



A A L S

#AALS2016

ASSOCIATION OF AMERICAN LAW SCHOOLS

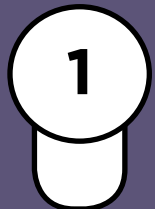
110TH ANNUAL MEETING

NEW YORK CITY, NEW YORK JANUARY 6-10, 2016

From Challenge to Innovation: American Legal Education in 2016



Section on Institutional Advancement Program



January 8-10, 2016

Sheraton New York Times Square Hotel

Welcome to New York City for the 110th Annual Meeting of the Association of American Law Schools

Section on Institutional Advancement Program

It is our great pleasure to invite you to join us in New York City at the 2016 Annual Meeting of the Association of American Law Schools, our 110th Annual Meeting. We have organized a vibrant schedule of programs and events, combined with substantial hotel discounts and benefits, that make this year's meeting particularly exciting.

This year's theme, selected by AALS President Blake D. Morant, Dean, The George Washington University School of Law, is "From Challenge to Innovation: Legal Education in 2016." As President Morant has stated, this year's meeting will provide "an unparalleled opportunity for legal educators and administrators to connect with colleagues from law schools around the nation, as well as the world, on matters of common interest at this crucial moment for legal education as well as the legal profession."

We are very pleased to announce hotel guest room rates below \$200 a night at the two co-headquarter hotels, the New York Hilton and the Sheraton New York. In addition, both hotels will provide complimentary Wi-Fi in guest rooms, free access to their health clubs, and a 20 percent discount on food (including room service at the Sheraton). With these substantial discounts and benefits, we hope that you will be able to attend and to take advantage of the tremendous professional development and networking opportunities offered during the Section on Institutional Advancement two-day program.

I hope to see you in New York City this January!

Sincerely,

Judy Areen
Executive Director

REGISTRATION

Institutional Advancement Professionals attending only the Institutional Advancement program pay a reduced registration fee for the Section's two-day program. Law school faculty attending the Institutional Advancement program are not eligible for this fee.

The Institutional Advancement professional registration includes admission to only Section on Institutional Advancement sessions, the Exhibit Hall, and the Section on Institutional Advancement Reception on Friday, January 8 and Luncheon on Sunday, January 10. Institutional Advancement professionals who want to attend additional events including the AALS Opening Reception or AALS Showcase Speaker Program should pay the full registration fee and use the regular registration form.

Secure Online Registration

You may register online using our secure system. We accept American Express, Visa, and MasterCard as payment for registration fees.

Registration Form

This form can be returned to AALS by fax or regular mail, and payment methods include check (made out to: Association of American Law Schools), American Express, MasterCard, or Visa. Fax to (202) 872-1829 or mail to 1614 20th Street NW, Washington, D.C. 20009. Please note that, to comply with Payment Card Industry Association standards, we no longer accept registration submissions through email.

Registration Confirmation and Hotel Reservation Process

After registering you will receive a registration confirmation and a hotel reservation email. The hotel reservation email will include housing information and instructions, including a link to book reservations online. Registration forms are processed when payment is received, and hotel registration information cannot be released before registration has been completed. For general information on the conference co-hotels please visit the Annual Meeting Housing webpage.

Cancellation Policy

All fees will be refunded less a \$25 processing fee for written cancellations received by December 15, 2015, at registration@aals.org. Refunds will not be given for cancellations received after December 15.



GENERAL MEETING INFORMATION

Accessibility-Related Accommodation

AALS is committed to making our meetings and events accessible to all of our attendees. Visit aals.org/am2016 and click on “Accessibility” for more information. Please contact the AALS at accommodations@aals.org so that we may assist you with services that you need.

Child Care

AALS does not provide child care services onsite at the conference. Please consult with the hotel concierge for more information.

Continuing Legal Education Credit

AALS has not received certification as a CLE provider for the 2016 Annual Meeting. For registered attendees in states whose acknowledgment of attendance at a session is sufficient, AALS provides sign-up sheets in the rear of the meeting room of each session. Please sign this sheet if you need verification that you attended this session.

Local Attractions

New York City’s tremendous energy, excitement and diversity set it apart from all other destinations on the planet – and that’s no overstatement. For more information on attractions, Broadway tickets, restaurants, sightseeing, shopping, television show tapings, sporting events along with social media and mobile apps for visitors, please visit www.aals.org/am2016/

Mobile App

For the 2nd year in a row, AALS will offer a mobile app for the Annual Meeting. This app will allow you to easily view schedules, maps, exhibitor lists, and social features on your phone or tablet. You will also be able to create your own schedule of sessions you are interested in attending. The mobile app will contain the most current information, including all of the late changes not included in the printed program.

Program Updates

For up-to-date information about the meeting, program schedule and speakers, please visit the AALS website at www.aals.org/am2016.

Social Media

We hope you will follow AALS on Twitter, Facebook and LinkedIn. Please tweet about the conference using the hashtag #AALS2016.

Transportation

For those traveling by air, New York City is served by seven area airports. Of these, three airports are major hubs: John F. Kennedy International Airport (JFK) and LaGuardia Airport (LGA) are both in Queens, while Newark Liberty International Airport (EWR) is located in neighboring New Jersey. These three airports provide access to the City via taxis, buses, vans, subways, trains and private limo car services. For details on transportation visit www.aals.org/am2016/

Weather

New York City weather can vary from day to day, and even morning to afternoon. The winter months of December through February are cold with less daylight, though the sky is often sunny, blue and clear.

Connect with AALS online!



AALS 2016 ANNUAL MEETING

Section on Institutional Advancement Program Schedule

January 8-10, 2016

Sheraton New York Times Square Hotel

FRIDAY, JANUARY 8

7:00 am – 7:00 pm

AALS Registration

5:30 pm – 6:30 pm

Section on Institutional Advancement Reception

The reception will offer drinks and light appetizers and provides an opportunity for attendees to mix, mingle, and connect at the start of the Section's two-day program.



SATURDAY, JANUARY 9

7:00 am – 7:00 pm

AALS Registration

8:00 am

Coffee, Tea, Breakfast Pastries

8:00 am – 8:30 am

Welcome to New Institutional Advancement Professionals, and How to Get the Most Out of the Conference

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

Moderator: Elena Minicucci, Nova Southeastern University Shepard Broad College of Law

8:45 am – 9:00 am

Welcome

Leslie R. Steinberg, Southwestern Law School and Lisa O'Rourke, formerly Loyola Law School, Co-Chairs, AALS Section on Institutional Advancement

9:00 am – 10:15 am

Plenary Session:

JOINT PLENARY SESSION WITH SECTION ON PRELEGAL EDUCATION AND ADMISSION TO LAW SCHOOL:

Expanding the Role of Alumni in Admissions Recruitment

How are law schools incorporating alumni participation in admissions and marketing efforts? In this session, we will explore innovative ways to expand alumni involvement in admissions outreach as well as the impact this participation may have on alumni giving toward scholarships. Speakers will include an admissions director and a marketing consultant, as well as alumni who will share their experiences as volunteer admissions recruiters.

Speakers:

Tom Abrahamson, Chairman, Lipman Hearne

Speakers (continued):

Brian G. Buckmire, Staff Attorney, The Legal Aid Society, Class of 2014 from Washington and Lee University School of Law

Mercedes S. Cano, Attorney at Law, Law Office of Mercedes S. Cano, Class of 2000 from City University of New York School of Law

Michael W. Donnelly-Boylen, Roger Williams University School of Law

Moderator: To be announced

10:15 am – 10:45 am

Refreshment Break

10:45 am – 12:15 pm

Concurrent Sessions:

ALUMNI & DEVELOPMENT TRACKS (JOINT SESSION)

Why I Give: Alumni-Donors Share Insights and Inspiration

Alumni-donors from various law schools will share information about why they support their alma mater, what motivates them to give, how they prefer to receive communications from the law school, and ideas they have that may convince others to give back.

Speakers:

Brooke J. Bowman, Stetson University College of Law

Leigh Ernst Friestedt, Founder, Equity IX, LLC

Jeffrey I. Kohn, Managing Partner, O'Melveny & Myers LLP

Martin H. Tankleff, Long Island, NY

Moderator:

Darby Dickerson, Texas Tech University School of Law

COMMUNICATIONS TRACK

Preparing Law Faculty for Media Appearances: Focusing the Message and Avoiding Land Mines

This interactive session will provide guidance for faculty members and law school communications professionals on the art of the interview. Panelists will include media training consultants who will demonstrate how to stay on message in various unscripted mock interview scenarios with volunteer faculty members and other attendees.

Speakers:

Kevin Anselmo, Founder and Principal, Experiential Communications
Teresa Valerio Parrot, Principal, TVP Communications

Moderators:

Brian Costello, Loyola Law School, Los Angeles
David Finley, Chapman University Dale E. Fowler School of Law

12:30 pm – 2:00 pm

Informal Group Lunches

This is an informal event where Institutional Advancement professionals can go out to lunch in small groups to nearby restaurants. There will be a sign-up sheet emailed in advance.

2:00 pm – 3:15 pm

Concurrent Sessions:

ALUMNI TRACK

Maximizing Volunteer Relationships

Alumni volunteers can be crucial to the success of advisory boards and committees, special events, fundraising initiatives and student programming. This session will

address how to best identify and recruit good volunteers; how to communicate with volunteers and make the best use of their time; how to staff advisory boards and committees; and how to recognize and steward your volunteers.

Speakers: To be announced

Moderator: To be announced

COMMUNICATIONS TRACK

Using Videos for High-Impact Marketing and Communications: Overcoming Production Challenges and Maximizing Creativity

This session will address two key challenges when incorporating videos into the marketing mix: producing professional quality videos with limited resources, and the selection of effective and novel video strategies. Panelists will provide solutions for the ongoing challenge of producing high quality, professional videos while staying within a limited law school budget. Our experts will also review current video marketing trends and provide examples of cutting edge new video platforms used in higher education and law school marketing, while sharing examples of case studies and sample videos.

Speakers:

Lisa Snedeker, Wake Forest University School of Law

Wayne Wall, CEO, FLIMP Media Engagement

Moderator:

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

DEVELOPMENT TRACK

**Innovations in Fundraising:
Utilizing Day of Giving and
Crowdfunding Opportunities**

Speakers: To be announced.

Moderator: To be announced.

3:15 pm – 3:45 pm

Refreshment Break

3:45 pm – 5:00 pm

Concurrent Sessions:

ALUMNI TRACK

**Hot Topic Roundtable: Alumni
Relations**

This interactive session will give participants the opportunity to discuss new ideas and share best practices with respect to multiple topics. The session will feature multiple tables with a different topic to be discussed at each table. At the end of each of three 25-minute periods, participants can choose to move on to a different table or stay and continue to discuss a chosen topic in even more depth. Topics to be addressed include: (1) how to make the most of a small budget, (2) how to use faculty to engage alumni, (3) trends in reaching alumni through social media, and (4) working together with other departments.

Moderator: To be announced

COMMUNICATIONS TRACK

**Hot Topic Roundtable: Using
Podcasts in the Media Mix to
Increase Visibility of Faculty
Members and Enhance the School
Brand**

This informal roundtable discussion will feature prominent education podcaster Kevin Anselmo, who will provide strategic recommendations and best practices for economically employing this underutilized medium to showcase faculty, alumni, students, and other prominent members of law school communities. The interactive discussion will provide the nuts and bolts for creating an in-house podcast program, techniques for broad distribution of content, and promotion recommendations. The session will conclude with a demonstration of the production of a live podcast featuring a special guest of the AALS event that will appear on the FIR (For Immediate Release) Podcast Network. Attendees are encouraged to share insights and raise questions for our special guest discussant.

Discussant:

Kevin Anselmo, Founder and Principal of
Experiential Communications

Moderators:

David Finley, Chapman University Dale E.
Fowler School of Law
Leslie R. Steinberg, Southwestern Law
School

DEVELOPMENT TRACK

Hot Topic Roundtable

Topics for discussion to be announced.

Moderators: To be announced

SUNDAY, JANUARY 10

7:00 am – 12:00 pm

AALS Registration

8:00 am

Coffee, Tea, Breakfast Pastries

9:00 am – 10:15 am

Plenary Session:

**A Conversation - Reframing the
Narrative on Legal Education**

Join Dean Blake D. Morant, President of the AALS, ABA President Paulette Brown and former law school dean Richard Matasar (Chicago Kent, University of Florida and New York Law School) in a conversation moderated by former AALS president Gregory Williams, about reframing the narrative on legal education and the legal profession. These distinguished leaders will share their perspectives on the positive attributes of legal education and the profession in counterpoint to the negative light in which law schools and the legal profession are so often portrayed today by the media and others. A brief Q&A with audience participation will follow.

Speakers:

Paulette Brown, President, American Bar
Association and Partner, Locke Lord
LLP
Richard A. Matasar, Vice President for
University Enterprise Initiatives, New
York University
Blake D. Morant, AALS President and The
George Washington University Law
School

Moderator:

Dr. Gregory H. Williams, former President of the AALS, 11th President of The City College of New York, 27th President of the University of Cincinnati, former Dean of The Ohio State University Moritz College of Law

10:15 am – 10:45 am

Refreshment Break

10:15 am – 10:45 am

Volunteer Engagement Session

Institutional Advancement professionals who are interested in becoming more involved in Section activities are strongly encouraged to attend this brief session.

Speakers:

Jill DeYoung, University of Iowa College of Law
Corley Raileanu, The George Washington University Law School

10:45 am – 12:15 pm

Concurrent Sessions:

ALUMNI TRACK

Building Bridges Between Students and Alumni

Not only are students future alumni, they present a great opportunity to engage alumni with your law school. This session will look at ways in which Alumni Relations offices can best work with student organizations to engage alumni, as well as other ways to connect alumni and students for mentoring and networking opportunities.

Speakers: To be announced.

Moderator: To be announced.

COMMUNICATIONS TRACK

Copyrights, Trademarks and Fair Use of Social Media Content: What's Fair Game and What's Off Limits for Communications Practitioners?

This session will address fair use and copyright law when dealing with social media content. Panelists will include a mix of copyright scholars and practitioners who will present acceptable and unacceptable practices in using publicly available social media content for communications and marketing efforts. The conversation will provide an update of the rapidly evolving – and often confusing – substantive laws and guiding standards for best practices, along with examples of real world scenarios. The panel will provide valuable insights for both law school marketing professionals and faculty members specializing in copyright law, fair use and social media issues.

Speakers:

Elizabeth Townsend Gard, Tulane University School of Law
W. Ron Gard, Ph.D., President and CEO, Limited Times, LLC

Moderator:

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

DEVELOPMENT TRACK

Dealing with Talent Turnover: Smart Approaches to Keeping Staff, Allocating Resources and Doing More with Less

Speakers: To be announced.

Moderator: To be announced.

12:15 pm – 1:30 pm

[1416] Section on Institutional Advancement Luncheon and Business Meeting

Speaker: To be announced.

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 \$85.

1:45 pm – 3:45 pm

Plenary Session:

The Value of Legal Education and Why It's a Good Investment Now and in the Future

Whether your audience is donors, students, alumni or faculty, being an advocate for the profession is important to shaping the conversation. To close out this conference, join us for a send-off from three leaders in Institutional Advancement who will share their thoughts on the future of legal education and the roles of Institutional Advancement in it. Through TED Talk-style presentations, each speaker will give a ten-minute "pitch" on why legal education is a worthwhile investment. Following these presentations, the speakers will be available for small group discussions.

Speakers:

Julia Erwin-Weiner, Stanford Law School
Daniel B. Rodriguez, Northwestern University School of Law
Katrin Hussmann Schroll, University of Maryland Francis King Carey School of Law

Moderator: To be announced

HOTEL INFORMATION

The Sheraton New York Times Square will host the Section on Institutional Advancement's program and luncheon. Guest rooms for the Annual Meeting are also available at the Hilton New York Midtown, co-headquarters hotel, Marriott Marquis and Renaissance Times Square.

After completing the meeting registration process, you will receive a confirmation email from AALS containing a link for booking a hotel reservation online. Single and double occupancy rooms and suites are available.

Sheraton New York Times Square Hotel

811 7th Avenue, New York, New York 10019

www.sheratonnewyork.com

Room rates: \$195 single/\$215 double occupancy

The Sheraton New York Times Square is newly refreshed from a recent \$180 million renovation.

- **High-Speed Internet:** The Sheraton is providing AALS guests complimentary high-speed Internet access in their guest rooms.
- **Fitness Center:** The Sheraton is providing AALS guests complimentary use of the fitness center. Open daily from 5 am – 11 pm.
- **Sheraton On-Site Dining Options:** The Sheraton is offering AALS attendees staying at the Sheraton a 20% discount on room service, the Link Café and Hudson Market Bistro.
- **Complimentary:** guest room Starbucks Coffee and Tea
- **Room service:** 24-hour availability
- **Hudson Market & Bistro:** Breakfast: 6:30 am – 11 am, Lunch: 12 pm – 2:30 pm, Dinner: 5 pm – 10:30 pm
- **Lobby Lounge & Library Bar:** 3 pm – 1 am with the kitchen open until midnight.
- **Link @ Sheraton Café:** Open daily 6 am – 3 pm

Taxes are not included in the room rates. There is a 14.75% occupancy tax plus \$3.50 per night. Check-In Time: 3 pm, Check-Out Time: 1 pm

OTHER HOTELS

New York Hilton Midtown

1335 Avenue of the Americas, New York, NY 10019
www3.hilton.com/en/hotels/new-york/new-york-hilton-midtown-NYCNHHH
Room rates: \$195 single/\$219 double occupancy

New York Marriott Marquis

1535 Broadway, New York, NY 10026
www.marriott.com/hotels/travel/nycmq-new-york-marriott-marquis/
Room rates: \$219 single/\$239 double occupancy

Renaissance New York Times Square Hotel

2 Times Square, New York, NY 10019
www.marriott.com/hotels/travel/nycrt-renaissance-new-york-times-square-hotel/
Room rates: \$219 single/\$239 double occupancy

Taxes are not included in the room rates. There is a 14.75% occupancy tax plus \$3.50 per night. Check-In Time: 3 pm, Check-Out Time: 1 pm

RESERVATIONS

After completing the meeting registration process, you will receive a confirmation email from AALS containing a link for booking a hotel reservation online. Single and double occupancy rooms and suites are available.

AALS convention hotels will only accept reservations made through our selected housing service, Experient (this is not AALS headquarters.) Reservations will be accepted only through online booking. If you do 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 have difficulty booking your reservation online, contact aals@experient-inc.com.

Confirmation of Reservation

The housing service will email a reservation confirmation within 72 hours of processing your reservation.

Deadline

Hotel reservations should be made by December 17, 2015. If you have not made your reservation by December 17, please visit the website www.aals.org/am2016/ for instructions about hotel availability and how to reserve a sleeping room. Reservations will be turned over to the hotels on December 18, so the last day to process new reservations, changes and cancellations is December 17.

Arrival and Departure

Please provide your arrival and departure information when making your reservation. Rooms are available as early as January 1, 2016 and as late as January 11, 2016. However, only a few rooms are available at the AALS discounted room 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 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. You will need to notify the hotel at check in if any of the guests in your room are under the age of 18 and exempt from the extra person charge.

Accessibility Accommodations

If anyone in the room needs an access-related accommodation, please indicate the accommodations needed when making your hotel reservation.

Credit Card Guarantee

A valid credit card with an expiration date of January 2016 or later 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 pm on the day of arrival or if you fail to check in on your scheduled arrival date.

Reservations, continued

Reserving a Suite

The booking website will include brief descriptions of suites available at each hotel.

Modifications and Cancellations

Reservations may be modified or cancelled after receiving your confirmation email. Until 5 p.m. CST December 17, please make changes and cancellations online using the booking link, or by email or fax provided in the confirmation email. Cancellations will not be accepted by phone.

Beware Housing “Pirates” and “Poachers”



For hotel room reservation modifications or cancellations after December 17, please wait until December 22 and contact the hotel directly.

When AALS secures sleeping rooms at hotels for our Annual Meeting (commonly referred to as room blocks), we research the properties to make certain that our attendees will be adequately accommodated. The room block is established to ensure that sleeping rooms meet our standards and are offered at the discounted price.

We have been informed in the past that registrants are being contacted by fax, emails, and phone calls with offers for cut-rate housing. The intent is to convince you that the offer is made on behalf of AALS, or that the soliciting company is a viable alternative to going through our service provider. This is not true. Housing for the AALS Annual Meeting is handled exclusively by our selected housing service, Experient, through online booking only.

How can you help? Don't be misled! If you are contacted by anyone asking if you need a room for the Annual Meeting, please do not make a reservation or provide a method of payment. We ask that you get as much information as you can about the caller and pass it on Mary Cullen, AALS Meeting Manager, at (202) 296-8851 or mcullen@aals.org.

AALS 110th Annual Meeting

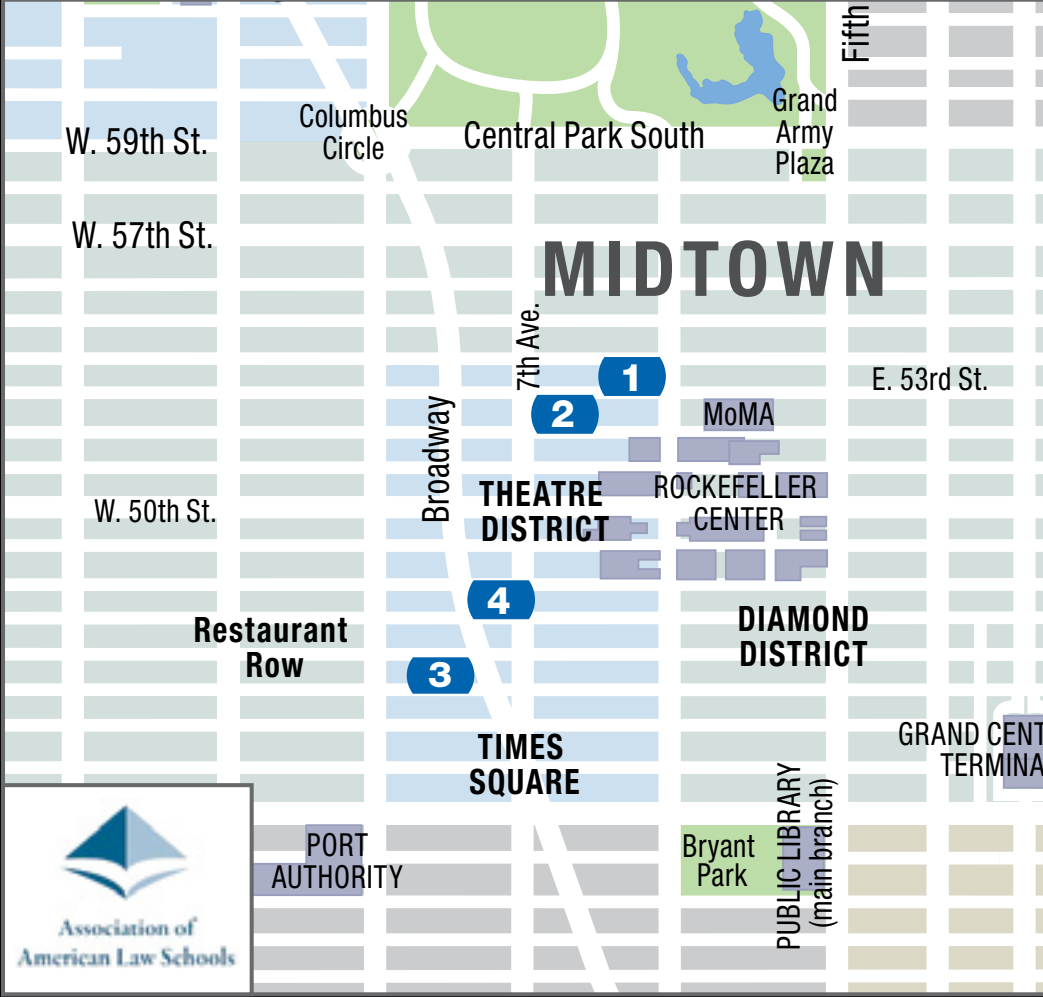


The select hotel properties shown on this map are located in Midtown Manhattan, highlighted here.


AALS Hotels

- New York Hilton Midtown**
Co-Headquarters hotel and meeting location
1335 Ave of the Americas (bet 53 & 54 Sts).....1
- Sheraton New York**
Co-Headquarters and meeting location
811 Seventh Ave (bet 52 & 53 Sts).....2
- New York Marriott Marquis**
1535 Broadway (bet 45 & 46 Sts).....3
- Renaissance New York, Times Square**
2 Times Square (7 Ave bet 47 & 48 Sts)4

Current as of May 2013. Map by David Lindroth Inc. © NYC & Company, Inc.



The map shows Midtown Manhattan with streets from W. 59th St. to E. 53rd St. and Broadway to Fifth Ave. Numbered markers 1-4 indicate hotel locations: 1 (Hilton) at 1335 Ave of the Americas, 2 (Sheraton) at 811 Seventh Ave, 3 (Marriott) at 1535 Broadway, and 4 (Renaissance) at 2 Times Square. Landmarks like Central Park, MoMA, and Grand Central Terminal are also labeled.



AALS SPONSORS

AALS would like to thank and recognize the following companies for their generous contributions to support the Association's many goals and activities.

Foundational (over \$100,000)

West Academic

Platinum (\$15,000 - \$99,999)

Arnold & Porter LLP

Covington & Burling LLP

Gold (\$7,500 - \$14,999)

American Bar Association

LexisNexis

Silver (\$3,000 - \$7,499)

Access Group

Barbri

Carolina Academic Press

Complete Equity Markets

Law School Admission Council (LSAC)

WilmerHale

Wolters Kluwer

Bronze (\$1,000 - \$2,999)

Boston University School of Law

Texas Tech University School of Law

University of Washington School of Law

We would like to thank the following for their donations to AALS for the 2014-2015 Academic Year.

- Alexander Blewett III School of Law at the University of Montana
- CALI
- University of California, Los Angeles, School of Law
- University of Denver Sturm College of Law
- University of Georgia School of Law
- Pepperdine University School of Law

AALS CALENDAR

Faculty Recruitment Conferences

Thurs., Oct. 15 – Sat., Oct. 17, 2015
Washington, DC

Thurs., Oct. 13 – Sat., Oct. 15, 2016
Washington, DC

Conferences on Clinical Legal Education

Sat., Apr. 30 – Tues., May 3, 2016
Baltimore, MD

Fri., May 5 – Tues., May 9, 2017
Denver, CO

Future Annual Meeting Dates and Locations

Tues., Jan. 3 – Sat., Jan. 7, 2017
San Francisco, CA

Wed., Jan. 3 – Sun., Jan. 7, 2018
San Diego, CA

Wed., Jan. 2 – Sun., Jan. 6, 2019
New Orleans, LA