



111th ANNUAL MEETING

SAN FRANCISCO, CA | JANUARY 3-7, 2017

AALS.ORG/AM2017
#AALS2017

SECTION ON INSTITUTIONAL ADVANCEMENT PROGRAM

Why Advancement Matters

January 6-7, 2017

Parc 55 San Francisco

For alumni relations, communications,
and development professionals

PLANNING COMMITTEE SECTION ON INSTITUTIONAL ADVANCEMENT

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Brian Costello, Loyola Law School, Los Angeles

Jill DeYoung, University of Iowa College of Law, **Co-Chair**

Deane Fenstermaker, The George Washington University Law School

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

Allison Fry, Stanford Law School

Jini Jasti, University of Wisconsin Law School

Elena R. Minicucci, Nova Southeastern University Shepard Broad

College of Law

Corley Raileanu, The Catholic University of America, Columbus School

of Law, **Co-Chair**

Leslie R. Steinberg (formerly at Southwestern Law School)

MEETING INFORMATION

AALS Exhibit Hall

Grand Ballroom, Grand Ballroom Level

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 Thursday, January 5 from 3:30 pm to 4:30 pm.

Hours:

Wednesday, January 4, 9 am – 6 pm

Thursday, January 5, 8 am – 5 pm

Friday, January 9, 8 am – 3 pm

AALS Registration

Grand Ballroom, Grand Ballroom Level

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:

Tuesday, January 3, 2 pm – 8 pm

Wednesday, January 4, 7 am – 7 pm

Thursday, January 5, 7 am – 7 pm

Friday, January 6, 7 am – 5 pm

Saturday, January 7, 7 am – 12 pm

Badges

Admission Policy

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

**New* Badge Replacement Fee*

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

**New* Badges for Spouse/Partner*

A non-faculty/staff spouse or partner is welcome to attend with any full meeting registrant. There is a special type of registration for spouse/partner that you may purchase for \$25 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

Franciscan C, Ballroom Level

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.

Attendee Refreshment Breaks

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 University of California, Hastings College of the Law, Carolina Academic Press, Santa Clara University School of Law, and Stanford Law School.

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

Wednesday, January 4

7:30 – 9 am, Continental Foyer, Ballroom Level

9 am – 10:30 am, Exhibit Hall, Grand Ballroom, Grand Ballroom Level

1:30 pm – 3 pm, Continental Foyer, Ballroom Level

3 pm – 4:30 pm, Exhibit Hall, Grand Ballroom, Grand Ballroom Level

Thursday, January 5

7:30 am – 9 am, Continental Foyer, Ballroom Level

9 am – 10:30 am, Exhibit Hall, Grand Ballroom, Grand Ballroom Level

1:30 pm – 3 pm, Continental Foyer, Ballroom Level

3 pm – 4:30 pm, Exhibit Hall, Grand Ballroom, Grand Ballroom Level

Section on Institutional Advancement Program

Attendee Refreshment Breaks, continued

Friday, January 6

7:30 am – 9 am, Continental Foyer, Ballroom Level

9 am – 10:30 am, Exhibit Hall, Grand Ballroom, Grand Ballroom Level

1:30 pm – 3 pm, Exhibit Hall, Grand Ballroom, Grand Ballroom Level

3 pm – 4:30 pm, Continental Foyer, Ballroom Level

Saturday, January 7

7:30 am – 9 am, Continental Foyer, Ballroom Level

Child Care

AALS does not provide onsite 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 Legal Education Credit

The 2017 AALS conference 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 CLE sheet located at the back of each session room.

If you are unsure of whether or not you signed a session CLE sheet, please visit the AALS Information Desk located in the Continental Foyer, Ballroom Level of the Hilton Union Square. 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 CLE 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 date, time, and title of the session.

Internet

Guest Room Internet

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

Wireless Internet Access in Meeting and Public Space

Open web browser and select “AALS2017” and use password **AALS2017** to connect.

Lost and Found

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

Hilton San Francisco Union Square: Dial extension 6380

Parc 55 San Francisco: Dial extension 57

Mobile App

A mobile app is available again this year. With the mobile app you can easily view the schedule, speakers, hotel maps, exhibitors, and social features on your smartphone or tablet. You may also create a personalized schedule of sessions to attend, provide feedback after each session by filling out the surveys, and email notes. The mobile app contains the most current program information, including all of the latest changes not included in the printed program.

To download, scan the QR code here, or visit the Apple App Store or Google Play Store and search for **AALS2017**, install and run. Once the app is downloaded, no internet connection is required.

Sponsored by Carolina Academic Press.

Mobile Charging Stations

The Hilton has four mobile charging stations. One is located in the main lobby near Herb N’ Kitchen, a second in the main lobby across from the concierge, a third outside of Golden Gate meeting rooms on Lobby Level and a fourth in the West Lounge on the Ballroom Level. The fee is \$2.99 for charging.

There is one charging station at the Parc 55, located on the second floor, across from the front desk. The fee is \$2.99 for charging.

Section on Institutional Advancement 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 late in 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 Continental Foyer on the Ballroom Level of the Hilton Union Square.

Private Room for Mothers

AALS will provide a room each day of the meeting at the Hilton and on Friday and Saturday at the Parc 55 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 Continental Foyer on the Ballroom Level of the Hilton Union Square 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 now 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.

Social Media

Follow AALS on Twitter, Facebook, and LinkedIn. Please tweet about the conference using the hashtag [#AALS2017](#). You can also post directly from the mobile app.

SCHEDULE

Program and speakers as of December 1, 2016

All sessions will be held at the Parc 55 unless otherwise noted.

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FRIDAY, JANUARY 6

7 am – 7 pm

AALS Registration

*Grand Ballroom, Grand Ballroom Level
Hilton San Francisco Union Square*

8 am

Coffee, Tea, Breakfast Pastries

Cyril Magnin Foyer, 4th Floor

8:15 am – 8:30 am

Informal Meet and Greet for New Institutional Advancement Professionals

Foyer of Cyril Magnin, 4th Floor, Parc 55

Meet for a short pre-conference welcome designed for any attendees who are new to the AALS Section on Institutional Advancement programs. Members of the section will greet you and provide a short introduction on how the program works and how to best leverage your time at the conference.

8:45 am – 9 am

Welcome

Cyril Magnin I & II, 4th Floor, Parc 55

Speakers:

Jill De Young, University of Iowa College of Law
Corley Raileanu, The Catholic University of America, Columbus School of Law

Section on Institutional Advancement Program

9 am – 10:15 am

Cyril Magnin I & II, 4th Floor, Parc 55

PLENARY SESSION

Building Your Pipeline: How Do You Engage the Next Generation of Alumni?

Moderator: Elizabeth C. Brown, University of Pennsylvania Law School

Speakers:

Matthew F. Calise, Georgetown University Law Center

Karen Charney, University of California, Davis, School of Law

Nicole Ford, University of Pennsylvania Law School

Amy Wilson, Stanford Law School

Studies show that by 2020 “Millennials” will account for one in three adults in the United States. Whether you call them Millennials or recent graduates, these alumni born between 1982 and 2000 will be our donors and volunteers of the future. Research suggests they like to give to big ideas, they want to be involved, and they use technology to communicate differently than prior generations. This panel will explore ways to engage these graduates now, so that they will make their law school a philanthropic priority in the future.

10:15 am – 10:30 am

Refreshment Break

Foyer of Cyril Magnin, 4th Floor, Parc 55

Sponsored by Lawdragon.

10:30 am – 12 pm

CONCURRENT SESSIONS

ALUMNI TRACK

Alumni Advisory Boards: Use Them or Lose Them?

Cyril Magnin III, 4th Floor, Parc 55

Moderator: Hannah Farrington Parker, University of New Mexico
School of Law

Speakers:

Stephanie Howson, Seattle University School of Law

Laura Keene Demmer, Stanford Law School

Ellen Lynch, Santa Clara University School of Law

The panelists will discuss how they have successfully used an alumni board or why they eliminated a board at their school. The key elements for this discussion include managing and engaging board members, and lessons learned.

DEVELOPMENT TRACK

Annual Fund: Exposed at Last!

Mission, 4th Floor, Parc 55

Moderator: Deane Fenstermaker, The George Washington University
Law School

Speakers:

Jennifer Gray, University of California, Los Angeles School of Law
Emily Mullin, Northwestern University Pritzker School of Law

Amplify the components of annual fundraising to get the most out of your program. Topics covered in this session will include: leadership giving, challenge matches, phonathon, 3L class gifts, the role of social media, donor reactivation, and proper stewardship for increased donor count and dollars.

COMMUNICATION TRACK

Leveraging the Rise of the Law in Popular Culture

Cyril Magnin I & II, 4th Floor, Parc 55

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

Speakers:

Michael R. Asimow, University of California, Los Angeles School of Law
Brian Costello, Loyola Law School, Los Angeles
Dean Strang, Principal, Strang-Bradley LLC

The popularity of the FX miniseries *The People v. OJ Simpson*, the “Serial” podcast, and the Netflix docuseries *Making a Murderer*, are just a few examples of a growing recent trend that places law at the center of popular culture. This panel will explore the phenomenon and provide insights into how law school communications professionals and faculty members can leverage the rise of law in film, TV, radio, podcasts and other media. Featured panelists will include Dean Strang, defense attorney for Steven Avery in the Netflix documentary series *Making a Murderer*, and Stanford/UCLA law professor Michael Asimow, author of *Law and Popular Culture: A Coursebook*.

Session open to AALS registrants from other sections.

12 pm – 12:30 pm

Refreshment Break

Market Street, 3rd Floor, Parc 55

Champagne and sparkling beverages compliments of Diablo Custom Publishing will be served before the Luncheon.

Section on Institutional Advancement Program

12:30 pm – 1:45 pm

Institutional Advancement Luncheon

Market Street, 3rd Floor, Parc 55

Speakers:

Werner Boel, Consultant, Witt/Kieffer

Mercedes Chacon Vance, Consultant, Witt/Kieffer

Sponsored by Diablo Custom Publishing

During the section lunch, we will hear from Witt/Kieffer on an overview of Law School Dean and Advancement searches. Following this talent presentation, there will be an opportunity for Q&A.

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 in advance. Tickets will not be sold at the door.

2 pm – 3 pm

**CONCURRENT SESSIONS ON TALENT FOR VETERANS AND
NEWCOMERS TO INSTITUTIONAL ADVANCEMENT**

Join the Witt/Kieffer presenters for a continuation of the lunch-time discussion on talent.

NEWCOMER TRACK

**Developing Your Talents to Succeed in Institutional
Advancement**

Cyril Magnin III, 4th Floor, Parc 55

Moderator: Leslie R. Steinberg, formerly Associate Dean for Public Affairs,
Southwestern Law School

Speaker: Werner Boel, Consultant, Witt/Kieffer

Join the Witt/Kieffer presenters for a continuation of the lunch-time discussion on talent.

VETERAN TRACK

Developing Talent on Your Institutional Advancement Team

Cyril Magnin I & II, 4th Floor, Parc 55

Moderator: Richard Collins, The George Washington University Law School

Speaker: Mercedes Chacon Vance, Consultant, Witt/Kieffer

Join the Witt/Kieffer presenters for a continuation of the lunch-time discussion on talent.

3 pm – 3:15 pm

Refreshment Break

Foyer of Cyril Magnin, 4th Floor, Parc 55

Sponsored by Lawdragon.

3:15 pm – 4:45 pm

CONCURRENT SESSIONS

ALUMNI TRACK

Making the Case for Alumni Relations: How Do You Measure Success?

Cyril Magnin III, 4th Floor, Parc 55

Moderator: Carolyn Barnes, University of Nevada, Las Vegas, William S. Boyd School of Law

Speakers:

Marci Fulton, University of Colorado Law School

Darnell Hines, Northwestern University Pritzker School of Law

Panelists who are experienced in Alumni Data Management, Metrics, and Measuring ROI will share their methods, suggestions, and experiences.

COMMUNICATIONS TRACK

Essential New Strategies for Facebook Advertising and Enhancing the Impact of Social Media and Digital Marketing

Cyril Magnin I & II, 4th Floor, Parc 55

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

Speakers:

Trent Anderson, St. John's University School of Law

Jason Seidler, CEO, Jade Orchard Digital Marketing

Section on Institutional Advancement Program

Communications Track, continued

No matter how robust or limited your current suite of tools is, there are things you can do to help increase lead generation for prospective student inquiries, on-campus visits, new applications, and higher yields, as well as increasing web traffic to giving sites, facilitating daily gift conversions, enhancing alumni interaction, and raising awareness of the importance of giving and its impact on the lives of students. This panel will discuss the best online outlets to achieve your goals for leveraging social media (organically and via paid ads), analyzing campaigns, managing accounts, creating and sharing great social content, and proving the value of social media. The panel will also address recent major improvements and important new opportunities with Facebook advertising, including key enhancements to demographic targeting and data analysis tools.

DEVELOPMENT TRACK

Reunion: Shepherd Each Class to Success

Mission, 4th Floor, Parc 55

Moderator: Catherine Brobston, Stanford Law School

Speakers:

Halley Bogart, Duke University School of Law

Kevin Gilbert, University of Pennsylvania Law School

Janice Glander, The University of Michigan Law School

Rakib Haque, University of California, Los Angeles School of Law

How do you leverage the reunion experience to inspire meaningful gifts? What are effective strategies for working with reunion committees and volunteers?

Enjoy a panel discussion about meeting reunion fundraising goals and creating an experience that advances your relationship with alumni. Topics will include finding the lead gifts, coaching your committee, managing volunteers' expectations, and collaborating with alumni relations colleagues.

5 pm – 6:30 pm

Institutional Advancement Reception, With Special Guest Dean Strang

Imperial B, Ballroom Level, Hilton

Speaker: Dean Strang, Principal, Strang-Bradley LLC

Join your Institutional Advancement section colleagues and guests from AALS faculty sections to close out the first day of programming. Beginning at 5 p.m., Dean Strang from Netflix' *Making a Murderer*, will give a brief talk about his role in the series and his ideas about integrating systemic justice into the experiential curriculum in law schools. Cash bar provided. Reception open to AALS registrants from other sections.

SATURDAY, JANUARY 7

7 am – 12 pm

AALS Registration

*Grand Ballroom, Grand Ballroom Level
Hilton San Francisco Union Square*

8 am

Coffee, Tea, Breakfast Pastries

Cyril Magnin Foyer, 4th Floor

9 am – 10:15 am

Cyril Magnin I & II, 4th Floor, Parc 55

PLENARY SESSION

The Constant Campaign in Light of Change

Moderator: Corley Raileanu, The Catholic University of America, Columbus School of Law

Speakers:

Luis Alvarez, Jr., University of Virginia School of Law
Risa L. Goluboff, University of Virginia School of Law
Jason Trujillo, University of Virginia School of Law

Whether in the silent phase or at the height of the excitement of surpassing a campaign goal, virtually every law school is in some stage of a campaign. This plenary session will involve a discussion of roles of communications, alumni relations, and development professionals as they relate to various stages of comprehensive campaigns, as well as how these roles are affected by a transition of leadership.

10:15 am – 10:30 am

Refreshment Break

Foyer of Cyril Magnin, 4th Floor, Parc 55

10:15 am – 10:30 am

Volunteer Engagement Session

Cyril Magnin I & II, 4th Floor, Parc 55

Speakers:

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

Plan to attend this session if you are interested in becoming more involved in Section activities. We're always looking for ideas, speakers, moderators, and volunteers to make the next conference a success.

10:30 am – 12 pm

CONCURRENT SESSIONS ON INNOVATIONS AND MARKET TRENDS

ALUMNI TRACK

Reunions, Big Events, and Volunteer Management

Cyril Magnin III, 4th Floor, Parc 55

Moderator: Sarah N. Hughes, University of South Carolina School of Law

Speakers:

Karen Chance Mercurius, Harvard Law School

Marissa R. White, The University of Arizona James E. Rogers College of Law

Christine Wilczynski-Vogel, Marquette University Law School

The speakers will discuss how to plan and manage large-scale events such as Reunions. Tips and advice will be shared on how to recruit and manage volunteers and how to leverage staff and resources for big events. The first part of the program will be presented in a panel discussion format. Then, panelists will break out into roundtable discussion groups with attendees, where the panelists can move from table-to-table to discuss various topics.

COMMUNICATIONS TRACK

Market Trends Workshop: Google AdWords and Search Engine Optimization – Avoiding Common Mistakes and Maximizing Opportunities

Cyril Magnin I & II, 4th Floor, Parc 55

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

Speakers:

Alex A.G. Shapiro, University of California, Hastings College of the Law

Jason McDonald, Founder and Senior SEO/Social Media Director, JM Internet Group

Google AdWords and Search Engine Optimization (“SEO”) provide forward-thinking and creative opportunities to increase website traffic and conversions for numerous law school objectives outside of JD student recruitment—including event promotion, giving campaigns, LLM and summer program recruitment, and more. However, these powerful tools present constantly moving targets with rapidly-evolving algorithms, confusing advertising interfaces, and little guidance from the search engine provider. This 90-minute hands-on training workshop will provide the latest guidance for improving organic Google search results as well as essential tips for improving Google AdWords success, while avoiding common and costly mistakes. The workshop will be taught by Jason McDonald, Director of the JM Internet Group, a popular Bay Area online marketing training group. Jason teaches classes in Social Media Marketing,

Google AdWords, and SEO, including “Marketing without Money” at Stanford Continuing Studies, and is the author of *Google AdWords Gotchas: Five Ways AdWords Wastes Your Money, and How to Avoid Them*.

10:30 am – 12 pm

DEVELOPMENT TRACK

Innovations and Market Trends

Mission, 4th Floor, Parc 55

Moderator: Amanda Angel, Boston College Law School

Speakers:

Jason Bevier, The George Washington University Law School

Jill De Young, University of Iowa College of Law

Marah Katz Herbach, Stanford Law School

Emily Mullin, Northwestern University Pritzker School of Law

Join us for small group conversations covering topics such as Affinity Giving, Online Giving, the 3L Class Gift Campaign, Stewarding Donors, Reunion Donors/Reunion Lead Gifts. Groups will rotate every 20-30 minutes.

12 pm

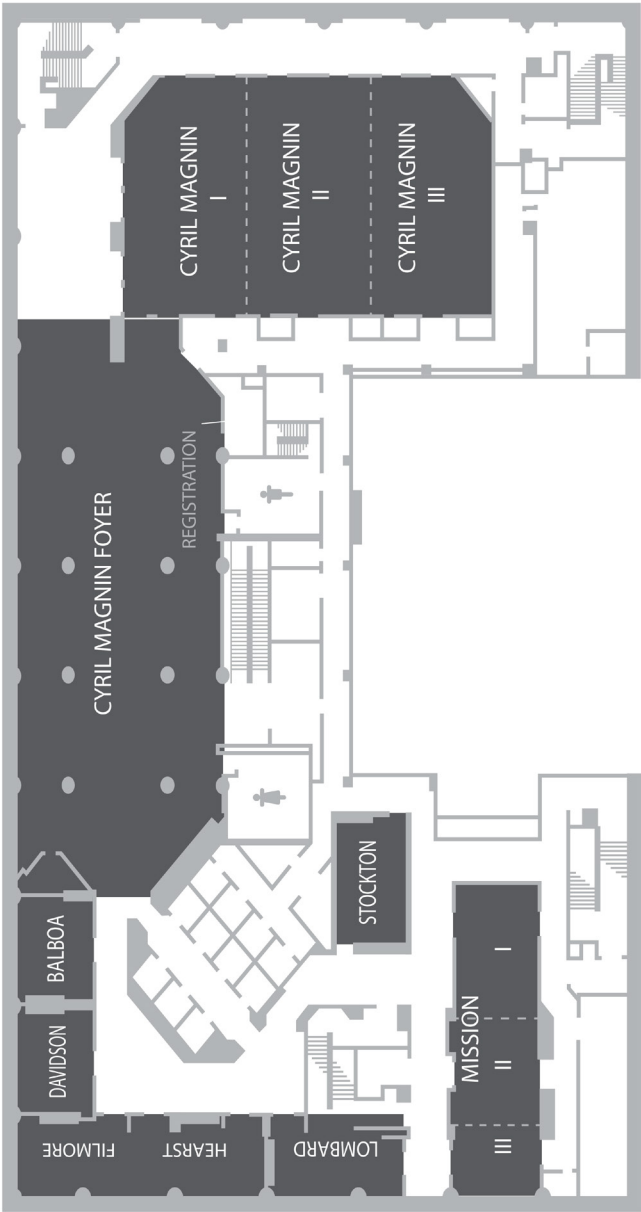
Informal Small Group Lunches Outside the Hotel

This event provides an opportunity for Institutional Advancement professionals to go out in small groups to lunch at nearby restaurants. A list of options for lunch will be provided in advance; groups will need to make their own reservations. Meet in the plenary room at 12 pm to gather with your group before heading to lunch.

PARC 55 SAN FRANCISCO - 3RD FLOOR



PARC 55 SAN FRANCISCO - 4TH FLOOR



AALS Calendar

Conference on Clinical Legal Education

Friday, May 5 – Tuesday, May 9, 2017, Denver, CO

2018: Sunday, Apr. 29 – Wednesday, May 2, 2018, Austin, TX

Faculty Recruitment Conference

Thursday, Nov. 2 – Saturday, Nov. 4, 2017, Washington, DC

Thursday, Oct. 11 – Saturday, Oct. 13, 2018, Washington, DC

Future Annual Meeting Dates and Locations

Wednesday, Jan. 3 – Saturday, Jan. 6, 2018, San Diego, CA

Wednesday, Jan. 2 – Sunday, Jan. 6, 2019, New Orleans, LA

Mobile App

Download the Annual Meeting App today. Scan the QR code or visit your mobile app store, search for “AALS2017,” install, and run.



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