



FLORIDA STATE UNIVERSITY LIBRARIES

Spring 2019 Advancement Board Meeting Friday April 5, 2019 10a-2p

In attendance: Anne Rowe (Chair), Dean Gale Etschmaier, Carrie Cooper, Julia Zimmerman, Kathy Whitehead, Kris Harper, Kristi Nelson, Dennis Moore, Joel Padgett, Brandon McCray, HL Hartford, Cheryl Monroe, Greg Beaumont, Mark Hillis,

Not in attendance: Anne Strozier, Dan Maier- Katkin, John Fenstermaker, Jayne Standley, Monica Dirac, Jo Bryan, Yvonne Brown, Susan Contente, Katie McCormick, Valliere Richard-Auzenne, Mel Rowan, Mark Johnson,

Invited Guests: Jenni McKnight, Robert Rubero, Roy Ziegler, Robyn Bertram

AGENDA ITEM	NOTES	ACTION
Welcome	Ms. Anne Rowe welcomed the board.	
	Introductions were made	
Approve Minutes	The Advancement Board approved the minutes unanimously.	
Special Advancement Board Report Roy Ziegler, Associate Dean of Collection Development Development Report Fund Reports Text Book Fund	<ul style="list-style-type: none"> • Associate Dean, Roy Ziegler spoke about the history of the Advancement Board and Past Members. See Attached. • Robyn Bertram, from Annual Giving gave a report on the Great Give and Year to date gifts. • This Fund was the focus of the Great Give. Since November 1, this fund has raised \$7,600. The current total in the fund is \$17,000. The Fund is providing books for two students per semester, and with the new funds raised, we can assist with 	

<p><i>Advancement Board Endowment Fund</i></p>	<p>more students. Dean Etschmaier is considering buying textbooks for high enrollment courses for students to use.</p> <ul style="list-style-type: none"> • This fund has been set up as an endowment, and since November 1, we have raised \$4,500 and the fund currently has \$28,000, which means the fund is now fully endowed, and we can begin to make grants to the library. The fund should produce \$1,000 annually. 	
<p><i>Heritage Fund Report</i></p>	<ul style="list-style-type: none"> • As you know, last year we focused much of our fundraising on the Heritage Fund as we were given a \$50,000 challenge. While we have not been actively fundraising for this fund, we have several recurring gifts for this fund, as well as received additional support since November 1 and have raised \$2,300. Currently, there is \$112,000 in the spendable portion and \$39,000 in the endowment portion of the fund. 	
<p><i>Nominating Committee Report</i></p>	<ul style="list-style-type: none"> • The Nominating Committee has not met since our last meeting, as our board had reached its maximum of 24 members. Recently, Wayne Wiegand has stepped down from the board and Dan Maier-Katkin has just asked to roll off the board because of his health. That means we have two openings for new board members and will convene our Nominating Committee to select new members. <p>I would like to nominate Misty Farrow. She graduated one year after me and has expressed some interest in the library board, and her daughter is considering coming to FSU.</p>	

	<p>We will have an opportunity to choose one more board member and ask if you would please let me know if you have any additional nominations.</p>	
<p><i>Nominating Committee Report</i></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"> ○ H.L. Hartford ○ Julia Zimmerman ○ Melissa Rowan <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"> ○ Cheryl Richardson Munroe ○ Greg Beaumont <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><i>Distinguished Writer Award Update</i></p>	<p>Ms. Jenni McKnight presented on the Distinguished Writer award process. Please see attached Power Point.</p>	
<p><i>Future Goals and Directions: the Vision for a New Library</i></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 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.</p> <p>How do we engage donors?</p> <ul style="list-style-type: none"> • 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 	

	<p>of what could be: visualize the potential.</p> <ul style="list-style-type: none">• 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 needs.• Show potential of innovation and maker space and Entrepreneurship• Identify 10 -15 transformative donors and collaborate with Foundation and that it's on FSU's menu. New library as part of Presidents message.• Foundation leadership list.• Combine with sporting events• Video• Expand vision of library• Interview students• An R1 University needs an R1 Library• Get them excited by building a brand new Library (reflect our top 25 status)!• Sell the library as a place on campus for everybody.• Target retired Faculty• Do we have alums associated with companies?• People on other boards may be moved by this type of whole University project.• Who has wanted to be involved	
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w/FSU and hasn't yet been engaged.

- 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
- Top influencer for college admissions are the library and housing.
- Bring in student art.
- Civil Rights Institute/WWII Institute- find interested parties, look for Board members from outside who can give. Look for corporate support.

How do we begin raising funds?

- Raise awareness with an event that corresponds with a high profile FSU event like home football game- showcase vision of new library.
- Research grant that we have potential for to apply.
- Student Funds that are paid to University; why can't the library tap into those funds?
- Get Westcott's attention as well as the Foundation.
- Who already supports us? Who would champion the new building and process?
- Understanding what the campus needs and wants. Getting students, faculty and staff to give us ideas and get excited at the prospects.
- Branding why this matters.
- Little things, technical and electronic needs and space.
- Engaging SGA funding and work on current student donors.
- Raise funds by area.
- Market our story
- Naming opportunity

	<ul style="list-style-type: none"> • Tap the film school w/ great success • Music production/podcast space/film editing space • Have to get them excited about the project. 	
<p><i>Civil Rights Institute: Report on Inaugural Event and Future Plans</i></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 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>	
<p><i>Adjourn</i></p>	<p>Board wrapped at 2:00pm. Spring Meeting date to come.</p>	