

Donor Community Meetings: Stakeholder Insights

Penn State University Libraries Assessment Department



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Scott Steinhauer, Chair
Library Development Board



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Library Development Board



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Library Development Board

Partners in advancing the University Libraries

Development and Alumni Relations personnel:

Sarah Carey, Wendi Keeler, Gretchen Little, Pamela Long, Karen McCulley, Trinity Wilkinson-Osbourne

Library Development Board: Jodi Mayo-Alessandri, Jeffrey J. Benzak, Floyd J. Carl, Linda A. Carl, Jennifer L. Guyer, Robyn Harris, Joyce Darkey-Hrinya, Mark A. Hrinya, Sally W. Kalin, Janice Harms Kissinger, Kerry W. Kissinger, Carlton Langley Jr., Albert L. Lord, Jeanette D. McWhirter, Robin Ward Savage, Sally L. Schaadt, William S Shipley III, Raymond A. Tiley, Ann C. Tombros

Emeritus: Ronald L. Filippelli, Michael S. Kirschner, Sandra W. Spanier

Donor Community Meetings

- Library Development initiative to bring like-minded donors together to form connections
- Developed around the four programmatic areas of the Libraries:



Advancing University Research



Teaching and Learning



Discovery, Access, and Preservation



Dean's Vision

Goals



FOCUS ON WHAT
WORKS WELL



IDENTIFY WHAT NEEDS
TO IMPROVE



PROVIDE DEVELOPMENT
OFFICE WITH ACTIONABLE
RECOMMENDATIONS

Methodology:
6 Focus Groups
(30 participants)

Development
Office staff (4)

Development
Board
Members (7)

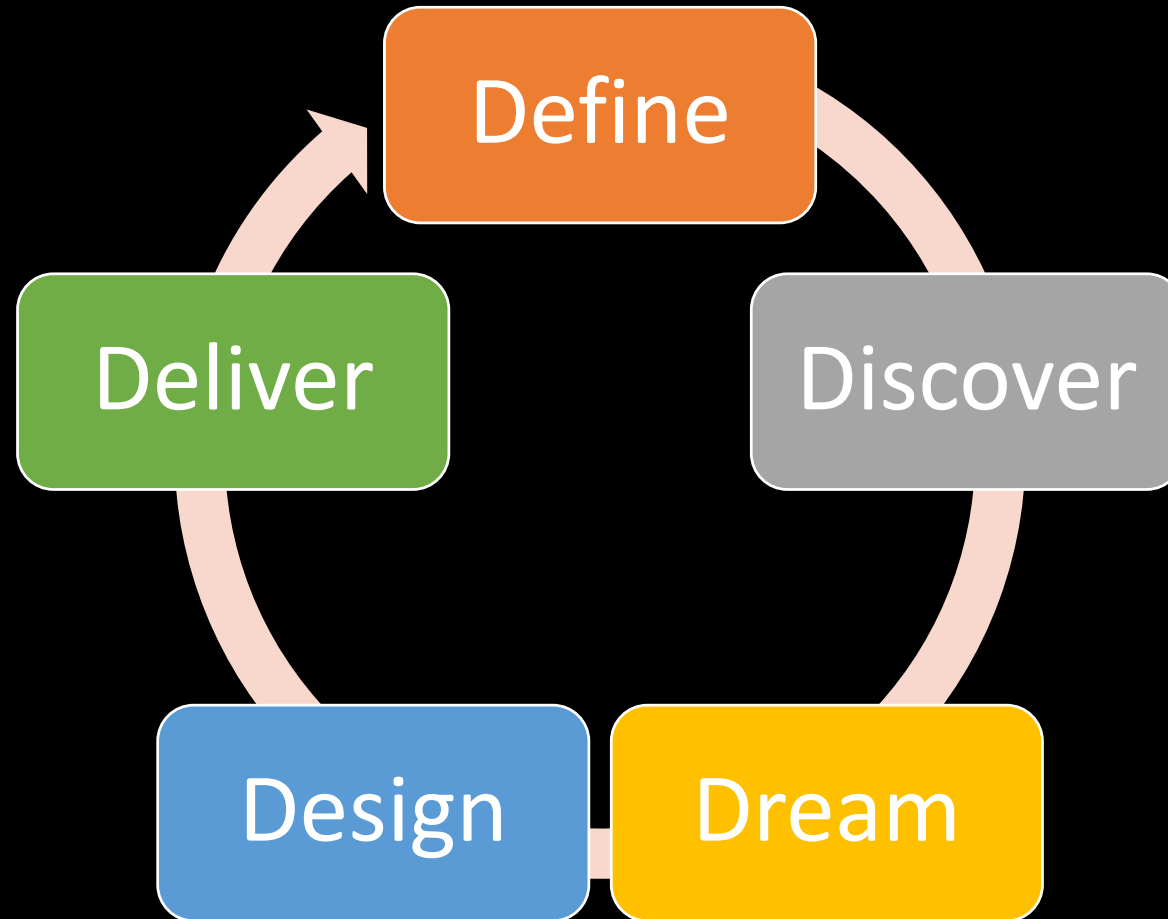
Development
Board
Members (5)

Librarians (6)

Attendees (5)

Non-
attendees (3)

Analysis: Appreciative Inquiry



Findings

Discover – What works well?

- An opportunity to gain knowledge and get involved
- Liked hearing from experts
- Loved hearing about students & from students

Dream – What could be?

- Desired more opportunities for interaction in order to develop a “common bond”

Recommendations



COMMUNICATIONS
AND PLANNING



MEETING STRUCTURE
AND CONTENT



COMMUNITY
BUILDING



SUSTAINABILITY

Taskforce recommendations and actions

- Taskforce developed to review report and implement recommendations
 - Recommended hiring personnel to assist with this initiative
 - Communications
 - Rebranding: Libraries Discovery Hour
 - Be consistent – repeat, repeat, repeat messaging and branding
 - Expand communication channels: Website, LinkedIn, social media, etc.
 - Collaborations & Partnerships: Penn State Alumni Association, cross promote events with College units/departments
 - Schedule at least 6 months in advance
 - Develop post-event engagement strategy
 - Meetings
 - Polish presentations: Well-trained presenters are just as important as well-trained facilitators
 - Include students as presenters and don't be afraid of what they might say!
 - Match programming with supplemental opportunities
 - Explore “portable” programming opportunities or “Development Roadshow” for delivery at other campuses or donor homes
 - Topics
 - Finding passion: Sent survey to 5,000 participants in mail campaign, ranking topics of interest
 - Appointed advisory group comprised of PSUL personnel, Development staff and donor board members to assist with selection of topics
 - Tie program themes to university events or exhibits
- Fall 2023: Re-evaluate outcomes and successes

Potential Calendar

Jan.

Zoom

Feb.

"On the Road"

March

State College

April

Zoom

May

"On the Road"

June

State College

July

Zoom

Aug.

"On the Road"

Sept.

Zoom

Oct.

State College

Nov.

Zoom

Dec.

Holiday Break

"We're all here for a reason. We all believe in the Libraries. But we also bring various levels of expertise, and I take it as an opportunity to learn from each person who's also here."

- Donor board member and study participant

Thank You!!