

AALS 2022 Annual Meeting

Institutional Advancement Program

Wednesday, January 5 – Friday, January 7, 2022

All sessions are listed in Eastern Time

As of 12/21/2021

Wednesday, January 5, 2022

11:00 - 12:15 PM

Conference Welcome and Opening Plenary: Supporting our Pandemic Era Graduates

Today's law students become tomorrow's alumni, but what does that look like for pandemic-era graduates? This session will explore how the COVID-19 pandemic impacted the traditional JD experience, and how that might translate as we consider ways to best engage recent graduates as future volunteers and donors. Attendees will leave this session with a better appreciation of the challenges faced by our most recent graduates, steps law schools took to support them in real time, as well as ideas for how to meaningfully engage them in the life of the law school moving forward.

Conference Welcome:

Colleen Taricani, Assistant Dean for Communications, University of California, Irvine School of Law and Chair, Institutional Advancement Planning Committee

Moderator:

Elisa Douglas, Senior Director of Alumni Relations and Public Programming, Fordham University School of Law

Speakers:

Jeffrey A. Dodge, Associate Dean for Academic and Student Services, Assistant Professor of Law, and Joseph H. Goldstein Faculty Scholar, The Pennsylvania State University - Dickinson Law

Laura Shepherd, Associate Dean for Student and Academic Services and Chief Equity Officer, William & Mary Law School

Janet Stearns, Dean of Students & Lecturer in Law, University of Miami School of Law

12:15 - 12:35 pm

Break

12:35 PM - 1:50 PM

Using Social Media to Engage Alumni - Industry Trends, Best Practices

Like the rest of our world, social media is ever changing. Join this discussion to learn about what your peers are doing to activate and engage alumni and other key audiences on social media. We will discuss influencer/ambassador programs, platforms -- TikTok anyone?, engagement metrics and reporting, top trends, and we'll share case studies and lessons learned... (sometimes the hard way!).

Moderator: Sree Sreenivasan, Marshall R. Loeb Visiting Professor of Digital Innovation and Audience Engagement, Stony Brook School of Communications

Speaker:

Rosemary Ostmann, President & CEO, Rosecomm

Jenny Li Fowler, Director of Social Media Strategy, Massachusetts Institute of Technology

1:50 – 2:00 pm

Break

2:00 – 3:00 pm

Small Group Discussions

1. Small Group 1: Doing More with Less

Facilitator: Elizabeth Moore, Director of Communications, Rutgers Law School

2. Small Group 2: Evolving Teams and Hybrid Environment:

Facilitator: Mary Ann Soden, Director of Development and Faculty Initiatives, University of California, Irvine School of Law

3:00-3:10 pm

Break

3:10 – 4:25 pm

U.S. News Rankings

This panel examines the annual U.S. News & World Report law school rankings, and their impact on equity, diversity and inclusion within the legal academy and legal profession.

Introduction and Moderator:

Colleen Taricani, Assistant Dean for Communications, University of California, Irvine School of Law

Speakers:

Marcilynn A. Burke, Dean and Dave Frohnmayer Chair in Leadership and Law, University of Oregon School of Law

Sarah B. Lawsky, Stanford Clinton Sr. and Zylpha Kilbride Clinton Research Professor of Law, Vice Dean, Northwestern University Pritzker School of Law

Sean M. Scott, California Western President and Dean, California Western School of Law

Thursday, January 6, 2022

11:00 AM - 12:15 PM

Women in the Law and Philanthropy

It's no secret that women have made incredible strides in the legal profession over the past several decades. As the number of alumnae increase, so too does the need to support and engage a large constituent group with a common affinity. This session will explore examples of how law schools can better support their alumnae as they progress in their careers. Nationally, the personal wealth of women is rising, and women are playing a major role in shaping the future direction of the economic, social, and political arenas, all of which includes philanthropy. This session will also discuss the trends in women's philanthropy, donor characteristics, motivations, and views on giving.

Moderator:

Stephanie Silvestri, Director of Annual & Leadership Giving, Seton Hall University School of Law

Speakers:

Shara Boonshaft, Assistant Dean for Development & Alumni Relations at University of Maryland Francis King Carey School of Law

Suzanne C. Midlige, Managing Partner, Managing Partner, Coughlin Midlige & Garland and Chair, Seton Hall Law Women's Leadership Committee

Ashley Napper, Associate Director of Development, University of California, Los Angeles School of Law

Jeannie Sager, Director, Women's Philanthropy Institute, Indiana University - Lilly Family School of Philanthropy

12:15 - 12:35 pm

Break

12:35 PM - 1:50 PM

Freedom, Equality, and the Common Good Through a Journalist's Lens; A Discussion of the Media's Role and Responsibility

In a world of disinformation and upheaval how can we -- journalists and law school professionals -- work together to advance the common good? On the one year anniversary of the insurrection and in the midst of a continuing pandemic and significant social change, what have we learned that can help us chart a more stable and fact-filled way forward? We will hear from a panel of frontline storytellers who will reflect on the path behind us, how it may inform the road ahead, and the role the law and law schools may have to play.

Moderator:

Elizabeth Field, Director of Strategic Communications and Marketing, The George Washington University Law School

Speaker:

Elie Mystal, Justice Correspondent, The Nation

Joyce Vance, Distinguished Professor of the Practice of Law, The University of Alabama School of Law

Dahlia Lithwick, Senior Editor, Slate Magazine

1:50 – 2:00 pm

Break

2 -3 pm

Discussion: Talking about Race

As we respond collectively to systemic racism and work to build antiracist law schools, legal academies, and the legal profession, we need to engage our various constituencies clearly and powerfully. How do we connect meaningfully with multiple audiences across a variety of mediums on the subject of race? How do we ensure we are truly being inclusive? The panel experts will explore the opportunities, minefields, and share their firsthand experiences from the past two tumultuous years. They will also focus on advice for advancement professionals and what the road ahead may look like for our work with alumni, donors, and school constituents.

Moderator:

Ripa Rashid, Managing Director and Head, Inclusion and Diversity, Cowen

Speakers:

Jay L. Austin, Executive Director, Reaffirming Individuals Supporting Education (RISE) Alliance, Law School Admission Council

Danielle Conway, Dean and Donald J. Farage Professor of Law, The Pennsylvania State University - Dickinson Law

Kamille Dean, Director of Diversity, Equity, and Inclusion, Fordham University School of Law

3:00-3:10 pm

Break

3:10 – 4:25 pm

Executive Communication and Crisis Communication

If the last couple of years have been characterized by a common thread it's Crisis with a capital C. We've weathered a (continuing!) pandemic, experienced an (overdue, ongoing) racial reckoning, managed myriad unforeseen situations at our schools, and dealt with discontent, uncertainty, and polarization on our own turf and in the world at large. What have we learned and how can we best counsel our leaders going forward? We will discuss best practices, guidance around crisis plans and statements -- when and how to lean in (and when to lean out), the role of social media and traditional media, and the growing importance of video of various kinds in a zoom-ified world.

Moderator:

Victoria Grantham, Senior Director, Communications and Marketing, Fordham University School of Law

Speaker:

Peter Pochna Executive Vice President, Rubenstein

Chris Giglio, Managing Director, Head of Crisis, Rubenstein

Carina Wong, Vice President, Communications, Kaplan

Friday, January 7, 2022

11:00 AM - 12:15 PM

Sharing the Impact and Success Stories of the Pandemic

Law schools were forced to make many adjustments to classes, clinics, programs, and initiatives during the pandemic in order to support the needs of students. This session will look at how schools – with the assistance of other institutions – responded to the challenges of the pandemic and communicated these successes with donors, alumni, and the legal community.

Moderator: Rebecca Anderson, Director of Communications and Marketing Operations, University of Pennsylvania Carey Law School

Speakers:

Chris Chapman, President and Chief Executive Officer, AccessLex

Susan Curry, Senior Director of Public Interest Law and Policy, The University of Chicago Law School

Joseph Glyn, Director, Center on Professionalism, University of Pennsylvania Carey Law School

Kathleen Rubenstein, Executive Director, Skadden Fellowship Foundation

12:15 - 12:35 pm

Break

12:35 PM - 1:50 PM

You Asked and We Answered: ListServ Discussions Continued

Breakout 1: Fact Sheets/"Leave Behind" Materials

Facilitators:

Jessica Merkner, Director of Development, University of Oregon School of Law

Patrick Plunkett, Director of Major Gifts, Temple University, James E. Beasley School of Law

Candice Robbins, Assistant Dean for Advancement, The University of Alabama School of Law

Anna Sherwood, Director of Communications, University of Oregon School of Law

Breakout 2: How to Build Community During the Pandemic and After

Facilitators:

Jaclyn McVay, Associate Director for Alumni, University of California, Irvine School of Law

Mary Ann Soden, Director of Development and Faculty Initiatives, University of California, Irvine School of Law

Breakout 3: Boards and Alumni Volunteer Groups

Facilitators:

Kelly Rimmer, Director of Development & Alumni Affairs, The Pennsylvania State University – Dickinson Law

Lori Thimmel, Executive Director of Alumni Relations, Seton Hall University School of Law

1:50 – 2:00 pm

Break

2-3 pm

How Do We Set Ourselves Up for Success

Keeping tabs on the legal marketplace trends during the Great Resignation? Considering your next move, or simply trying to think strategically about your career arc - or the careers of your staff members - for the short and long term? Whatever your situation, please join us for a discussion with recruiters and coaches who will talk about their observations of how career moves and professional development opportunities have changed in recent months. Ask your career questions and get informed answers to help you manage your teams and your own career trajectory effectively over the long haul.

Moderator: Mary Dillion Kerwin, Director of Development, Association of American Law Schools

Speakers:

Greg Duyck, Principal and Practice Leader, Advancement, WittKieffer

Lara Galinsky, Founder & Social Impact Strategist, The Genuine

John W, Garland, Senior Consultant, Academic Search

Jack Gorman, Partner, Isaacson Miller

William F. Howard, Senior Consultant, Academic Search

Kimberly Templeton, Principal, AGB Search