Advancement & Communications Committee Meeting - Open Session

University of California College of the Law, San Francisco
333 Golden Gate, San Francisco, CA 94102, 501 Deb Colloquium Rm.
2026-11-19 09:00 - 10:15 PST

Table of Contents

1. Roll Call

2. Public Comment

3. Action Item: Approval of Prior Meeting Minutes.....2

4. Report of Chief Communications Officer.....5

5. Report of Chief Advancement Officer.....15

- **5.1. Staff Updates**
  - **5.1.1. Welcome, Julia Roehl**
- **5.2. Fundraising Updates**
  - **5.2.1. Q1 FY27 Financials**
  - **5.2.2. Into the Future Totals**
  - **5.2.3. Campaign Impact**
- **5.3. Recent and Upcoming Events and Engagement Opportunities**

6. The Committee will return to open session.

7. Adjournment

Advancement & Communications Committee Meeting Minutes

University of California College of the Law, San Francisco
August 20, 2026

University of California College of the Law, San Francisco, Alumni Reception Center, Mary Kay Kane Hall, 200 McAllister St., San Francisco, CA 94102. Participants and members of the public were also able to join the meeting 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-notices-agendas-and-materials/.

1. Roll Call

   The Chair called the meeting to order 9:00 a.m., and the Secretary called the roll.
   Committee Members Present
   Director Joshua Perttula, Chair
   Director Shashi Deb
   Director Andrew Houston
   Director Claes Lewenhaupt
   Director Courtney Greene Power
   Director Albert Zecher, *ex officio*

   Staff Participating:
   Chancellor & Dean David Faigman
   Chief Information Officer Ben Huffman
   Chief Advancement Officer Julia Jordan
   Chief Communications Officer Bill Kisliuk
   Assistant Dean and Chief of Staff Jenny Kwon
   Deputy Chief Financial Officer & Controller Sandra Plenski
   Provost & Academic Dean Morris Ratner
   Chief Financial Officer David Seward

2. Public Comment

   Chair Perttula 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 May 21, 2026 minutes. Motion moved and seconded. The motion carried.

4. Report of the Chief Communications Officer

Mr. Kisliuk reported on communications activities, including the dean search webpage, rankings, media coverage, social media engagement, the September 2026 magazine, the Into the Future campaign, and student engagement efforts. Mr. Kisliuk stated that dean search webpage content is reviewed and approved by the search committee before publication. Director Deb asked when the September 2026 magazine would be distributed. Mr. Kisliuk responded that it would be mailed to approximately 23,000 alumni after Labor Day and would highlight the College under Dean Faigman and the Into the Future campaign.

5. Report of Chief Advancement Officer

5.1. Fundraising Updates (FY26 and FY27 Year to Date)

Ms. Jordan reported that FY26 fundraising exceeded the prior year by approximately $2 million, although donor participation declined by about 100 donors. She cited many causes including delayed tranfer of gifts from external platforms, staffing transitions, strategic changes in scholarship-related giving related to event registrations, email unsubscribes among approximately 4,500 alumni, the College name change, and rankings. She reported that six new staff members were added (backfilling open roles) to strengthen alumni engagement and fundraising. Chair Perttula asked how donor participation could be increased and sustained. Ms. Jordan emphasized early student engagement, alumni relationship-building, and stronger connections with graduating students. Director Houston suggested fundraising goals and friendly competition among alumni chapters. Members also discussed affinity groups, law firm fundraising, and unrestricted giving. Director Lewenhaupt asked about Advancement staffing growth and fundraising costs. Mr. Seward explained that fundraising expenses are evaluated separately from general operations and are supported through foundation overhead and the College general fund. Members discussed the role of research centers in fundraising, and Dean Ratner noted that centers can provide significant institutional value while requiring ongoing fundraising support. Director Lewenhaupt requested additional information on the revenue realized from donations over $100,000.

Ms. Jordan reported that FY27 fundraising and donor participation were slightly below prior-year levels, but it was too early to identify trends. Ms. Jordan reviewed the Into the Future campaign, upcoming events, and priorities supporting student success, faculty excellence, and named spaces and programs. She reported that approximately $400,000 has been raised for the Appellate Education Center and emphasized that major gifts, including gifts of $2 million to $5 million or more, will be necessary to raise the remaining $19 million to meet with $100M Into the Future goal.

5.2. Into the Future Campaign

5.2.1. Key events planned for the coming year

Ms. Jordan clarified that campaign fundraising totals include planned gifts, which are not reflected in Mr. Seward's financial reports. She noted that campaign figures are updated during the first week of each month. She also highlighted fundraising priorities aligned with the campaign's four pillars, including student success and faculty excellence, and she discussed fundraising efforts to establish a Distinguished Professor of Public Law.

5.2.2. Pillars and priorities

Ms. Jordan provided an update on additional campaign naming opportunities, including naming the center after Toni Young and continued fundraising priorities within the tower. These priorities include $5 million for the recreation facility and $2 million for the Sky Room. She confirmed that these initiatives contribute toward the College's $19 million annual fundraising goal. Ms. Jordan emphasized that achieving the goal will require significant major gifts, including potential $5 million contributions. She also discussed the Appellate Education Center, which has raised approximately $400,000, and other strategic naming opportunities designed to attract transformational gifts. Chair Perttula concluded the meeting by emphasizing two committee priorities: increasing Board engagement in fundraising and balancing donor participation growth with fundraising expenses. He stressed the importance of pursuing major gifts while continuing to build long-term alumni and donor relationships. Chair Perttula thanked everyone and adjourned the meeting.

6. Adjournment

Chair Perttula adjourned the meeting at 9:59 a.m.

Respectfully submitted,

_____

John K. DiPaolo, Secretary

Unsupported format

Communications Committee

Topics

- SCOTUS and the name-change case
- Social media and news highlights
- New dean announcement preparations

SCOTUS and Name Change

Reuters

California law school wins fight over 'Hastings' namesake as US Supreme Court denies challenge

Oct 20 (Reuters) - The University of California College of the Law, San Francisco is here to stay after nearly a decade of wrangling over its founder's legacy.

The US Supreme Court on Monday declined to take up a challenge by descendants of the law school's former namesake, Serranus Hastings, seeking to block the school's 2023 name change.

UC San Francisco Law Dean David Faigman said Tuesday that the school is "pleased to see this chapter behind us" and that the decision to rename the school followed a "robust process."

SCOTUS and Name Change



San Francisco Chronicle

e-Edition Account

U.S. Supreme Court lets name change remain for S.F.'s 148-year-old law school

By Bob Egelko, Staff Writer

Oct 19, 2026

Gift Article Add Us



SFiST

SF NEWS

Descendants of Hastings Lose Fight at Supreme Court Over Law School Name Change

By Jay Barmann • October 19, 2026 · 6:18 PM PDT • 2 min read

Daily Journal

Established 1888

Oct. 21, 2026

Supreme Court ends fight over UC Hastings name change

The justices declined to hear a challenge by descendants of the law school's founder, leaving intact a California appellate ruling that upheld the Legislature's authority to rename the institution.

Into the Future

The Campaign for UC La San Fr co

News Highlights

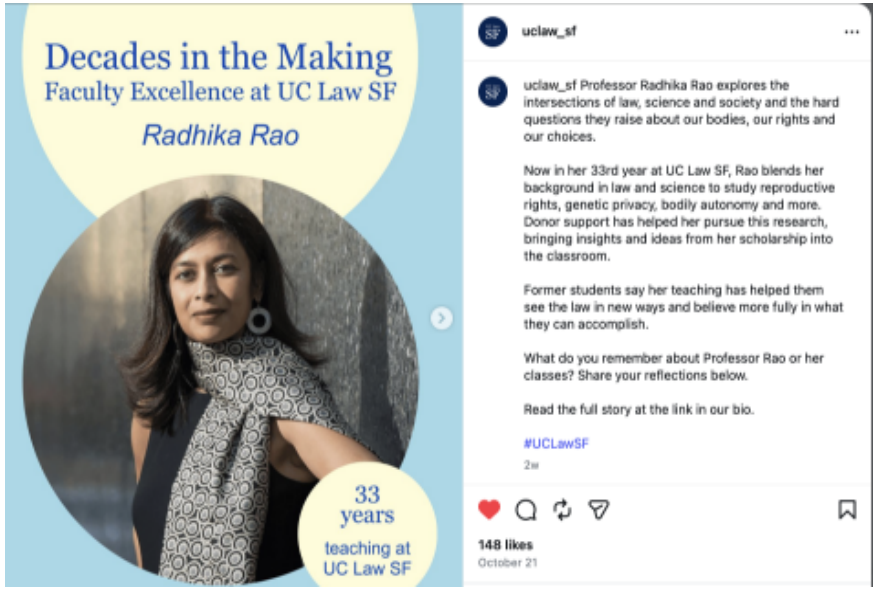
The New York Times

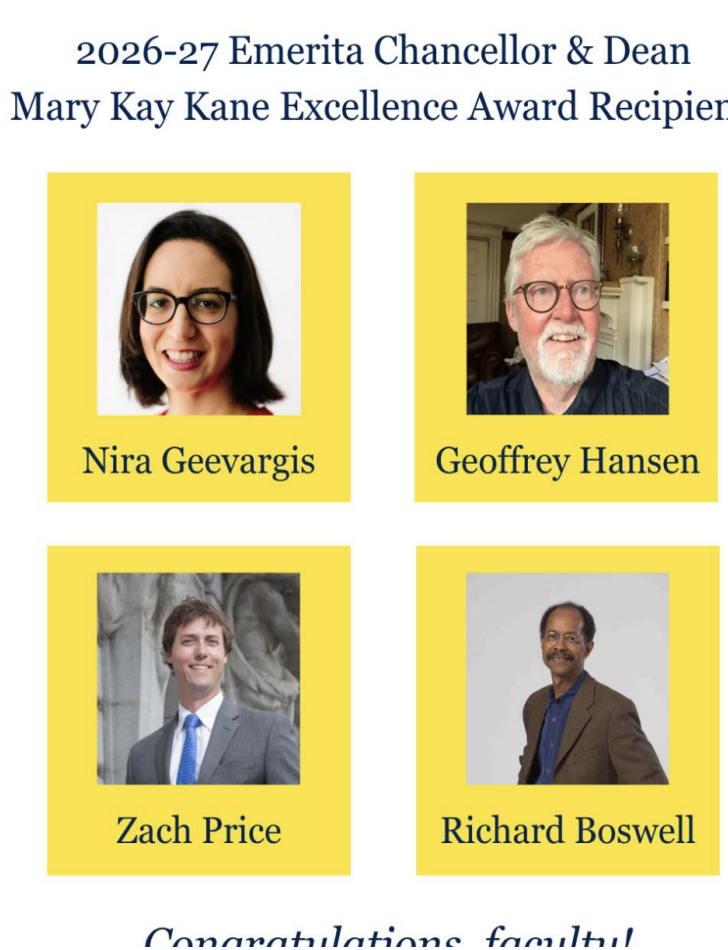
POLITICO

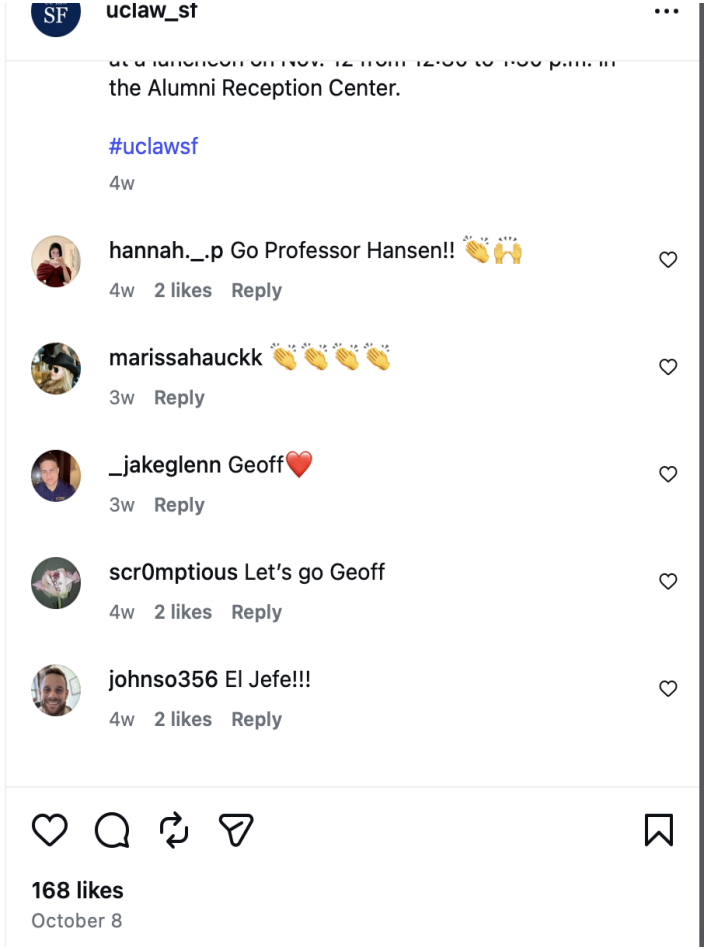
THE BEE

LAW360

Social media: Faculty







Social media: The school

San Francisco's Academic Village
1w

Praise for UC Law SF's restoration of the historic 100 McAllister Tower, offered at the SF Historic Preservation Commission's October meeting: "We love this one. They are doing it right at 100 McAllister." — Stephen "Woody" LaBounty, CEO, SF Heritage

Support 100 McAllister and the Academic Village: https://lnkd.in/eVPCW2Vk

#UCLawSF



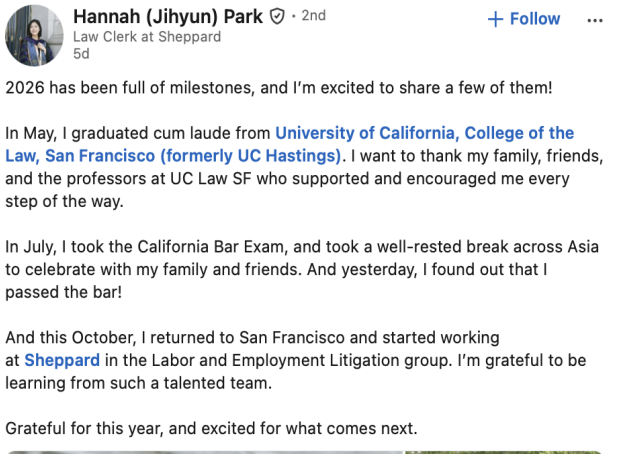
Hiromi "Mei" C. · 2nd
Assistant Director of Graduate Admissions, PDSO/RO at ...
2w

Connect

I feel incredibly honored to be nominated and to receive the Service in International Education Award at the closing lunch at the NAFSA I & XII Bi-Regional Conference. I feel incredibly fortunate to be guided by many amazing international educators in NAFSA Region XII. Without their mentorship, guidance, and willingness to give me opportunities, I would not have been able to do all that I have done! I am also immensely grateful for the support I have received from my colleagues at UC Law SF. (I took this photo with Dana Brolley, MEd, one of the most inspiring international educators from NAFSA Region I!)

Social media: Students







Preparing for the next dean

January/February

- Press release
- Website article
- Pitch to media
    - Local press
    - Higher ed press
    - Legal press

July/August

- Introductory video
- Mail announcement to alumni/friends
- Digital announcement on website

Considerations

- Coordinate timing with new chancellor's current institution
- Coordinate with Admissions and Advancement teams
- Budget request for materials, postage, video, photos, welcome events

THANK YOU!



Unsupported format

Chief Advancement Office

Agenda of featured content

- Staff Updates
  - Welcome, Julia Roehl
- Fundraising updates
  - Q1 FY27 Financials
  - Into the Future Totals
  - Campaign Impact
- Recent & Upcoming Events & Engagement Opportunities

New Advancement Team Member

Julia Roehl joined the UC Law SF Advancement Team as Associate Director of Philanthropy on October 5.



FY27 Q1 Financials

FY27 Q1 Donor Numbers

Into the Future & Impact

- Total raised as of November 1, 2026: $84.4M
- Four pillars
  - Student Success
  - Faculty Excellence
    - Featured funding opportunity
      - David L. Faigman Distinguished Professor of Public Law
  - Innovative Initiatives
    - Featured funding opportunity
      - Toni Young ‘76 Appellate Education Center
  - Academic Village
    - Featured funding opportunity
      - The Tower

Recent Events & Engagement Opportunities

- VIP Experience at Dodger Stadium
- Legacy Society Luncheon
- A Hui Hou Dean Faigman (Hawaii)
- San Diego Alumni Mixer
- Sacramento Alumni Social
- Chancellor's Premier Reception
- Contra Costa Alum of the Year
- Seattle Holiday Gathering







Upcoming Events & Engagement Opportunities

- West LA Beer on the Beach (December)
- Legacy Society Event in SF (December)
- Black Alumni Council, AAPI, and Latinx Alumni Affinity Groups Holiday Mixer (December)
- New York alumni event (January)
- Spring Week (April)
- Golf Tournament (June)
- Many more events to be confirmed

Unsupported format