



## FLORIDA STATE UNIVERSITY LIBRARIES

### **Fall 2018 Advancement Board Meeting Friday November 16, 10a-2p**

**In attendance:** Anne Rowe (Chair), Dean Gale Etschmaier, Jo Bryan, Yvonne Brown, Carrie Cooper, Mark Johnson, Julia Zimmerman, Susan Contente, Katie McCormick, Kathy Whitehead, Kris Harper, Kristi Nelson (via phone), Valliere Richard-Auzenne, Dennis Moore, Joel Padgett, Brandon McCray, HL Hartford, Cheryl Monroe, Mel Rowan, Greg Beaumont

**Not in attendance:** Anne Strozier, Dan Maier- Katkin, John Fenstermaker, Mark Hillis, Jayne Standley, Monica Dirac

**Invited Guests:** Jenni McKnight, Susannah Miller, Bridgett Birmingham and Davis Houck

AGENDA ITEM	NOTES	ACTION
<b>Welcome</b>	Ms. Anne Rowe welcomed the board.	
	Introductions were made	
<b>Approve Minutes</b>	The Advancement Board approved the minutes unanimously.	
<b>Dean's Report</b> <i>Gale Etschmaier, Dean of University Libraries</i>	<ul style="list-style-type: none"><li>Dean Etschmaier updated the Board on the Elsevier negotiations. On November 2, 2018, Roy Ziegler, Chief Procurement Officer, Rosey Murton, and the Dean held a conference call with James Tonna, Vice President of Marketing and Sales, and Alex Tsiamas, our regional sales manager, from Elsevier. They summarized the events leading up to the call: in April of 2018, FSU Libraries sent a letter stating our intent to terminate our license for the Freedom Agreement at the end of this calendar year. Since that time we have been in negotiation, but have not reached a mutually acceptable agreement.</li></ul>	

	<ul style="list-style-type: none"><li>• Dean Etschmaier reported on the Civil Rights Inaugurations event held on November 1. Bridgett Birmingham and Prof. Davis Houck presented on the event and the origins of how the Institute came to be.</li> <li>• Dean Etschmaier also reported on the Collections moves. The Libraries have had two remote storage facilities and the University is repurposing the second facility. The need for this arises from the construction taking place that will displace University staff from other areas who perform critical functions and will need office space in order to perform these functions. In order to do this, the Libraries will need to do a withdrawal of physical journals, documents, and books. These materials will be available electronically.<ul style="list-style-type: none"><li>○ Reducing the low-use print materials will enable us to create and expand learning spaces for students that will engage them and enhance their academic work and research. Our current learning spaces are severely limited and we are not serving our students well with this limitation.</li> <li>○ Removing general collection low-use print materials will enable us to showcase the rich distinctive print collections in Special Collections and Archives</li></ul></li></ul>	
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***Katie McCormick,  
Associate Dean, Special  
Collections and Archives***

and will make these collections more visible and prominent. Engaging with these collections can spark excitement in scholars and lead to new scholarship, creating a research laboratory for some disciplines.

- Ms. McCormick reported on several updates since the Board last met in March.
  - Partnered with Michael Rothenberg, executor of the Phillip Whalen’s estate as FSU Libraries Poet in Residence. The Libraries has acquired Michael’s collection. He helped curate the current exhibit Poetry in Protest in the Special Collections Exhibit Room. On September 29, 100 Thousand Poets for Change held their global event. The libraries participated with Read a Poem to a Child event.
  - The Library worked with 11 year old Joseph where he created and exhibit on Pirates.
  - Civil Rights Institute – Currently, the Claude Pepper Center has on display the Tallahassee Bus Boycotts of 1956
  - Digital Libraries – have partnered with Leon High School and have digitized all their yearbooks and School Newspapers.
  - Received over 4000 books on women’s contribution during the Napoleonic era.

	<p>Ms. McCormick presented at the Napoleon Historical Society in Williamsburg, VA.</p>	
<p><b><i>Development Report</i></b></p>	<ul style="list-style-type: none"><li>• Ms. Susan Contente reported the libraries has raised \$94,000 year-to-date.</li><li>• Heritage Protocol Fund received a \$20,000 estate gift.</li><li>• The library also has two new endowments:<ul style="list-style-type: none"><li>○ The Julia Zimmerman Fund which recognizes up to three library staff annually who display the values of collegiality, trust, recognition, diversity, inclusion, empowerment, service innovation and/or risk taking. Selection of Recipients: Dean of University Libraries will create a nominating committee which will consist of retired Dean Julia Zimmerman (in her lifetime), current Dean of University Libraries, at least one University Libraries Associate Dean and Associate Dean of Administrative Services (or department head in charge of human resources). The Committee will call for nominations from all employees of the libraries, and any library staff member may make a nomination.</li></ul></li></ul>	

	<ul style="list-style-type: none"> <li>○ Over the summer the library held an unveiling event and named a classroom the Julia Zimmerman Room.</li> <li>○ The library also established a Faculty/Research material fund and applied for a \$100,000 grant request.</li> <li>● The Great Give campaign raised over \$10,000.</li> </ul> <p>Upcoming Events:</p> <ul style="list-style-type: none"> <li>○ Library Holiday Party – Dec 17</li> <li>○ Student Recognition Event</li> <li>○ Staff Recognition Event</li> <li>○ Florida Book Awards/Abitz Family Dinner</li> <li>○ Newly Tenured Faculty Reception</li> </ul>	
<p><b>Advancement Board Fund Reports</b></p> <ul style="list-style-type: none"> <li>● <b>Text Book Fund</b></li>   <li>● <b>Advancement Board Endowment Fund</b></li> </ul>	<p>Currently \$14,000 in the fund, Raised \$4,245.18 in the Great Give with 75 donors. Spending approximately \$500-\$1000 per semester. Helping CARE students, 2 to 3 per semester. We continue to use a variety of ways to get textbooks and other class material to students. Everything from buying books, to renting books and getting the supplies and material students need for the class. Working mostly with upperclassman as they have less funding. If we reach endowment level, we will endow this fund. In the meantime, we're able to spend as needed.</p> <p>This fund is getting so close to being fully endowed. We have raised \$24,215 to date, making it less than \$1,000 from reaching the endowment level of \$25,000. With Advancement Board \$1,000 dues, this fund is likely to reach endowment level by the end of the year. When it does hit this level, the Board will be able to direct funds to support the Libraries.</p>	

<ul style="list-style-type: none"> <li>• <b>Heritage Fund Report</b></li> </ul>	<p>This Fund was set up to support the Heritage Museum. If you have not had a chance to visit the Museum, it is in Dodd Hall and it is a premier space on campus that exhibits displays about FSU's history, and hosts high level University events. The Endowment is now at \$40,674 and the Spendable portion is \$102,603. It was one of the features in the Great Give where it raised \$3,960 with over 50 donors. Several board members have supported this fund too.</p>	
<p><b>Nominating Committee Report</b></p>	<p>The committee consists of Anne Rowe, Kathy Whitehead and Carrie Cooper.</p> <p>We have three new board members:</p> <ul style="list-style-type: none"> <li>○ H.L. Hartford</li> <li>○ Julia Zimmerman</li> <li>○ Melissa Rowan</li> </ul> <p>Also two members that were announced at the last meeting and are here for their first meeting today:</p> <ul style="list-style-type: none"> <li>○ Cheryl Richardson Munroe</li> <li>○ Greg Beaumont</li> </ul> <p>We also have an "honorary" board member: Florence Ashby. She is the Foundation board liaison.</p> <p>In the past year, we've lost two members: Hans Plendl who passed away, and Wayne Wiegand who dropped off the board.</p> <p>Our current board number is: 23 including new members. Our maximum is 24.</p>	
<p><b>Distinguished Writer Award Update</b></p>	<p>Ms. Jenni McKnight presented on the Distinguished Writer award process. Please see attached Power Point.</p>	
<p><b>Future Goals and Directions: the Vision for a New Library</b></p>	<p>Dean Etschmaier gave a brief introduction on the vision for the library. The Board broke up into four groups with 5 people per group and</p>	

brainstormed answers to two questions: How do we engage donors and How do we begin raising funds. After about 30 minutes the Board gathered and each group presented their thoughts and ideas.

**How do we engage donors?**

- First meeting with potential donor have a pre-written letter on specific ways to give.
- Articulate a defined vision where all are on the same page.
- Intellectual Hub and success of our students and staff aligns with the Administrations goals (ie: Top 25 and how the library is a huge part of achieving that goal.)
- Engage Faculty Senate and Student Gov't Association. Have major student groups become a huge voice for the library.
- Convince the Foundation to connect the Library with appropriate donors of all values.
- You have nothing without the library. Get on and stay on Board of Trustees Radar.
- Need renderings and the visual of what could be: visualize the potential.
- Brand the library as the heart and center/Library is everyone's space.
- Connect space and activities as connected to Diversity and Inclusive efforts.
- Get in front of decision makers (Administration, Foundation Board, Board of Governors)
- Give more tours-connect with parents.
- Connect to Seminole Pride/FSU Spirit
- Bring on Legislations
- Engaging through Student stories specifically space and student

	<p>needs.</p> <ul style="list-style-type: none"><li>• Show potential of innovation and maker space and Entrepreneurship</li><li>• Identify 10 -15 transformative donors and collaborate with Foundation and that it's on FSU's menu. New library as part of Presidents message.</li><li>• Foundation leadership list.</li><li>• Combine with sporting events</li><li>• Video</li><li>• Expand vision of library</li><li>• Interview students</li><li>• An R1 University needs an R1 Library</li><li>• Get them excited by building a brand new Library (reflect our top 25 status)!</li><li>• Sell the library as a place on campus for everybody.</li><li>• Target retired Faculty</li><li>• Do we have alums associated with companies?</li><li>• People on other boards may be moved by this type of whole University project.</li><li>• Who has wanted to be involved w/FSU and hasn't yet been engaged.</li><li>• Go and see Ringling College Library to see it and talk to them about what they did to get donations; talk to their Fundraiser, son is a current FSU student</li><li>• Top influencer for college admissions are the library and housing.</li><li>• Bring in student art.</li><li>• Civil Rights Institute/WWII Institute- find interested parties, look for Board members from outside who can give. Look for corporate support.</li></ul> <p><b>How do we begin raising funds?</b></p>	
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	<ul style="list-style-type: none"> <li>• Raise awareness with an event that corresponds with a high profile FSU event like home football game- showcase vision of new library.</li> <li>• Research grant that we have potential for to apply.</li> <li>• Student Funds that are paid to University; why can't the library tap into those funds?</li> <li>• Get Westcott's attention as well as the Foundation.</li> <li>• Who already supports us? Who would champion the new building and process?</li> <li>• Understanding what the campus needs and wants. Getting students, faculty and staff to give us ideas and get excited at the prospects.</li> <li>• Branding why this matters.</li> <li>• Little things, technical and electronic needs and space.</li> <li>• Engaging SGA funding and work on current student donors.</li> <li>• Raise funds by area.</li> <li>• Market our story</li> <li>• Naming opportunity</li> <li>• Tap the film school w/ great success</li> <li>• Music production/podcast space/film editing space</li> <li>• Have to get them excited about the project.</li> </ul>	
<p><b><i>Civil Rights Institute: Report on Inaugural Event and Future Plans</i></b></p>	<p>Diversity Librarian, Bridgett Birmingham and Professor Davis Houck reported on the event and future plans.</p> <p>Ms. Birmingham stated there were over 300 attendees. Keynote speaker, Desmond Meade, chairman of the Florida Rights Restoration Coalition, spoke about amendment 4, allowing felons who have completed their sentence regain the right to vote. Artwork displayed by painter Ted Ellis</p>	

	<p>was on display and pre-med student performed two songs.</p> <p>Prof Houck – Doby and Fred Flowers approached him about starting a Civil Rights Institute in September 2017. Strozier Library will house the institute as everyone from students, faculty, staff and the Tallahassee community has access to the Library. The committee hopes to partner with FAMU, the community and the FSU community to participate in the development of the institute. There isn't a clear vision yet as the institute is evolving but hope to be able to report back in the Spring a clearer vision.</p>	
<b>Adjourn</b>	Board wrapped at 2:00pm. Spring Meeting date to come.	