

May 2002 Membership Meeting Building Capacities

Foreword

Building Capacities: New Strategies for Fund Raising & Recruitment

The 140th Membership Meeting of ARL addressed two of the most challenging responsibilities held by a research library leader: fund raising and recruitment of library staff. Library budgets must be supplemented with additional revenue streams and research library recruitment is increasingly confronted with strong competition from within and beyond the library profession. The meeting was planned and convened by ARL President Paula Kaufman (University of Illinois at Urbana-Champaign) and was held May 22- 24, 2002 at the Fairmont Miramar Hotel in Santa Monica, California. Two ARL member libraries hosted the meeting: the University of California- Los Angeles and the University of Southern California.

The program opened Thursday morning, 23 May, with a presentation by Judith Nichols, a demographer and consultant to higher education and other nonprofit organizations, on differences in the behavior and preferences of generations and the implications of these differences for fund raising and recruitment. Dr. Nichols gave a stimulating and stressed the need to rethink traditional fundraising techniques to appeal to different communities of donors by understanding their values and life styles. Dr. Nichols' talk was followed by three concurrent discussion sessions: Jerry Campbell (USC) and George Cassady on a donor's perspective; Suzanne Thorin (Indiana) and Ira Krinsky (Korn/Ferry) on executive search firm strategies; and Betsy Wilson (Washington) and Judith Nichols on changing demographics.

At the Federal Relations lunch, a panel of ARL directors discussed intellectual property and the new initiatives in open access. Marianne Gaunt (Rutgers), Paula Kaufman (Illinois), and Jim Neal (Columbia) spoke about the importance of crafting strategies to promote ARL's vision of how intellectual property should be managed in the future.

In Program Session II, Susan Nutter (North Carolina State University) spoke about the single most critical issue facing our profession: the recruitment and retention of research librarians. A lively discussion followed the presentation and focused on different ways of approaching these challenges.

The ARL Business Meeting followed the program session.

Program Session III, on May 24, featured Rory Hume, Executive Vice Chancellor, UCLA, who spoke on the fundamentals of building capacity: have a clear vision of where you're going, what you need to do to get there, and what resources you need to achieve your vision. Dr. Hume's presentation was followed by four concurrent discussion groups led by directors:

- Nuts and Bolts of Fund Raising : Nancy Eaton (Penn State) and Shirley Baker (Washington in St. Louis)
- Time Management for Fund Raisers: Dana Rooks (Houston)
- Nuts and Bolts of Recruitment to Research Libraries: Cliff Haka (Michigan State)
- Capital Campaign Approaches: Paul Willis (Kentucky) and Lance Query (Tulane)

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Last Updated June 28, 2002