MINUTES
University Library Committee
Tuesday, April 14, 2015
1:00 pm – 2:00 pm
Memorial Library Room 362

Attendees

Voting Members

Faculty
• Karl Broman (Chair), Biostatistics and Medical Informatics
• Josh Calhoun, English
• Daniel Klingenberg, Chemical and Biological Engineering
• Eneida Mendonca, Biostatistics and Medical Informatics

Staff
• Ron Harris, English
• Allison Kaplan, School of Library & Information Studies
• Darcy Little, Latin American, Caribbean and Iberian Studies
• Joan Weckmueller, DoIT Academic Technology

Students
• Nilay Vaish

Non-Voting Members
• Steven Barkan (LCC Liaison), Director, Law Library
• Phillip Braithwaite, Ex-Officio, Madison Budget Office
• Michael Enyart, Business Library
• Ed Van Gemert, Vice Provost for Libraries
• Carrie Nelson, College Library

Also Present
• Jeannette Casey, Mills Music Library
• Deborah Helman, LCC, Wendt
• Anna Lewis, MERIT
• Lesley Moyo, GLS, Library Exec Group
• Natasha Veeser, GLS, Communications
• Doug Way, GLS, Library Exec Group
• Ben Strand
Approval of ULC minutes from March 12, 2015

Board of Regents Presentation - Update

Ed Van Gemert: Presentation accompanied request for funding for Elsevier’s “Freedom Collection” from UW System

Josh Calhoun: enjoyed seeing interaction; the student perspective was so significant; so effective to get out of the way and let the students tell the story

Ed: It’s valuable for us to have people other than librarians tell the story

Last year system gave us $5M to fund two major subscriptions. Current request into Provost here for several hundred thousand for collections. Ed continues to feel troubled by how to get funding for collections.

Library Development - Update

Ed Van Gemert: A few years ago, we had a $18M endowment for libraries; currently at $22M. We’re continuing those efforts and since October, have ramped up work on development.

From library perspective we need to be as clear as possible about our needs large and small so that Ben can understand and articulate those needs: facilities, collections, digital infrastructure

Ben Strand, Development Director for Libraries, UW Foundation:
- Recent changes at the Foundation – merger with Alumni Association; new leader; will make it easier to leverage alumni chapters for development
- Now WFAA
- New database to manage alum info – 420K living alumni
  - Distributed:
    - Mailing sample
    - Brochure about Verona facility opening
    - DORAL Benchmarking document
- Previously, communications between Friends and other ~800 donors coming in through the Foundation were separate; those 800 weren’t getting the information and resources Friends were
- Now not going to divide between Friends funders ad others in our communications anymore
- Many of those 800 will be likely major future donors
- No current major donors circle, while other schools tend to have these
- Planning is underway to launch a higher-level giving circle for the Friends, probably named
- Planning to do more events along the lines of the Verona facility opening
- Currently targeting activity around Founders Day
  - Ed and Ben will be speaking at New Jersey/New York Founders Day events
  - Leon Varjian, Pail and Shovel founder will also be there
  - Ben connecting Pail and Shovel folks with Archives to improve our collection in this area too
- Ed: finds that alums and folks he sees at events are very interested in academic-related activity; they’re inundated with sports info and want other info; they seem especially interested in special collections and archives
- One New York event Ben and Ed did with 80+ attendees – Richard Haas (alum) speaker and signing; out-did the Rutgers/Badgers basketball event for alumni happening at the same time
- Connecting communities of alumni in various ways (humor) to connect with collections
- Hochschild WWI collection – spotlighted on C-Span
- Ed: recognizing that this is about building long-term relationships for the library not fundraising
- Ben: half of our funds for the last year came from major bequests sometimes from people who’ve never been cultivated as donors
- Based on DORAL membership document, it’s clear that by comparison, we have lots of opportunity for growth
- We just need to get our system in place for a comprehensive campaign
- Chancellor’s 4 priorities for comprehensive campaign (all can be library-related)
  - Investing in faculty excellences
  - Supporting students
  - Enhance student wi experience
  - Expand boundaries of knowledge
- We’ll be connecting our goals for the campaign to these areas
- Anything, even grandiose, that we can put dollar figures on and suggest is a good idea
- Campus campaign really ramping up and we should be ready to incorporate
- Many easy scholarship-based donation opportunities, so donors will be looking for other options; who knows which will resonate with someone?
- Ben is one of 65 development directors at the foundation, each working with 300 or so potential donors, leaves lots of opportunities in the 420K alums
- Libraries need to be ready to go with physical proposals
- In the last year and a half, we’ve considered a Bd of Visitors/Leadership Bd; looked at history of Friends; Ben can share the roster of who we have hand-picked for a Library Advancement Board – “corporate foundation board” currently 5 people; good start; expect to see this group keep growing to 10-15 minutes over the next few years
- Ed: That group pushes us to develop goals; they have a different (corporate) perspective
- Ben: Oct 15 they will unveil a set dollar goal for the campaign at a big event at the Kohl Center
- Ed: we aren’t waiting to be invited into the campaign, we’re just going to incorporate into it
- Ben: right now focused on developing proposals and cultivating relationships

**Library Development – Discussion**

Ron Harris: what are the goals of advisory board?

Ben: they’ve approved a policy one-pager that we can share; they are a fund raising entity; each with different interests; some may be collections-based; some might be good at connecting us with other alumni; the expectation is that this will be a working group
Ed: it felt like the Board pushed more work on us to start – they want a prospectus; they want to know our tangible goals and needs.

The board will end up drawing people in. They are asking for a framework for supporting what they’re going to do. We want people to rotate in and out of this group too.

There should be an annual evaluation by the Vice Provost to see who should be on the board.

Library Advancement Board’s next meeting is scheduled for Madison in June

Shakespeare folio is an example of another good advancement development opportunity for us – hoping to raise $200-250K from corporate side this Spring and Summer related to the Folio itself; plus will use this as an opportunity to develop partners

Scott Fitzgerald’s educational staff person (Tad Ottman) was the one who turned us on to the Folio opportunity and we’re indebted to them; so don’t be surprised if we see Fitzgerald’s office involved

Ed: always interested in ULC interest and advice; this is a wide-open area

Allison: what kind of data are you collecting?

Ed: who’s giving to which fund, how much, and where they’re from? It is common to have $500+, $1000+ donations and Ed will thank them by note

The new WFAA software program allows us to track people better and understand what the different relationships and activities are among people

The Onion oral history archive – Scott Dikkers – not an alum but clearly a useful contact and has been raising new connections

Ed: weekly+, there is something about the library on the university website; issue of visibility really critical; the team of Ben and Natasha has been really effective; since October when we incorporated those 800 donors into the Friends, we got an immediate donation bump

Ben: we have also done quite a bit of surveying and worked on email to people that seemed potentially interested in libraries in major geographic areas – Ben can share that data

Every year we get close to 1000 donors we haven’t really solicited; message always that we’re so great; but now with the merger, we can do targeted appeals; eg. target Graduate and PhD alums with a specific focus on collections needs; this is a group that might be less significantly targeted by other development efforts

Ed: we have several people who give monthly

Ed: there was a time that the Library was the sole recipient of Parents Enrichment Fund money – used to get $400-$500K per year; now transitioned to a general Chancellor’s Fund fundraising so we don’t get most of that anymore
Ben: after Spring campaign is over, it makes sense for us to make the case that the Spring Parents campaign is making less and maybe people prefer to give to the libraries and should reconsider this change.

Ben can make any connections with us or for us that we need for more information or relationship building.

Next meeting is Tuesday, May 12.

Adjourn