Moving the Horse before the Cart: Aligning Fundraising with Academic Library Trends

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A Panel Discussion:
Michael Crumpton (UNC-Greensboro)
Joyce Garczynski (Towson University)
Georgette Hunefeld (University of Pacific)

Moderated by Karlene Jennings (UNC-Greensboro)
Key Library Trends

- Library spaces and the trend toward libraries housing tenants including other services on campus directed toward student success.
- Emerging technology including invisible infrastructure; and how to convert these “soft” opportunities.
- Digital Scholarship and resources; seeking support for digitization and non-print materials.
- Virtual services, such as “chat” or ILS systems; and the potential to leverage these effective and desired tools through sponsorship and/or donor support.
- Reimagined and reengineered spaces; how 21st century students present a different set of needs for bricks and mortar fundraising.
Library spaces and the trend toward libraries housing tenants including other services on campus directed toward student success.
Getting Started

- Vision
- Concept
- Assessment
- Cross over needs
- How it will work together
Emerging technology including invisible infrastructure; and how to convert these “soft” opportunities.

Towson University Library Data Studio

University of the Pacific-
Center for Teaching and Learning
Digital Scholarship and resources; seeking support for digitization and non-print materials.

Kanji’s Collection at Towson University

Betty H. Carter
Women Veterans Historical Project
Digital scholarship


What might this encompass?

- Digitization
- Research Data Management (RDM)
- Intellectual property and open access
- Big Data
- Geographic Information Systems (GIS) support

- Digital collections and exhibits
- Subject-based digital archives
- E-journal publishing
- Media content creation – audio, video, still image, web, and more
Multiple Components

- Hardware
- Tools to create
- Storage space
- Software
- Equipment
- Training
Virtual services, such as “chat” or ILS systems; and the potential to leverage these effective and desired tools through sponsorship and/or donor support.
Reimagined and reengineered spaces; how 21st century students present a different set of needs for bricks and mortar fundraising.

Reframing TU’s Learning Commons

Muir Experience- Interactive Archives
6th Trend (Overarching)

• Change in leadership
  • At Towson, 5 presidents and 5 provosts in the last 10 years provides opportunity to reframe, reinvent, and reintroduce the Library
  • UNCG – NEW Provost, Chancellor, Dean

• Need to show value/assessment
• New Trends are out there!
Questions??