

ALADN 2018

BUCKING THE TRENDS AND SPURRING PHILANTHROPY

May 19th – May 22nd | Fort Worth

The Worthington Renaissance Hotel
200 Main Street, Fort Worth, TX 76102



Texas A&M University Libraries

ARE PROUD TO SUPPORT THE

2018 ALADN Conference



library.tamu.edu



Bucking the Trends and Spurring Philanthropy

*Welcome to the annual conference for the
Academic Library Advancement and Development Network*



*Co-hosted by The University of North Texas, Texas Christian University, University of
Texas at Arlington, Texas Woman's University, Baylor University, and University of Texas.*



Fort Worth Skyline

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Saturday, May 19, 2018 | Pre-Conference Reception

3:00 – 7:00 pm	Registration	Registration Foyer
5:00 – 6:00 pm	Reception	Hacienda
6:30 pm	Dinner on your own or with a friend	Location Varies

Sunday, May 20, 2018 | Pre-Conference

7:00 am – 6:00 pm	Registration	Registration Foyer
8:30 – 9:15 am	Breakfast & Roundtable Discussions	Westfork
9:15 am – 4:30 pm	Pre-Conference	Westfork
5:30 – 7:00 pm	Welcome Reception	Hotel Rooftop
7:30 pm	Dean's Dinner or Dinner on your own	Location Varies

Monday, May 21, 2018

7:00 am – 5:00 pm	Registration	Registration Foyer
7:30 am	Breakfast	Rio Grande
8:00 – 8:30 am	Welcome & Announcements	Rio Grande
8:30 – 9:30 am	Keynote Presentation	Rio Grande
9:30 – 9:45 am	Break	Rio Grande
10:00 am – 5:00 pm	Marketplace	Trinity Ballroom Central
9:45 – 10:45 am	Concurrent Sessions A	Rio Grande, Westfork
10:45 – 11:00 am	Break	Rio Grande
11:00 am – 12:00 pm	Concurrent Sessions B	Rio Grande, Westfork
12:00 – 1:15 pm	Lunch (Mentor/Mentee meetups)	Rio Grande
1:15 – 2:45 pm	General Session	Rio Grande
2:45 – 3:00 pm	Break	Rio Grande
3:00 – 4:00 pm	Concurrent Sessions C	Rio Grande, Westfork
5:15 – 5:30 pm	Buses Leave for Optional Offsite Events	Hotel Front

Tuesday, May 22, 2018

7:00 am – 5:00 pm	Registration	Registration Foyer
7:30 am	Breakfast	Rio Grande
8:00 – 8:30 am	Announcements and Awards	Rio Grande
8:30 – 9:30 am	Keynote Presentation	Rio Grande
9:30 – 9:45 am	Break	Rio Grande
10:00 am – 5:00 pm	Marketplace	Trinity Ballroom Central
9:45 – 10:45 am	Concurrent Sessions D	Rio Grande, Westfork
10:45 – 11:00 am	Break	Rio Grande
11:00 am – 12:00 pm	Concurrent Sessions E	Rio Grande, Westfork
12:00 pm – 1:15 pm	Lunch	Rio Grande
1:15 – 2:15 pm	Concurrent Sessions F	Rio Grande, Westfork
2:15 – 2:30 pm	Break	Rio Grande
2:30 – 3:30 pm	Concurrent Sessions G	Rio Grande, Westfork
3:30 – 3:45	Break	Rio Grande
3:45 – 4:45	Closing Keynote Presentation	Rio Grande
5:30 pm	Buses Leave for Gala	Hotel Front
6:00 pm	Gala at Billy Bob's Texas	Offsite

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7:00 am – 6:00 pm	Conference Registration	Registration Foyer
8:30 – 9:15 am	Pre-Conference Breakfast & Roundtable Discussions	Westfork
9:15 – 9:30 am	Pre-Conference Welcome, Introductions & Housekeeping	Westfork
9:30 – 10:30 am	Pre-Conference Session	Westfork

New is Relative or Relatively New? This Session is for You!

Karlene Noel Jennings CFRE | University of North Carolina at Greensboro

Hollie Stevenson-Parrish | University of North Carolina at Greensboro

Julie M. Seavy | University of Pittsburgh

Maggie Farrell | University of Nevada—Las Vegas

Kathleen Schmand | Northern Arizona University

At some point in our careers, we are all new—navigating a new role, starting at a new organization, working with new leadership, or adopting new practices within our libraries or our advancement structure. This panel discussion addresses these topics with a focus on self-management and mastery—and how to assist key stakeholders and colleagues as they navigate change. Led by an organizational change agent, this panel will discuss key questions to help the participants reflect, plan, and discuss how to better navigate the new in their own roles.

10:30 – 10:45 am	Break	Westfork
10:45 – 11:45 am	Pre-Conference Session	Westfork

Development 101

Karlene Noel Jennings CFRE | University of North Carolina at Greensboro

So you are new to libraries, but not new to development? So you are new to development, but not new to libraries? New to both? Let's all get on the proverbial same page together—about all things library advancement.

This program will cover everything from the basics of planning in library development; working with central advancement and library personnel; to identifying prospects and moving donors along the donor cycle. Participants will gain a better understanding of library development to put into practice at their home institutions.

11:45 am – 1:00 pm	Lunch, Round-Table Discussions	Hacienda
1:00 – 2:00 pm	Pre-Conference Session	Westfork

Making the Ask

Gregory Perrin | University of Texas at Austin

Now that you have a basic foundation of library development, this session will focus on securing major gifts by developing your personal mastery of making

the ask. You have identified and cultivated your library donors and it is time to ask for the gift. How do you know the time is right? How long should you wait before asking? Who should be involved in the process of the ask? What should you include in your proposal? Learn about a few best practices of successful gift solicitations that will help you develop your own successful strategies. Bring your questions and be prepared to ask the expert.

2:00 – 3:00 pm

Pre-Conference Session

Westfork

Signature Event Planning: Entertaining with Rare Wine and Rare Books

Anne M. Baker | Missouri State University

Dave Richards | University of Nebraska at Omaha

Signature events are labor intensive but dynamic and entertaining fundraising opportunities. Using the strengths of your collections, some advanced planning, sponsorships, and attention to detail, signature events can transform your library into a spectacular thematic venue. Participants will learn how to craft an event around a specialized theme, fashion a menu, come up with appropriate entertainment, and promote the event. The speakers will explore how crowdfunding platforms and online storefronts can be utilized for promoting events and facilitating ticket sales. The program will also discuss sponsorship activities along with event follow-up with guests and prospects.

3:00 – 3:15 pm

Break

Westfork

3:15 – 4:15 pm

Pre-Conference Session

Westfork

Planned Giving is the Fun in Fundraising

Charles M. Miller, JD, AEP | Case Western Reserve University.

Do you manage annual fund, major gifts, stewardship, and everything else? Are you looking for helpful ways to create impact? Planned giving puts the "Fun" in Fundraising! In this session, we will identify best practices to help donors become philanthropists. The discussions will reveal the key opportunities that make up 90% of all planned gifts. Participants will learn to identify words and phrases that donors use to then launch productive gift planning conversations. This program will review what questions to ask and how to ask them to better engage with donors interested in making the gift of a lifetime.

4:15 – 4:30 pm

Pre-Conference Closing Remarks

Westfork

4:30 – 5:30 pm

Break Before Welcome Reception

Westfork

5:30 – 7:00 pm

Welcome Reception

Hotel Rooftop

7:30 pm

Dean's Dinner or Dinner on your own

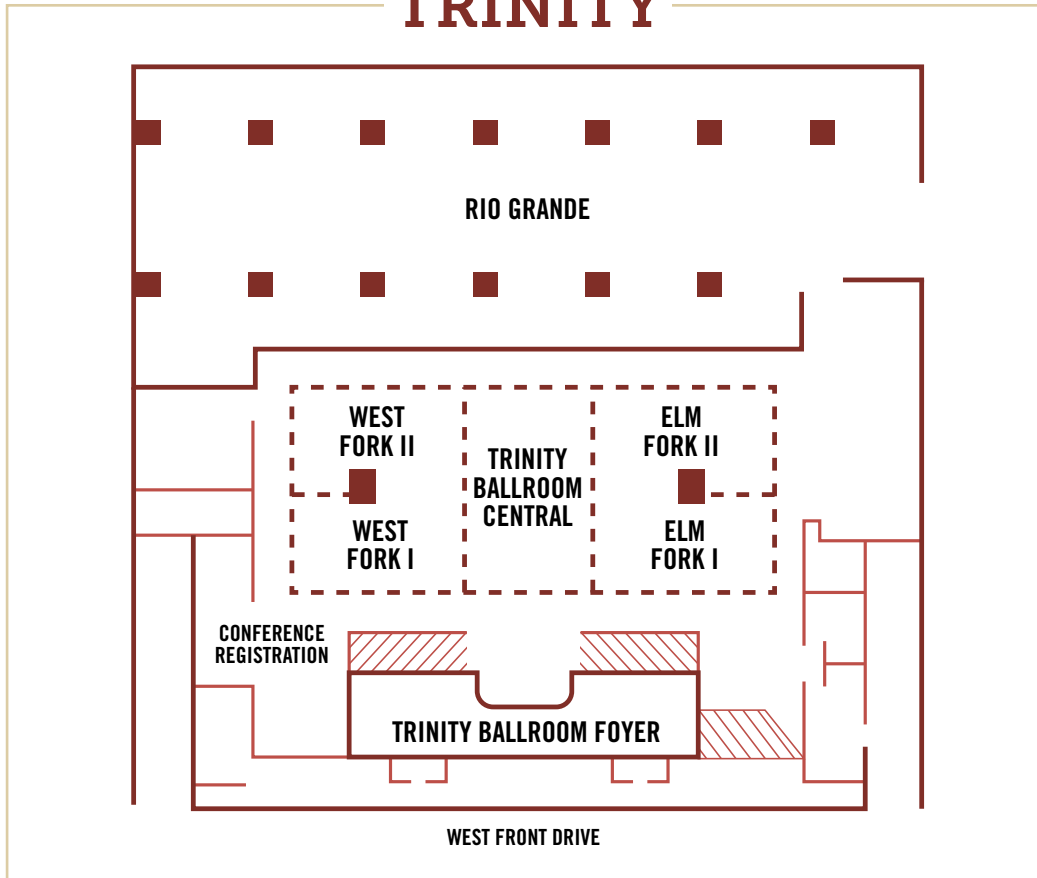
Dean's Dinner at Reata Restaurant

www.reata.net

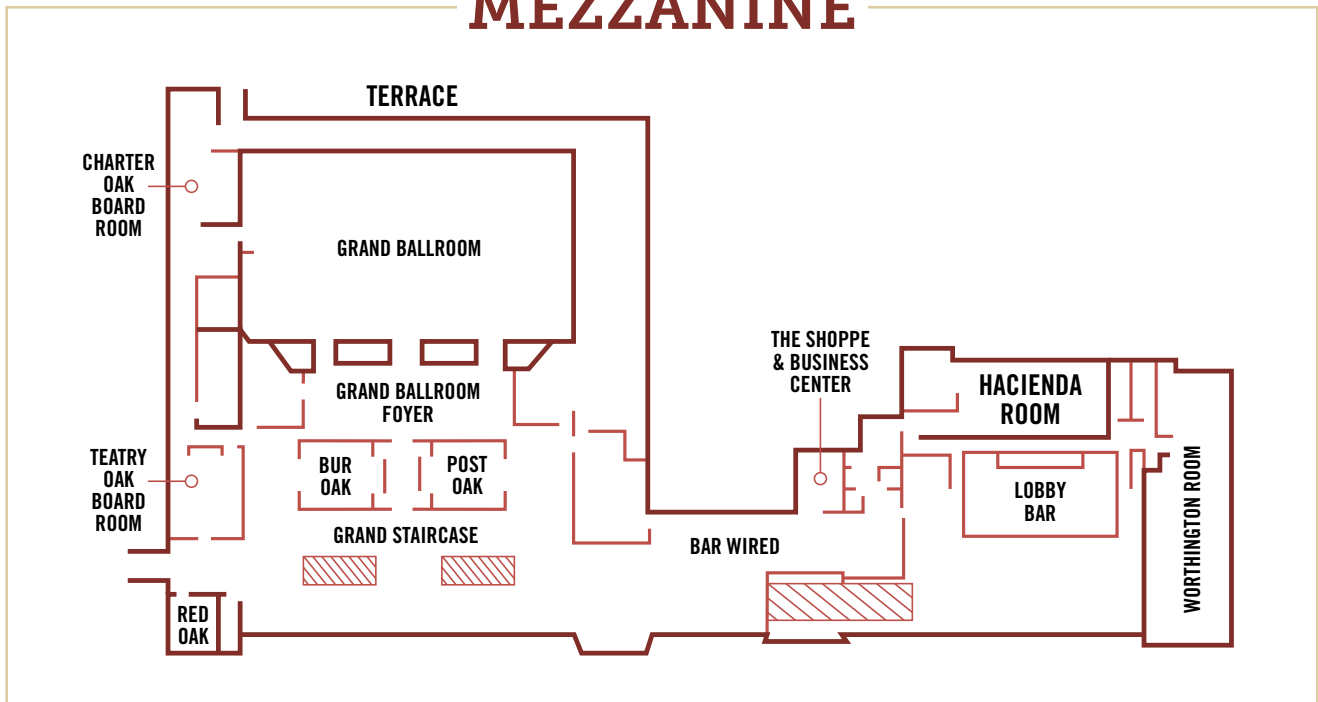
Library deans gather for this traditional ALADN event at Reata Restaurant, a legendary Fort Worth eatery located within walking distance of the hotel. Tickets are \$50 per person.



TRINITY



MEZZANINE



Monday, May 21, 2018

7:00 am – 5:00 pm	Conference Registration	Registration Foyer
7:30 am	Breakfast	Rio Grande
8:00 – 8:30 am	Welcome & Announcements	Rio Grande
8:30 – 9:30 am	Keynote Presentation	Rio Grande
	Creating High Functioning Teams to Lead Transformational Change in Fundraising	
	<i>Diana Duke Duncan Principal, Diana Duke Duncan LLC</i>	
	Can your team see around the corners? Opportunities for development leaders and structures in higher education to align culture, people with different perspectives, and industry best practices into a cohesive, flexible, exemplary part of the whole. Diana Duke Duncan has led transformational change in three museums over 30 years through leadership of development and advancement teams and change management skills. She will explore the characteristics of teamwork—who creates, who executes; who leads, who produces; and power in a decentralized environment—based on entrepreneurship and her track record of building relationships, environments, cultures, teams and circumstances where creativity is valued and trust is a core value.	
9:30 – 9:45 am	Break	Rio Grande
10:00 am – 5:00 pm	Marketplace	Trinity Ballroom Central
9:45 – 10:45 am	Concurrent Sessions A	Rio Grande
	Breaking taboos of library fundraising: How librarians and development professionals can work together hand in hand	
	<i>Essraa Nawar Chapman University</i>	
	The Library Development Office doesn't work in a vacuum – it takes the support of the entire library team to make a comprehensive development program work effectively. While sometimes it might seem difficult to work on these initiatives with librarians, this presentation will showcase numerous case studies and success stories where librarians and development professionals broke that taboo resulting in gifts of millions of dollars in funds and special collections.	
	Concurrent Sessions A	Westfork
	Archives on the Road: Fundraising for the Uganda Collection at Carleton University	
	<i>Kylie Patrick, Heather Leroux Carleton University</i>	
	In 1972, several thousand South Asian refugees arrived in Canada after the Ugandan President gave them only ninety days to leave the country. The Uganda Collection at the Carleton University Library is comprised of newspaper articles and ephemera that document the arrival of Ugandan Asians in Canada. This presentation will explore how involving the community and key stakeholders will lead to a stronger, more dynamic special collection, and successful fundraising initiatives.	
10:45 – 11:00 am	Break	Rio Grande

11:00 am – 12:00 pm

Concurrent Sessions B

Westfork

Joining the Campus Narrative: Lessons on Storytelling from a Small Academic Library

Rachel Mueller | St. Norbert College

While the Mulva Library is highly used by students, faculty and staff, we find they miss out on many offerings and newsworthy tidbits. By hiring a communications professional, our initial goal was to promote services, share important news and better connect with our community. So, what have we learned since then? Opportunities to tell our story continue to be present, but several questions remain. This session will cover content ideas, marketing strategies and tactics our team implements to secure our place in the campus narrative and successfully connect with the St. Norbert College community.

Concurrent Sessions B

Rio Grande

Basics of Archives and Special Collections for Fundraisers

Morgan Gieringer, Julie Judkins | University of North Texas

Fundraisers work closely with archivists and special collections librarians at many academic libraries, but the specialized nature of working with rare and unique collections can sometimes be difficult to understand and explain to potential donors. This workshop will provide a basic overview of archives and special collections practices and terminology to facilitate conversations between librarians, donors and development staff.

12:00 – 1:15 pm

Lunch (Mentor/Mentee meetups)

Rio Grande

1:15 – 2:45 pm

General Session

Rio Grande

The Sky is Not Falling! The "Tax Cut & Jobs Act of 2017", Philanthropy and Your Fundraising

Cathy Sheffield | ThinkGiving

The sky is not falling! Did you know that with the passing of the "Tax Cut & Jobs Act of 2017", that is it now an opportune time to discuss leaving a legacy with your donors? When Congress enacted the "Tax Cut & Jobs Act of 2017", tax rates were lowered, and many popular deductions were curtailed or eliminated. Thankfully, the charitable deduction was retained and enhanced for many taxpayers who will still benefit from itemizing their gifts and other deductions for tax purposes. This presentation will clarify many of the new tax law changes that impact charitable gifts and will explore the most effective ways to assist individuals in leaving their legacy.

2:45 – 3:00 pm

Break

Rio Grande

3:00 – 4:00 pm

Concurrent Sessions C

Rio Grande

The Power of Exhibits and Other Unique Aspects of Special Collections and Archives to Inspire Donor Development

Peter Runge, Kathleen Schmand | Northern Arizona University

Special Collections and Archives (SCA) develops annual exhibits that offer development officers an opportunity to nurture established relationships with library donors and cultivate new ones. SCA has worked closely with the library's development officer and central development to develop new and unexpected relationships with donors from the private and public sectors with pleasing outcomes. The partnership between SCA and the development

officer fosters creative opportunities to expand their donor base through outreach and engage donors from across the institution. This presentation will highlight four budget conscious examples of how a development officer successfully partnered with Special Collections to secure several new gifts.

Concurrent Sessions C

Westfork

Engaging Donors in a Digital Humanities Project

Tami Back, Carrie Cooper | College of William & Mary

Libraries are natural partners when it comes to supporting digital projects and faculty research. At the College of William & Mary, the library has taken on its own digital projects to provide librarians and staff the opportunity to build technical skills and expertise in managing digital projects. While digital projects are exciting to librarians, they can sometimes be a hard sell to donors. How do you engage board members, donors and alumni in a project that primarily lives on the web? Hear about the strategies that William & Mary Libraries employed – including an international trip – to engage its board and alumni.

5:15 pm



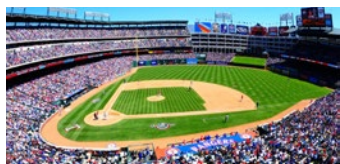
Buses Leave for AT&T Stadium (Optional)

Hotel Front

AT&T Stadium VIP Tour and Dinner

Enjoy a VIP Guided Tour, dinner and a complimentary photo at AT&T Stadium. It's more than the home of the Dallas Cowboys, it's also a world of facts and figures about the world's largest domed structure and an art museum.

5:30 pm



Buses Leave for Ballpark (Optional)

Hotel Front

Night at the Ballpark

Join us for "Night At The Ballpark" on Monday, May 21, when the Texas Rangers take on the New York Yankees. Event includes all you can eat hot dogs, chicken sandwiches, nachos, popcorn, peanuts and soft drinks, and transportation.

Tuesday, May 22, 2018

7:00 am – 5:00 pm

Conference Registration

Registration Foyer

7:30 am

Breakfast

Rio Grande

8:00 – 8:30 am

Announcements and Awards

Rio Grande

8:30 – 9:30 am

Keynote Presentation

Rio Grande

The Case for Open Access to Research and Scholarship: Sponsorship in the Development of Learning and Libraries

Dr. John Willinsky | Khosla Family Professor of Education, Stanford University, Professor (Part-Time) of Publishing Studies, Simon Fraser University, and Director, Public Knowledge Project

This talk will address the role that various moves toward open access publishing models can play in library's development plans and fund-raising initiatives. It will focus on cooperative publishing strategies that are coming from within the academic community in facilitating sustainable forms of open access as these models significantly raise the profile of the library as a source of greater public access and value for research and scholarship. While highlighting the innovative nature of these moves, the presenter will point

9:30 – 9:45 am
10:00 am – 5:00 pm
9:45 – 10:45 am

to how what is new also reflects the continuities and constancy in the long history of the sponsored research library.

Break

Marketplace

Trinity Ballroom Central

Concurrent Sessions D

Rio Grande

Fundraising for Open Knowledge – Challenges and Opportunities to Move Beyond the Books and Buildings

Ann McDonnell | Simon Fraser University

Stephanie Walker | University of North Dakota

As more academic libraries make the transition to Open Access and Open Educational Resources programming, our role as development and advancement professionals will embrace new opportunities to diversify our prospect pools and update the narrative for supporting the library. From scholarly publishing, electronic resource cooperatives, and the ongoing transition of the traditional academic library to the library of the future, fundraisers should be prepared to speak this new language, too.

Concurrent Sessions D

Westfork

Adopt-a-Book at the Smithsonian Libraries

Allie Swislocki, Gabi Kahn | Smithsonian Libraries

The Smithsonian Libraries' Adopt-a-Book program has grown significantly since its inception in 2009. Originally only incorporating two rare books and raising just \$200 in its first year, the program raised over \$60,000 in 2017 and saw 127 books adopted. To date, the program has raised around \$200,000 for the Libraries and continues to grow. Books are adopted to either "build" or "preserve" the collection, and dollars raised go in support of acquisitions and preservation at the Libraries. But the program is more than an immediate fundraiser: it serves as a "gateway gift" for new donors and an "intro to fundraising" for Libraries staff.

10:45 – 11:00 am
11:00 am – 12:00 pm

Break

Rio Grande

Concurrent Sessions E

Westfork

The First 90 Days: Reinvigorating a Library Brand That Will Enhance the Image for Students and Excite the Donors

Travis Jordan | Florida State University Libraries

Finding your niche in an already crowded academic environment can be tough. We will explore ways to re-brand your library, how to take advantage of strategically targeting audiences from Gen Z to Baby Boomers, and build a marketing and communications plan to excite donors and bring the focus back to the library. Topics will include a social media relaunch that has seen triple digit increases, introduction of paid social media advertising and how it moves the needle on event attendance, brand awareness and donor funding, how storytelling can develop brand ambassadors, how to tackle wayfinding and implementing a project management tool for the marketing team.

Concurrent Sessions E

Rio Grande

Saving the Texas News: The WBAP/KXAS Television News Archives

*Morgan Gieringer | University of North Texas
Brian Hocker | NBC 5 / KXAS*

In 1948, television station WBAP begun broadcasting the first local television newscast in Texas and the Southwest. Their news program, known as "The Texas News," was one of the station's signature programs, and provided an identity to the fledgling station. In continuous operation for over 65 years, WBAP (now known as NBC5/KXAS) has accumulated an archive of news footage which spans nearly its entire history. UNT and NBC 5/KXAS have partnered to preserve over 60 years of television news content through the digitization of original 16mm film and video. This presentation explores the critical fundraising needs of this ongoing project as well as the important roles that archivists, community partners and development staff have played in meeting those needs.

12:00 pm – 1:15 pm

Lunch

Rio Grande

1:15 – 2:15 pm

Concurrent Sessions F

Westfork

Enhancing a Strategic Pipeline through Public Programming

Thao Votang, Natalie Moore | University of Texas

Learn about our experience developing procedures and tools to strategically align public programming to elevate our organization. In this new structure, public programming had to be reconceived to ensure programs work in service of the mission and goals of the Libraries. Walk through the recommendations of a public programming action team to articulate a coherent programmatic framework for events. See a snapshot our strategic goals and progress as we move from planning events 4 weeks out (or less) to six plus months out, create ways for collaborative planning, and set new benchmarks and assessment methodologies.

Concurrent Sessions F

Rio Grande

The Importance of Diversity in the Field of Fundraising

*Essraa Nawar | Chapman University
Virginia Hong | University of British Columbia*

We often let stereotypes influence our thinking, and the Muslim-American community in the United States and the multicultural melting pot of Canada has suffered from that. When we break down these walls and embrace each other, sharing stories, words, culture, food, happiness and sadness – we grow as human beings. Misconceptions are erased and barriers are broken down. Our speakers believe in the magical power of storytelling as a way to break down stereotypes. The time has come for the Muslim-American and Canadian communities to share their personal stories of daily life, family life, career challenges and other things. Essraa Nawar will speak on the importance of diversity in the field of fundraising, by sharing real success stories on how cultural and religious understanding can lead to philanthropic gifts. Virginia Hong will present on her experience as a professional fundraiser and speak to the experiences of donor and prospect meetings where culture, class and generational perspectives can derail your focus.

2:15 – 2:30 pm

Break

Rio Grande

2:30 – 3:30 pm

Concurrent Sessions G

Westfork

Power of Partnerships: Leveraging Collaborations to Tackle Fundraising Challenges

LeAnn Meyer, Leah Hallstrom | University of Kansas

Two of the most important parts of fundraising are often the most challenging for academic libraries: growing a solid donor base and expanding giving/naming opportunities. Uniquely positioned without a dedicated audience of alumni, libraries are invariably tasked to innovatively expand their donor pool. As this pool expands, the next hurdle becomes finding ways to engage these donors with diverse giving opportunities. It's intense, but you can do it! This presentation will feature successes and lessons learned from a year of partnerships involving everything from renovated spaces to a traveling exhibit.

Concurrent Sessions G

Rio Grande

Always on My Mind: Friends Groups, Advisory Councils, and Giving Societies

Kathy Hillman, John Wilson | Baylor University

Friends groups, giving societies, and advisory boards or councils can create key connections and be powerful partners in successful fund-raising. On the other hand, they can mutate into entities that no longer exist for a shared purpose. Learn from the Baylor University Libraries' experiences about various types of support groups, techniques to preserve their intent, and transition methods to help keep friends friendly.

3:30 – 3:45

Break

Rio Grande

3:45 – 4:45

Closing Keynote Presentation

Rio Grande

Corporate Sponsorships

Eric Sudol | Vice President, Corporate Partnership Sales & Marketing with the Dallas Cowboys

5:30 pm

Buses Leave for Gala

Hotel Front

6:00 pm

Gala at Billy Bob's Texas

ALADN Gala at Billy Bob's Texas

A special event is planned at Billy Bob's Texas, the World's Largest Honky Tonk, on Tuesday, May 22. The evening includes a BBQ dinner, drinks, a bull riding show, line dancing and plenty of entertainment and transportation. Join the fun and come experience Billy Bob's Honky Tonk attitude, friendly Fort Worth hospitality, and truly unique atmosphere.





DIANA DUKE DUNCAN

Diana Duke Duncan has held leadership positions in development and external affairs for 30 years, and has been elected by her peers as Chair of the American Alliance of Museums Standing Professional Committee on Development and Membership, and President of the Art Museum Development Association.

After seven years of transformative change at the Barnes Foundation, in 2015 she established Diana Duke Duncan LLC, a consultancy specializing in fundraising, advancement, assessment of institutional capacity and management, and leadership development. Representative current clients include the American Alliance of Museums, Glenstone, Virginia Museum of Fine Arts, Speed Art Museum and Oklahoma Contemporary Art Center.



DR. JOHN WILLINSKY

John Willinsky is Khosla Family Professor of Education at Stanford University and Professor of Publishing Studies at Simon Fraser University. He began his career as a school teacher in Sault Ste. Marie, Ontario, and his books include the *Empire of Words: the Reign of the OED* and *Learning to Divide the World: Education at Empire's End*, and *Technologies of Knowing*, while his most recent book, *The Access Principle: The Case for Open Access to Research and Scholarship* has won two outstanding book awards. A Fellow of the Royal Society of Canada and a foreign associate of the National Academy of Education (U.S), Willinsky also directs the Public Knowledge Project, in a partnership with SFU Library, which has developed open source software for the online management and publishing of principally open access journals and books, and is collaborating on journal-development initiatives in Africa, South America, and South East Asia.



ERIC SUDOL

Eric is Vice President, Corporate Partnership Sales & Marketing with the Dallas Cowboys. He joined the Dallas Cowboys in 2007 to focus on new business suites sales for AT&T Stadium. He was promoted to the Manager of Premium Sales, and later to Director of Sales, where he oversaw twelve (12) senior sales representatives that sold both seat licenses and suites. After five plus years on the seat/suite side of the business, and record-breaking revenues in the industry, Eric moved to the Cowboys sponsorship department. Eric now oversees the eighteen person Corporate Partnership Sales & Service department at the Cowboys that leads the NFL in sponsorship revenue. He holds a Bachelor of Arts in Economics & Business from Cornell College, a Master of Business Administration & Master of Sports Administration from Ohio University, and was recently selected to the Dallas Business Journal's 40 under 40.

Tami Back administers media relations, communications and events as director of communications and strategic planning for the College of William & Mary Libraries. With a background in public relations and journalism, she has served as communications coordinator for the City of Hampton, VA where she managed the city's media relations and crisis communications.

Anne M. Baker is Head of Special Collections and Archives at Missouri State University. She has a Masters in Library Science from the University of Maryland-College Park. Prior to becoming department head, Baker served as Archivist for the university. In that role, she was responsible for coordinating many of the details that made the signature event, Rare Wine, Rare Books, a success. As head, she continues to develop the event, adding well-received sponsor-only events and fine-tuning an evening that has become an annual favorite for members of the community.

Carrie Cooper has been the dean of university libraries at the College of William & Mary since 2011. She serves as a public institutional representative on the Library Advisory Committee for the State Council of Higher Education for Virginia, and is a past-president of the Association of Southeastern Research Libraries.

Maggie Farrell is the Dean of Libraries at the University of Nevada Las Vegas leading the library system serving over 30,000 students in diverse and energetic community. Previously, Maggie was the Dean of Libraries at Clemson University and the University of Wyoming. Maggie also has served as Associate Dean of Libraries at Montana State University, Consultant for the U.S. Government Printing Office, Head of Government Publications at UNLV, USIA/ALA Fellow at Dalhousie University, Canada, and Documents Librarian at Arizona State University. Maggie earned master's degrees in public administration from Arizona State University and library science from the University of Arizona and a bachelor's degree in American Studies from the University of Missouri Kansas City. She achieved Russian linguist certification from the Defense Language Institute in Monterey, California. This varied experience contributes to Maggie's interest in library leadership and management including author of Leadership Reflections column in the Journal of Library Administration.

Morgan Davis Gieringer is the Head of Special Collections at the University of North Texas Libraries and the Director of the Graduate Academic Certificate in Archival Management in the UNT College of Information. In 2016, she was a presenter at the International Council on Archives Quadrennial Congress in Seoul, Korea. She is an active member of SAA, SSA and participates regularly with the DFW Metroplex archivists. Gieringer has been a professional archivist for 15 years, and has maintained ACA certification since 2006.

Leah Hallstrom is Communications Coordinator in the Office of Communications and Advancement with the University of Kansas Libraries.

Natalie Hester is the Director of Advancement at University of Texas Libraries where she leads a team of

five professionals specializing in public relations, event coordination, and fundraising. She holds a Master of Science in Arts Administration from Boston University. Natalie is not a UT alum, but she did use the UT Libraries during her undergraduate career! Natalie completed her Bachelor of Arts in Music at Southwestern University in Georgetown, where she established and directed the first and second Southwestern University Arts Festival, which will celebrate its 10th anniversary next spring.

Kathy R. Hillman serves as Associate Professor and Director of Baptist Collections, Library Advancement, and the Keston Center for Religion, Politics, and Society at Baylor University. She has responsibility for the Libraries' Board of Advisors, Library Fellows Program, Baylor Book Society, and the Keston Advisory Board. She joined the Baylor faculty in 1976 and has chaired the Faculty Senate and Tenure Committee. Professor Hillman serves on the Council of the Keston Institute in the United Kingdom. She leads workshops and has co-authored three books and penned more than 200 articles and book reviews for religious publications. Hillman earned a B.A., summa cum laude, from Baylor and an M.L.S. from the University of North Texas. She was named an Outstanding University Professor in 1999.

Brian Hocker is Vice President, Digital Media, Programming and Research for NBC 5 where he is responsible for the purchase, scheduling and production of local and syndicated programs along with general station operations. He also conducts research in support of newscast production and NBCDFW.com, which is a leading local television website in terms of overall traffic and revenue. Previously, Brian supervised the integration of Telemundo, in three Texas markets after NBC's purchased the Spanish-language television network. Hocker monitors compliance with Federal Communications Commission regulations and is involved in broadcast television governmental affairs. He occasionally manages special projects for NBC's owned stations in the nation's major media markets.

Virginia Hong is the Director of Development in the Library at University of British Columbia. She has worked in academic library fundraising for over seven years, beginning with an appointment at Simon Fraser University in Burnaby, British Columbia. While at Simon Fraser, she worked extensively on Open Access fundraising projects that included The Public Knowledge Project (PKP), Open Textbooks, Open Medicine online journal and the Open Education School in Ghana, Africa. Virginia Hong has a BBA from Mount Royal University, Calgary, AB with a minor in Non-Profit Management and an MBA from the Beedie School of Business at Simon Fraser University.

Karlene Noel Jennings currently serves as Executive Director of Library Development at the University of North Carolina at Greensboro. She holds a PhD from Iowa State University in Educational Leadership and Policy Studies and a Master of Science in Information Sciences from the University of Tennessee--Knoxville. She holds other degrees from the University of South Carolina and Washington & Lee University. Karlene is a Certified Fund Raising Executive (CFRE). She is a member of CASE, AFP, and ALA. She has

previously served at the program chair and conference chair for the Academic Library Advancement and Development Network (ALADN). Karlene has co-authored two books about library advancement, and other writings about library development. She is a frequent presenter and has also taught for both the University of Tennessee and the College of William & Mary about advancement issues. She is an adjunct in the LIS program at UNCG.

Travis Jordan currently serves as Marketing and Communications Director for The Florida State University Libraries. Prior to joining FSU, Travis served as the Marketing Coordinator and Digital Media Manager for Broward College, a 63,000-student state college based in Fort Lauderdale, FL. Over the past 7 years, Travis has developed new campaigns, re-branded institutions, over-hauled digital marketing strategies, used analytics and reporting to strengthen campaigns and experienced tremendous growth across the board in social media marketing. With a focus that spans from boosting new student enrollment and brand awareness to increasing donor funding, Travis has experienced success in both the State College and University Systems. A long-time creative that began in the video production industry, Travis has honed his marketing skills and has developed an expertise in Higher Education Marketing and Branding.

Julie Judkins is the Assistant Head of Special Collections at the University of North Texas. She also holds an adjunct faculty position in the University of North Texas's College of Information, where she teaches a course on archival arrangement and description. Julie has previously held positions at the University of Michigan's Center for the History of Medicine, the Dolph Briscoe Center for American History at the University of Texas at Austin, and the Gerald R. Ford Presidential Library.

Gabriella Kahn is part of the Advancement team at the Smithsonian Libraries. She was previously a member of the Smithsonian Campaign team, working on strategy and operations. In this role, Gabi helped plan and coordinate stewardship events, Smithsonian National Board meetings, and Campaign Steering Committee meetings. She also supported the campaign director and worked on teams to help develop various pan-institutional initiatives. At the end of her first year at the Smithsonian, she co-founded and currently leads the Smithsonian Network of Emerging Advancement Professionals—a group for colleagues across the Institution who are new to the field of advancement. Before coming to the Smithsonian, Gabi worked in political fundraising, organizing numerous events and managing hundreds of volunteers. Gabi is originally from the Washington, DC area and holds a degree in Political Science from the University of Pennsylvania.

Heather Leroux works as an Archives and Research Collections Assistant in the Carleton University Library's Archives & Research Collections department. She has published on the role of monuments and public art, and has served on the Board for the Council of Heritage Organizations in Ottawa, Canada.

Ann McDonell is Director of Advancement at Simon Fraser University Library, where she has worked since 2017.

Prior to joining the SFU advancement team Ann worked in fundraising and marketing capacities for a number of Vancouver performing and literary arts community, including 15 years as Director of Marketing and Fundraising for the Vancouver Writers Fest. Her work at SFU Library includes a focus on fundraising for Open Access programs including the Library's Public Knowledge Project and Open Education Resources as well the Community Scholars Program, which provides free scholarly journal access to 500 non-profit organizations throughout British Columbia. In 2017 Ann had the honour of working on the Library's first crowd funding project to raise money for SFU's innovative Squamish language immersion program. Ann has a BFA from Toronto's York University.

Charles M. Miller, JD, AEP has counseled the philanthropic community for 25+ years beginning as an Ohio Assistant Attorney General, Charitable Law Section. Currently, he serves as Senior Director of Planned Giving at Case Western Reserve University. Chuck partners with donors, their families and advisors to identify creative ways to support present and future generations of students and faculty. Chuck was awarded the prestigious Accredited Estate Planner® Designation by the National Association of Estate Planners & Councils. He is also President of the Northern Ohio Planned Giving Counsel, a frequently requested speaker on numerous philanthropic topics and has been quoted in several national publications.

LeAnn Meyer is the Assistant Director of Advancement with the University of Kansas Libraries. She is a communications and fundraising strategist with 6 plus years of experience in advancement, alumni relations, marketing, public relations, social media management, and strategic planning.

Rachel Mueller joined the Mulva Library in late 2015 as their communications specialist. While attending St. Norbert College, she worked in various offices throughout campus, including Academic Support Services, Residential Education & Housing and the Office of Communications. Rachel is primarily responsible for the library's overall marketing strategy and works to communicate the library's story to the campus community and beyond. She oversees social media presences on Facebook, Twitter and Instagram, helps manage the website, and produces content for marketing and outreach efforts throughout the year.

Essraa Nawar received her Bachelor's degree in commerce with an emphasis in accounting from Alexandria University, Egypt (2002). She also holds an MBA from the American Management & Business Administration Institute, Cambridge, MA (2005), a Master of Arts in Organizational Leadership (MAOL) from Brandman University (2015), California and a Master of Library and Information Science (MLIS) at San Jose State University, California (2017). Essraa Nawar has been the Development Librarian - Head of Library Development and Marketing and the Chair of the Arts, Exhibits and Events Committee at the Leathery Libraries at Chapman University, California, since 2009. Over the years Essraa has studied, lived and worked in many places, including the Gulf area (Qatar), Washington D.C., where she worked for The Royal Embassy of Saudi Arabia,

and Alexandria, Egypt where she worked for Bibliotheca Alexandrina.

Kylie Patrick is the Senior Development Officer for Major Gifts, assigned to Library and Student Support Services, at Carleton University in Canada. She has also served as a development officer for Science, and working for the Annual Giving campaign. Before academia, Kylie was involved in the Canadian Diabetes Association and the Heart and Stroke Foundation in Ottawa, Canada.

Gregory Perrin is a seasoned fundraising and higher education executive, trainer, mentor and creative writer. He is currently the Executive Director for External Relations in the College of Natural Sciences at the University of Texas at Austin. With more than 25 years of fundraising and higher education experience, he is passionate about building strong institutions. As a consultant, he has successfully worked with organizations to plan and implement proven fundraising strategies, improve board engagement and diversity. Gregory serves on the CASE District IV, Mid America Arts Alliance, and University of Texas Elementary School boards; and the advisory council for the Armstrong Community Music School. Previously he held leadership positions on the boards/committees for Creative Action, A Legacy of Giving, Association for Fundraising Professionals, University of Houston Alumni Association and Leadership Houston.

Dave Richards is Dean of Library Services at the University of Nebraska at Omaha. He holds a B.A. and M.A. in History from Western Illinois University. He also has an M.L.I.S. degree from Louisiana State University. Prior to his appointment at UNO in January 2016, Richards served as the Head of Special Collections at Missouri State University from 1997 to 2015. He provided programming and secured sponsorships for MSU's Rare Wine, Rare Books event for several years. In 2017, he orchestrated the UNO Libraries' first signature event, Collections Uncorked.

Peter Runge is the Head of Special Collections and Archives at the Cline Library on the campus of Northern Arizona University (NAU). In this capacity, he is responsible for the leadership in a service-oriented department, providing direction for all aspects of Special Collections and Archives, including strategic planning, fiscal management, acquisitions, access & preservation of collections, personnel, and donor relations. In this role, Runge works closely with the Dean and the Director of Development and Communication to cultivate and steward a growing donor base for the Cline Library. In the past, Runge has been the Head of Special Collections and Archives at the Robert E. Kennedy Library on the campus of Cal Poly San Luis Obispo and an archivist at the Cline Library at NAU. He has also worked in the special collections and archives at the University at Albany, SUNY; Union College; and the University of California, San Diego.

Kathleen Schmand is the Director of Development and Communications for the Cline Library at Northern Arizona University. In this role, she is responsible for leading the library's efforts to provide excellence, organization, and innovation in fundraising, grant seeking, marketing, communication strategies and operations. In partnership

with librarians and staff across the organization, she designs messages and strategies to persuasively articulate programmatic concepts and initiatives. Since 1996, Kathleen has worked at Northern Arizona University in a variety of capacities including: Head of Access Services, Interim Associate University Librarian, Coordinator for Community Affairs, Grants, and Development, Interim Head of Library Technology Services, and Interim Head of Public Services. She has been doing marketing, fundraising, and grant related work since 2006. She completed her course work in May 2018 for a Master's of Organizational Leadership from Northern Arizona University. The focus of her Master's Thesis was on, "Finding the Connections between Organizational Culture, Leadership, and Academic Libraries in a Higher Education Environment."

Julie M. Seavy is the Sr. Director of Development at University of Pittsburgh, responsible for fund-raising efforts for the University Library System and Heinz Memorial Chapel. In Julie's 32nd year at Pitt, Julie has been involved in nearly every aspect of fundraising including budget and personnel, prospect management, campaign planning and major gift fundraising. She is a frequent speaker on fundraising issues relating to libraries as well as major gift fundraising. She has been a speaker at both national library and CASE conferences and has done consulting with universities including the University of Warwick (England) and West Virginia University. Julie is a graduate of the University of Pittsburgh and Gannon University.

Cathy R. Sheffield is a fundraising executive with over 24-years of experience, specializing in major gifts and gift planning in higher education and healthcare. She is President of ThinkGiving, a consulting firm based in Fort Worth, Texas, which specializes in strategic philanthropy for nonprofits and individuals and in providing leadership and comprehensive major and planned gift consulting services to nonprofit organizations of all sizes. Cathy is also a Vice President with Thompson & Associates, offering estate planning services to nonprofits. Cathy received her MBA from Texas Christian University's Neeley School of Business and a Bachelor of Science from North Dakota State University. Cathy is a Chartered Advisor in Philanthropy (CAP®), Certified Specialist in Planned Giving (CSPG), and a Certified Fundraising Executive (CFRE). Tanya Spilovoy, Ed. D., is the Director, Open Policy at the WICHE Cooperative for Educational Technologies (WCET). Spilovoy leads the Z Initiative which focuses on the policy, practice, and implementation of Open Educational Resources in states, systems, and higher education institutions. Previously, she served as the Director of Distance Education and State Authorization at the North Dakota University System and has taught college English and English as a second language in K-12 and abroad. Spilovoy received her B.A. in English from Union College, a M.A. in Education from Hamline University, and a Doctorate in Higher Education Leadership and Organizational Change from Benedictine University.

Tanya Spilovoy, Ed. D. has a two-decade career in higher education leadership, during which she has led numerous education technology and open education initiatives. Currently, she serves as Director of Open Policy for WCET, where she leads the Z Initiative which focuses

on the policy, practice, and implementation of Open Educational Resources in states, systems, and higher education institutions. Previously, she served as the Director of Distance Education and State Authorization at the North Dakota University System where she also led a statewide OER Initiative. Dr. Spilovoy also leads instruction for SPARC's Open Education Leadership Program, a first-of-its-kind professional development program to empower librarians as leaders for successful open education initiatives. Tanya designed the program's curriculum and innovative format that blends online, peer-to-peer and project based learning.

Hollie Stevenson-Parrish, MPA, is the Director of Communications and Marketing for University Libraries at UNC Greensboro. She leads the internal and external communications programs to enhance awareness and the public image of University Libraries. Hollie oversees print and publications, social media, media relations, graphic design and serves as the spokesperson for the University Libraries, as well as the liaison to the Office of University Communications. Hollie holds a graduate certificate in Strategic Communications from Appalachian State University, a master's degree in Public Affairs from UNC Greensboro and a bachelor of arts in English from Wake Forest University.

Allie Swislocki, originally from the San Francisco Bay Area, moved to D.C. after graduating from UCLA with a degree in history. She interned at National Museum of American History's Office of External Affairs, where the Smithsonian and advancement bugs both hit her hard. Following her internship, she worked with the U.S. Capitol Historical Society, managing their corporate membership program for three years. In January of 2014, she returned to the Smithsonian, this time at the National Postal Museum. She worked in support of their corporate and annual giving programs before joining the Libraries in November of 2015. In her time at the Libraries, Allie created and launched a new annual giving society, oversaw numerous mailed and email appeals, and manages the advancement side of the Libraries' Adopt-a-Book program. In addition, Allie recently moved into the role of Advancement Officer, taking an active lead in cultivating and soliciting major gift prospects.

Stephanie Walker is the Dean of Libraries & Information Resources at the University of North Dakota. Previously, she served as Chief Librarian & Executive Director of Academic IT at Brooklyn College. She has also served in managerial, library IT, or IT liaison roles at Harvard University's Countway Library, Mount Saint Vincent University (Canada), and the University of Toronto, and has held IT positions in programming, technical support, and database administration. She began working on fundraising and development in 1995 as part of the University of Toronto Faculty of Information Alumni Association, and was "green" enough to have no idea what a silent auction was. In the years since, she has often incorporated fundraising, grant writing, development, revenue generation, advocacy, and donor relations into her work in academic libraries, and has learned to be very creative in finding funding for projects. She has also been involved in "Open" projects since 2001, most recently saving UND students over \$5 million in 3 years with Open Educational Resources initiatives, funded by a

mixture of grants, legislative appropriations, internal funding, and donations. She holds a BA and MA in English from the University of Waterloo and an MLS from the University of Toronto.

John S. Wilson is Associate Professor, Director of The Texas Collection, and Interim Dean of Libraries at Baylor University. Wilson joined the faculty in 1987 and recently celebrated his 30-year anniversary. He has also served as the Libraries' development officer. Professor Wilson received his B.S. in Education from Bowling Green State University and his M.L.S. from the University of South Carolina. He has lived and worked in Ohio, Australia, Saudi Arabia, Louisiana, and Texas. A member of the American Library Association and the Association of College and Research Libraries, Wilson has published numerous articles and spoken at various conferences throughout his career. Baylor University named him an Outstanding University Professor in 1997.

Thao Votang is the event coordinator at the University of Texas Libraries. Previously she has worked in communications and admissions. She has a bachelor's degree in art history from The University of Texas at Austin and a master's degree from St. Edward's University.



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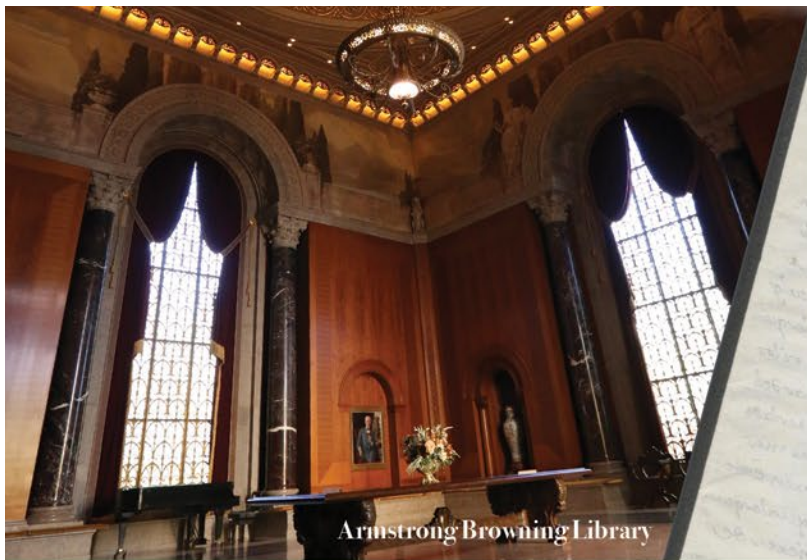


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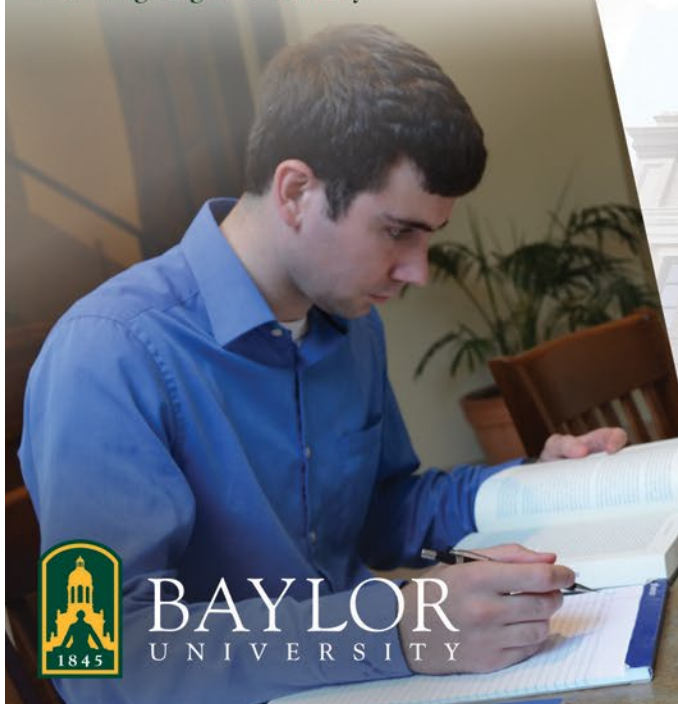
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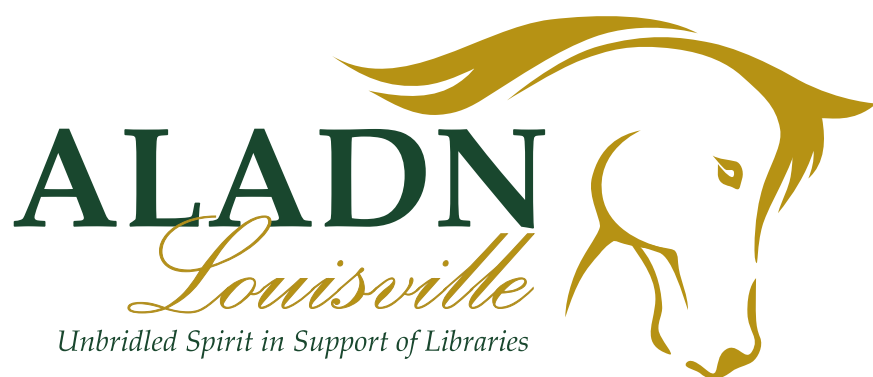
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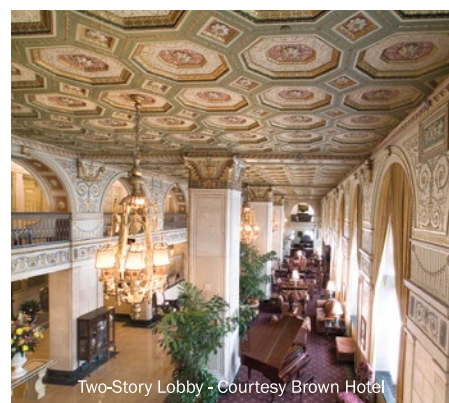


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Thank You!

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