In the following report, Hanover Research explores a range of alternative revenue generation strategies used by law schools to create additional income. By evaluating the practices utilized by law schools nationally and internationally, as well as innovative techniques used in colleges and universities, this report presents an overview of both entrepreneurial and fundraising-based revenue generation strategies.
EXECUTIVE SUMMARY AND KEY FINDINGS

INTRODUCTION

Law schools have long utilized tuition and alumni donations as their primary means of revenue. However, with declining applications and enrollments, many law schools are faced with the challenge of generating additional income through non-traditional revenue streams. In this report, Hanover Research explores a range of revenue generation strategies used by law schools, as well as more broadly applicable practices utilized by four-year postsecondary institutions, including both entrepreneurial ventures and fundraising initiatives.

REPORT CONTENTS

Section One discusses entrepreneurial approaches to creating new revenue streams, including international partnerships, joint degree partnerships, articulation agreements, medical-legal partnerships, corporate and business partnerships, and for-profit institutional partnerships. We additionally discuss continuing legal education and other non-credit legal education programs as a means of generating revenue, and finish with a brief overview of more common sources of non-tuition income, including facilities rentals.

Section Two discusses fundraising through corporate donations, private donations, and grants in order to assess the efforts of law schools in this arena. We examine corporate and private donors at select law schools and finish with a brief discussion of grant funding.

KEY FINDINGS

- Many law schools have turned to institutional partnerships to develop innovative, revenue-generating programming. Some domestic law schools have partnered with international legal institutions, for instance, to offer nontraditional programming that incorporates time spent abroad, and which may attract both international and domestic students. U.S. law schools are also offering joint degrees – such as combined BA/JDs or joint JD/MBAs – in conjunction with other institutions in an effort to bolster enrollments and generate increased income.

- Though less common, some law schools have also entered into corporate and business partnerships in order to generate revenue. New York Law School, for instance, has entered into an alliance with Lawline.com, in a joint venture to design and promote new legal instructional products for a broad audience.

- Many law schools offer continuing legal education coursework at their campuses in order to generate revenue. Courses can be taught through the law school or merely located on the campus. Some law schools also offer alternative, not-for-credit legal education programs, including refresher courses intended for attorneys who have taken a break from practicing law, or who have never practiced law. Customized and open-enrollment executive education offerings have also become a feature on
the legal education landscape, with institutions such as Harvard, Stanford, and Georgetown offering seminars and multi-day programs designed to provide instruction in management and leadership for mid- and senior-level lawyers. Harvard Law School’s open enrollment executive education programs currently range in cost from $12,500 to $15,000 per participant.

- Universities and law schools alike have commonly generated additional revenue through the **renting of facilities or other physical resources**. Some law schools allow moot court rooms or other campus locations to be rented by law firms and other organizations for events and training. The Cleveland-Marshall College of Law, for instance, allows the public to utilize its state-of-the-art trial courtroom for a fee, while Northwestern Law encourages the rental of various campus facilities, including its 700-seat auditorium, fully-outfitted conference rooms, and classrooms.

- Donations from corporations, individuals, or grant-making bodies may be difficult to obtain given current economic considerations; however, law schools that can offer reciprocal benefits or leverage a niche specialty with an interest group may be more likely to benefit from external funding streams. Many law schools employ dedicated offices for alumni or corporate relations in order to identify the most promising options for securing donations. Some law schools label their donors as sponsors and **grant their sponsors benefits**, such as access to students, in order to incentivize giving.
SECTION I: ENTREPRENEURIAL APPROACHES TO REVENUE GENERATION

In this section, Hanover Research assesses entrepreneurial revenue generation strategies, identifying several key initiative types based on a review of current practices. Strategies discussed include institutional partnerships, corporate and business partnerships, and additional ventures, such as facilities rentals, which may enable the generation of funds outside of traditional revenue streams.

INSTITUTIONAL PARTNERSHIPS

Institutional partnerships are commonly geared toward the development of novel, revenue-generating programming, and take a variety of forms, including partnerships with international institutions, for-profit institutions, joint degree partnerships, medical/legal partnerships, and articulation agreements. Each of these strategies offers an opportunity for a meaningful relationship between the law school and the partner institution, in addition to the potential for increased revenue for both partner entities.

INTERNATIONAL LAW SCHOOL PARTNERSHIPS

In June 2011, Cornell Law School and Jindal Global Law School in India “announced a new collaborative initiative between the schools that includes faculty and student exchange programs and joint teaching and research initiatives.”¹ This partnership illuminates the broader trend for “U.S. law schools to partner with foreign institutions to sponsor international programs, research projects and conferences.”²

Another example of such an arrangement is provided by the University of the West of England – Bristol Law School (UWE), which has established partnerships with several international universities, including Can Tho University in Vietnam, and HELP University College, in Malaysia. Through these partnerships, students of domestic and foreign students can pursue academic opportunities and exciting programming, gaining experience outside the home country.³

In a similar venture, Vermont Law School founded its U.S.-China Partnership for Environmental Law in 2006 as a means of furthering “the work of governmental and private organizations that address critical environmental and energy challenges; improve policy, law, and regulation; and develop sustainable best practices in environmental protection and energy regulation.”⁴ The partnership focuses on advocacy, policy, and research. Program

² Ibid.
partners include Sun Yat-Sen University in Guangzhou, the capital city of China’s Guangdong province, the Renmin University of China Law School in Beijing, and Southwest Forestry University in Yunnan.5

**MEDICAL-LEGAL PARTNERSHIPS**

Medical-legal partnerships (MLP) offer an exemplar of another revenue-generating practice outside the sphere of traditional legal programming. More than 30 law schools in the United States are currently engaged in MLPs, typically offering courses, clinics, and externships.6 These partnerships are often designed to help serve low-income individuals and families. MLPs “address the non-medical determinants of health, including income supports for food insecure families, utility shut-off protection during cold winter months, and mold removal from the home of asthmatics.”7 Poverty lawyers are an integral aspect of medical-legal partnerships as they influence policy change and represent low-income individuals. The National Center for Medical Legal Partnership maintains a full list of participating law schools.

**FOR-PROFIT EDUCATIONAL PARTNERSHIPS**

For-profit education providers also represent potential candidates for institutional partnerships geared toward the generation of additional revenue. In the United Kingdom, for instance, Kaplan Law School partners with Nottingham Law School to deliver the following legal qualifications in London: Legal Practice Course, Bar Professional Training Course, and Graduate Diploma in Law.8 The partnership combines “the Nottingham Law School teaching methodology and law course design capability with Kaplan’s extensive educational and training expertise.”9 The partnership is based on a common management and teaching team and IT infrastructure; Kaplan law tutors attend training events at Nottingham Law School.10

**JOINT DEGREE PARTNERSHIPS**

The establishment of joint degree programs creates strong institutional partnerships that can result in an increased flow of students into a law school. John Marshall Law School, in Chicago, has utilized this type of strategy in its efforts to boost enrollment. John Marshall Law School has partnered with several institutions, including Roosevelt University, Lewis University, and Lake Forest College, in order to offer several joint and accelerated programs.

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http://www.vermontlaw.edu/Academics/Environmental_Law_Center/Institutes_and_Initiatives/Introduction/Program_Partners.htm


10 Ibid.
Lake Forest College has teamed with John Marshall for a 3+3 BA/JD program, for instance, which allows well-qualified students to enter law school after completing their junior year at Lake Forest.\textsuperscript{11} Lewis University offers a similar dual law degree program, which allows students to obtain undergraduate credit for their JD coursework, ultimately allowing students to obtain both in six years.\textsuperscript{12}

John Marshall Law School also offers a joint JD/MPA program, created in partnership with Roosevelt University, which allows students to earn a Master of Public Administration simultaneously with their law degree.\textsuperscript{13} Students may apply up to nine credits from the MPA program to their JD coursework. Finally, John Marshall Law School offers a joint JD/MBA in partnership with Dominican University, which allows up to nine credits from the MBA program to apply to the JD coursework.\textsuperscript{14}

A similar program is in place at the University of St. Thomas School of Law, where undergraduates at the University of St. Thomas are able to apply to the law school one year prior to receiving an undergraduate degree. Applicants must have earned at least 96 credits, of which at least 32 credits were earned at the University of St. Thomas. Applicants are exempted from taking the LSAT, but must participate in the interview process.\textsuperscript{15}

Finally, a joint degree partnership exists between Vermont Law School and Thunderbird School of Global Management, allowing students to obtain any of Thunderbird’s full-time graduate degrees while simultaneously earning a JD or Master of Environmental Law or Policy (MELP) from Vermont Law School. Classes are taught on each campus and admissions standards are enforced by each institution, requiring separate applications to Vermont and Thunderbird.\textsuperscript{16}

**Articulation Agreements**

Articulation agreements are typically a formal agreement between a community college and a college or university allowing an automatic admittance for students applying from the former into the latter. Several law schools have begun forming articulation agreements with undergraduate institutions, guaranteeing admission to applicants from those schools.

Vermont Law School offers articulation agreements with Assumption College, Burlington College, Champlain College, Green Mountain College, Hampshire College, Lake Forest College, Middlebury College, Northland College, Schreiner University, The Sage Colleges,

\textsuperscript{12} “Accelerated Law Dual Degree Program.” Lewis University. http://www.lewisu.edu/academics/accelerated-law/index.htm
\textsuperscript{14} Ibid.
Unity College, Wilson College, and the Woodbury Institute of Champlain College.\(^{17}\) In order to qualify, students at these undergraduate institutions must complete their bachelor’s degree, meet Vermont Law’s admission standards, and take the LSAT.\(^{18}\) Those who do are guaranteed acceptance to Vermont Law.

Similarly, **Capital Law School** has an articulation agreement in place with its undergraduate political science department. Students who obtain a bachelor’s degree in political science, graduate in the top half of their class, obtain an LSAT score above the 50\(^{th}\) percentile, and provide written recommendations are automatically accepted into Capital Law School.\(^{19}\) While Capital Law School may not be directly paid by its undergraduate political science department for this benefit, there may be some corresponding reduction or subsidy resulting from the arrangement.

Through a similar Guaranteed Law School Admission Program, students at the **University of Illinois at Chicago** may also qualify for guaranteed admission to the law school.\(^{20}\)

**CORPORATE AND BUSINESS PARTNERSHIPS**

There are not many examples of partnerships of mutual benefit between law schools and corporations. However, the current drive to develop alternative revenue streams has led to the development of a few exemplars of this type of arrangement.

**CENTRE FOR CORPORATE PARTNERSHIPS**

**Kingston University** in London previously operated a (now-defunct) Centre for Corporate Partnerships (CCP), which partnered the University’s law school and business school, in order to offer their collective services to corporations. The CCP was “a joint venture bringing together the reputation and skills of Kingston Business School and Kingston Law School to offer top quality services to business.”\(^{21}\)

Through the CCP, students had the opportunity to pursue work-based learning, short courses, and postgraduate business or law courses. The work-based learning opportunities allowed individuals to use their work experience to gain an academic qualification, combining this with classroom sessions and blended courses at the master’s level.\(^{22}\)

**LAWLINE.COM & NYLS**

**New York Law School** recently announced an alliance with Lawline.com, a major provider of continuing legal education (CLE), designed to “bring online legal learning resources to law

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\(^{17}\) “Articulation Agreements.” Vermont Law School. [http://www.vermontlaw.edu/Admissions/JD_Admissions/Articulation_Agreements.htm](http://www.vermontlaw.edu/Admissions/JD_Admissions/Articulation_Agreements.htm)

\(^{18}\) “Vermont Law School Articulation Agreement.” Burlington College. [https://www.burlington.edu/law](https://www.burlington.edu/law)

\(^{19}\) “Capital Law School Articulation Agreement.” Capital University. [http://www.capital.edu/political-science-law/](http://www.capital.edu/political-science-law/)

\(^{20}\) Ibid.

\(^{21}\) “ccp.kingston.ac.uk Archive.” [http://www.facebook-statistics.com/website/ccp.kingston.ac.uk/4893213](http://www.facebook-statistics.com/website/ccp.kingston.ac.uk/4893213)

students and others who want to learn about the law.” Lawline.com plans to develop video materials with NYLS, some of which will be integrated into the CLE materials and some of which will be used for a broader audience. A key aim of the partnership is for NYLS and Lawline.com to “collaborate to explore developments in online education, ... including the potential for new kinds of legal learning objects, such as online games and law practice simulations.”

MILBANK@HARVARD

In 2011, Harvard Law School announced that it would enter into a partnership with Milbank, a New York-based law firm, in order to develop an annual, eight-day “executive training program” for Milbank’s fourth, fifth, sixth, and seventh year associates. The partnership offers a mutual benefit, enabling Milbank associates to more effectively respond to the demands of the firm’s client base while also offering the law school “a tactile, close look at senior- and mid-level associates” – essentially providing the opportunity to assess the quality of legal education in an on-the-ground setting.

The program, described as one of the first of its kind, marked “the first time a law firm will collaborate with Harvard ... to provide executive education over the course of an associate’s career.” This custom program currently serves as a supplement to several open-enrollment executive education programs offered by Harvard Law School, which include the following:

- **Leadership in Law Firms**
  - A $15,000, six-day program designed to provide lawyers with “a holistic understanding of the challenges facing, and the skills and perspectives required of, effective law firm leaders.”

- **Emerging Leaders in Law Firms**
  - A $12,500, six-day program designed to provide “emerging leaders” with instruction in three key topical areas: strategy and marketing, negotiations, and leadership and management.

- **Leadership in Corporate Counsel**
  - A four-day, $12,500 program (an accredited CLE provider) which provides participants with an overview of “the unique challenges” associated with corporate counsel leadership.

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24 Ibid.


Though Harvard does not currently provide any additional focused (partnership-based)
executive education offerings, its administration has noted that it “would be happy to
collaborate [on such programs] with other law firms or government bodies that approach
Law School administrators.”28

It is worth noting that several U.S. law schools currently offer non-degree executive
education programs, in both open enrollment and customized formats. Law schools
currently providing this type of programming include the Georgetown University Law
Center,29 Stanford Law School,30 and Berkeley Law.31

CONTINUING LEGAL EDUCATION AND OTHER PROGRAMS

Practicing attorneys have numerous requirements for continuing education. Law schools
may generate revenue by hosting seminars directed at both practicing and non-practicing
attorneys, as well as offering continuing legal education (CLE) courses on their campuses.

CONTINUING LEGAL EDUCATION

Many law schools, including the University of Southern California Gould School of Law,32
Georgetown University Law Center,33 and Tulane University Law School34 offer CLE
conferences on their campuses. The Lewis and Clark Law School goes one step further with its “Oregon Law Institute,” serving as a continuing education department within the Lewis and Clark Law School. The Oregon Law Institute offers CLE classes and seminars, both online and on campus.35 Annual passes are available to attorneys admitted in 2010 or later for $275, while passes are $545 for attorneys admitted prior to 2010. Renewals are available for attorneys with previous memberships for $495.36 Most CLE classes are videotaped and available online, potentially allowing for an unlimited audience.37

Another example of a CLE opportunity exists in New Jersey, where mandatory requirements for continuing legal education have helped to foster the development of a CLE partnership involving the New Jersey State Bar Association, the New Jersey State Bar Foundation, the state’s three law schools, and the New Jersey Institute for Continuing Legal Education.38 Not only does the partnership ensure collaboration and innovation among the many legal

29 “Executive Education Programs.” Georgetown University Law Center. http://www.law.georgetown.edu/continuing-
legaleducation/executive-education/program-schedule/index.cfm
http://www.law.tulane.edu/TulaneAfterLS/index.aspx?id=1562
20122013-oli-annual-pass
38 “New Jersey State Bar Association, Foundation announce new partnership with NJICLE to educate attorneys.” The
associations in the state, but also potentially allows for revenue generation among the state’s law schools.

**OTHER LEGAL PROGRAMS**

**Pace Law School** in New York offers its **New Directions program** for attorneys who have taken a leave from practice and want to return to the practice of law. Attorneys who have never practiced law are also qualified to participate. The program offers lawyers “the substantive law updates, professional skills and practical experience they need to return to the legal marketplace, either as practicing attorneys or professionals working in alternative legal careers.”

The program includes the following:

- A refresher course in computerized legal research;
- A specially tailored legal research and writing course;
- Individualized career counseling and guidance;
- Substantive and career-related reading materials and resources;
- Assistance with preparation of job-seeking tools, including creation of a resume and cover letter;
- Enhancement of job-seeking skills, including preparation for interviews through, among other things, mock interviews; and
- Instruction in classes earning over 24 New York State CLE credits.

The program offers six-month sessions held in either White Plains or New York City, which include an intensive two-week session followed by classes and workshops, as well as an unpaid externship. The program cost is $6,500 for tuition, plus a one-time $500 administrative fee. Students also gain access to an unlimited number of additional CLE classes through Pace Law for one year from the first day of the program at no extra charge.

**REAL ESTATE DEVELOPMENT**

While Hanover did not encounter any U.S. law schools venturing into real estate, some four-year colleges and universities have successfully created alternative revenue streams through real estate development. Beyond merely owning a student dormitory or facility, institutions such as Emmanuel College, Lasell College, and the Richard Stockton College of New Jersey have generated additional revenue through targeted real estate investments:

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41 Ibid.
- **Emmanuel College**, in Boston, leased an acre of land to a pharmaceutical company in 2008, which subsequently utilized the land to erect a 12-story research facility. The 75-year lease brought in $50 million to the college.\(^\text{42}\)

- **Lasell College** built an apartment complex on its property intended for senior living. Residents are required to take 450 credit hours per year, with tuition built into their rental fees. In 2008, the College reported that, of the $2 million per year generated by the Village, $1 million was profit.\(^\text{43}\)

- **The Richard Stockton College of New Jersey** has also pursued real estate investment, purchasing a $20 million golf resort near campus in 2010. According to the College’s president, Herman J. Saatkamp, Jr., benefits include a profit that goes back into the College, as well as a new laboratory for students, 180 residences for students, extra space for academics, and increased visibility for the College.\(^\text{44}\)

- Rather than purchasing real estate, **Ramapo College** engaged a third party to invest in its own real estate. The College partnered with a third-party provider that paid for a new roof for the main campus building. In return, Ramapo permitted the installation of photovoltaic panels that produce electricity for the vendor, which is sold back to the College at market price.\(^\text{45}\)

### Facilities Rental

Law school campuses often boast advanced facilities, which present the option of fee-based rentals to external organizations, a revenue generation strategy often undertaken at the broader university level. In April 2011, for instance, the **Cleveland-Marshall College of Law in Ohio** unveiled its new trial courtroom, outfitted with state-of-the-art technologies, including live video streaming. In addition to providing a real-world setting for students, the courtroom provides a source of additional revenue for the law school. The local legal community has the option to pay a small fee to utilize the room for mock trials or to provide training for lawyers.\(^\text{46}\)

**Northwestern Law** allows for public rental of various facilities on campus, advertising available space as “the ideal venue for [a] business, cultural institution, performing arts group or non-profit organization.” Available space includes a 700-seat auditorium, multiple conference rooms equipped with state-of-the-art presentation equipment, classrooms, reception areas, and an open-air courtyard.\(^\text{47}\)

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\(^\text{43}\) Ibid.


\(^\text{45}\) Ibid.


\(^\text{47}\) “Space Rental.” Northwestern University School of Law. http://www.law.northwestern.edu/facilities/spacerental/
To encourage use of its facilities, **Lincoln Law School of San Jose** in California posts an online form allowing groups to rent facilities at the law school with the option of services such as music, on-site staffing, and catering.\(^{48}\) Similarly, **Stanford Law School** leverages its facilities by allowing law firms to host events to recruit students on its campus.\(^{49}\) Facility usage partnerships may become more attractive as law schools continue to upgrade and renovate facilities. **New York Law School**, for instance, is “housed in a gleaming new 235,000-square-foot building” in the TriBeCa neighborhood of Manhattan, while the following schools have undertaken similar projects in recent years:\(^{50}\)

Fordham Law School in New York recently broke ground on a $250 million, 22-story building. The University of Baltimore School of Law and the University of Michigan Law School are both working on buildings that cost more than $100 million. Marquette University Law School in Wisconsin has just finished its own $85 million project.

**ADVERTISEMENTS AND SPONSORSHIPS**

Some four-year universities have also begun selling advertising space in order to generate revenue. For example, the **University of Wisconsin-Madison** uses advertising as a source of revenue, subject to a long list of caveats in order to ensure that the chosen advertisements comply with the reputation, standards, and image of the University.\(^{51}\) The University of Wisconsin-Madison also generates revenue through sponsorships, which provide support for specific University events in exchange for publicizing the business’ sponsor status.\(^{52}\) Again, sponsorships are subject to a detailed policy in order to maintain that all sponsors are in compliance with the reputation and image of the University. The **University of Virginia** similarly generates revenue through advertising space sold in available sports on the campus, including the inside of parking garages, elevators, and bus stops, as well as at campus events.\(^{53}\)

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\(^{48}\) “Facility Rental at Lincoln Law School.” Lincoln Law School of San Jose. http://www.lincolnlawsj.edu/abt-rental.html


\(^{53}\) Turner, M. Op cit.
SECTION II: FUNDRAISING

In this section, Hanover Research examines fundraising avenues for consideration in revenue generation, including corporate donations, private donations, and grant funding.

CORPORATE DONATIONS

Corporate donations are often the most lucrative for law schools, but to be successful, require courting and some promise of mutual benefit. At Seton Hall Law School in New Jersey, the Office of Corporate and Foundation Relations acts as a liaison between members of the Law School and corporations, foundations, non-government organizations, and government agencies. The Office looks “to identify an alignment of priorities, strengths and interests that will mutually benefit both the Law School and the funding organization.”54

The Office also prepares grant proposals, letters of intent, and other materials to obtain financial support. Private industry and public sector partners are asked to contribute topical research issues, to suggest speakers with expertise in the private sector, and, overall, to help enhance the education of future lawyers.55 In particular, the Office of Corporate and Foundation Relations supports Seton Hall Law School by reaching out to private sector entities to seek funding for special projects and mutually beneficial, innovative research. Supporting private and public sector organizations is recognized in the school’s Honor Roll of Giving.56

Thomas M. Cooley Law School utilizes its “Partners and Friends,” an initiative designed to promote corporate giving to the law school. Through Partners and Friends, businesses can combine their annual gift with sponsorships for special events; Partners and Friends notes that “A major advantage is that each business may be contacted once a year, rather than several times during the year.”57 Partners and Friends recognizes giving with the “Cornerstone Society” designation (annual gifts of $5,000 or more) and the “21st Century Society” designation (annual gifts of $2,500 or more). Corporate donors are also recognized in Cooley publications and on the Law School’s Donor Wall, and are invited to participate in special events.58

Similarly, Duke Law encourages corporate giving, primarily from law firms, through its Alumni and Development Office’s Blueprint Benefactors Program. Sponsorship opportunities available through the initiative are based around several key aspects of the Blueprint – “a powerful set of principles for leadership growth ... integrated into every aspect of [the Duke] community.”59 Examples of sponsorship opportunities include merit scholarships established in the law firm’s name (minimum of $10,000); event sponsorships

55 Ibid.
56 Ibid.
58 Ibid.
(for this year’s IP Symposium, focused on “cutting edge issues in IP law,” Duke is soliciting $2,500 donations); journal sponsorships, to assist in the editing and programming for The Duke Law Journal; and sponsorship of clinical programs. Duke ranks sponsors according to the amount donated, ranging from Bronze members, at the lowest donation level, to Diamond members, at the highest. Law firms participating in sponsorship are rewarded with interaction with the Duke Law student body through presence and participation at Duke Law events.

PRIVATE DONATIONS

Though the slow recovery from the recession has stilted the efforts of private fundraising, donor giving remains a primary source of funding for numerous law schools. In 2010, the University of Minnesota Law School relied on private giving for 90 percent of its budget (a proportion which may further increase in the coming years, given the state’s declining support for higher education). As a result, the law school – along with a handful of other public law schools – has considering the possibility of becoming financially self-sufficient, with the ultimate aim of covering operating expenses exclusively through tuition revenue and private donations.

The opportunity to involve private interest groups in a law school’s niche interests may likewise generate additional revenue for law schools. For example, in 2003, the National Rifle Association pledged $1 million to the George Mason University Law School to establish the Patrick Henry professorship of constitutional law and the Second Amendment. The 10 annual grants of $100,000 awarded as a result of the pledge recognize the contributions of at least six law professors at George Mason who have published articles on the Second Amendment.

Major alumni donations are still a possibility for law schools. Last year, for instance, the University of British Columbia’s law school received the largest single donation in its history. The CAD$11.86 million gift came from alumnus Peter Allard, a lawyer and investment manager, and will largely fund the completion of a major new building to help the law school remain globally connected and build on its areas of strength. Similarly, controversial UCLA School of Law alumnus Lowell Milken awarded a $10 million gift to the law school to establish a business law institute in his name in August of 2011. At the new University of California Irvine School of Law, the development of a 21st century law school

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brought in private gifts in excess of $30 million including a $1 million gift from Mark P. Robinson Jr., a prominent Los Angeles attorney. The University of Massachusetts School of Law at Dartmouth received its first major private scholarship gift in July 2010 of $210,000, to support graduates who want to pursue public interest law.

Widely reaching out to alumni for more feasible donation amounts has also been a successful strategy for some law schools. Using this strategy, the University of Virginia School of Law “completed its 2009-10 annual giving campaign with a record number of donors and surpassed 50 percent alumni participation for the fifth consecutive year.” As the School of Law relies solely on tuition and private giving for its revenue, it was proud to announce that 52.7 percent of active alumni (8,430 graduates) made gifts to the law school. Administrators attribute this donor success to the emphasis placed on student experiences at the law school.

GRANTS

Law schools successful in attracting grant funding are often those with significant special interests. Vermont Law School, for instance, benefits from its status as one of the most highly ranked environmental law schools in the nation—a niche that has generated attention from the federal government. Vermont Law School receives funding from the Department of Energy and the State Department for its U.S.-China Partnership for Environmental Law program. In 2012 alone, the Law School was awarded a $300,000 grant to promote environmental regulation in Myanmar, awarded by the Virginia-based blue moon fund, as well as a $1.5 million grant from the U.S. State Department for the development of an initiative to improve environmental and public health in China.

Similarly, the University of California Irvine School of Law capitalized on its partnership with the School of Management at Fudan University in Shanghai in 2011, to launch the first bilateral U.S.-China center, focusing on business and law. The Center received seed funding

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70 Ibid.
of $2.5 million from the Long Family Foundation, with an additional $2.5 million to come once matching funds are raised.\textsuperscript{74}

Local foundations remain a primary source of revenue for law schools. In April 2011, the \textbf{University of Maryland School of Law} received $30 million from the W.P. Carey Foundation, a long-time donor to educational causes in Maryland. The gift marked the largest in the law school’s history, as well as one of the top 10 largest gifts to any public or private law school in the nation.\textsuperscript{75}

http://www.law.com/jsp/nlj/PubArticleNLJ.jsp?id=1202496012112&UC_Irvine_joins_with_Chinese_university_in_business_and_law_institute

\textsuperscript{75} “W.P. Carey Foundation Announces $30 Million Gift to University of Maryland School of Law.” University of Maryland. http://www.oea.umd.edu/communications/news?ViewStatus=FullArticle&articleDetail=12855
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