

Library Management Team

Notes from July 20, 2005 Meeting

Attending: Lee Cartmill, Karen Calhoun, Tom Hickerson, Anne Kenney, Janet McCue, Jean Poland, Sarah Thomas, Ed Weissman, Marcy Rosenkrantz (for first item)

1) Fund-raising strategies

At its April 15 meeting, LMT agreed that it would be beneficial to review and discuss the Library's fund raising strategies. This will allow the Library strategies to be embedded within unit strategies and it will allow LMT to understand better what strategies and methodologies work best in fund-raising campaigns. Marisue Taube, Director of Library Development, provided a picture of the organizational structure that is being established to carry out the campaign involving not only staff from the Division of Alumni Affairs & Development but also a variety of committees and groups consisting of Trustees, Presidential Councillors, and alumni. The campaign has been in the "quiet phase" since July 2004 which is focusing primarily on major gifts. One of the campaign goals is to identify new and future prospects for the University.

Within the Library, LMT has already helped Sarah compile a list of fund-raising priorities. The strategies within the Library now are to: a) continue refining this list of fund-raising priorities; b) continue strengthening relationships with our current donors; c) increase the Library's visibility among fund-raisers and potential donors; and, d) increase the number of gift solicitations we make. To accomplish these strategies, we will need to: a) increase the number of personal contacts we make through visits, letters, and presentations; b) strengthen the membership of the Library Advisory Council; c) work within the framework of the University campaign by clearing our activities, sharing information more effectively and strategizing with Alumni Affairs & Development, and developing effective campaign related materials; and d) targeting new Library prospects. Marisue is in the process of meeting with each of the AUL's to discuss the process and to solicit ideas.

It was suggested that it would be helpful for members of LMT to be trained in the art of asking for gifts and Marisue said she would schedule such training. Marisue asked that members of LMT let her know of our travel plans so she can identify current donors and schedule "thank you" visits. Sarah said that while federal grants are not counted towards the campaign, private foundation grants are counted and she asked each members of LMT to try to identify 2-3 private foundations we might approach for support in meeting our funding raising priorities. We should not approach a private foundation before clearing this with Marisue, however.

2) CommonSpot implementation: Phase 2

Tom presented the CUL CommonSpot Implementation Group Report: Phase I (June 2005) and LMT discussed the report recommendations including a proposed interim management structure and a list of suggested pilot implementations. A final sign-off will take place after additional consultation takes place.

Edward Weissman