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Facing Your Challenges, Finding the Finish Line

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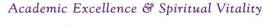
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Facing Your Challenges, Finding the Finish Line

Jared Porter, Facilitator May 20, 2019







Session Description

Join your colleagues to network and discuss your most pressing issue or interesting challenge. The room will be stocked with paper, easels, and whiteboards that you can use to be creative and express your ideas. There will be a spot near the Registration Desk to write your question or challenge ahead of time, then these will be moved into the room for further discussion at this session. We hope you take advantage of this open time to share your thoughts with others.





Overview

In a group discussion format, ten colleagues representing both libraries and development offices identified obstacles and solutions to seven major issues:

- 1. Access to alumni
- 2. Strategic planning
- 3. Finding time
- 4. E-Resources
- 5. Annual event traditions
- 6. Foundation boundaries
- 7. Unified communication





Access to Alumni

Challenge: "Please give libraries access to all alumni or at least broaden the scope considerably!"

Obstacles

- Can't see lists
- Delay in contact
- Dibs / Territorial
- Banned

- General fund givers
- Good lists
- Former library student workers
- Parent connections





Strategic Planning

Challenge: "Deans who don't want to do strategic planning"

Obstacles

- Dated university plan
- Disinterested leadership
- Pie in the sky but not practical

- Leaders zealous about planning
- Action-oriented, not just conceptual





Finding Time

Challenge: "Finding time. Period."

Obstacles

- Still have a day job
- Dual-reporting / accountable to multiple offices
- Meetings on "their schedule"

- Blocking time
- Prioritize
- Delegate
- Leverage student interns for scheduling





E-Resources

Challenge: "The rising cost of e-resources which are difficult to fundraise for."

Obstacles

- 5%+ annual increases
- Intangible
- Difficult to have naming rights

- Continue talking publicly
- Department "split" costs
- Faculty input





Annual Event Traditions

Challenge: "Changing annual events (traditions) that have really lost their impact."

Obstacles

- Backlash if you don't
- Fundraiser events at a loss
- Bad time of year

- Online crowdsourcing
- Incorporate others / new groups





Foundation Boundaries

Challenge: "Working with the foundation's boundaries-real and artificial."

Obstacles

- Lingering rules
- Negative attitudes

- Bridge relationships
- Advocacy conversations
- Encourage / Promote their work





Unified Communication

Challenge: "Coordinating a lot of independent departments and librarians to get everyone on the same page."

Obstacles

- Silos
- Different goals/targets

- Establish distinctives
- Strong Case Statement
- Better branding
- Infographic / Newsletters
- Liaisons and Foundation Members





The Finish Line

A single phrase that sums up the solutions to most challenges presented is:

Buy-in

We need to seek buy-in from advancement offices, deans and leadership, faculty, the community, and colleagues in other departments. Our advocacy through conversations, connections, and communication media will increase awareness and can rally others to our aid.





Bonus Material

Books: As librarians or those that tarry in the field, we listed some of our favorite or the most recent books we have read:

- King and Maxwell Series by David Baldacci
- The Almost Sisters by Joshilyn Jackson
- How We Got To Now by Steven Johnson
- Lilac Girls by Martha Hall Kelly
- Digital Minimalism by Cal Newport
- The Library Book by Susan Orlean
- Pendergast Series by Douglas Preston & Lincoln Child

Tech: Two technology products were identified as helpful which may be beneficial to explore or compare to others with similar functionality:

LiveAlumni

<u>ScaleFunder</u>



