

Access to Justice

Association of American Law Schools

112th Annual Meeting

January 3 – 6, 2018 | San Diego, California #aals2018 | aals.org/am2018



SECTION ON INSTITUTIONAL ADVANCEMENT PROGRAM

Advancement: A Team Approach January 4–5, 2018 Manchester Grand Hyatt

For alumni relations, communications, and development professionals

PLANNING COMMITTEE SECTION ON INSTITUTIONAL ADVANCEMENT

Trent Anderson, St. John's University School of Law Alison Coppelman, The University of Chicago, The Law School Brian Costello, Loyola Law School, Los Angeles David Finley, Chapman University Dale E. Fowler School of Law, Co-Chair

Allison Neumeister Fry, Stanford Law School, **Co-Chair** Jeffrey Hilperts, The Ohio State University, Michael E. Moritz College of Law

Darnell Hines, Northwestern University Pritzker School of Law Jini Jasti, University of Wisconsin Law School Lisa Snedeker, Wake Forest University School of Law Lindsey Williams, University of California, Los Angeles School of Law

MEETING INFORMATION

AALS Exhibit Hall

Marriott Grand Ballroom, Marriott Marquis San Diego Marina

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 on Wednesday, January 3 from 4:30 pm to 5:30 pm.

Hours:

Wednesday, Jan 3, 12 pm – 6 pm Thursday, Jan 4, 9 am – 6 pm Friday, Jan 5, 8 am – 3 pm

AALS Information Desk

Pacific Ballroom Foyer, Marriott Marquis San Diego Marina

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.

AALS Operations Office

Rancho Santa Fe 3, North Tower/ Lobby Level, Marriott Marquis San Diego Marina

If you are a section chair with a question about your session or logistics, or a speaker update for your program, stop by to talk with an AALS staff member during the dates and times listed further below.

AALS Registration

Marriott Grand Ballroom, Marriott Marguis San Diego Marina

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 On-Site Registration and we'll help you get settled.

AALS Information Desk, AALS Operations Office, and AALS Registration are open at these times:

Wednesday, Jan 3, 9 am – 7 pm Thursday, Jan 4, 7 am – 7 pm Friday, Jan 5, 7 am – 6 pm Saturday, Jan 6, 7 am – 5 pm

Badges

Admission Policy

Admission to all programs and ticketed events requires your AALS name badge.

Badge Replacement Fee

If you lose your badge, please visit the Registration Desk in the Marriott 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.

Badges for Spouse/Partner

A non-faculty/staff spouse or partner is welcome to attend with any full meeting registration. 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.

Badges 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.

AALS Speaker Ready Room

Torrey Pines Room 2, North Tower/ Lobby Level, Marriott Marquis San Diego Marina

To simulate the actual meeting room, the ready room will be set theater style and will have 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.

AALS Section Counselor Desk

Marriott Grand Ballroom, Marriott Marquis San Diego Marina

The Section Counselor Desk provides support to section leadership. If you are a Section Chair or Chair-Elect, and would like to learn more about section resources, please visit AALS Sections Services Manager at the Section Counselor Desk located next to Registration at the hours listed below. Incoming section leadership may also schedule an appointment by emailing jalbertson@aals.org.

Hours:

Thursday, Jan 4, 10 am – 4:30 pm Friday, Jan 5, 10 am – 4:30 pm

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. Refreshment breaks this year are provided by AALS and sponsored by California Western School of Law and Carolina Academic Press.

Refreshment breaks are 1 hour and 30 minutes and will be held over the course of the meeting as follows:

Wednesday, January 3

1:30 pm – 3 pm, Exhibit Hall, Marriott Grand Ballroom 3 pm – 4:30 pm, Pacific Foyer, North Tower/ Ground Level

Thursday, January 4

7:30 am – 9 am, Pacific Foyer, North Tower/ Ground Level 9 am – 10:30 am, Exhibit Hall, Marriott Grand Ballroom 1:30 pm – 3 pm, Exhibit Hall, Marriott Grand Ballroom 3 pm – 4:30 pm, Pacific Foyer, North Tower/ Ground Level

Friday, January 5

7:30 am – 9 am, Pacific Foyer, North Tower/ Ground Level 9 am – 10:30 am – Exhibit Hall, Marriott Grand Ballroom 1:30 pm – 3 pm, Exhibit Hall, Marriott Grand Ballroom 3 pm – 4:30 pm, Pacific Foyer, North Tower/ Ground Level

Saturday, January 6

7:30 am – 9 am, Pacific Foyer, North Tower/ Ground Level 9 am – 10:30 am, Pacific Foyer, North Tower/ Ground Level 1:30 pm – 3 pm, Pacific Foyer, North Tower/ Ground Level 3 pm – 4:30 pm, Pacific Foyer, North Tower/ Ground Level

Business Center

Lobby Level, South Tower, Marriott Marquis San Diego Marina

The UPS Business Center is in the South Tower/ Lobby Level of the Marriott Marquis San Diego Marina. The hours of operation are 7 am – 7 pm Monday through Friday and 7 am – 5 pm Saturday and Sunday. They may be reached by telephone at 619-230-8940.

Manchester Grand Hyatt

The Fed Ex/ Business Center is located on the lobby level in the Harbor Tower. The hours of operation are Monday through Sunday 7 am – 7 pm. They may be reached by telephone at 619-236-7956.

More information is available at: www.fedex.com/us/office/Hotels-Conventions

Child Care

AALS does not provide on-site child care. Consult with the hotel concierge for information about local child care.

Consent to Use of Photographic, Video, and Audio Materials

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

Continuing Education Credit

The 2018 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 Continuing Education Credit sheet located at the back of each session room.

If you are unsure of whether or not you signed a session Continuing Education Credit sheet, please visit the AALS Information Desk located in the Pacific Ballroom Foyer on the Ground Level/North Tower. 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 Internet

Marriott Marquis San Diego Marina

High-Speed Internet: Marriott Rewards members enjoy complimentary standard guest room Wi-Fi. If you are not a member of Marriott Rewards, guest room internet costs \$12.95 per day for standard Wi-Fi, and \$18.95 per day for premium Wi-Fi. To connect, open a web browser and you will see the StayConnected Welcome Page with further instructions.

Manchester Grand Hyatt

Basic Guest room internet is complimentary. To connect, enter your last name and room number. Premium internet cost \$14.95 per day.

Wireless Internet Access in Meeting and Public Space

Open a web browser and select "AALS2018" and use the password AALS2018 to connect. Please note that this password is not case sensitive.

Lost and Found

Have you misplaced or found something while in the hotel? Just pick up the nearest house phone and call the office that handles all items lost and found in the hotel.

Marriott Marquis San Diego Marina:

Dial extension 6160

Manchester Grand Hyatt:

Dial extension 0

Mobile App

We have a mobile app available again this year. You will be able to easily view schedules, maps, exhibitor lists, and social features on your smartphone or tablet. You will also be able to create a personalized schedule of sessions to attend, provide feedback after each session by filling out the surveys, and email notes. The mobile app will contain the most current information, including all of the late changes not included in the printed program.

Podcasts

AALS will record, when possible, AALS special events and section programs. These audio recordings will be made available at no charge to faculty and professional staff from AALS member and fee-paid schools on the Annual Meeting website in late January. 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 podcasting please visit the AALS Information Desk located in the Pacific Ballroom Foyer (North Tower/ Ground Level), Marriott Marquis San Diego Marina.

Private Room for Mothers

AALS will provide a room at the Marriott Marquis San Diego Marina and Manchester Grand Hyatt with electrical power, a refrigerator, and a locking door for nursing mothers who are attending the Annual Meeting. Please visit the AALS Information Desk located in the Pacific Ballroom Foyer (North Tower/ Ground Level) at the Marriott Marquis San Diego Marina to request a key for either location.

Section Meal Events

Tickets for meal events are limited. Tickets for section breakfasts and luncheons are available for purchase up until the close of Registration on the evening prior to the meal event. AALS follows PCI Data Security Compliance Standards, which are designed to ensure that all companies that process, store or transmit credit card information maintain a secure environment. We can accept your payment in advance, but in order to meet standards, we will not be selling tickets at the door of ticketed events.

Section Business Meetings

Each Section will hold a Business Meeting, either virtually in advance of the meeting or at the Annual Meeting. Please refer to your Section's main program in the Annual Meeting Program or on the Mobile App, to learn the time and place of your Section's Business Meeting.

Social Media

Follow AALS on Twitter, Facebook, and LinkedIn. Please tweet about the conference using the hashtag #AALS2018. You can also post directly from the mobile app.

Luggage Storage

Marriott Marguis San Diego Marina

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

Manchester Grand Hyatt

Luggage storage is available through the Bell Stand located across from the Front Desk in the Lobby. There is no fee for AALS attendees.

Mobile Phone Charging Stations

Marriott Marquis San Diego Marina

A mobile charging station is available located in the hotel Starbucks. There are also tables located in the Marriott Grand Ballroom Foyer with outlets for charging devices.

Manchester Grand Hyatt

There are chairs stationed around the hotel that have outlets for charging mobile and other devices.

Parking

Marriott Marquis San Diego Marina

Parking is available by valet or self-park. Valet is \$50 daily and self-park is \$35 daily. Guests will be charged to their rooms.

Manchester Grand Hyatt

For AALS attendees driving to the hotel, parking is available in the hotel parking garage. All attendees will be able to pay on the way out of the garage. Valet is available for \$49 per night and self-parking is available for \$35 per night.

PROGRAM SCHEDULE

Advancement: A Team Approach

As of November 3, 2017

Unless otherwise noted, all sessions are taking place at the Manchester Grand Hyatt. Registration for the meeting is at the Marriott Marquis San Diego Marina.

THURSDAY, JANUARY 4 - DAY ONE

7 am - 7 pm

AALS Registration

Marriott Grand Ballroom, North Tower, Lobby Level *Marriott Marquis San Diego Marina

9 am - 6 pm

AALS Exhibit Hall

Marriott Grand Ballroom, North Tower, Lobby Level *Marriott Marquis San Diego Marina

1 pm - 1:30 pm

Mix and Mingle

Coronado Fover, Fourth Floor

Enjoy coffee, tea, and cookies while reconnecting with other institutional advancement colleagues before the formal program begins.

1:30 pm - 1:45 pm

Welcome

Coronado AB, Fourth Floor

David Finley, Director of Communications, Chapman University Dale E. Fowler School of Law and Co-Chair, AALS Section on Institutional Advancement Allison Fry, Director of Development – Major Gifts, Stanford Law School and Co-Chair, AALS Section on Institutional Advancement

1:45 pm - 3:15 pm

PLENARY SESSION

Dean's Panel

Coronado AB, Fourth Floor

Development, communications, and alumni relations rely heavily on leadership to provide priorities, desired outcomes, and vision. Hear from law school deans from a range of schools and experience levels on how they address these critical areas, and what they expect from staff to achieve their overarching goals.

Moderator: Kellye Testy, President and CEO, Law School Admission Council (LSAC)

Speakers:

Suzanne Reynolds, Dean, Wake Forest University School of Law Michael Hunter Schwartz, Dean, University of the Pacific McGeorge School of Law

3:15 pm - 3:30 pm

Volunteer Engagement Session

Coronado AB, Fourth Floor

We're 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 AALS Institutional Advancement Section activities.

3:15 pm - 3:30 pm

Refreshment Break

Coronado Foyer, Fourth Floor

3:30 pm - 4:45 pm

CONCURRENT SESSIONS

COMMUNICATIONS & ALUMNI RELATIONS TRACK

Finding Your Voice: How to Leverage Stories Across Multiple Audiences

Coronado AB, Fourth Floor

Law schools are charged with communicating to a wide and diverse array of audiences, with stakeholders that include donors, alumni, students, neighbors, peer schools, parents, and more. Depending on circumstance, the message may be unified across all groups; or, it may vary from group to group; or, it may be addressed to one group at the exclusion of the others. This panel will explore how officers from advancement, alumni relations, communications, and others can work together to push out an important story to all of stakeholders in ways that resonate and maximize the desired impact. Our law school panelists will be joined by an NBC investigative journalist, who will offer story-crafting tips straight from her Emmy Award-winning newsroom.

Moderator: Karen Charney, Executive Director of Development and Alumni Relations, University of California Davis School of Law

Speakers:

Jini Jasti, Associate Dean for Alumni Relations & External Affairs, University of Wisconsin Law School

Debbie Rider, Director of Development, University of San Diego School of Law Lynn Walsh, Executive Producer, KNSD-TV (NBC San Diego) & President, Society of Professional Journalists

DEVELOPMENT TRACK

Nurturing Your Donor Pipeline

Coronado D, Fourth Floor

This program will provide insights about how to build and maintain a healthy pipeline of donor prospects. Panelists will discuss how development officers can engage their prospect pipeline effectively; manage the different stages of the development cycle (identification, cultivation, solicitation, and stewardship) for current and future major gifts; gauge capacity and propensity as they move from an unqualified lead to a donor; and, navigate the ever-changing and evolving world of donor data to best identify new prospects. The panelists will also share best practices and their experiences at public and private law schools with varied resources and constituencies.

Moderator: Lindsey Williams, Assistant Vice Chancellor, University of California, Los Angeles Health Sciences

Speakers:

Michael S. Dubin, Assistant Dean for Development and Alumni Relations, University of Michigan Law School

Julia Erwin-Weiner, Senior Associate Dean for External Relations, Stanford Law School

Scotty G. Mann, Associate Dean for Development and Alumni Relations, Vanderbilt University Law School

5 pm - 6:30 pm

Institutional Advancement Reception

America's Cup ABCD, Fourth Floor

FRIDAY, JANUARY 5 - DAY TWO

7 am - 7 pm

AALS Registration

Marriott Grand Ballroom, North Tower, Lobby Level *Marriott Marquis San Diego Marina

8 am - 3 pm

AALS Exhibit Hall

Marriott Grand Ballroom, North Tower, Lobby Level *Marriott Marquis San Diego Marina

8:30 am

Coffee, Tea, Breakfast Pastries

Coronado Foyer, Fourth Floor

9 am - 10:15 am

PLENARY SESSION

Transformative Gifts - From Cultivation to Stewardship Coronado AB. Fourth Floor

Some gifts make an impact far greater than others. They change the direction of a school or provide resources to respond to new and strategic priorities. Representatives from several schools who have recently secured transformative gifts will share insights and lessons learned about identifying and cultivating potential major donors, who should make the ask, what to consider when writing the gift agreement, and how to steward the transformative gift donor.

Moderator: Allison Fry, Director of Development – Major Gifts, Stanford Law School and Co-Chair, AALS Section on Institutional Advancement

Speakers:

Henry N. Butler, Dean, Antonin Scalia Law School at George Mason University David Jensen, Director of Advancement, University of Minnesota Law School Daniel Rodriguez, Dean, Northwestern University Pritzker School of Law

10:15 am - 10:30 am

Refreshment Break

Coronado Fover, Fourth Floor

10:30 am - 12 pm

CONCURRENT SESSIONS

ALUMNI RELATIONS & DEVELOPMENT TRACK

Engaging Women Graduates - A Donor Discussion *Coronado D, Fourth Floor*

We all know that every journey begins with a single step, and this is especially true in the world of advancement. As we think of new ways to inspire and cultivate our donors, it is important first to consider how they would like to engage with the law school. As an example, alumni associations are increasingly engaging alumni through affinity-based programs, including both industry and cultural affinities. Other schools are launching alumnae-specific networks to engage their female graduates in meaningful ways. In this session we will sit down with three law school alumnae leaders for a discussion about engaging women graduates, through programming and philanthropy, and will discuss their journeys from engagement to gift.

Moderator: Emily Mullin, Senior Director of Major and Annual Giving, Northwestern University Prizker School of Law

Speakers:

Michelle Banks, Senior Advisor, BarkerGilmore LLC Debbie Epstein Henry, Consultant, DEH Consulting, Speaking, Writing; Bliss Lawyers

COMMUNICATIONS TRACK

Beyond the Selfie - Using Social Media and Other Methods to Promote Faculty Research and Accomplishments

Coronado AB, Fourth Floor

Scholarship on Snapchat? Tweeting Supreme Court slip opinions? Whatsapp for *amicus* briefs? If you never thought you'd see those words paired together, think again! This panel will explore both traditional and non-traditional ways to promote professors' expertise, improve their professional profiles, and raise awareness about their research and accomplishments. Our panelists will discuss how to use social media and other outlets to showcase scholarship and promote pedagogical innovation. The following questions, and more, will be covered in this session: the importance of self-promotion; non-traditional promotion techniques; best use of social media to promote professors' work and profiles; avoiding the biggest mistakes professors make in promoting themselves and their work; and, new resources for maximizing non-traditional promotion.

Moderator: David Finley, Director of Communications, Chapman University Fowler School of Law

Section on Institutional Advancement Program

Communications Track, continued

Speakers:

Blake Morant, Dean, The George Washington University School of Law Lisa Snedeker, Director of Communications and Public Relations, Wake Forest University School of Law

Rebecca Walden, Director of Marketing, Texas A&M University School of Law

12:30 pm - 1:30 pm

Section on Institutional Advancement Luncheon

America's Cup CD, Fourth Floor

Enjoy a meal with other institutional advancement professionals.

1:45 - 3:15 pm

PLENARY SESSION

Crisis 2.0: Working Collaboratively to Manage the Modern Law School Crisis

Coronado AB, Fourth Floor

The nature and impact of law school crises have evolved almost as quickly as social media and other communications channels that tend to propagate them. A crisis can be a surprise event or the unintended consequence of the law school's strategic plan, ranging from the merger of two law schools, unforeseen U.S. News or bar results, a controversial visitor, the loss of a major donor, a university-wide data breach, a faculty member's misstep, or any number of additional scenarios. In most cases, the common thread is an "all-hands-on-deck" scenario, requiring swift and deliberate action. In this era when best practices change by the minute, we'll look at how law schools can leverage their strengths and resources to manage their reputations in times of crisis, and beyond.

Moderator: Brian Costello, Assistant Director of Marketing & Communications, Loyola Law School, Los Angeles

Speakers:

Jack Berkman, President & CEO, Berkman Strategic Communications Rudolph C. Hasl, Interim Dean, Whittier Law School; former Dean and President, Thomas Jefferson School of Law

Jini Jasti, Associate Dean for Alumni Relations & External Affairs, University of Wisconsin Law School

Alex Shapiro, Director of External Relations, University of California Hastings College of Law

3:30 pm - 5 pm

CONCURRENT SESSIONS

DEVELOPMENT & COMMUNICATIONS TRACK

Digital Communications for Development and Stewardship Coronado AB. Fourth Floor

Stewardship is the process of building and strengthening the relationship between a donor and the institution he or she supports, with careful collaboration among all parties who interact with that donor. This panel will discuss how to integrate digital and social tools into traditional stewardship activities to engage and energize supporters to donate, including videos, email, e-newsletters, and more. New methods are especially important in nurturing relationships with young alumni. The panel will also discuss the critical importance of coordinating stewardship efforts beyond alumni relations and development, to include admissions, career services, marketing, and faculty.

Moderator: Trent Anderson, Assistant Dean for Marketing and Communications, St. John's University School of Law

Speakers:

Allison Edinger, Director of Annual Giving, USC Gould School of Law Alex Massengale, Associate Director of Stewardship & Development Communications, Stanford Law School Deborah Rider, Director of Development, University of San Diego School of Law

ALUMNI TRACK

Reaching the Unreachable Alumni

Coronado D. Fourth Floor

Research shows that alumni who are engaged with an institution in one capacity will quickly become engaged in many other ways – from volunteering, to attending events, to participating in giving. But how do we reach our unreachable alumni, to spark that first point of connection? Join us as we explore different methodologies for tracking and evaluating alumni engagement, reveal new strategies for reaching our unreachable alumni, and brainstorm about how we can best leverage technology to connect with every corner of our alumni community.

Moderator: Darnell Hines, Jr., Senior Director of Alumni Engagement and Donor Relations, Northwestern University Pritzker School of Law

Speakers:

Matthew Calise, Senior Director of Alumni Affairs, Georgetown University Law Center

Kelly Finzer, Associate Director of Major Gifts, University of Chicago Law School Shari Baurle Green, Associate Director of Alumni Relations, University of San Diego School of Law

AALS Calendar

2018

Conference on Clinical Legal Education Sun., Apr. 29 - Wed., May 2, Chicago, IL Workshop for New Law School Teachers Thu., June 7 - Sat., June 9, Washington, DC Faculty Recruitment Conference Thu., Oct. 11 - Sat., Oct. 13, Washington, DC

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 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

Mobile App

Download the Annual Meeting App today. Scan the QR code or visit your mobile app store, search for "AALS2018," install, and run.



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