Q1: Has UC Hastings completed a feasibility study? If so, who did you partner with for that effort? And will the chosen consultant have access to the study?

A1: CCS carried out a feasibility study in 2011. The successful consultant can have access to the study. Additionally, the campaign is based on the priorities as set forth in the school’s strategic plan:

www.uchastings.edu/about/strategic-plan/spi/index.php

Q2: What percentage of the $50 million goal has UC Hastings raised to date?

A2: To date, UC Hastings has raised about 25% of the $50 million goal.

Q3: What is the relationship between the UC Hastings and the UC brand? Does UC Hastings have established brand guidelines?

A3: UC Hastings brand is independent of the UC brand. We have branding guidelines, see the following URL:


Q4: What are UC Hastings’ staffing capacity/resources to support this project? Specifically in the areas of marketing, communications, creative, digital and technical.

A4: UC Hastings has limited staff capacity to support this project. The resources available would be primarily in a project management/ liaison role.

Q5: What are the success metrics for the campaign effort? Beyond fundraising, are there other key outcomes and performance indicators?

A5: Success metrics are primarily fundraising related (i.e., in addition to dollars raised, increased alumni engagement as demonstrated though event attendance, number of donors, volunteer activity, etc...)

Q6: How many firms received the RFP?

A6: Six.
Q7: What is the budget for this project?
A7: We plan to ask for a budget augmentation based on the proposals we receive. Probably in a range of $20,000 - $40,000.

Q8: Will local/San Francisco-based firms be given priority for this work?
A8: No.

Q9: A communications plan which we develop in the third phase of a project like this will outline the creative deliverables we recommend. At this point we can provide budget estimates for some typical deliverables: are there any in particular that you are expecting (i.e. giving website, case brochure, etc.) Can we provide budget ranges since the scope of each creative deliverable is unknown?
A9: Yes.

Q10: When did UC Hastings last engage in a capital campaign? What were the goals and results? What campaign communications firm did you work with (if any)?
A10: This is our first comprehensive school-wide capital campaign.

Q11: What digital and social media tools are you currently using/have you used in the past for donor outreach, engagement, and stewardship?
A11: We have multiple social media channels on Twitter, Facebook, foursquare, tumblr, LinkedIn, Google+, Instagram, YouTube, RebelMouse, and Vimeo. These are primarily aimed at raising awareness among prospective students, alumni and the general legal education community and not specifically oriented toward donor outreach, engagement, or stewardship.

Q12: In the section entitled: Communicate Identity and Value, the plan describes a number of strategic objectives (e.g. publicly promote the vision, engage a professional public relations firm to work with communications, etc.) Were these objectives carried out or are they in progress? Has UC Hastings completed any recent research to identify what key audiences perceive as its brand distinctions or to explore UC Hastings' brand positioning in relation to its closest cohorts and competitors?
A12: Some have been carried out, some are in progress, and some have not been carried out. We are working now on the branding part.

Q13: Will the UC Hastings campaign communications program be guided by UC design standards? Does UC Hastings have its own design/brand standards?
A13: Yes. They are on the website. See the following URL:
Q14: We’re assuming the UC Hastings logo (blue/gold bridge) will continue as the institutional brand, with the campaign brand/collateral look and feel being a sub-brand to the institutional brand — is that correct?
A14: No, we are transitioning away from the logo and using the seal.

Q15: When was UC Hastings’ last campaign — what was the goal and the outcome?
A15: This is the first comprehensive fundraising campaign for the school.

Q16: What is timeline for this campaign — estimated target dates for completion of planning, quiet and public phases?
A16: Planning is complete. In quiet phase right now. Public phase estimated to launch in fall 2014.

Q17: Did you do a feasibility study? If so, did you use a prospectus case for testing? Or will developing a prospectus case for feasibility be part of this engagement?
A17: A feasibility study was done in 2011. Various possible fundraising initiatives were tested. The results of the feasibility study have guided the work so far.

Q18: Can you confirm that this is an appropriate list to use for budget and timeline estimation purposes?
A18: List is appropriate.