confident, and inspires them to embrace opportunities in startup and technology law.

#uclawsf



Scholarships Support Students' Innovation and Entrepreneurship Opportunities at UC Law SF - UC...
uclawsf.edu

👍❤️ Paul Rafael and 21 others 1 comment · 1 repost

Reactions



👍 Like 💬 Comment 🔄 Repost ➦ Send

Add a comment... 😊 📷

Most relevant ▾

Charan Brahma ✓ • 2nd Intellectual Property Trial Attorney & Counselor; Past President, South... 1mo ...

Congrats, Winnie! Can't wait for you to apply that passion for innovation and entrepreneurship at **Benesch Law** next summer. And thanks **Ralph Yanello** and Teresa Yanello for supporting students like Winnie.

Like · 🗨️ 1 | Reply

UC Law Constitutional Quarterly 68 followers
3w · 🌐

A huge thank you to Chuck Dell'Ario '74 for his visionary support of the Constitutional Law Quarterly, and to Deborah and Bruce Pfaff '79 for their incredible generosity in establishing endowed scholarships for students with financial need. Your leadership and commitment help make UC Law SF a place where talent is supported, scholarship thrives, and future leaders are empowered.

We are deeply grateful to all donors. You are helping shape not only our careers, but the future of the legal profession. Thank you!

University of California, College of the Law, San Francisco 25,692 followers
4w · 🌐

UC Law SF donors support our students and scholarly programs, with \$600K in gifts approved today. Their generosity will fund scholarships for students with financial need and support the Constitutional Law Quarterly. ...more



... while building a culture of philanthropy

Specialty Newsletter Performance

The screenshot shows a newsletter header with the UC Law San Francisco logo and the tagline "Excellence and innovation have a new name." Below the header is a title bar for "Constitutional Law Scholarship and Impact 2025". The main content features a headline: "New Center at UC Law SF Confronts Challenges to Democracy and Civil Rights". A paragraph of text describes the center's establishment and its focus on constitutional rights. A photo of Executive Director Nicole Ozer is included, with a caption stating she formerly developed and directed the technology and civil liberties program at the ACLU of Northern California for more than 20 years. Below the photo are two buttons: "Read the story" and "Visit the Center". A second article headline is visible at the bottom: "National Constitutional Leaders Confront Threats to the Rule of Law".

Used template created in prior year

- Emphasizes new name & brand values for those who skim
- Encourages clickthroughs for those who want to go deeper
- Higher clicks and lower unsubscribes in 3 newsletters (AI & Technology, Constitutional Law, CGRS). We sent to a broader audience.



September 2026 Magazine

1. Call to Action: Into the Future Campaign; highlighting 3 pillars
2. Celebrating a Legacy: Dean Faigman's tenure and hopes for the next chapter of UC Law SF
3. Continued naming branding effort



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The Campaign
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Into
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The Campaign for UC Law San Francisco



Chief Advancement Officer Report

February 19, 2026



The Campaign
for UC Law
San Francisco

Agenda of featured content

- Introduction of new team members
- Into the Future: Fundraising and Communications
- Spring Week 2026



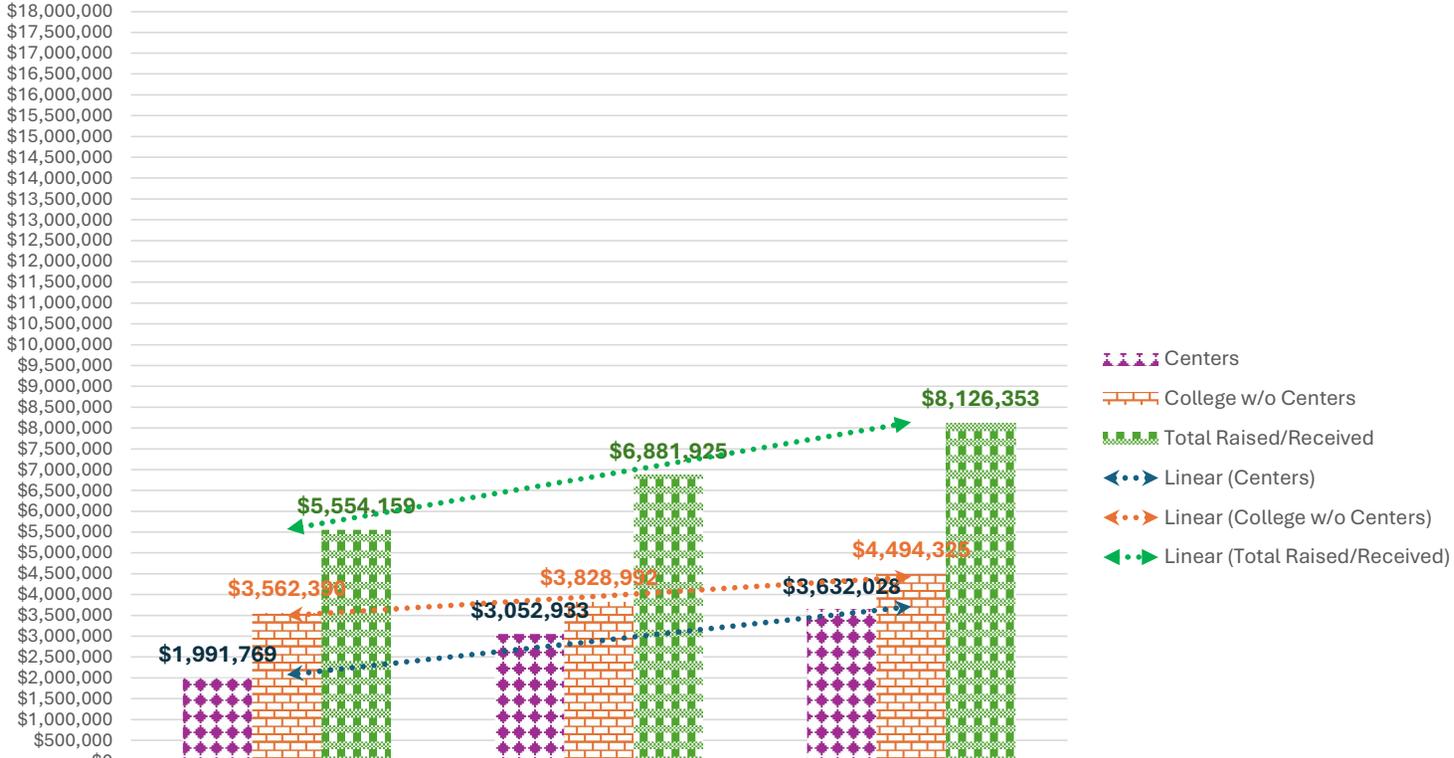
Advancement Team Introductions

- Paul Rafael, Major Gifts Officer
- Ashley Judilla, Alumni Engagement Program Manager
- Ryan Pinter, Assistant Director of Annual Giving
- Megan Wong, Senior Program Manager, Alumni Engagement
- Anya Grossmann, Director of Alumni Engagement



Campaign Progress and 2026 Priorities

Centers and College Year-to-Date Comparison Report

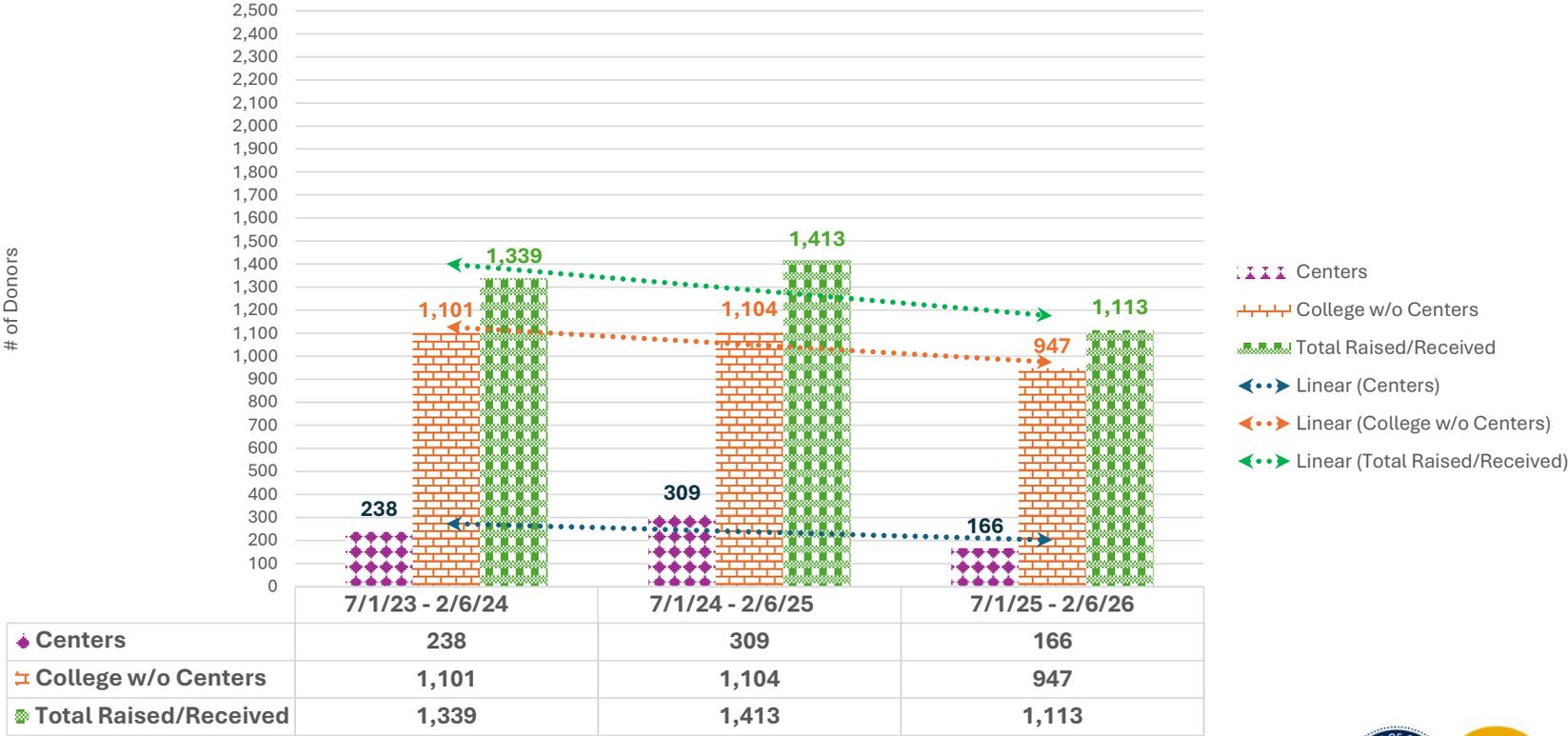


	7/1/23 - 2/6/24	7/1/24 - 2/6/25	7/1/25 - 2/6/26
Centers	\$1,991,769	\$3,052,933	\$3,632,028
College w/o Centers	\$3,562,390	\$3,828,992	\$4,494,325
Total Raised/Received	\$5,554,159	\$6,881,925	\$8,126,353



Campaign Progress and 2026 Priorities

Centers and College No. of Donors Year-to-Date

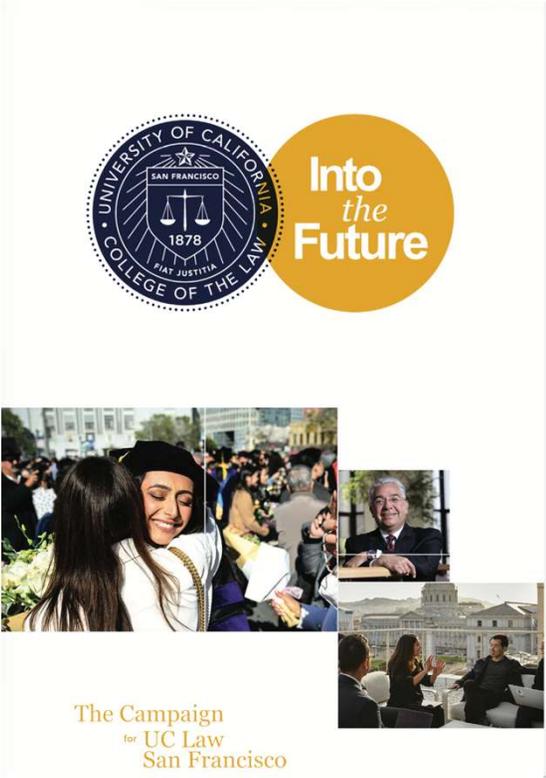


Campaign Progress and 2026 Priorities

- Three Pillars
 - Student Success
 - Faculty Excellence
 - Innovative Initiatives
- Broadening the Circle of Supporters



Campaign Communications and Engagement Tools



Establishing a New Precedent for Student Success

Donors make student achievements possible.

Each fall, a new class of future lawyers and leaders arrives on campus with aspirations of professional success and societal change that have been realized by generations of UC Law San Francisco graduates. The path they've chosen will be difficult but meaningful, and they count on UC Law SF's supporters to make crucial investments and provide the financial resources that will help them succeed.

Today's law students must navigate financial pressures in addition to the rigors of a top legal education. At the same time, the College faces stiff competition for the best and brightest students.

Endowed scholarships will ensure those students continue to study here, advancing their educations and the school's reputation. This Campaign seeks to expand student support beyond scholarships, including funding for student organizations, clinics, fellowships, and other practical experiences.

UC Law SF has a long record of transforming student success into professional success. Donors can provide crucial scholarship funding during the *Into the Future* campaign to make UC Law SF affordable and more prestigious.



Student Success Into the Future

Help us provide unprecedented levels of student support:

- Student scholarships
- Clinics and practical experiences
- Legal Education Opportunity Program
- First Generation Program
- Fellowships for students and recent graduates
- Bar prep support



Into the Future Webpage



- Into the Future
- Priority: Student Success
- Priority: Faculty Excellence
- Priority: Innovative Initiatives
- About the Campaign
- Connect With Us
- Ways to Give
- Alumni

Beginning a New Era: Into the Future

As the first and foremost law school in California, we have served as a beacon for the legal profession, guiding generation after generation. Founded in 1878, UC Law San Francisco has produced more graduates admitted to the California bar than any other school. Through your support, the lawyers, leaders, activists, inventors, partners, and public servants of UC Law SF will continue to succeed.

On behalf of the students, faculty, staff, and leadership of UC Law San Francisco, we invite you to join us in this campaign with a goal of raising \$100 million. Your gifts will shape the practice of law, transform our law school, lead our society, and propel us *into the Future*.

[Learn more about the campaign.](#)



[Give Now](#)



Into the Future Donor Stories



The screenshot shows the top navigation bar of the UC Law San Francisco website. The navigation menu includes: Apply, Make a Gift, About, Housing, Library, Events, Shop, Information for (dropdown), Admissions, Academics, Faculty & Scholarship, Campus Life, Careers, and Into the Future. Below the navigation bar, the main article title is displayed in large white text on a dark blue background: "Donors Provide \$600,000 to Support UC Law SF Students and Academic Research". Below the title, the date "December 05, 2025" and the category "Into the Future" are shown. At the bottom of the article header, there are social media icons for Facebook, Twitter, LinkedIn, and Email.



Chuck Dell'Ario '74 and Deborah and Bruce Pfaff '79 make major philanthropic gifts supporting UC Law SF students and constitutional law scholarship, adding momentum to the College's Into the Future campaign and its \$100 million fundraising goal.

- Alumni contributed \$600,000 to provide scholarships for students with financial need and support the Constitutional Law Quarterly.



Alumni Events – Spring Week 2026

Thursday, March 26

Half Century Club Luncheon

(Classes of 1966, 1971 and 1976)

12:00pm – 2:00pm

Raising the Bar: A One Day Giving Event for UC Law SF

All Day Event | More information to come.

Friday, March 27

Campus Tours

10:00am – 11:00am | 2:00pm – 3:00pm

Virtual Town Hall

12:00pm – 1:00pm

All-Alumni Party at City Hall

5:30pm – 8:00pm

Saturday, March 28

Jazz Brunch Reunion

(For graduating classes ending in 1 or 6 and Legacy Society Members)

10:00am – 12:00pm

Giants Game

1:45pm (pre-game VIP experience), 4:15pm (game begins)

SF Giants vs. NY Yankees VIP game experience.



**Into
the
Future**

The Campaign
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San Francisco



The Campaign for UC Law San Francisco