



May 2002 Membership Meeting Building Capacities

Time Management for Fund Raisers

Concurrent Discussion Session I

Friday, 24 May 2002

10:30 a.m. - 11:15 a.m.

Wilshire II

Discussion led by Dana Rooks, University of Houston

There is a need for research libraries to increase the time devoted to development activities such as donor identification and cultivation, the "ask", stewardship, etc.

The most basic question to be addressed in this discussion session is where and how does development fit among the many time-consuming and growing responsibilities of the library dean or director. The time we devote to development must compete with providing leadership on a campus, state, and national level in addition to the primary role of administering a large and complex organization.

What should be the role and time commitment of the library dean or director vs. development staff vs. library faculty? How does this vary depending on the focus of the activity, e.g., a major capital campaign vs. ongoing fund raising?

What kind of development staff allows a dean/director to most effectively deploy her/his time? And how is that staff recruited and funded?

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