



The Association of American Law Schools

Advancing Excellence in Legal Education

Institutional Advancement Newsletter – August-September 2024

August Event Recap

Thank you to the many members who attended August webinar, “Reset, Ready, Go: Strategies to center one’s self for a new year.” A wonderful presentation by Kara McCarthy Perry, JD, Founder & Consultant, Just Brilliant LLC, with inspiring and practical tips and tools for personal and professional wellness. Thanks also to Stephanie Silvestri for recruiting her Seton Hall University School of Law alum! The link to the recording can be [found here](#).

Did You Know?

The IA Section has more than 1,524 members across the country!
Check out our page [linked here](#).



Is it Fall yet? The students are back but the weather is still scorching on some campuses! Pumpkin Spice has arrived in the coffeehouses, which is a sure sign the year is rolling by and in five minutes it will be the holiday season.

Coming in September

AALS Institutional Advancement Conference (Virtual)

September 25, 2024

1 pm - 5 pm, Eastern/10 am - 2 pm, Pacific
Virtual/Zoom

Join us for the 2024 AALS Institutional Advancement Conference on Sept. 25, 2024. Last year, more than 400 colleagues from around the country participated in this virtual conference focusing on Alumni Relations, Development, and Marketing/Communications. Whether new to the field or an expert, you'll find sessions that pique your interest.

This year's conference includes:

- A welcome from AALS Executive Director and CEO Kellye Y. Testy
- A moderated talk from consultant Chris Marshall on *Shifting Perspectives: Alumni Relations and Communications Through a Development Lens*

- A discussion of the *Study of U.S. Law School Alumni Employment and Satisfaction* results from the NALP Foundation team, plus breakout discussions
- A session on *Digital Storytelling*
- A session with ideas and examples of *Meaningful Alumni Participation Pathways*
- A preview of the institutional advancement programs at the upcoming [AALS Annual Meeting](#) in San Francisco (registration is now open)

This is a great opportunity to find and connect with people in your field! Special thanks to Heather Rappaport, Jayme Little and Jim Grief for their planning efforts.

[Registration](#) is open and additional information will be posted on this page.

IA Section at the AALS Annual Meeting – 2025 Updates

January 9-11, 2025 San Francisco, CA #AALS2025

Courage in Action

IA Section sessions for the in person Annual Meeting are shaping up. There is a lot of value for professional development: Six fantastic sessions are scheduled tightly to maximize learning and promote participation. Elect our section officers and executive committee at the IA Business Meeting. Plus, some informal gatherings to “swag swap” and gather new ideas.

Tentative agenda:

Thursday, January 9, 2025

- IA Award ceremony: Swag Swap Edition!
- Gold Rush: How Law School Deans and Development Officers Can Strike It Rich
- AALS Reception

Friday, January 10, 2025

- IA Section Business Meeting
- How to Turn a Conversation to Money
- Reporter Roundtable, West Coast Style
- Social Media Marketing and Strategy
- Collaborative Pathways to Alumni Engagement
- Issues Management 2.0 (Stakeholder messaging during political/nonpolitical global issues to foster leadership and community within your law school)

Saturday, January 11, 2025

- Joint Session with Section on Finance and Administration
- IA Section Field Trip/Outing to Sausalito for a late lunch (by foot and ferry)

Special thanks to the executive board members who are recruiting speakers and taking leadership: Colleen Taricani, Heather Rappaport, and Judy Asbury.

Way to Go!

We don't believe in thankless work, so please send us a note about a job well done, an accolade for a colleague, a successful event, or a project you or your team have recently undertaken! [Submit](#) it here.



Our amazing colleague and section leader, **Robin Fulton Langhans**, formerly of Penn State Dickinson Law, has become director of development and alumni relations at The American University of Paris, working with our former colleague Courtney Stombock. Robin raised the bar for the IA newsletter and programming at the annual meeting. Thank you (*merci beaucoup*), Robin.

Professional Development

Good Reads: [If You Want to be a Creative Leader, Cultivating Curiosity is a Good Start](#)

Curiosity drives learning. Yet for many of us, it is not uncommon to feel constrained in our curiosity as we take up leadership roles.

Jason E. Lane, Professor & Dean, School of Education, Founding Executive Director, Strategic, Academic, and Innovative Leadership (SAIL) Institute, State University of New York at Albany

Good Listen: [Campaign Communications with Charlie Melichar](#)

Creative ideas for advancement leaders to tie marketing & communications work with engagement

Good Watch: [Key Principles of Collaborative Fundraising](#)

Join the Urban Waters Learning Network (UWLN) and River Network for a 90-minute workshop on collaborative fundraising presented by Jorie Emory, PhD. Explore multi-partner grant applications and learn ways to define roles, responsibilities, and expectations when collaborating for greater impact. Case studies will offer real-life best practices and lessons learned for successful collaborative fundraising.

Open Call for Executive Committee Nominations

The IA section is one of the most active, offering newsletters, webinars, virtual socials, an online conference and a robust program at the AALS Annual Meeting. It takes a strong Executive Committee, working together and sharing the load. Section leadership is elected for a 1-year term beginning in January. If you are interested in learning more about serving on the Exec. Com. or volunteering, please reach out to our Co-chairs, [Colleen Taricani](#) and [Stephanie Silvestri](#).

Questions? Comments?

Feel free to reach out to your 2024 IA Section Officers:

- [Stephanie Silvestri](#), Co-Chair, Seton Hall University School of Law
- [Colleen Taricani](#), Co-Chair, University of California, Irvine School of Law
- [Judy Asbury](#), Lewis & Clark Law School
- [Brian Costello](#), LMU Loyola Law School
- [Katey Howerton](#), William & Mary School of Law
- [Heather Rappaport](#), University of Nevada, William S. Boyd School of Law
- [Mary Ann Soden](#), University of California, Irvine School of Law
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Access past newsletter issues and archived webinars on the [Institutional Advancement website](#)