



FLORIDA STATE UNIVERSITY LIBRARIES

Fall 2017 Advancement Board Meeting Friday November 3, 11a-2p

In attendance: Kathy Whitehead (Chair), Jo Bryan, Yvonne Brown, Carrie Cooper, John Fenstermaker, Robert Green (via skype), Mark Hillis, Mark Johnson, Dennis Moore, Joel Padgett, Brandon McCray, Anne Rowe, Dean Zimmerman, Susan Contente, Katie McCormick.
Guest staff: Travis Jordan

Not in attendance: Anne Strozier, Dan Maier- Katkin, Jerry Macioce, Kris Harper, Hans Plendl, Kristi Nelson, Valliere Richard-Auzenne, Jayne Standley

Invited Guests: Dion Guest, Deanna Glover, Rachel Duke, and Josh Tijerino

AGENDA ITEM	NOTES	ACTION
<i>Welcome</i>	Ms. Whitehead welcomed the board.	
<i>Approve Minutes</i>	The Advancement Board approved the minutes unanimously.	
<i>IRA Rollovers and other Planned Giving Tools</i>	Mr. Dion Guest, Senior Director of Gift Planning presented on year end charitable giving. See attached Power Point Presentation.	
<i>FSU Metrics</i>	Mr. Brandon McCray presented on FSU metrics. See attached Power Point Presentation	
<i>Student Panel</i>	The following three students spoke on their work experiences at the Library. Rachel Duke, English PhD student, works in Special Collections; Deanna Glover, a senior in Sports Management/Economics, is a Peer Leader in Learning Commons; Josh Tijerino, a junior in STEM, works at Dirac in Circulation and is a Library Ambassador. Discussion was held regarding how library knowledge has helped them in their studies; what other	

	<p>opportunities the library could provide. The students agreed Technology was an issue and that the library should be part of the orientation tour.</p>	
<p><i>Special Collections</i></p>	<p>Associate Dean Katie McCormick gave an update on new additions to Special Collections. See attached. There was a classroom presentation where the Board broke into groups and were given “artist book” - books that are also works of art – to explore. Some were puzzles, or pop-up books but each told a story of the author/artist.</p>	
<p><i>Dean’s Report</i></p>	<ul style="list-style-type: none"> • Dean Zimmerman reported the Libraries received \$500,000 in new funds for the collections budget, raising it to \$8 million recurring. • The Libraries are launching a diversity and inclusion initiative to create a more inclusive environment, and received funding for a new Diversity Resident Program. The program will hire three early-career librarians from diverse backgrounds for a three-year residency in the libraries. It will be an ongoing program with additional residents to be hired after the inaugural class “graduates.” • Dean Zimmerman also described the Alternative Textbook Grants which assist and reward faculty for developing online textbooks that are free to students. (www.lib.fsu.edu/alttextbooks) Grants awarded are \$1000 but can go up to \$3000 for high-enrollment courses. • International Studies will provide funding for ten more alternative textbook grants since textbooks are problematic for students at international study centers. • FSU Libraries have been named the Florida hub for DPLA (Digital Public Library of America.) Digital content from FSU, University of Miami and Florida International University will be uploaded to DPLA and available for 	

	<p>the public, with content from other institutions throughout Florida to follow. This went public the last week of November.</p> <ul style="list-style-type: none"> • The libraries are in the beginning of stages of clearing out 20K square feet of space on the 2nd and 3rd floor of Strozier Library. The Library has received \$500,000 from the provost to purchase electronic files to replace bound journals. Fundraising efforts have begun for the renovation of the space. • Alicia Crew was awarded Philanthropist of the Year in the Tallahassee community on National Philanthropy Day, Nov 9, at a luncheon to celebrate Alicia and other winners. • Thursday February 8, is the Heritage Museum Stewardship Event at the Heritage Museum with Dr. Elliott Shore as the Keynote Speaker. 	<p>Watch for evite!</p>
<p><i>Development Report</i></p>	<p>Ms. Susan Contente reported the library raised \$75,000 thus far for FY2018 and in FY2017 there was 100% gift participation from the Advancement Board. Per bylaws, each board member is asked to make a gift at the recommended \$1000 or more per fiscal year (July 1 – June 30). Susan said she would be sending out a note to all board members if they wanted to make their gifts by year end.</p> <p>The goal for the Raise the Torch campaign is \$1 Billion by June 2018. The goal for the library is to raise \$3 million as part of the University wide campaign. The library is just shy of \$2 million.</p> <p>At the Heritage Museum dinner, Alicia Crew announced she would match up to \$50,000 any gifts made to the Heritage Museum Fund through December 2017. So far \$37 has been raised.</p>	<p>Contente to write to board.</p>

	<p>A planned gift of \$25,000 was made from a donor from Atlanta for the professional development of non-librarians.</p> <p>Advancement Board member, Mark Johnson will start an endowment fund to support the Libraries' Business collection.</p> <p>The Heritage Museum hosted the Women4FSU event on March 24. The Abitz Dinner sponsored by the Florida Book Awards was on April 12.</p> <p>Dean Zimmerman made a pitch to the Foundation Board in May for support for the Museum and received gifts and pledges of \$13,000.</p> <p>The Library received several new funds for the Florida Book Awards including one from Dean Zimmerman.</p> <p>The Marching Chiefs window will be installed soon; this is the first window to be installed since the Libraries took over the Heritage Museum Operations.</p>	
<p>Advancement Board Fund Reports</p> <ul style="list-style-type: none"> • Text Book Fund • Advancement Board Endowment Fund 	<p>The Text Book Fund is for financially needy students who need assistance with the high costs of textbooks. The Library is working with the CARE Program (Center for Academic Retention & Enhancement) to assist students. The Text Book Fund currently has just over \$10,000 in the Fund. It is not endowed and endowments begin at \$25,000. This fund is featured on the Great Give Campaign and the Libraries continue to fundraise for this fund.</p> <p>The Advancement Board Fund is growing and a great place for Board Giving; it is currently at \$14,000. We are working to increase it to endowment</p>	

	level, \$25,000.	
Marketing Report	Travis Jordan, Assistant Director for Marketing, presented an update on Marketing efforts to the Advancement Board, see attached report.	Like us on Facebook and follow on Twitter and other social media
Wrap-up and Adjourn	<p>Kathy Whitehead announced that Jerry Macioce resigned from the Advancement Board. She asked for suggestions for new Board Members. The nominating committee will be comprised of Carrie Cooper, Anne Rowe, Kathy Whitehead, and Susan Contente. Ms. Whitehead's tenure as Board Chair has come to an end, and Anne Rowe will be the new Chair for The Advancement Board.</p> <p>The meeting was adjourned at 2:00 p.m.</p>	Think about prospective new board members. Expect to hear from members.
	Next Meeting Date is Friday March 2, 2018 10am – 2p	