

Advancement & Communications Committee Meeting

University of California College of the Law, San Francisco
333 Golden Gate, San Francisco, CA 94102, 501 Deb Colloquium Rm.
2026-05-21 09:00 - 10:15 PDT

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Advancement & Communications Committee Meeting Minutes

University of California College of the Law, San Francisco
February 19, 2026

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 9:01 a.m., and the Acting Secretary called the roll.

Committee Members Present

Director Andrew Houston, Chair
Director Claes Lewenhaupt
Director Courtney Greene Power, *Ex Officio*

Committee Members Absent

Director Joshua Perttula
Director Albert Zecher

Other Directors Present

Director Clarence Don Clay
Director Shashi Deb
Director Andrew Giacomini

Staff Participating

Chancellor & Dean David Faigman
Legal & Executive Assistant Yleana Escalante
Chief Advancement Officer Julia Jordan
Chief Communications Officer Bill Kisliuk
Assistant Chancellor & Dean/Chief of Staff to the Chancellor & Dean Jenny Kwon
Acting Secretary, Deputy Chief Financial Officer & Controller Sandra Plenski
Provost & Academic Dean Morris Ratner
Chief Financial Officer David Seward

Others participating

Director of Alumni Engagement Anya Grossmann
Major Gifts Officer Paul Rafael

Minutes generated by [OnBoard](#).

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Alumni Engagement Program Manager Ashley Judilla
Senior Program Manager Alumni Engagement Megan Wong
Assistant Director of Annual Giving Ryan Pinter

2. Public Comment

Chair Houston 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 November 14, 2025 minutes. Motion moved and seconded. The motion carried.

4. Report of the Communications Office by Assistant Chancellor & Dean (Presenters: Jenny Kwon)

Dean Kwon announced that Bill Kisliuk had been hired as the next chief communications officer and would start on March 2, with a campus message to follow. She thanked the search committee and said Mr. Kisliuk brings extensive higher education communications experience, including more than 10 years within the UC system at UC Davis and UCLA. She noted that he previously worked as a reporter in San Francisco, including as a legal and court reporter for The Recorder. Dean Kwon said she and Chancellor & Dean Faigman were pleased to welcome Mr. Kisliuk to the Key Issues team, where he would report to Chancellor & Dean Faigman.

Mr. Kisliuk thanked Dean Kwon and the Board and said he was excited to join the College.

Dean Kwon said Mr. Kisliuk would present at the March quarterly meeting. She credited former Chief Communications Officer John Kepley with leaving the communications team in a strong position and thanked Nick Iovino and Sarah Harris for their work. Dean Kwon said the communications office is focused on strategic content that supports institutional goals, including the comprehensive campaign, alumni achievements, and positive recognition from outside voices. She reported that the latest reputational newsletters had fewer unsubscribes and increased click engagement compared to prior years. Dean Kwon also discussed the next UC Law SF magazine, planned for shortly after Labor Day in fall 2026. She said the College had hired Casual Astronaut as publisher and the magazine would continue UC Law SF branding efforts, support the comprehensive campaign, and begin recognizing Chancellor & Dean Faigman's final year by celebrating his legacy and calling to continue the College's momentum.

Commented [SP1]: I believe the name of the vendor is Casual Astronaut, not simply "Casual".

Director Deb asked when the College had last published a magazine. Dean Kwon responded that the prior magazine followed the 2023 name change and was the first UC Law San Francisco-branded magazine distributed to alumni, judges, and ABA deans. Director Deb asked for a reminder of the current communications staff so Board members would know whom to contact about potential stories or items to highlight. Dean Kwon responded that the office has three and a half FTEs, including Nick Iovino, Director of Editorial Content, and Sarah Harris, Associate Director of Digital Media, who oversees the website, social media, and student assistants. Dean Kwon said the half-time Communications Associate position had been intentionally left vacant since December so Mr. Kisliuk could assess the team's needs, and that a temporary communications assistant had been hired in the interim.

5. Report of the Chief Advancement Officer

5.1. Introduction of new Advancement Team Members

Ms. Jordan said the Advancement team would introduce themselves in response to a suggestion from Chair Houston at the previous committee meeting, so the Board know the team, which supports stronger partnerships.

Ms. Grossmann introduced herself as the new Director of Alumni Engagement and said she had started the previous week. She joined UC Law SF after 10 years at Berkeley Law, where she worked with LLM admissions, recruiting, and alumni. She said she looks forward to working with alumni across all degree programs, continuing traditions such as Spring Week, and receiving alumni feedback on engagement activities and future programming.

Mr. Rafael introduced himself as Major Gifts Officer and said he joined the Advancement team in August. He described his background in international affairs and fundraising, including work with the United Nations, Teach for America, and UCSF. He said he focuses on major and principal gifts, primarily with alumni in San Francisco and Southern California.

Ms. Judilla introduced herself as Alumni Engagement Program Manager and said she joined the Advancement team in September after working in Dean Ratner's office as an Academic Program Services Coordinator. She said that role gave her familiarity with the College's centers, which supports her alumni engagement work. Ms. Judilla said her responsibilities include events, Spring Week programming, support for approximately 26 alumni chapters and affinity groups, the alumni newsletter, and Board of Governors support.

Ms. Wong introduced herself as Senior Program Manager for Alumni Engagement and said she works with Ms. Judilla and Ms. Grossmann on alumni engagement initiatives. She also oversees the College's wine program and manages the Class Agent program, which helps alumni share College updates

with their graduating classes. Ms. Wong said she previously worked in the nonprofit sector on program management and fundraising.

Mr. Pinter introduced himself as Assistant Director of Annual Giving. He said he has worked in higher education development for eight years, including at California College of the Arts and Stanford University, and has been with UC Law SF for nearly four months. He oversees annual giving, is working with Ms. Jordan on a new mid-level giving program, and is focused on the March 26 Giving Day event, "Raising the Bar."

Ms. Jordan concluded by saying she was grateful for the Advancement team and that the team would continue building on the College's fundraising and alumni engagement success.

5.2. Into the Future: Fundraising and Communications

Ms. Jordan reported a strong fundraising year, with fiscal year-to-date results from July 1 through February 6 ahead of the same period in the prior year. She said major campaign gifts, including a \$1 million gift announced at the campaign launch and several six-figure gifts for scholarships, the Constitutional Law Quarterly, the Center for Constitutional Democracy, and the Appellate Education Center, had contributed to the results. Ms. Jordan reported that the College had raised approximately \$75.3 million toward the comprehensive campaign goal, leaving roughly \$25 million to raise before June 30, 2027. She said donor participation has slightly declined across centers and College giving, but noted that timing of fundraising efforts can affect comparisons. She said the Advancement team is monitoring participation and using initiatives such as Giving Tuesday and Giving Day to increase the number of donors, broaden participation, and strengthen the long-term donor pipeline.

Chair Houston observed that the College appeared to have fewer donors, but that those donors were making larger gifts. Ms. Jordan agreed and said this reflects a broader philanthropy trend in which larger donors are increasing giving while smaller-donor participation declines. Chair Houston said the current political climate and developments affecting higher education may motivate donors to support programs such as the centers and LEOP, and Ms. Jordan agreed.

Ms. Jordan said the Advancement team is considering how regional chapters can support donor participation. She said chapters have held successful engagement opportunities but have not yet generated substantial fundraising beyond small scholarship-related donations tied to event registrations. She noted that Seattle chapter leaders had begun discussing ways to increase regional charitable giving through chapter involvement.

Chair Houston suggested setting fundraising goals for chapters, such as challenging each chapter to raise \$100,000 over a set period. He said friendly competition among the 26 chapters could increase participation and that communications should explain how donations directly support scholarships, programs, and other College priorities.

Ms. Jordan said that the College continues to consider additional regional chapters, typically driven by alumni interested in organizing in a particular location. She said the Advancement team may partner with interested alumni to test events and gauge interest before formally establishing a chapter, and she encouraged Board members to refer interested alumni to the Advancement office. Ms. Jordan also said the College is expanding affinity groups, including possible ideas related to moot court, trial lawyers, and running, and will continue piloting ideas that show alumni interest.

Chair Houston said he recently participated in a successful joint alumni chapter event. He said collaborative events can increase participation and connection where groups overlap, although regional limitations may make joint programming more difficult for some chapters. Ms. Jordan agreed and said joint programming could be especially effective for affinity groups. She announced that the College would soon launch a new AAPI affinity group. Ms. Judilla said the group was expected to launch during Spring Week, that 2025 Alumna of the Year Kelly Matiyoshi would serve as a co-leader, and that initial outreach had generated responses from more than 70 alumni and strong LinkedIn engagement.

Director Power asked whether the College had explored incorporating Continuing Legal Education (CLE) programming into affinity groups or regional alumni engagement efforts. She said CLE programming could strengthen alumni engagement and institutional connection, even if it does not directly advance Advancement's primary fundraising goals. Dean Ratner responded that the College has discussed CLE programming with the Board of Trustees Engagement Committee for several years and has tested several formats. He said the current approach is to use existing campus programs that are open to alumni, with the College either providing CLE credit as a certified provider or coordinating with the Board of Trustees Engagement Committee for law firm sponsorship. Dean Ratner said CLE administration is burdensome and that a College study found no material attendance difference between events with CLE credit and those without it. He said earlier efforts to present CLE ethics programs directly at law firms did not produce immediate or significant measurable results, but the College continues to offer CLE-related engagement through its current model.

Director Power suggested that the College consider partnering with bar associations or law firms to use their existing CLE administration and promotion infrastructure. She said law firms may view CLE participation as a marketing investment, allowing UC Law SF to offer CLE programming without carrying the full administrative burden.

Ms. Jordan updated the Board on the “Into the Future” campaign and said communications remain focused on the three pillars: student success, faculty excellence, and innovative initiatives. She said that donors can direct gifts to specific pillars through the campaign website and that the College remains focused on broadening its circle of supporters. Ms. Jordan said recent campaign communications include a print piece mailed to approximately 1,500 individuals, primarily alumni, and a quarterly campaign email newsletter focused on campaign goals, impact, and donor stories. She said the most recent newsletter featured the Montoyas, an alumni couple who established an endowed fund supporting LEOP. Ms. Jordan said donor storytelling is an important campaign communications tool, particularly for six-figure or larger gifts when donors permit publicity, and reminded the Board that the campaign webpage is updated monthly with fundraising totals, including the current total of approximately \$75.3 million.

Chair Houston congratulated Ms. Jordan and the Advancement team on reaching approximately \$75.3 million in campaign fundraising. He encouraged the Advancement team to bring future challenges or strategic considerations to the Board, including in closed session if appropriate, so Board members could help with the final phase of the campaign. He suggested continued focus on thoughtfully engaging older alumni populations.

Ms. Jordan thanked Chair Houston and said the Advancement office would bring significant campaign challenges or strategic opportunities back to the Board. She said the team is also developing fundraising ideas tied to Chancellor & Dean Faigman’s eventual retirement and would bring those plans to the Board when further developed.

5.3. Spring Week 2026

Ms. Jordan reminded the Board that Spring Week would take place from March 26 through March 28 and encouraged Board members to attend and promote alumni participation. She said this year’s festivities would recognize alumni classes ending in “1” and “6,” with all alumni invited to signature events including the All Alumni Party at City Hall and the Giants game. Ms. Jordan also announced the launch of the Half Century Club to celebrate alumni who graduated 50 or more years ago. The inaugural class will be the Class of 1976, with alumni from the Classes of 1966 and 1971 also invited to participate. She said the initiative responded to alumni feedback requesting more meaningful

recognition of the 50th reunion milestone. Ms. Jordan said the College is partnering with the Class of 1976 to establish a “Class of 1976 Scholarship,” which will begin as a current-use fund if the class raises at least \$25,000 and could become an endowed fund if fundraising reaches \$100,000 or more. She said the College would soon announce the alumni honorees for the City Hall celebration and noted that UC Law SF presents the Chancellor’s Alum of Distinction Award and the Alum of the Year Award during Spring Week.

6. Adjournment

Chair Houston adjourned the meeting at 9:55 a.m.

Respectfully submitted,

Sandra Plenski, Acting Secretary

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Topics

- Media Coverage
- Social Media
- Our Site
- 2026 Magazine
- Staffing



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Media Coverage

San Francisco Chronicle

S.F. State business school moves into UC Law's Tenderloin academic village



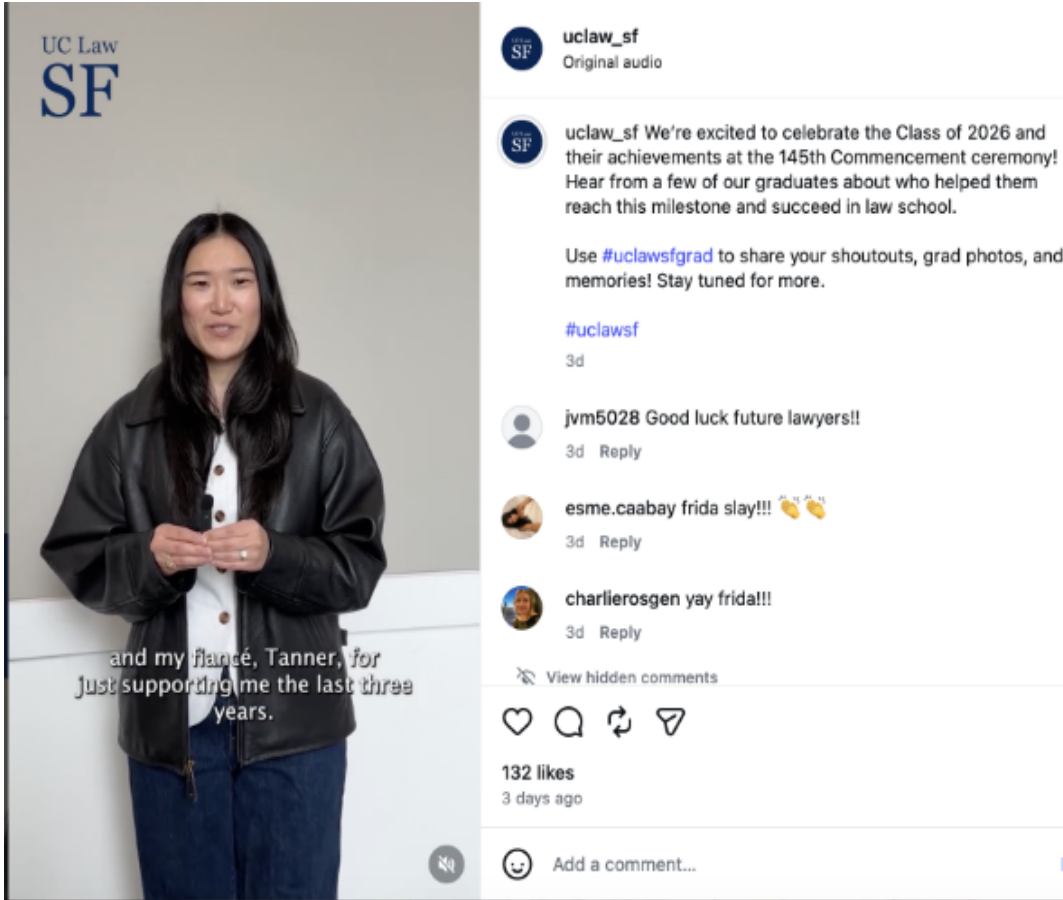
April 29, 2026
The academic village that UC Law San Francisco is building at the edge of the Tenderloin is already home to future lawyers, doctors and dentists. Now aspiring business executives will be joining the mix. San Francisco State University is relocating Lam Family College of Business to the growing urban campus, leasing 3,200 square feet at 198 McAllister St.



San Francisco marks 140 years since Chinese laundromats ruling that preceded voting rights struggle
(04:04)



Social Media



UC Law SF

uclaw_sf
Original audio

uclaw_sf We're excited to celebrate the Class of 2026 and their achievements at the 145th Commencement ceremony! Hear from a few of our graduates about who helped them reach this milestone and succeed in law school.

Use [#uclawgrad](#) to share your shoutouts, grad photos, and memories! Stay tuned for more.

[#uclawsf](#)
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jvm5028 Good luck future lawyers!!
3d Reply

esme.caabay frida slay!!! 🍀🍀🍀
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charlierosgen yay frida!!!
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and my fiancé, Tanner, for just supporting me the last three years.



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The **University of California, Hastings College of the Law (now UC Law San Francisco)** placed No. 29 on the 2026 Go-To Law Schools: Big Law rankings, sending 24.86% of its 2025 ...more



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UC Law SAN FRANCISCO



Ready for Tomorrow: 3L Saamia Aziz uses AI to streamline civil litigation work

May 5, 2026

Through UC Law SF's AI-Enabled Lawyers Bootcamp, 3L Saamia Aziz went from curious about AI to building tools that could expand access to sophisticated legal analysis. 3L Saamia Aziz built DepoBaby from scratch in UC Law SF's AI-Enabled Lawyers Bootcamp, gaining hands-on AI experience with little...



UC Law SAN FRANCISCO



3L Juan Herrera Hones Legal and Advocacy Skills in the In-House Immigrants' Rights Clinic

April 16, 2026

3L Juan Herrera worked directly with clients seeking release from immigration detention, turning complex legal challenges into real-world lessons in advocacy and lawyering. 3L student Juan Herrera reflects on his work in the In-House track of the Immigrants' Rights Clinic, where he helped clients gain freedom from...



September 2026 Magazine

Main Features

- David Faigman: A Legacy Built for the Future
- AI: A Hub for Learning AI and the Law
- Into the Future: Campaign profiles, support
- By the Numbers: Bar and Employment Stats, etc.



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Chief Advancement Office

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Agenda of featured content

- Advancement Updates
- Year to Date Financials
- Into the Future
- Annual Giving Review



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New Advancement Team Member

- Tessa Haden joined the UC Law SF Advancement Team as Associate Director, Planned Giving on May 11.



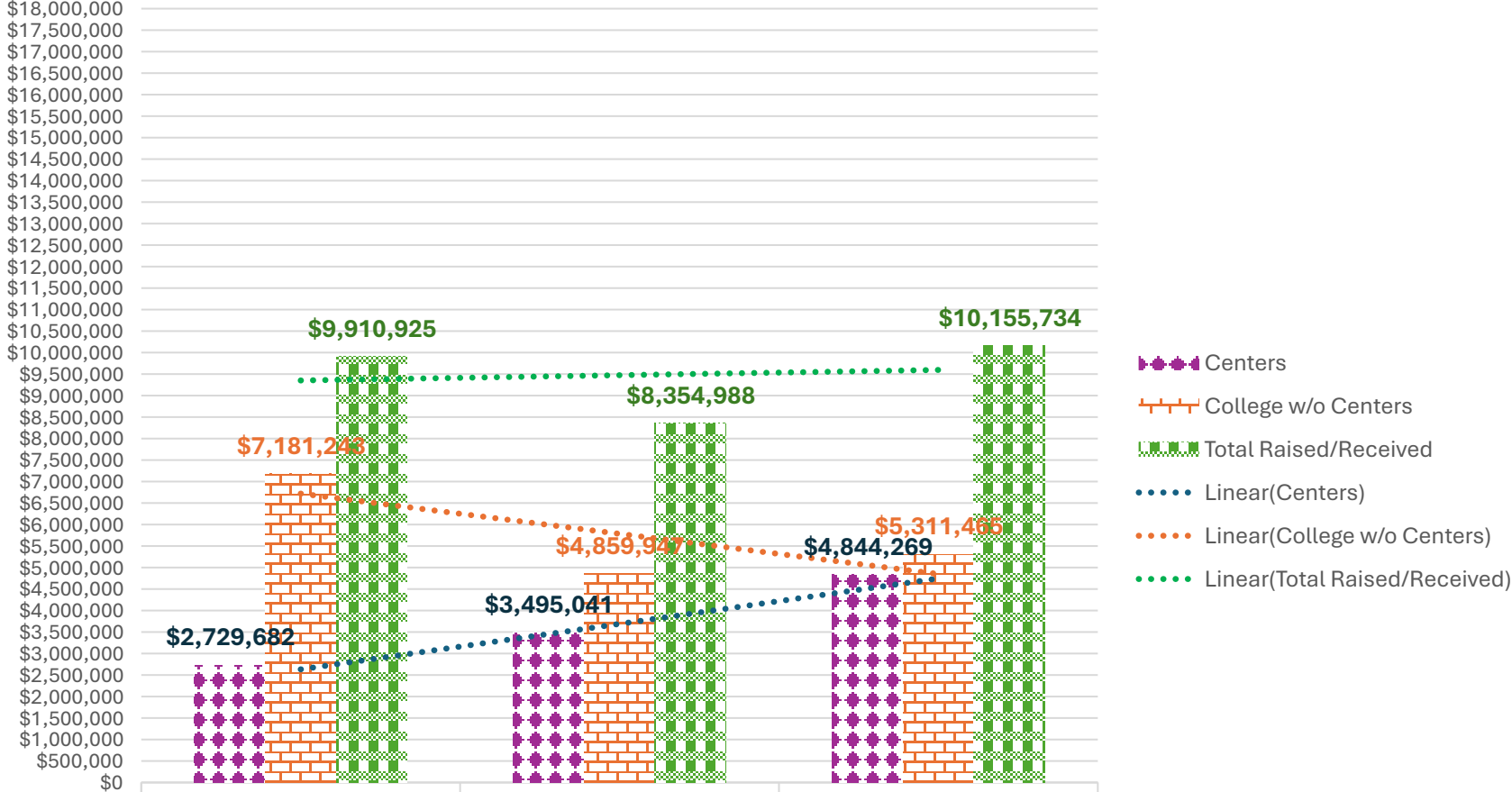
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Campaign Progress and 2026 Priorities

Centers and College Year-to-Date Comparison Report

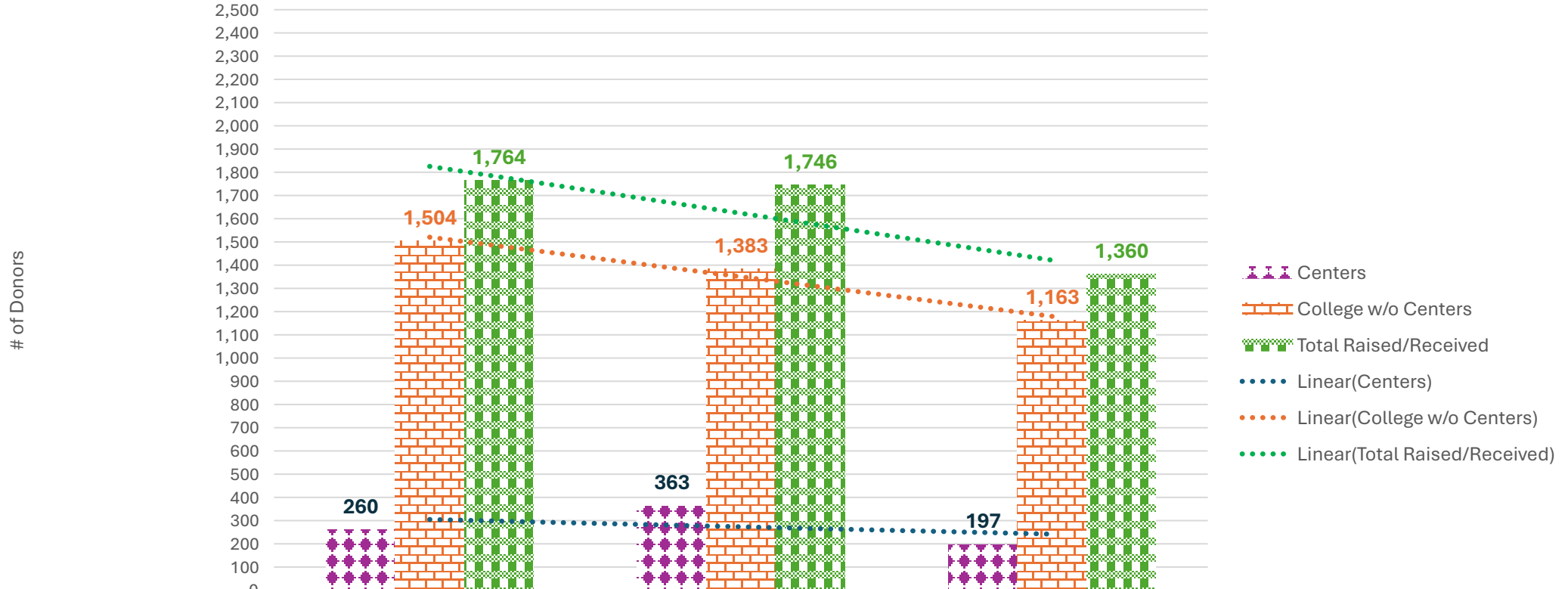


	7/1/23 - 5/6/24	7/1/24 - 5/6/25	7/1/25 - 5/6/26
Centers	\$2,729,682	\$3,495,041	\$4,844,269
College w/o Centers	\$7,181,243	\$4,859,947	\$5,311,465
Total Raised/Received	\$9,910,925	\$8,354,988	\$10,155,734



Campaign Progress and 2026 Priorities

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



	7/1/23 - 5/6/24	7/1/24 - 5/6/25	7/1/25 - 5/6/26
Centers	260	363	197
College w/o Centers	1,504	1,383	1,163
Total Raised/Received	1,764	1,746	1,360

Campaign Progress and 2026 Priorities

- Four Pillars
 - Student Success
 - Faculty Excellence
 - Innovative Initiatives
 - (NEW) Academic Village
- Broadening the Circle of Supporters



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Annual Giving Review

- Across higher education, annual giving is shifting:
 - Average alumni donor participation decreased from 8.7% to 5.6% between 2013 and 2022, per *The Chronicle of Higher Education*.
 - Our peer institutions are experiencing downward trends.
 - **2026 Giving Day results:**
 - UC Davis School of Law: \$26,105 / 73 gifts
 - UC Irvine School of Law: \$56,942 / 62 gifts
 - **UC Law San Francisco: \$63,370 / 97 gifts**



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Annual Giving Review

- UC Law San Francisco remains in a stable position.
- UC Law SF has currently raised **\$214,803** through annual giving appeals, which came from **316** unique donors (388 total gifts).
- Our digital campaigns (Giving Tuesday, *Raising the Bar*) continue to perform well, particularly with unrestricted support (UC Law SF Fund, Dean’s Priorities Fund).

	Calendar Year End Appeal 2025	Direct Mail Fall Appeal FY26	Giving Tuesday Solicitation	Raising the Bar 2026	Grand Total
Dollars Raised	\$32,370	\$34,672	\$84,335	\$63,370	\$214,803
Total Gifts	93	74	124	97	388

Annual Giving Review

Opportunities

- **Expanding Digital Engagement**
 - Increasing engagement and giving opportunities through social media and digital-first campaigns.
 - Giving Tuesday and *Raising the Bar* were both low-cost, fully digital campaigns with strong results.
- **Strengthening Mid-Level Stewardship** (gifts of \$1,000-\$4,999, annually)
 - Creating a more intentional mid-level giving strategy focused on retention and long-term growth through personalized stewardship.
 - Strong stewardship helps increase donor loyalty, retention, and future giving potential.
- **Expanding Peer-to-Peer Fundraising**
 - Peer outreach is becoming increasingly effective in today's giving environment.
 - During *Raising the Bar*, a trustee sent personal emails, which resulted in additional gifts from their graduating class.
 - This demonstrates the value of trusted, personal outreach from alumni.
 - We see potential for "ambassador-style" fundraising in the future.



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