

AALS Section on Institutional Advancement 2021 Program Schedule

As of December 10, 2020

Wednesday, JANUARY 6, 2021 – DAY 1

1:15 pm – 2 pm

Welcome and Breakout Room Roulette

Welcome and Introduction:

Heather Foss, University of Maryland, Francis King Carey School of Law

Alex Shapiro, University of California, Berkeley School of Law

2:00 pm – 2:15 pm

Break

2:15pm – 3:30 pm

Opening Plenary Session: True Colors

Introduction:

Heather Foss, University of Maryland, Francis King Carey School of Law

Speaker:

Brandon Etheridge, General Counsel, Baltimore Ravens

Join Brandon Etheridge, General Counsel of the Baltimore Ravens, for a conversation about taking strong stands and evolving a brand while staying true to your organization, your audience, and your community. **3:30**

3:30 pm – 4:00 pm

Break

4:00 pm – 5:30 pm

Concurrent Sessions

Engaging Alumni in a Virtual World

Moderator:

Emily Cherry, The University of Richmond School of Law

Speakers:

Andrew Altshuler, University of Maryland Francis King Carey School of Law

Eileen Cunningham, Director of Alumni Relations & Stewardship, Vanderbilt University Law School
Sondra R. Tennessee, University of Houston Law Center

When networking events and reunions are replaced with Zoom meetings, alumni relations professionals are faced with a challenge: How do we best engage our alumni audience in a virtual world? The obstacle becomes even greater as competition increases for our audience's virtual time, and as people experience "Zoom fatigue." Successful digital events often involve a partnership amongst various offices, including communications/marketing and IT/AV staff. We will hear from law schools that have launched successful virtual programs and explore creative ways to reach different demographics online.

Leveraging Technology to Expand the Reach of Your Professors and Programs

Moderators:

Alex Shapiro, University of California, Berkeley School of Law
Brian Costello, Loyola Law School, Los Angeles

Speakers:

Andrew Dalton, The Associated Press
Mary Harris, Producer, NBC4 Los Angeles – KNBC-TV
Matt Lait, Managing Editor of Investigations, CNN, Los Angeles
Frank Stoltze, Reporter, Southern California Public Radio

While the pandemic has closed doors (literally), it has opened others (metaphorically). Join journalists, professors, and producers for an hour of tips for upping your media relations and PR game virtually in the era of COVID-19. Discussion topics will include how to adapt your expert pitching to gain exposure; Zoom and other technical tips to help appearances go their best; and how you can get airtime for more professors under challenging circumstances.

Thursday, JANUARY 7, 2021 – DAY 2

1:15 pm – 1:00 pm

Welcome and Breakout Room Roulette

Welcome and Introduction:

Heather Foss, University of Maryland, Francis King Carey School of Law
Alex Shapiro, University of California, Berkeley School of Law

1:30 pm – 1:45 pm

Break

1:45 pm – 3:00 pm

Plenary Session: Campaigns in Two Parts: Fundraising and Brand Raising Campaign

Moderator:

Ryan Cairns, Columbia Law School

Speakers:

Nan Edgerton, Indiana University Robert H. McKinney School of Law
Katey Morlino Howerton, William & Mary Law School
Michael H. Patullo, Columbia Law School

Capital Campaigns, when done correctly, create a rising tide that lifts all boats. In this session, we'll explore case studies of three law school campaigns of varying budgets and goals. Key staff members involved in these campaigns will discuss the successes, challenges, and adaptations made that not only bolstered financial resources but also helped build awareness, community engagement, and pride in the institution. We'll focus on what worked, what didn't, and what we'd do differently. If you're already engaged in a campaign or just starting to think about one, we encourage you to join us as we talk about the importance of the school-wide commitment to the effort, as well as the importance of a strong partnership between development, alumni relations, and communications

3:00 pm – 3:30 pm

Break

3:30 pm – 4:45pm

Concurrent Sessions

Meeting the Moment

Moderator:

Alex Shapiro, University of California, Berkeley, School of Law

Speakers:

Heather Foss, University of Maryland, Francis King Carey School of Law
Jami Floyd, Senior Editor, Race & Justice, New York Public Radio
Jon-Stephen Stansel, Digital and Social Media Specialist, University of Central Arkansas

We're all working to do our jobs during extraordinary times. As professionals, how are we utilizing the tools at our disposal to meet the current moment and serve our institutions to advance our mission and our message? Please come prepared to share challenges and stories of success

Strategize the Case for Support: Not Just About Raising Money

Moderator:

Shawn Gavin, Cornell Law School

Speakers:

Karen Charney, University of California, Davis, School of Law
Dana Larson, University of Iowa College of Law
Christine Wilczynski-Vogel, Marquette Law School

Motivate alumni through marketing and campaign/fundraising materials to share college aspirations and inspire alumni to discover the impact their engagement and donations make on the college/university.

4:45 pm – 5:00 pm

Break

5:00 pm – 5:30 pm

Section on Institutional Advancement Reception: Virtual Happy Hour with Captain Scott Smith

Welcome:

Alex Shapiro, University of California, Berkeley School of Law

Moderator:

Scott Smith, Owner, Outer Banks Distilling

Captain Scott Smith from Outer Banks Distilling, makers of Kill Devil Rum in Manteo, North Carolina, will show us a brand-new drink that is sure to warm you up this winter. It's called the "Hardy Constitution."

This session is presented by Outer Banks Distilling. Learn more at: outerbanksdistilling.com.

Friday, JANUARY 8, 2021 – DAY 3

1:15 pm – 1:30 pm

Welcome and Awards

Welcome and Introduction:

Heather Foss, University of Maryland, Francis King Carey School of Law

Alex Shapiro, University of California, Berkeley School of Law

1:30 pm – 1:45 pm

Break

1:45 pm – 3:15 pm

Plenary Session: Speaking Each Other's Language: Identifying How We Overcome Challenges and Collaborate as Distinct Professional Groups

Moderator:

Heather Foss, University of Maryland, Francis King Carey School of Law

Speakers:

Emily Cherry, University of Richmond School of Law

Elisa Douglas, Fordham University School of Law

Katrin Hussmann Schroll, University of Miami School of Law

Join professionals in alumni relations, communications, development, and admissions to talk about how we work together to achieve shared goals. This session is moderated but will require participation in breakout sessions.

3:15 pm – 3:30 pm

Break

3:30 pm – 4:00 pm

Section on Institutional Advancement Wrap-Up

Moderators:

Heather Foss, University of Maryland, Francis King Carey School of Law

Alex Shapiro, University of California, Berkeley School of Law

Reconvene with the planning committee and the section chairs to recap the conference. Share parting words of wisdom, seek clarification on previous topics discussed, and say goodbye