

**AALS
2019
Annual
Meeting**

Section on Institutional Advancement Program

*For alumni relations, communications,
and development professionals*



Advancement is Everyone's Job
*Shared Mission, Shared Responsibility,
and Shared Information*

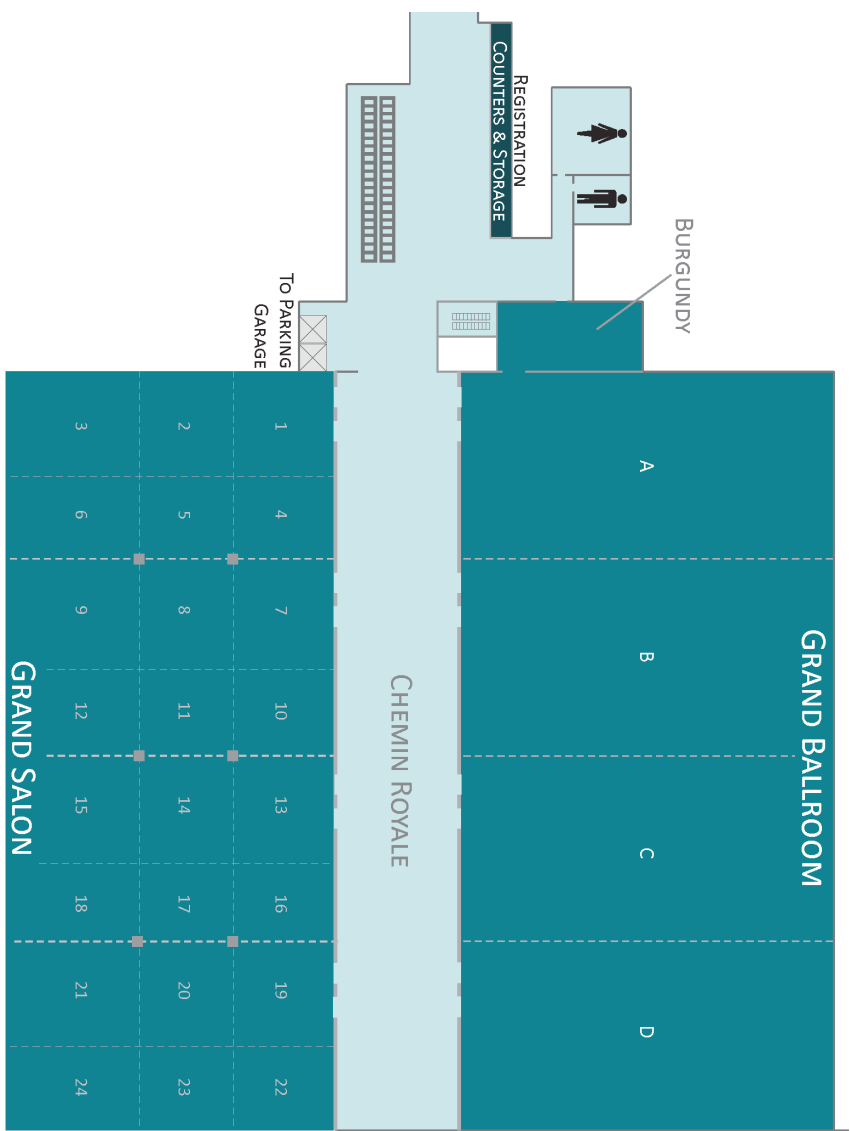
Thursday, January 3 | 8 am – 6:30 pm

Friday, January 4 | 8 am – 12 pm

Hilton New Orleans Riverside | Grand Ballroom D

HILTON NEW ORLEANS RIVERSIDE

FIRST FLOOR



PROGRAM SCHEDULE

Advancement is Everyone's Job: Shared Mission, Shared Responsibility, and Shared Information

As of November 7, 2018

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THURSDAY, JANUARY 3 – DAY ONE

7 am – 7 pm

AALS Registration

8 am – 8:30 am

Mix and Mingle

Grand Ballroom D, First Floor

Enjoy morning refreshments while reconnecting with colleagues before the formal program begins.

8:45 am – 9 am

Welcome and Introduction

Grand Ballroom D, First Floor

Speakers:

Trent Anderson, Assistant Dean for Marketing and Communications,
St. John's University School of Law, Co-Chair, AALS Section on Institutional
Advancement

Jini Jasti, Associate Dean for Alumni Relations and External Affairs, University
of Wisconsin Law School, Co-Chair, AALS Section on Institutional
Advancement

9 am – 10:15 am

PLENARY SESSION

Understanding the Impact of the Work We Do

Grand Ballroom D, First Floor

Speaker: Anthony Graves, Director, Houston Forensic Science Center

Much of the work our departments do is based on numbers – participation, donors in the door, amount of likes, number of shares, etc. – this pressure makes it easy to lose sight of why we do what we do. It also divides our departments

Section on Institutional Advancement Program

into categories to meet those metrics. This opening plenary is to remind as a whole that we are one group working towards one goal, which is to improve the legal education opportunities at our school, so that we can have a bigger impact.

10:15 am – 10:30 am

Refreshment Break

Grand Ballroom D, First Floor

10:30 am – 11:45 am

CONCURRENT SESSIONS

Interesting Major Gifts

Grand Ballroom D, First Floor

Speaker: Margaret Raymond, Fred W. and Vi Miller Dean and Professor of Law,
University of Wisconsin Law School

Need to think outside the box with alumni giving? Are your typical gift proposals for scholarships, chairs, and centers not working or getting stale? Take some time to hear what other schools are doing to secure some interesting major gifts. If time allows, we would love the audience to share their stories.

Social Media

Grand Salon Section 21, First Floor

Speakers: To be announced

12:15 pm – 1:30 pm

Section on Institutional Advancement Luncheon

Grand Ballroom C, First Floor

1:45 pm – 3:15 pm

PLENARY SESSION

Stewardship is Everyone's Job

Grand Ballroom D, First Floor

Speaker: Darnell Hines, Director of Alumni Relations and Engagement,
Northwestern University Pritzker School of Law

Stewardship is everyone's responsibility and should have a positive impact on sustained philanthropy. This session will provide in-depth case studies of stewardship strategies, put into action, that have led to increased and long-term philanthropy.

3:15 pm – 3:30 pm

Refreshment Break

Grand Ballroom D, First Floor

3:30 pm – 5 pm

CONCURRENT SESSIONS

Leveraging Keystone Events That Lead to Stewardship and Fundraising Opportunities

Grand Ballroom D, First Floor

Speakers:

Janey Piersall, Assistant Director of Alumni Relations & Events, University of Iowa College of Law

Christine Wilczynski-Vogel, Associate Dean for External Relations, Events, and Facilities, Marquette University Law School

How do you maximize your events to make the most of your investment? How do you increase and sustain attendee engagement? How do you appeal to different age groups? Bring in first time attendees? Keep them coming back? Who can assist you? You can't go it alone!

Learn what techniques our panelists have used for their different keystone events including receptions, celebrations, campaign kickoff, lectures, reunions, etc. Learn tips and strategies used before, during, and after events. Small table discussions will convene near the end of the session to learn what has worked well at other institutions.

Events not in your job description? Come and learn how you can be an important part of the process to benefit your role and school. Leave this session energized with new ideas and approaches to leverage your events!

How to Engage with Historically Marginalized Communities

Grand Salon Section 21, First Floor

Speaker: Elizabeth A. Kronk Warner, Professor of Law, Associate Dean, Academic Affairs and Director, Tribal Law & Government Center, University of Kansas School of Law

Come and hear how some schools are engaging with specialized alumni communities that before were not recognized separately. What tips and pitfalls to avoid in order to increase engagement lead to success.

5:15 pm – 6:30 pm

Institutional Advancement Reception

Grand Ballroom C, First Floor

Enjoy refreshments and light appetizers while mixing and mingling with your colleagues.

FRIDAY, JANUARY 4 - DAY TWO

7 am - 7 pm

AALS Registration

8 am

Coffee with Your Colleagues

Grand Ballroom D, First Floor

Interested in participating in the planning of next year's program for the AALS Section on Institutional Advancement? Wonder what it entails and the time commitment, come talk to this year's group and learn about the work.

9 am - 10:15 am

PLENARY SESSION

National Trends in Philanthropy - What Development and Communications Opportunities Exists Outside the Alumni Base

Grand Ballroom D, First Floor

Speaker: Jeffrey A. Hilperts, Senior Associate, Bentz Whaley Flessner

A changing world: How economics, technology, demography and politics are influencing fundraising for higher education: The wealthy are getting wealthier and the middle class is getting smaller. Demand for higher education increases globally, but access continues to be limited. Americans are giving record amounts to charity, but the percentage of Americans making gifts is declining. Data is both a silver bullet and a four-letter word. How do these forces shape the future of fundraising for higher education in America? This session will walk through how economics, technology, demography and politics are changing in real time and how those changes influence how we should approach our work in the years to come.

10:15 am - 10:30 am

Refreshment Break

Grand Ballroom D, First Floor

10:15 am - 10:30 am

Volunteer Engagement Session

Grand Ballroom D, First Floor

The Section is always looking for ideas, speakers, moderators, and volunteers to make next year's program a success. Plan to attend this session if you are interested in becoming more involved in the Section on Institutional Advancement activities.

10:30 am – 12 pm

CONCURRENT SESSIONS**Data***Grand Salon Section 21, First Floor***Speakers:** To be announced

We all know (or say we do) the importance of gathering data and using it to inform decisions, but do we really know what data we should be gathering, how to properly query it, and whether the conclusions we draw from our data are sound? In this session, we'll review just what data high-performing development and advancement offices gather, from the obvious to the obscure, and we'll discuss how to examine data for patterns and insights that are truly helpful in forming action plans.

Framing Development and Alumni Relations from a Communications Perspective*Grand Ballroom D, First Floor***Speakers:**

Alex A.G. Shapiro, Director of External Relations, University of California,
Hastings College of the Law

Michael Stoner, Co-Founder and Co-Owner, mStoner

Communications professionals share insights on how to increase the visibility of development and alumni relations while keeping the bigger picture of the law school in mind. Learn how to better align alumni and development news with the law school's overall marketing strategies to attract prospective students, promote faculty scholarship, and publicize the work of legal clinics, centers, and institutes. Shift your focus from showcasing development/alumni accomplishments and recognition to unique stories on how alumni and donations are making a positive impact in unique and meaningful ways.

PLANNING COMMITTEE

SECTION ON INSTITUTIONAL ADVANCEMENT

TRENT ANDERSON, St. John's University School of Law, **Co-Chair**

SHARI BAURLE GREEN, University of San Diego School of Law

DARNELL HINES, Northwestern University Pritzker School of Law

JINI JASTI, University of Wisconsin Law School, **Co-Chair**

DAVID JENSEN, University of Minnesota Law School

CHRISTOPHER ROBERTS, The University of Texas School of Law

AALS thanks the committee for their hard work and dedication.

MEETING INFORMATION

AALS Room Locations

Exhibit Hall

Churchill Room, Second Floor Hilton New Orleans Riverside

The AALS Exhibit Hall gives attendees the opportunity to learn about new products, services, and technologies available to the legal community. The Exhibit Hall also serves as a meeting place for attendees to interact and exchange ideas and includes a lounge area with coffee, tea, pastries, or cookies served in the mornings and afternoons. In addition, exhibitors will have special events and demonstrations on January 3 and 4. See AALS mobile app for details.

Hours:

Wednesday, Jan. 2, 5 pm – 8 pm
Thursday, Jan. 3, 8 am – 6:30 pm
Friday, Jan. 4, 8 am – 5 pm
Saturday, Jan. 5, 8 am – 12 pm

Information Desk

Registration South, First Floor (next to the escalator), Hilton New Orleans Riverside

Need help finding a meeting room? Have a question about when and where a program or reception is taking place? Wondering about any AALS services at the Annual Meeting? Stop by the Information Desk. We are here to help.

Hours:

Wednesday, Jan. 2, 2 pm – 6 pm
Thursday, Jan. 3, 8 am – 5 pm
Friday, Jan. 4, 8 am – 4 pm
Saturday, Jan. 5, 8 am – 4 pm
Sunday, Jan. 6, 8 am – 10 am

Operations Office

Prince of Wales, Second Floor, Hilton New Orleans Riverside

If you are a section chair with a question about your session or logistics, or have a speaker update for your program, stop by to talk with an AALS staff member.

Hours:

Wednesday, Jan. 2, 2 pm – 8 pm
Thursday, Jan. 3, 7 am – 7 pm
Friday, Jan. 4, 7 am – 6 pm
Saturday, Jan. 5, 7 am – 4 pm
Sunday, Jan. 6, 7 am – 10 am

Registration

*Churchill Room, Second Floor,
Hilton New Orleans Riverside*

If you registered in advance and do not need to add anything to your registration, print out your name badge and pick up your materials at the self-check-in kiosks. If you need to register, want to purchase a meal event ticket, or have any questions, stop by AALS Onsite Registration and we'll help you get settled.

Hours:

Wednesday, Jan. 2, 2 pm – 8 pm

Thursday, Jan. 3, 7 am – 7 pm

Friday, Jan. 4, 7 am – 6 pm

Saturday, Jan. 5, 7 am – 4 pm

Sunday, Jan. 6, 7 am – 10 am

Speaker Ready Room

*Eglinton Winton, Second Floor,
Hilton New Orleans Riverside*

To simulate the actual rooms where panels take place, the ready room is set theater style with an LCD projector and screen for speakers to test PowerPoint presentations. Speakers supply their own laptop for their presentation. The speaker ready room will also have a printer should you need to print out a set of your presentation notes.

Badges

Admission Policy

Admission to any and all programs require your AALS name badge. Admission to ticketed events requires your name badge and a ticket.

Replacement Fee

If you lose your badge, please visit the Registration Desk in the Grand Ballroom and a replacement will be printed. Please note that, in an effort to “go green” and encourage less paper waste, a \$10 badge replacement fee will apply.

For Spouse/Partner

A non-faculty/staff spouse or partner is welcome to attend with any full meeting registrant. There is a special type of registration for spouse/partner that you may purchase for \$35 during your initial registration process or on-site at the Registration Desk in the Grand Ballroom. Please note that a spouse/partner registration may not be used by any individual who is also a law school faculty/staff member.

For Children

Come to the AALS Registration Desk and ask for badges for your children, which will provide them access to program sessions. There are additional fees for children to attend meal events.

Business Center

*FedEx Office, Second Floor
Hilton New Orleans Riverside*

The FedEx Office Print & Ship Center in Hilton New Orleans Riverside opens Monday – Friday: 7 am – 7 pm; Saturday: 8 am – 3 pm; Sunday: 10 am – 5 pm. Contact info: usa5670@fedex.com; Center: (504) 581-5892; Parcel: (504) 581-5894; FAX: (504) 581-5896

Child Care

AALS does not provide onsite child care services at the conference. Consult with the hotel concierge for information about local child care.

Coffee with Colleagues

Map out your schedule of sessions each morning and afternoon over coffee, tea, and refreshments. For the past two years, AALS has provided and paid for the attendee refreshment breaks. Coffee with Colleagues breaks are sponsored by:

- Carolina Academic Press*
- Louisiana State University,
Paul M. Hebert Law Center*
- Southern University Law
Center*

Refreshment breaks are 90 minutes and will be held over the course of the meeting as follows:

Wednesday, Jan 2

5 pm – 7 pm, Churchill Room - Exhibit Hall, 2nd Floor

Thursday, Jan 3

7:30 am – 9 am, The District Foyer, 3rd Floor
9 am – 10:30 am, Churchill Room - Exhibit Hall, 2nd Floor
1:30 pm – 3 pm, Churchill Room - Exhibit Hall, 2nd Floor
3 pm – 4:30 pm, The District Foyer, 3rd Floor

Friday, Jan 4

7:30 am – 9 am, The District Foyer, 3rd Floor
9 am – 10:30 am, Churchill Room - Exhibit Hall, 2nd Floor
1:30 pm – 3 pm, The District Foyer, 3rd Floor
3 pm – 4:30 pm, Churchill Room - Exhibit Hall, 2nd Floor

Saturday, Jan 5

7:30 am – 9 am, The District Foyer, 3rd Floor
9 am – 10:30 am, Churchill Room - Exhibit Hall, 2nd Floor
1:30 pm – 3 pm, The District Foyer, 3rd Floor
3 pm – 4:30 pm, The District Foyer, 3rd Floor

Sunday, Jan 6

7:30 am – 9 am, The District Foyer, 3rd Floor
9 am – 10:30 am, The District Foyer, 3rd Floor

Consent to Use of Photographic, Video, and Audio Materials

AALS will have a photographer and videographer at special events, sessions, exhibits, and throughout the hotel common areas used for the Annual Meeting. Photos and videos taken during the Annual Meeting will remain the property of AALS and may be distributed or used in future marketing materials. Your attendance at the Annual Meeting indicates your acceptance to be photographed, filmed, or

recorded, and to AALS's use of your image, without payment of any kind, in program(s) and for other purposes designated by AALS in the future.

Continuing Education Credit

The AALS Annual Meeting offers attendees over 250 sessions on a wide variety of topics on the legal profession and legal education. In order to streamline the confirmation of attendance to the sessions, we ask each attendee to record his/her participation by signing the CLE sheet located at the back of each session room.

If you are unsure of whether or not you signed a session CLE sheet, please visit the AALS Information Desk. Staff can manually add your name, provided you bring a witness to your attendance at the session in question. Attendance cannot be changed on any sheet after the conclusion of the Annual Meeting.

After the Annual Meeting, you may request a letter of attendance by writing to cleattendance@aals.org. Please provide the date, time, and title of the session. AALS can only verify attendance for sessions where a registered attendee signs the Continuing Education Credit sheet or is a listed speaker in the program.

Internet

Guest Room WiFi

AALS registrants who booked their reservation through Experient will enjoy complimentary basic WiFi at the four AALS hotels. Premium WiFi is available at an additional cost.

Meeting Rooms and Public Space at the Hilton

Open a web browser, select "Hilton Meetings," and use the password **AALS2019** to connect. This password is not case sensitive.

Law Student Volunteers

AALS thanks all law student volunteers at this year's Annual Meeting. These law students are the eyes and ears of AALS throughout the meeting and are essential to making sure all sessions run smoothly. If you see these law students around, please thank them for all of their hard work. We appreciate their time and dedication to helping AALS.

Lost and Found

Have you misplaced or found something at the Hilton? Just pick up the nearest house phone and dial extension 3812.

Luggage Storage

There is no fee for AALS attendees storing luggage at the participating AALS hotels. To store luggage please see an attendant at the Bell Stand.

Mobile App

Download the AALS mobile app to easily view program details, speakers, hotel floorplans, exhibitor lists, and social features on your phone or tablet. You can also create a personalized schedule of sessions to attend. The mobile app is your source for the most current information, including all the late changes not included in this program.

Phone Charging Station

*Churchill Room, Second Floor,
Hilton New Orleans Riverside*

A mobile charging station is located next to the Registration Desk in the Exhibit Hall.

Private Room for Nursing

AALS will provide a room for nursing parents each day of the meeting with electrical power, a refrigerator, and a locking door. Please visit the AALS Information Desk to request a key.

Recordings

AALS will record programming and sessions when possible and make the files available free of charge on the Annual Meeting website for faculty and professional staff from AALS member and fee-paid schools. The recordings may be distributed to the media, including comments from both the speakers and the audience. Speakers who have signed a refusal to record will still be recorded but will be edited out prior to posting or distribution. For questions related to recordings please visit the AALS Information Desk.

DIRECTORY OF STRATEGIC CONSULTING FIRMS

Academic Search

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Academic Search is an executive search firm working exclusively in higher education since 1976. Academic Search provides colleges and universities with highly professional, individually focused search services modeled on best practices. As the subsidiary of the American Academic Leadership Institute, Academic Search is committed to leadership identification and development.

EAB

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EAB's mission is to make education smarter. We harness the collective power of more than 1,200 institutions to uncover proven practices and transformative insights. Since complex problems require multifaceted solutions, we work with each school differently to apply these insights through a customized blend of research, technology, and services.

Strategic Consulting Firms, continued

Eduvantis, LLC

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Eduvantis develops and executes enrollment strategies for higher education institutions, with a particular specialty in the graduate and professional space. Law Schools continue to face unprecedented financial pressure. We work closely with key stakeholders to identify ways to offset these pressures using market and data-driven methodologies to provide clear enrollment solutions across your portfolio. Among the foundations of our model is the utilization of our proprietary digital search data which, when combined with our proven analytical processes and deep industry expertise, helps derive the clear insights that drive enrollment and financial growth strategy.

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Lawdragon Campus

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Lawdragon Campus is a valuable resource for the legal community. From the day a student considers a legal education, through choosing a law school, graduation, selecting a practice and for support throughout her practice, it provides the content a legal professional needs to create the career wanted.

Our Storyteller tool allows students to set themselves apart, with an online Q&A helpful in recruiting. Storyteller also helps law schools shape their narrative of what sets them apart from the competition. We offer law school reviews and a search tool that allows each student to find the school that's best for her.

MF Digital Marketing

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CONTACT:

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MF Digital specializes in demand generation and demand nurture campaigns exclusively for graduate programs, specifically law schools and business schools. Our agency brings 80 combined years of experience and an impressive track record of producing compelling, customized marketing campaigns that engage prospective law students via a digital, one-to-one experience. The personalized engagement with prospects is perceived as relevant and authentic, leading to matriculation.

Current clients include ASU Law, Indiana Law, St. Mary's Law (TX), University of San Diego Law, Richmond Law, McGeorge Law, UC Hastings Law and others.

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Ruffalo Noel Levitz provides solutions for higher education enrollment, student success, and fundraising. The firm serves more than 1,900 undergraduate, graduate and professional colleges and universities through data-driven solutions focused on the entire lifecycle of enrollment and fundraising. Each year, RNL works side by side with over a dozen ABA law schools, assisting them to grow enrollments, decrease tuition discount rates, maximize net tuition revenue and shape the academic profile and quality of the entering class. Our website www.RuffaloNL.com has more information.

AALS Calendar

2019

Annual Meeting

Wed., Jan. 2 – Sun., Jan. 6, New Orleans, LA

Conference on Clinical Legal Education

Fri., May 3 – Tue., May 7, San Francisco, CA

Workshop for New Law School Teachers

Thu., June 6 – Sat., June 8, Washington, DC

Faculty Recruitment Conference

Thu., Oct. 3 – Sat., Oct. 5, Washington, DC

2020

Annual Meeting

Thu., Jan. 2 – Sun., Jan. 5, Washington, DC

Faculty Recruitment Conference

Thu., Oct. 15 – Sat., Oct. 17, Washington, DC

2021

Annual Meeting

Tue., Jan. 5 – Sat., Jan. 8, San Francisco, CA

Faculty Recruitment Conference

Thu., Oct. 14 – Sat., Oct. 16, Washington, DC

Mobile App

Download the Annual Meeting App today. Visit your mobile app store, search for “AALS events,” install, and run.

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