University Libraries Management Team
Agenda – June 3, 2014
Location: N210

Present: Reynolds, Hayworth, Maness, Moeller, Hollis, Williams, Austin, Fong, Knievel

Advancement Discussion - Lissy Garrison, Senior Director of Development, Music, Arts & Culture (MAC) (or Culture, Libraries, Arts and Music (CLAM)) – 45 minutes

**See the Draft University Libraries Strategic Vision and Fundraising Goals: 2015-2018 below for more information. If you have ideas or input on fundraising goals please share them with your department director.**

Lissy Garrison, Senior Director of Development visited Management Team to discuss the future of development for the Libraries. She is head of the Music, Arts, and Culture development team. The Libraries has been added to her team’s portfolio. The MAC team values arts and culture including Libraries. They value academic partnerships. Lissy discussed how the Libraries will work with her team and other details of the development process. The Libraries touch every part of the MAC team’s portfolio.

Building relationships with donors takes time. It requires resources (time) and stewardship. Faculty are essential in the relationship building process. One simple way to build relationships is to stay in touch with people interested in the Libraries or in specific events or collections. We should keep them abreast of what is happening regularly. If you know someone who really cares you should work on building that relationship. Building the relationship doesn’t have to take a lot of time. It could be as simple as a personal email or a letter. The important thing is to be in communication with these folks to create a personal connection so they know who you are. The MAC team can help us figure out with whom we should build relationships.

The Libraries has not had a development officer for several years, so the new fundraising/development push will begin slowly. Start slow—look at underlying systems in place and let experts on the team look and them and make recommendations. Look at membership/appeals and see if there’s a way of making them more robust. You have to make everyone feel like they’re getting personal attention after a gift. Use thank you letters to connect donors with impact of their gift. We need to have consistent messaging. MAC can offer these services. Personalized attention may lead us to something we never thought would be a priority or a possibility.

For academic year 2014-15, Libraries development will account for 5% of the MAC team’s time. They do not have a specific financial goal for our fundraising. This is intentional. Since there is a $0 goal for us, when we do raise money it will prove to the campus that we can raise money. The idea is to increase the fundraising goal over the course of a few years. With continued programming fundraising the campus will see that we have the capability to raise money for facilities (e.g. to fund the Cube project).

Lissy’s specialty is to create systems to cultivate relationships with future donors without creating too much extra work for the Libraries. MAC team members will help us find people who have attended events or have donated to the Libraries at any level to determine whether they have capacity to give in a large way.
Since records for Friends events have been kept over the years, this part of the process should go smoothly.

Donors would rather give a gift that has impact. We need to think about impact when approaching people for donations. Specifically, we should consider the gift’s impact on university and community.

We need a story for every fundraising request. Our story needs to be compelling and to focus on the impact the donation would have on the campus and on the community.

As an organization we will be directly involved in the development process. ExCom and Management Team are not the only people who will be involved in relationship building. Jim and/or department directors can designate people to cultivate relationships. Lissy will designate someone from her team to work with us on the process. MAC will make connections as opportunities arise.

**Updates**

*See the Open Access Fund update below.*

Yem updated the group on the status of our Open Access Fund. We ran out of funding for Open Access activities. Yem has proposed to add $10k in funding in the account. So far, more than $20k was awarded. The funding will run out fairly soon MT discussed opportunities for partnering with other departments and units across campus to raise matched funds to move forward.

**Upcoming meetings**

- June 17 – Recruitment Plan (please share proposals with MT via email prior to meeting. Proposals should be complete position descriptions with justification); Student Advisory Board Proposal

- July 1 – Recruitment Plan (if necessary), Revisit renaissance plan (plan at least 60 minutes), Working Group Proposal #4 (Service Points Working Group)

- July 15 - Evaluation of pilot project to lend CDs to GWLA and Prospector Libraries, Proposal to investigate adoption of RFID or similar technology

Management team minutes are available online: [http://ucblibraries.colorado.edu/adminservices/management/index.htm](http://ucblibraries.colorado.edu/adminservices/management/index.htm)
UNIVERSITY LIBRARIES

STRATEGIC VISION AND FUNDRAISING GOALS: 2015-2018

The strategic vision of the University Libraries will remain constant between 2015 and 2018. It is a vision driven by the strong belief that the University values knowledge above information. The philosophy of service of the faculty and staff of the Libraries is based on a high value for responsive, demand-driven forward-looking smart services, information resources of strong integrity, creative and innovative operations and services, realistic yet flexible goals, standards, policies and procedures, and an environment where the faculty and staff can continue to grow and develop.

Within the context of these values, the University Libraries realize that several factors and trends associated with them will strongly influence the setting of future directions. Key among these factors are changing user needs, expectations and sophistication, changes in the process of scholarly communication, an increased emphasis on access to information, increases in the overall cost of library operations due to new technology, the continuing growth of teaching and research programs within the University, an increasing need for different forms of user-space in the Libraries, a constrained financial outlook for higher education, and the consequent shifting budgetary emphasis away from staff and information resources towards more automation, telecommunications, and the reallocation/reinvestment of resources for access.

The University Libraries have traditionally collected and provided access to the scholarly record relevant to the intellectual pursuits of faculty, students and staff at CU-Boulder. The volume of information relevant to CU-Boulder programs will continue to increase, while more and more of that information will be produced and distributed in digital format and made available through multiple paths of access. As we approach the year 2020, the increasing creation, storage and dissemination of information in digital form will continue to change the nature of scholarly communication while reframing the University Libraries’ role as academic partner/collaborator; the critical, continuing role of integrating information into the teaching, research and service enterprise of the Boulder campus.

Between 2015 and the year 2018, the University Libraries as physical and virtual facilities will continue to house collections and provide physical space to consult those collections. The Libraries will continue to be a place for inquiry, discovery and self-education. And, as physical facilities, the Libraries will continue to be a place of particular importance to students in terms of the intellectual and social experience at CU-Boulder.

As an intellectual resource, the Libraries will continue to provide access to information housed on the Boulder campus or located anywhere on the globe. The Libraries collections will continue to be represented in an online catalog that functions in many cases as a browser to commodities like print and digital information resources as well as to archival, manuscript, special/rare materials, machine-readable
data files, software and images. And, through our participation in national and international cooperative/collaborative programs for preservation and access, the Boulder campus academic community will continue to have access to recorded knowledge.

The Libraries will continue to serve as a central resource of new information technologies and serve as an academic partner in course development and instruction on the development of information-seeking skills for life-long learning. The Libraries will also continue to be accessible at any time, from any place through windows on workstations as part of the campus’ information network.
UNIVERSITY LIBRARIES FUNDRAISING PRIORITIES: 2015-2018

ARCHIVES AND SPECIAL COLLECTIONS

• Special Materials Center (Naming Opportunity and Capital Construction of “The Cube”);
• Endowed Positions (in no particular order): AMRC Archivist, Conservator, Curator of Digital Assets, Curator of Media, Curator of Moving Image Art, Curator of Photography, Curator of Politics, Curator of Rare Books and Manuscripts, Instruction Librarian, Processing Archivist;
• Collections Endowment: To support purchase of high value archival and manuscript collections of rare books relating to arts & culture;
• Conservation Lab;

ARTS & HUMANITIES

• Named Space: Digital Scholarship Lab in support of development of forward-looking teaching and research methods and interdisciplinary study;
• Faculty Stipend Fund: To incentivize integration of information literacy into courses in support of educating the whole student with broad cross-curricular objectives;
• Endowment: Student Assistant Fund, in support of consistent/stable funding for student employment;

CIRCULATION (ACCESS SERVICES)

• Naming Opportunity: West Side Study Room;
• Naming Opportunity: Rename PASCAL Storage Facility, e.g. PASCAL Regional Print Repository;
• Work-Study Scholarship Fund (jointly funded by the Libraries and a donor), and tied to the donor’s specific interest, e.g. Latino, etc.;

LIBRARIES INFORMATION TECHNOLOGY

• Endowment on the library of the future: To fund LIT digitization equipment or outsourcing of digital projects for large collections or formats for which we don’t have the capabilities to handle in-house;
• Gift/other funds to support the library of today: To upgrade the Norlin Library’s wired (not wireless) network (infrastructure);
• Establishment of an IT Training/Professional Development Gift Fund;

METADATA SERVICES

• Gift Fund: Discovery Innovation (Dynamic Digital Access Tomorrow);
• Endowed Position: Data Librarian;
• Endowed Positions Diversity Fellow;
• Endowed Position: Hidden Collections Specialist;

SCHOLARLY RESOURCE DEVELOPMENT

• Endowment: Open Access/Scholarly Communication Initiatives, e.g. Open Access Fund to support CU author fees, institutional repository platform/tools, open access outreach activities;
• Renovation & Naming Opportunity: Asian Collection Reading Room, Asian Studies Seminar Room (potential collaboration with Center for Asian Studies);
• Scholarly Collections Endowment(s) [preferably unrestricted]:
  - New interdisciplinary programs, e.g. environmental sustainability, CMCI;
  - Acquisition of large, expensive digital primary source collections, e.g. Nineteenth Century Collections Online, WWII collection, etc.;
  - Special resource needs, e.g. membership in Hathi Trust, foreign language resources, purchase-on-demand or evidence-based information products, e.g. streaming videos;

SCIENCE, TECHNOLOGY, ENGINEERING, MATHEMATICS (STEM)

• Learning Spaces Renovation & Naming Opportunity Gift Fund: To renovate Science, Earth Science/Maps, and Gemmill Libraries to include hands-on, collaborative, intentional learning spaces (similar to CEAS’s fundraising priority for the Idea Forge: http://www.colorado.edu/engineering/giving/college-priorities/ideaforge and/or NC State’s Immersion Theatre: http://www.lib.ncsu.edu/spaces/ipearl-immersion-theatre);
• Naming Opportunity: Creating and staffing an interdisciplinary Science Library & Data Laboratory on East Campus (similar to UC Berkeley’s Library data Lab: http://www.lib.berkeley.edu/wikis/datalab/);
• Endowed Positions: Any science library faculty member of interest to a donor;
• Collections endowment: Societal Scholarly Resources (IEEE, ASME, etc.);
SOCIAL SCIENCES

- **Naming Opportunity:** Name the Norlin Information Commons and expand it into the Norlin basement and make improvements to existing Commons space;

- **Collection Development Gift Fund:** To purchase digital access to the Foreign Broadcast Information Service (FBIS) Daily Reports, 1941-1976 (translated broadcasts and news from every region of the world). The second part of the series is already owned by the Libraries: [http://www.readex.com/content/foreign-broadcast-information-service-fbis-daily-reports-1941-1996](http://www.readex.com/content/foreign-broadcast-information-service-fbis-daily-reports-1941-1996) (Approximate one-time cost is @$145,000);

- **Business Library Renovation Gift Fund:** To support renovation of specific spaces in the Business Library to include a Circulation/Reference Desk remodel, renovation of the Microforms Room, and instructional improvements to the 100B classroom;

- **Naming Opportunity:** Business Library Classroom (#100B): Funds will be used to make state-of-the-art instructional improvements to the classroom;
University Libraries OA Fund  
June 2, 2014

The CU-Boulder Libraries Open Access Fund has seen a steady number of applicants since the Fund’s first award in August, 2012. (Description and criteria at: http://ucblibraries.colorado.edu/ScholarlyCommunications/oa/oafund.htm)

At the time of this writing, the Fund has received:
Total completed applications: 21 (From February 5, 2013-June 2, 2014)
Total awarded: 15
Total rejected: 5 (did not meet criteria)
Total pending: 1 (at time of this writing)
Average award amount: $1385.96
Largest award amount (Fund capped at $2,000): $2,000
Smallest award amount: $300
Total awarded to date: $20,789.42 (exceeds initial Fund allocation of $20,000)

The Fund has enjoyed an increase in the number of applications received beginning in April of 2014; applications are now received at a rate of 2 per month, but it is unknown as to whether this trend will continue. Should the increased application rate continue in the coming months, an addition of $10,000 in funding may allow the Fund ability to support 6-7 additional OA publications, provided the invoiced amounts are in line with the current average award.

Of the fund applicants themselves:

13 held the “graduate student” classification, either at the Masters or PhD level,
7 were faculty, and
1 applicant was a PostDoc.

Departmental breakdown of applicants were as follows:
Applied Mathematics
ATOC/INSTAAR
Biology
Chemistry and Biochemistry
CIRES/NOAA
Civil, Environmental, and Architectural Engineering
EBIO
EBIO/INSTAAR
Education
Environmental Studies
Geological Science/INSTAAR
Geological Sciences
INSTAAR
Psychology & Neuroscience
Sociology/IBS

The majority of applicants represented INSTAAR or Psychology & Neuroscience.
PLoS One was the most heavily represented publication venue, with 3 publications, followed by BioMed Central, Journal of Geophysical Research (AGU), at 2 each.
For those applications rejected by the Fund, the most common reason was that the publication was a hybrid rather than Gold OA journal.

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Amy B. Arenson
Professional Assistant
Office of the Dean
University Libraries
184 UCB
1720 Pleasant Street
Boulder, CO 80309

Phone: (303) 492-6252
Email: amy.arenson@colorado.edu