

114th AALS Annual Meeting

Section on Institutional Advancement

January 3-4, 2020

Washington, DC

As August 15, 2019

Friday January 3, 2020- DAY

ONE

7 am - 7pm

AALS Registration

8:15 - 8:30 am

Mix and Mingle

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

8:45 - 9 am

Welcome

Darnell Hines, Director of Alumni Relations and Engagement, Northwestern University Pritzker School of Law and Chair, AALS Section on Institutional Advancement

9 - 10:00 am

Plenary Session- Leadership, Innovation and Building a Lasting Culture

Rena Hozore Reiss, Executive Vice President and General Counsel, Marriott International

Rena Hozore Reiss is Executive Vice President and General Counsel of Marriott International, Inc. Based in Bethesda, Maryland, Ms. Reiss is a member of Marriott's executive team and leads a global legal team with offices worldwide supporting all facets of Marriott's business, ranging from lodging development and operations to brand, marketing, sales and consumer services, governance, dispute resolution, intellectual property, compliance, information security and privacy.

10-10:15 am

Refreshment Break

10:15 - 11:15 am

Concurrent Sessions

Campaign Lifecycle

Dennis Slon, Assistant Dean for Development & External Affairs, University of California, Irvine School of Law

Comprehensive campaigns are an ubiquitous part of our advancement efforts. As strategies become more sophisticated, how can we maximize our limited time and resources to match the needs of the current stage of the campaign? As Advancement professionals, what skills and tools are most important to deploy at the beginning, middle and end of the campaign lifecycle? Join us for a conversation about the nuts and bolts of a campaign and how you can best position yourself and your team for success.

Interdisciplinary Partnerships

John Hollway, Executive Director of the Quattrone Center for the Fair Administration of Justice

Laura Tepper, Director of Philanthropic Relations, University of Pennsylvania Law School

Social Media Strategy/Digital Channel

Anupam Chakravarty, Director, Digital Channel Strategy, Georgetown University

11:15 am - 12 pm

Power Networking

12- 12:45 pm

Section on Institutional Advancement Luncheon

Enjoy lunch with other institutional advancement professionals.

This luncheon is included in the Institutional Advancement Professionals registration rate. For those registering for the full annual meeting, there is an additional fee to attend this luncheon.

1:00 - 2:00 pm

Plenary Session- Gender Matters: A Guide to Growing Women's Philanthropy

Kathleen Loehr, Senior Consultant, Aspen Leadership Group

We all are looking for increased funding for our missions. What if we knew that our deeply engrained “best practices” either turn off women or gain only minimal support from them when so much more is possible? Women are increasingly driving philanthropy, yet we may not be paying attention. We finally have deep and quantifiable research showing how women give differently, yet what are the practical practices, behaviors and processes to adapt so we more successfully engage female donors and prospects? This presentation is designed to grow the awareness of gender differences in charitable giving behavior, share the significant growth in support when there IS intentional focus on women and provide examples on how to adapt fundraising behaviors to meet women as they prefer.

2:00 – 2:15 pm

Refreshment Break

2:15- 3:15 pm

Concurrent Sessions

Dollars are Up, Donors are Down, What are We Going to Do?

Kristen Burke, Director, Annual Fund, Cornell Law School

Heather Foss, Assistant Dean for Development and Alumni Relations, University of Maryland, Francis King Carey School of Law

Many schools are pulling in record dollars in charitable gifts, but the number of donors continue to decline. Join in this interactive session to discuss the importance of a broad base of donors and to share strategies to reverse this trend.

Doing Big Things with a Small Staff

Lisa Brabbit, Assistant Dean for External Relations and Programs, St. Thomas Law School

Molly Brummond, Assistant Dean, External Relations & Strategic Initiatives, University of Nebraska Law School

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

Now, more than ever, many advancement professionals are doing ‘more with less’. How does one stay focused on top goals and priorities while embracing your ‘other duties as assigned’? What are the most important things to remember when running a small shop on a shoestring budget? Join us for an interactive

dialogue to answer these and other questions to help you stay inspired and motivated and to maximize the impact of your limited time and resources.

Unconscious Bias and Fundraising

Shannon Bartlett, Associate Dean of Inclusion and Engagement Northwestern University Pritzker School of Law

Jessica Butler, Associate Director of Development, DePaul University College of Law

Darren Nealy, Assistant Dean of Students, The Ohio State University

This session will include discussion and interactive exercises intended to address unconscious bias, it’s effect on interactions with alumni, and tips for being thoughtful about the intersection of identity and alumni engagement.

3:30 – 4:30 pm

Concurrent Sessions

Conservative Philanthropy Goes to Law School: A Practical Discussion of Opportunities and Challenges

Donna C. Heiser, Chief Advancement & External Affairs Officer, Ave Maria School of Law

Ideologically-driven to higher education is nothing new, but recent years have seen an explosion of donations from conservative donors. While the Koch Foundations represent the most high profile examples of this trend, conservative alumni and benefactors are increasingly seeking to give with the express intent of helping to ensure that their values are reflected in the institutions they care about. This represents an opportunity for institutions to deepen engagement and philanthropy with conservative benefactors and with a segment of the alumni base which often feels unwelcome on campus. At the same time, these gifts can present significant challenges for deans and development officers.

Intended as a discussion, this session will help attendees think through the opportunities and challenges associated with conservative philanthropy, including identifying non-alumni prospects, creating meaningful engagement, working with hands-on donors, navigating concerns from students, faculty and other alumni.

Oh Sh*t Moments

Shannon Bartlett, Associate Dean of Inclusion and Engagement, Northwestern University Pritzker School of Law

Jessica L. Ciccone, Director of Communications, Saint Louis University School of Law

Dennis Slon, Assistant Dean for Development & External Affairs, University of California Irvine School of Law

One of the joys of working in higher education, and law schools in particular, is the opportunity to work with diverse, highly intelligent, and passionate constituencies. Working in alumni relations means that we have the privilege to develop relationships with highly invested alumni who honed their zealous advocacy skills with their legal education in our institutions. This means, however, that when a crisis hits in a law school, the relevant constituencies include both internal and external stakeholders. This panel will discuss strategies for communicating bad news to those stakeholders, while balancing the needs and interests of the institution, those within the building, and the wishes of committed alumni with strong views about how a law school should and should not respond to a particular crisis. These issues are particularly difficult to navigate now, when the current demographics of schools often are very different than in the past.

Building a Culture of Philanthropy:

Mindy Danovaro, Assistant Dean for Development, University of the Pacific McGeorge School of Law

April Ellison, Director Alumni Relations, University of Detroit Mercy School of Law

Kevin Hughes, Assistant Dean Leading Development and Alumni Relations, Stetson University College of Law

What does it mean to have a “Culture of Philanthropy” and how do you know if you have it? This session will explore what it means to have and develop a Culture of Philanthropy at your institution. From a prospective student’s first interaction with your school to their 50th Reunion, how do you instill a Culture of Philanthropy so that they will be actively engaged and financially supportive of the institution? We will also explore the role that administration, faculty and staff play in developing this Culture of Philanthropy.

4:30- 5:30 pm

Institutional Advancement Reception

Saturday January 4, 2020 – DAY TWO

9- 10 am

Plenary Session – Big Picture Trends in Higher Education’

Speaker: To be announced

10-10:15 am

Refreshment Break

10:15 – 11:15 am

Concurrent Sessions

Reunions and Planned Giving

Lynn Malzone Ierardi, Director of Gift Planning, The University of Pennsylvania

Leigh Ann Sham, Associate Director, Law Annual Fund, Georgetown University Law Center

Tim Wortham, Director of Alumni Engagement, University of Pennsylvania Law School

Reunions are an important catalyst for deepening alumni engagement. As advancement professionals, what can we do to better capitalize on these special milestones and inspire alumni to consider a special gift? One opportunity, that is often underutilized, is to develop a planned giving strategy to incorporate into the reunion planning process. Join us to learn how to design and execute a reunion-based planned giving strategy and to hear best practices that you can incorporate into your institution’s 2020 Law reunion planning efforts.

Social Justice Philanthropy

Connie Mayer, Associate Dean for Academic Affairs; Raymond and Ella Smith Distinguished Professor of Law; Director, Law Clinic & Justice Center, Albany Law School

Jeffrey M. Schanz, Vice President of Institutional Advancement, Albany Law School

Many advancement professionals work with donors who are committed to social justice. How can we connect these donors to compelling investment opportunities that make a tangible impact, such as clinical education, public interest programming, and access to justice initiatives? How can we better

communicate the impact of these programs to current and prospective donors? In this session, we will hear from colleagues at Albany Law about how they secured a recent, transformational \$15M gift to support The Justice Center at Albany Law School. In addition, we will discuss and share new tools and strategies that you can use to more effectively engage donors and prospects to support social justice at our respective institutions.

college and law school administrators wondering what the future may hold. For this panel, the county's top legal and higher education reporters and editors present their analysis of what policy changes we may see this year in the run-up to the 2020 election.

Recruiting and Retaining Great Talent in a Competitive Market

Kevin Hughes, Assistant Dean of Development & Alumni Relations, Stetson University College of Law

Laura Tepper, Director of Philanthropic Relations, University of Pennsylvania Law School

Recruiting and retaining quality staff is always a struggle in any field. This is especially true in the areas of development, alumni relations and communications. Quality staff are often lured to other schools and industries. Come and hear from a variety of managers in institutional advancement and other professionals about what they look for in hiring great staff and how they create an environment to keep them.

11:15- 11:45

Wrap Up

An opportunity for participants to ask any lingering or unanswered questions.

Sunday, January 5, 2020

1:30 - 3:15 pm

Media Outlook 2020: Breaking News in Legal and Higher Education

Panelists: To be announced

The last few years have brought uncertainty in higher education and legal education policy. Congressional gridlock has stalled reauthorization of the Higher Education Act. In addition, recent and proposed changes to Department of Education, American Bar Association, and state bar regulations have left