

Association of American Law Schools



A A L S

Section on Institutional Advancement

2015 Annual Meeting Program

A green wavy graphic consisting of several overlapping, rounded shapes that resemble hills or waves, spanning the width of the page.

Collaborating During Times of Transition and Transformation

Large, abstract geometric shapes in red and gold colors that fill the bottom half of the page, creating a modern, angular background.

for Institutional
Advancement
Professionals

January 4-5, 2015 • Washington, D.C.

aals.org/am2015

Section on Institutional Advancement Program

At the request of the Section on Institutional Advancement, the AALS Executive Committee agreed to offer a separate registration fee for the Section's two-day program for institutional advancement professionals. This institutional advancement professional fee is for the two-day program (including the Section Luncheon on January 5) with an optional fee to attend the Association's Luncheon. If you are interested in attending any other Annual Meeting programs or events, please sign up for the full Annual Meeting, which includes the two-day Institutional Advancement program. If you select the full Annual Meeting option, you will need to purchase a separate ticket for the January 5 Section Luncheon.

We are pleased to be in Washington, D.C. for the 2015 AALS Annual Meeting. The Annual Meeting will take place at the Marriott Wardman Park Hotel in a neighborhood with great restaurants and shops nearby. You can discover funky stores and ethnic cuisine in the adjacent neighborhoods of Adams Morgan or the exciting night life, restaurants, live music, and bars of Dupont Circle, U Street, and Georgetown. The Smithsonian is the world's largest museum complex with 19 museums, most reachable by D.C.'s subway system, the Metro. Enjoy a quiet hike or invigorating run through Rock Creek Park. With a Metro stop just outside the hotel door, it is easy to access everything D.C. has to offer. For more on local attractions, visit aals.org/am2015/local.

Registration

The Institutional Advancement registration and your name badge will provide entry into the Section's program sessions on Sunday, January 4 from 8:45 a.m. – 5:00 p.m. and Monday, January 5 from 8:45 a.m. - 4:30 p.m. It also includes admission to the Section's Reception on Sunday from 5:00 - 6:15 p.m. and the Section's Luncheon on Monday from 12:15 – 1:30 p.m. You will also have admission to the AALS Exhibit Hall where exhibitors display a variety of academic, teaching and administrative products. Optional tickets may be purchased for the Association's Luncheon on Sunday, January 4, where Robert C. Post of Yale Law School will speak on "Academic Freedom and Legal Scholarship."

How do I register for the Section on Institutional Advancement Program?

Each institutional advancement professional wishing to exclusively register for the Section on Institutional Advancement two-day program is asked to complete the separate Institutional Advancement registration form. Please visit aals.org/am2015/ia15reg.pdf to download the registration form.

How do I register for the complete Annual Meeting program?

If you, as an institutional advancement professional, wish to attend any non-institutional advancement programs or events, such as the AALS Speaker Showcase Program and Reception, or would like to register your spouse/significant other, please complete the regular registration form and pay the full registration fee included in the Annual Meeting Brochure. Visit aals.org/am2015 to download the registration form.

Registration Confirmation and Hotel Reservation Process

A confirmation of your paid registration will be emailed to you. If you have not received a confirmation e-mail, call AALS Registration at (202) 296-2355 or email registration@aals.org to verify your registration.

Once you are registered for the meeting, you will receive an email with housing information and instructions for making a hotel reservation, along with a link for booking the hotel reservations online.

Deadlines

Register by November 17, 2014 to receive the Early Bird discounted fee. If your form will not arrive at the AALS office by December 15, we recommend that you send your registration form and payment using an overnight express delivery or register onsite in Washington, D.C.

Disability

The Marriott Wardman Park Hotel complies with the Americans with Disabilities Act. All public areas are accessible for those with disabilities. For disability-related assistance in attending sessions, please contact the AALS by November 7 at (202) 296-8851; or email disability@aals.org.

Refund Policy

All fees will be refunded less a \$25 processing fee to those whose written requests are received by the AALS by December 15, 2014. Contact the AALS by fax: (202) 872-1829; or by email: registration@aals.org. No refunds will be given for cancellations of registration and/or event fees received after December 15, 2014.

Registration Questions?

Contact AALS registration at (202) 296-2355; or email registration@aals.org.

Program Updates

For up-to-date information about the meeting, please visit our frequently updated website at aals.org/am2015. Click the “Program” tab at the top of the page to find the program schedule, and then click on the program name link to see the list of current speakers and a program description.



Photo by Mary A. Behre, courtesy of Destination DC

Program

Collaborating During Times of Transition and Transformation

Saturday, January 3, 2015

7:00 a.m. – 7:00 p.m.

AALS Registration

Sunday, January 4, 2015

7:00 a.m. – 7:00 p.m.

AALS Registration

8:00 a.m.

Coffee, Tea, Breakfast Pastries

8:00 – 8:30 a.m.

[5070A] Welcome to New Institutional Advancement Professionals and How to Get the Most Out of the Conference

This section is designed for new institutional advancement professionals and more experienced individuals who have not attended an AALS Section on Institutional Advancement program. Members of the section will greet you and hold a short session outlining how the Section on Institutional Advancement program is organized and how to best leverage your time at the conference.

8:45 – 9:00 a.m.

[5070B] Welcome

Darby Dickerson, Texas Tech University School of Law and Chair, AALS Section on Institutional Advancement

9:00 – 10:15 a.m.

[5070C] Plenary Session: Working Together: What We Need and Why We Need It

This overview session will discuss the types of information that institutional advancement professionals need to work effectively with their colleagues within the institution, and to advance the goals and mission of the institution. The panel,

comprised of administrators from various areas of responsibility, will discuss and simulate scenarios that show how we can all work together for the good of our institutions, and will emphasize the need for accurate and shared data.

Moderator: Camille A. Nelson, Suffolk University Law School

Speaker: Frank Klim, Stetson University College of Law

10:15 – 10:45 a.m.

Refreshment Break

10:45 a.m. – 12:15 p.m.

Concurrent Sessions

[5070D] Alumni Track Concurrent Session: Data Management for Alumni Affairs

This interactive session will brainstorm ways to use and maintain data about alumni. After working in small groups, group leaders will report best ideas, which will then be the basis for large-group discussion. Discussion topics will include strategies for keeping alumni records current, post-event data management, and how to encourage the flow of data within your institution.

Moderator: Jill DeYoung, University of Iowa College of Law

Speakers:

Cecily Craighill, Emory University School of Law
Skip Horne, Santa Clara University School of Law
Dinah Zebot, University of Minnesota Law School

[5070E] Communication Track Concurrent Session: Emerging Best Practices for Alumni Communications

In this interactive session, participants will share information regarding how they effectively communicate with alumni. Using an audience-response system, moderators will guide the discussion on topics such as frequency and mode

of communication, working with different types of alumni (e.g., more recent alumni, alumni boards, etc.), determining features for newsletters, magazines, and other publications, and data tracking and sharing.

Speakers: To be announced.

[5070F] Development Track Concurrent Session: Metrics for Fundraising Success

In recent years, law schools have seen a drive to put into place metrics and goals to measure fundraising success. Now more than ever, we need to measure the return on investment and fundraising outcomes. Our panelists will discuss current trends in this area, provide some insights on trends at their schools, and discuss how metrics can aid development officers in making their case for more resources.

Moderator: Terri Muse, University of Idaho College of Law

Speakers:

Julia Erwin-Weiner, Stanford Law School

Mary Beth Searles, University of Colorado School of Law

Lauren Wilcox, University of Florida Fredric G. Levin College of Law

12:30 – 2:00 p.m.

[1401] Association of American Law Schools Luncheon: Academic Freedom and Legal Scholarship

Speaker: Robert C. Post, Yale Law School

Please note, this luncheon is not included as part of the Section on Institutional Advancement registration; it requires a separate ticket purchase of \$62. Tickets may be purchased in advance or at On-Site Registration until 7:00 pm on Saturday, January 3.

12:30 – 2:00 p.m.

Informal Small-Group Lunches

This is an informal event where Institutional Advancement professionals can go out in small groups to lunch at nearby restaurants. There will be a signup sheet at the morning plenary program.

2:00 – 3:15 p.m.

Concurrent Sessions

[5070G] Alumni Track Concurrent Session: Strategies for Fantastic Events and Reunions

Reunions and events are important parts of keeping alumni engaged and informed about what is happening at the school. This session will give you an opportunity to talk in small groups about event strategies—what works and what doesn't. Discussion questions include when and why to have events, how to advertise effectively, how to measure success, and more.

Moderator: Mary H. Hoagland, Brigham Young University, J. Reuben Clark Law School

Speakers:

Julie C. Doss, Texas Tech University School of Law

Allison Fry, Stanford Law School

Corley Raileanu, The George Washington University Law School

[5070H] Communication Track Concurrent Session: Brand Management: Top Trends and Planning for the Future

This interactive session will explore trends in branding and how we can best use and elevate our brand perception with a focus on career services and marketing your school to employers. In our quickly evolving environment, it is important to differentiate and communicate the strengths of our institutions to employers across the legal industry. Panelists will include leaders from industry branding firms and law school branding officers. They will share their branding views, experiences and challenges. We will open the panel to audience discussion to address your top branding questions.

Moderator: Lisa O'Rourke, Loyola Law School, Los Angeles

Speakers:

Burkey Belser, President, Greenfield Belser, Washington, DC

Elizabeth Field, The George Washington University Law School

Lisa Snedeker, Wake Forest University School of Law

**[5070I] Development Track Concurrent
Session: The Circle of Fundraising:
Cultivate, Ask, Cultivate**

Donors and prospective donors are increasingly seeking involvement as a way to continue and deepen their engagement with individuals and institutions that share their common vision. A gift from a donor should be just the beginning not the end to the relationship. In this session, leading development professionals will share their ideas for meaningful engagement of donors and prospective new donors. Giving societies, advisory boards, fundraising galas, alumni events, speaking to class—what works most effectively and what doesn't work?

Following their presentations, the panelists will lead small group breakout conversations with the audience followed by a final all-group feedback session.

Speakers: To be announced.

3:15 – 3:45 p.m.

Refreshment Break

3:45 – 5:00 p.m.

**[5070J] Plenary Session: Fundraising
Trends and Tips**

A panel of experienced deans will discuss their views of fundraising, describe how fundraising has evolved over the past decade, and share tips for effective fundraising in today's environment.

Moderator: JoAnne A. Epps, Temple University,
James E. Beasley School of Law

Speakers:

Donald J. Weidner, Florida State University College of
Law

Patricia D. White, University of Miami School of Law

5:00 – 6:15 p.m.

**[5070K] Section Reception for
Institutional Advancement
Professionals**

Monday, January 5, 2015

7:00 a.m. – 7:00 p.m.

AALS Registration

8:00 a.m.

Coffee, Tea, Breakfast Pastries

8:00 a.m.

[6090A] Volunteer Engagement Session

Please attend if you are interested in becoming more involved in Section activities.

8:45 – 10:15 a.m.

**[6090B] Plenary Session: From Footnote
to Front Page: Giving Journalists
What They Want in Legal
Commentary**

Journalists from a range of media platforms will discuss the changing ways in which they access and use legal commentary. This session will examine how to more effectively deliver to reporters and editors the information they need when seeking news analysis, with a focus on what role law review articles and other academic materials can play in shaping news coverage. The panelists will offer their perspectives on what works best when they seek quotes, on-air sound bites, op-eds, background information and more.

Moderator: Brian Costello, Loyola Law School, Los Angeles

Speakers:

Amanda Becker, Employment Law Reporter, Reuters,
Washington, D.C.

Pamela Brown, Justice Correspondent, CNN,
Washington, D.C.

Sahil Kapur, Senior Congressional Reporter and
Supreme Court Correspondent, Talking Points
Memo, Washington, D.C.

Donna Leinwand Leger, Breaking News Reporter,
USA Today, Washington, D.C.

Stephen Stromberg, Editorial Writer, The Washington
Post, Washington, D.C.

10:15 – 10:45 a.m.

Refreshment Break

10:45 a.m. – 12:00 p.m.

Hot Topic Roundtables

[6090C] Alumni Track: Hot Topic Roundtable

Bring your alumni and external relations-related questions to this roundtable session where you will have the opportunity to network, talk with others in your track, and get frank questions answered.

Moderator: Mary H. Hoagland, Brigham Young University, J. Reuben Clark Law School

Speakers:

Peter Cronin, Cornell Law School
Elena Minicucci, Nova Southeastern University, Shepard Broad Law Center

[6090D] Communication Track: Hot Topic Roundtable

This roundtable session will provide an opportunity for participants to meet James Greif, AALS Director of Communications; learn more about the new AALS website and social media initiatives; and brainstorm ways to work collaboratively to promote positive messages about legal education and the profession through trend pitches and other cooperative efforts.

Moderator: Leslie R. Steinberg, Southwestern Law School

Speakers:

Darby Dickerson, Texas Tech University School of Law
James Greif, Director of Communications, Association of American Law Schools, Washington, D.C.
Alex Shapiro, University of California, Hastings College of the Law

[6090E] Development Track: Hot Topic Roundtable: Talent Turnover Critical Challenges

Demand for effective fundraisers is now so high that it is vastly outstripping the supply. The average amount of time a fundraiser stays at his/her job is

16 months. This makes development staff turnover a very costly fact of life for any organization. From the perspective of the individual fundraiser, changing jobs may appear to be the best option for his/her career development—an increase in salary, a more senior role, even a better office. Fundraising success requires more attention towards finding, managing, and keeping talented staff. This will be an “in conversation” session with the panelists examining the issue from the viewpoint of the employer and the employee.

Speaker: Speakers to be announced.

12:15 – 1:30 p.m.

[1419] Section on Institutional Advancement Luncheon and Business Meeting

Learn about persuasive communication styles and effective donor messaging from Mark Lanier, one of the country's top trial lawyers and a major philanthropist. Mark spoke last year, and many participants requested that he return.

Speaker: Mark Lanier, Lead Litigation Counsel, Lanier Law Firm, P.C., Houston, TX

This luncheon is included in the Institutional Advancement Professionals' registration fee. For those registering for the complete Annual Meeting, the Section on Institutional Advancement Luncheon ticket must be purchased separately for \$62.

1:45 – 3:00 p.m.

[6090F] Plenary Session: Working with Faculty for Fundraising and Communication

In this session, faculty will give their perspective on fundraising and how institutional advancement professionals can work effectively with faculty to raise funds for and publicize various projects.

Speaker: Patricia E. Roberts, William & Mary Law School

3:15 – 4:30 p.m.

Concurrent Sessions

[6090G] Alumni Track Concurrent Session: Methods of Engagement: Getting and Keeping Alumni Involved with Your School

This panel discussion will explore new and traditional ways to engage alumni in the life of your law school. We'll cover opportunities for collaboration and co-sponsorship, starting event programs and keeping them interesting, and important ways to involve alumni in admissions recruiting efforts. Our panelists will make a point to keep the discussion interesting for all participants, regardless of level of expertise. As always, input from the audience will be welcomed and encouraged.

Moderator: Jill DeYoung, University of Iowa College of Law

Speakers:

Katie Aune, Chicago-Kent College of Law, Illinois Institute of Technology

Matthew F. Calise, Georgetown University Law Center

Toni Hahn Davis, Yale Law School

Jini Jasti, University of Wisconsin Law School

[6090H] Communication Track Concurrent Session: Publicists to the Stars: Creative Techniques for Promoting Your Faculty to the Media

Now more than ever, communications offices are playing the role of publicist with faculty as “the talent.” This discussion will explore a variety of effective ways to ensure that your legal experts are uppermost in the minds of reporters, editors, and news directors.

Moderator: Leslie R. Steinberg, Southwestern Law School

Speakers:

David Finley, Chapman University Dale E. Fowler School of Law

Alex Shapiro, University of California, Hastings College of the Law

[6090I] Development Track Concurrent Session: Raising Money from Young Alumni

Who are “recent alumni”? Do recent alumni give, and is it ever fruitful to ask them for major gifts? Many schools are hesitant to solicit recent alumni because of their perceived financial situations. Our panelists will discuss their definitions of “recent alumni” and provide strategies for identifying, cultivating, and soliciting recent alumni.

Moderator: Joycelin Randle, University of Denver Sturm College of Law

Speakers:

Lisa Eimers, University of Missouri School of Law

Kirsten Reppert, Georgetown University Law Center

Jevon Walton, Howard University School of Law

Hotel Reservations

After completing the meeting registration process, you will receive a confirmation email from AALS containing a link with instructions for booking a hotel reservation online. The housing service is provided by Destination DC, the Washington D.C. Convention and Visitors Bureau. Please note that all reservations will be accepted via online booking only. If you did not receive your hotel booking email, please contact AALS Registration at (202) 296-2355 or email registration@aals.org. If you received your hotel booking email but are unable to book your reservation online, contact housing@destinationdc.com.

Acknowledgement of Reservation

Destination DC will email your reservation acknowledgment number within 72 hours of processing your reservation.

Deadline

Reservations must be made by December 19, 2014. If you have not made your reservation by December 19, please visit the website www.aals.org/am2015 for instructions about hotel availability and how to reserve a room.

Arrival and Departure

Please provide your arrival and departure information when making your reservation. Rooms are available as early as December 31, 2014 and as late as January 6, 2015. However, only a few rooms are available at the AALS rate at either end of this period.

Occupants in Room

If sharing rooms, please designate one person to make the reservation. List all occupants including children and their ages. Children under the age of 18 may stay free of charge in a parent's room. There is an additional charge of \$20 per person for more than two people sharing a room for people over the age of 18.

Reserving a Suite

Please visit www.aals.org/am2015 for hotel suite information which includes descriptions and diagrams of available suites.

Disability

The annual meeting hotels are in compliance with the Americans with Disabilities Act. All public areas are accessible and sleeping rooms with special accommodations are available for those with disabilities. Please list any special requirements for your sleeping room when you book your hotel reservation.

Credit Card Guarantee

A valid credit card is required to secure your room reservation. Credit cards will not be processed prior to your arrival. Your credit card will be charged one night's stay plus tax if you fail to cancel before 6:00 p.m. on the day of arrival or if you fail to check in on your scheduled arrival date.

Modifications and Cancellation

Reservations may be modified or canceled any time after receiving your acknowledgement. Note that cancellation must be made by 6:00 p.m. on expected date of arrival to avoid being charged for one night's room and tax. Until 5:00 p.m. EST Friday, December 19, contact housing@destinationdc.com. You will also be able to make changes online using the link or calling the phone number provided on your acknowledgment. For modifications or cancellations after December 19, please wait until December 24 and contact the hotel directly.

Hotels for AALS Annual Meeting

Shuttle buses are provided between Marriott Wardman Park Hotel and Washington Hilton

Marriott Wardman Park Hotel

2660 Woodley Rd. NW, Washington, DC 20008
(\$155 single or double; \$235 – \$455 suites)

Washington Hilton

1919 Connecticut Ave. NW, Washington, DC 20009
(\$155 single or double; \$260 - \$465 suites)

Omni Shoreham Hotel

2500 Calvert St. NW, Washington, DC 20008
(\$155 single and double; \$199 - \$500 suites)

*Add 14.5% room tax per night to rates shown above.
(Subject to change)*

Parking

The Washington Marriott Wardman Park garage, located on the Woodley Road entrance to the hotel, is open 24 hours a day; self-parking and valet parking are available. Rates are per 24 hours - \$41.00 for self-parking and \$46.00 for valet parking.

The Hilton Washington garage, accessible by either 19th Street or T Street, is open 24 hours a day. Rates are per 24 hours - \$36.00 for self-parking and \$46.00 for valet parking.

The Omni Shoreham offers valet parking including in/out privileges for \$35 per day plus 18% tax.

Transportation

Local (Metro) Transportation to Annual Meeting Hotels

The Marriott Wardman Park Hotel is located at the corner of Connecticut Avenue and Woodley Road, N.W., in Washington, D.C. The hotel is located at the Woodley Park/Adams Morgan/National Zoo Red Line stop on the Metro, Washington, D.C.'s subway system. The Omni Shoreham is also located one block from the Woodley Park/Adams Morgan Red Line metro stop. The Washington Hilton is four blocks from the Dupont Circle Metro Station on the Red Line. Exit at Q Street and walk four blocks north on Connecticut Avenue to the Hilton on your left hand side. The Metro opens at 5:00 a.m. on weekdays and at 7:00 a.m. on weekends. Shuttle service will be provided between the Marriott Wardman Park and Washington Hilton hotels.

Metro Hours and Fares:

The Metro operates seven days a week. Rail stations open at 5:00 a.m. on weekdays and 7:00 a.m. on weekends. Metro closes at midnight (3:00 a.m. on Fridays and Saturdays). When traveling late at night, be sure to check the scheduled departure time for the last train. At many stations, the last train departs before midnight (3:00 a.m. on Fridays and Saturdays) so it is important that you allow enough time to enter the system and board the train. Last train departure times are posted at each station kiosk. At peak hours (in effect weekdays from 5:00 a.m. – 9:30 a.m. and 3:00 p.m. – 7:00 p.m., and weekends from midnight to closing), SmarTrip card fares for short trips less than three miles cost approximately \$2.15. For distances longer than three miles, the maximum SmarTrip fare is \$5.90. At non-peak hours, SmarTrip card fares for short trips less than three miles cost approximately \$1.75. For distances longer than three miles, the maximum SmarTrip card fare at non-peak hours is \$3.60.

Airport Transportation

Reagan Washington National Airport (DCA) is located eight miles from the hotel; taxi fare is approximately \$25 one-way plus an additional \$2.50 airport fee. To ride the Metro to the hotel, take the Yellow Line to Gallery Place/Chinatown and change to the Red Line (heading toward Shady Grove). See the Metro info above.

Dulles International Airport (IAD) is about 27 miles from the hotel; taxi fare is approximately \$65 each way (use metered cab).

Thurgood Marshall Baltimore-Washington International Airport (BWI) is approximately 40 minutes in non-rush hour traffic from the hotel. Taxi fare from BWI is approximately \$88. The MARC Train runs round-trips between BWI to Union Station in Washington, D.C. Monday through Friday. Go to the Amtrak MARC shuttle stop on the lower level ground transportation area outside of baggage claim. Shuttles to the train stop depart every 15 minutes. One-way fare is \$7; Visa and MasterCard are accepted. The trip to Union Station will take approximately 38 minutes. From Union Station you can take a taxi or the Metro Red Line to the Hotel – Woodley Park/Adams Morgan/National Zoo Metro stop. Call (800) 325-7245 (Penn Line information) for additional information. Contact Amtrak at amtrak.com or (800) 872-7245 for information on weekend travel.

SuperShuttle provides service at all three airports. The cost for a one-way trip is \$14 from DCA, \$29 from IAD, or \$37 from BWI. Call (800) 258-3826 or visit supershuttle.com for online reservations.

Union Station is four miles from the Hotel; taxi fare is approximately \$13 in non-rush hour traffic. Union Station services both Amtrak and Metro (Washington, D.C.'s subway system). See the Metro info above.

Local Attractions

For information on local attractions, visit aals.org/am2015/local.

Association of American Law Schools Annual Meeting - January 2 - 5, 2015

