

National Commission on the Next Level of Excellence: Panel on the McGeorge School of Law

Tier One Recommendations – Spring 2000	Outcomes – as of Fall 2004
<p>1. Recruit and enroll highly qualified, highly motivated students. Estimated Cost: N/A</p>	<p><i>Achieved.</i> The McGeorge School of Law has greatly expanded the admissions marketing effort by (1) enlarging the admissions staff; (2) creating new admissions publications; (3) updating the School website; (4) undertaking a national recruiting effort, through which recruiters are sent to over 140 colleges and universities across the country; (5) better promoting the School’s areas of academic distinctiveness; and (6) expanding scholarship funding for entering students. Between 2000 and 2004, the number of applications to the full-time program more than doubled, from 1,301 to 3,077.</p> <p>More importantly, the credentials of the incoming classes improved steadily during this period. The entering full-time class in 2000 had a median LSAT score of 151, at the 53rd percentile in the national pool. In contrast, the parallel score for the 2004 class was 158—at the 77th percentile nationally. Improvement can also be seen in the median undergraduate grade point average—moving from 3.0 in 2000 to 3.19 in 2004. Similar gains were experienced in the credentials of our part-time students.</p>
<p>2. Promote and achieve academic distinctiveness. Estimated Cost: N/A</p>	<p><i>Achieved.</i> The law school faculty and administration engaged in an extensive planning process to implement this recommendation. This process resulted in (a) an overall strategic plan that focused on developing three areas of distinctiveness – Advocacy, Governmental Affairs, and International Legal Studies – and (b) specific implementation plans for each of these three areas. Though the rate of progress on each plan varies somewhat, all three areas have focused on: (1) upgrading each existing "concentration" program to a "certificate" program; (2) expanding externship opportunities for students in each area; (3) conducting conferences and guest lecturers in the particular subject area; (4) starting or further developing a "center" in the subject area (e.g., the new Center for Global Law and Development) that can help promote the distinctiveness effort; (5) focusing on these subject areas in hiring new faculty members; and (6) developing specialized admissions publications and websites to better promote these three areas.</p>
<p>3. Integrate clinical experience with classroom learning and seek external funding to support promising clinics. Estimated Cost: \$1,000,000</p>	<p><i>Achieved.</i> First, the School has created new, specialized clinics, funded to the extent possible through external sources, such as in immigration law. A classroom course in Immigration and Naturalization Law lacked a clinical counterpart; using funding obtained through the State Bar, an Immigration Law Clinic was started for students who had already completed the course. The Business & Community Development Clinic operates in part</p>

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	<p>with external funding to provide an excellent real-world opportunity for students interested in a transactional practice.</p> <p>Second, the quality of the classroom course (Civil Practice Clinic Seminar) which accompanies our on-campus Civil Practice Clinic has been upgraded. However, obtaining new funding for operating the Civil Practice Clinic is challenging. Finally, the School takes advantage of contracts with state agencies to better integrate classroom and clinical experiences; for instance, a new classroom course, Special Education Law, has been added to complement our existing clinical program in the Institute for Administrative Justice, Special Education Hearing Office, which provides hearing officers for all special education hearings within California, under a state contract.</p>
<p>4. Highlight McGeorge’s connection to Pacific in publications and public relations efforts, including considering a name change to the University of the Pacific Law School. Estimated Cost: N/A</p>	<p>Achieved. The law school has begun to build its “brand identity” and to carve out a distinctive presence through several initiatives, including the following:</p> <ul style="list-style-type: none"> • Embracing “Pacific” through a new logo incorporating the University name and colors, and by changing the law school’s ‘shorthand’ name to Pacific/McGeorge. • Creating upgraded design standards for all publications and the law school website. • Undertaking a national media relations campaign to position Pacific/McGeorge faculty and administrators as “go-to experts” on important national topics. Recent successes include op-eds and interviews on National Public Radio and top business magazines. • Creating a national underwriting campaign on NPR—reaching the law school’s key demographic target audiences of legal leaders, judges, and top law school prospects. • Focusing a targeted mailing on <i>US News & World Report</i> survey respondents to their annual ranking of law schools, sharing handsome and substantive material showing the high quality of the law school, its faculty, students and programs. <p>All of the above are playing an important role in enhancing the law school’s name recognition and reputation—particularly in the East where Pacific and Pacific/McGeorge are less well known.</p>

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<p>5. Increase scholarship endowments to \$25,000,000. Estimated Cost: \$12,000,000 <i>In progress.</i></p> <p>6. Name the Courtroom of the Future to enhance and maintain its technological currency. Estimated Cost: Gift of \$1,000,000 <i>Not yet achieved.</i></p> <p>7. Chair in Legal Ethics and Professionalism to highlight their centrality in the practice of law. Estimated Cost: \$2,000,000 <i>Not yet achieved.</i></p> <p>8. Chair in Governmental Affairs, McGeorge’s flagship program. Estimated Cost: \$2,000,000 <i>Not yet achieved.</i></p> <p>9. Endowed Professorships or Lectureships for academic concentrations: Advocacy, Criminal Justice and International Legal Studies. Estimated Cost: \$1,500,000 to \$3,000,000 <i>Not yet achieved.</i></p>	<p><i>For the most part...not yet achieved.</i> The law school successfully completed its first chair, the Gordon Schaber Chair for Health Law & Policy, affiliated with the Government Law & Policy. Pacific/McGeorge made strategic decisions to wait on its engagement with the University’s capital campaign while a search was underway for a new dean. With Dean Parker’s arrival, the law school evaluated its needs for a campaign; built a development and alumni relations staff and adjusted campaign priorities based on the change in the legal world since 9/11. New attention was trained on: completing the Schaber Chair with an initial focus on combating bio-terrorism; repairing and renovating campus buildings and classrooms in the context of a campus master plan; and, building a new law library on the same footprint of the old one.</p> <p>Substantial progress has been made on all these fronts, and the initial response from alumni has been encouraging. The law school has raised approximately 50% of its \$10 million goal for the capital campaign shortly after completing its feasibility study, and now has adjusted the goal to accommodate the urgent need for the \$16 million library project.</p>
<p>10. Encourage membership in the McGeorge Legacy Society through wills and estate planning. Estimated Cost: N/A</p>	<p><i>In progress.</i> The law school has begun a quarterly newsletter targeted to “senior” alums and friends of the law school, and holds periodic “Personal Estate Planning Updates” for alumni. In addition, donors who include the law school in their estate plans become members of the “Schaber Legacy Society.” A new planned giving website is currently in the works and will provide valuable information about gift vehicles, tax benefits and calculators to see which gift vehicles provide the donor and their family the best options for their interests and situations.</p> <p>There are now an increasing number of will gifts and conversations with alumni regarding their bequest and other charitable intentions.</p>