Annual Report 2011
Development Committee

Submitted by:
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Members:
Jennifer Friedman (January 2011)
Amy Trendler (January 2011)
Suz Massen (January 2010)
Beverly Mitchell (January, 2010)
Heather Lowe (January, 2011)
Stephanie Frontz (January, 2011)
Laura Harris (2010)
Jill Patrick, Coordinator, Local Development (January 2011)
Fran Scoot, Local Development, US (January 2011)
Katie Keller (January 2011)
Jennifer Parker, Awards Chair, Ex-Officio

Executive Board Liaison: Rina Vecchiola

Activities:

Development Committee Business and Goals, 2011-12:

• Leadership, 2011-2012. The annual business meeting was held during the annual conference in Minneapolis on March 25, 2011. At the Minneapolis meeting, the co-chairs were charged with reviewing the committee charge, calendar, and workflows for the Development Committee. The Committee’s Leadership was reviewed. The Development Committee and Executive Board During were asked to consider the addition of a Co-Chair/Incoming Chair to the Development Committee leadership/membership. The need was acknowledged and approved. Darin Murphy volunteered to serve as Co-chair/Incoming Chair. Despite this added level of support the Development Committee still struggles to balance the complicated communication structure, tremendous workload, and correspondence required to move the Committee’s goals forward to completion while simultaneously maintaining the fundraising responsibilities and relationships with the Society’s long-term sponsors as well as seeking new sponsors for the Society. As a result, Co-Chairs held many discussions regarding the Committee makeup and Leadership options. March 23, on behalf of the Development Committee Co-Chairs, Darin Murphy presented a carefully drafted and thoughtful proposal outlining Development Committee Subcommittees to the Executive Board Liaison for review, input, and suggestions for follow up.

• Co-chairs corresponded via email and phone throughout the Spring/Summer 2011 to review the Committee’s organizational structure, charge, goals, and workflow for the 2011 year. Through the conversations, Co-Chairs identified additional action items which might be useful for the committee to consider. These items include producing...
a sponsorship video, a merchandising web site/presence for the Development Committee, and restructuring of the Society Circle to serve as a year round campaign.

- Development Committee Leadership added a Co-Chair/Incoming Chair to the committee’s leadership roles in an effort to be more effective in managing tremendous workloads. The Development Committee Charge in the Policy Manual, ARLIS/NA POLICY NO.: G-9 DEVELOPMENT COMMITTEE was updated accordingly and circulated to the Executive Board for review, consideration, and follow up action.

- Co-Chairs communicated via email and/or phone on a regular basis with each other, the Executive Board, Headquarters, and/or with the Committee as needed. Formally scheduled meetings were held via conference call or GoToMeeting conference calls on August 2, 2011 (Co-Chairs, EB); August 31, 2011 (Co-Chairs/EB); October 4, 2011 (Development Committee); Sept 20, 2011 (Co-Chairs/EB); October 14, 2011 (Co-Chairs/EB); December 13, 2011 (Development Committee); March 1, 2012 (Development Committee); March 5, 2012 (Co-Chairs/EB). The committee’s main business was conducted via email correspondence as needed/regularly beginning Spring 2011, post-conference (Minneapolis) and throughout the 2011-12 year, based on business to be discussed/completed. Development Committee Co-Chairs were in regular communication throughout the 2011-12 year and often numerous times per week to review and follow up on committee work in progress. Correspondence was sent to the Development Committee via email regularly and in keeping with the conference planning timeline / Development Committee Calendar. Scheduled primary correspondence included but was not limited to Acknowledgement Templates post-conference (Minneapolis); Prospect Database updates; Prospect Database link/username/password; Ask Templates; Prospectus and Sponsorship Opportunities, 2012; Prospect Assignments, Conference fundraising updates; Development Committee updates; Strategic Action Plan Draft.

- **June–Fall, 2011.** The *Prospect Database* was an important project for the Development Committee throughout 2011. Headquarters worked to provide a robust/searchable database for tracking the Society’s donor history. The Development Committee Co-Chairs oversaw this activity. There were numerous iterations and at one point the data for all records had to be input again. Once the database was fully functioning and retaining all data consistently for future use Fall 2011 (Sept, 2011) the link/password and the Prospect List were circulated to the Committee along with each Development Committee members’ Prospect Assignments for the 2011-12 year. Development Committee members were asked to update their ‘Ask’ history specific to their sponsor after making contact with that sponsor. One primary issue for the Prospect Database concerns the ownership of the database itself and whether ARLIS/NA has full rights of ownership to the database and the content residing within it should ARLIS/NA fall under new management in a forthcoming year.

- **July–Fall, 2011.** Development Committee Chair received documentation regarding the Alternative Voices Speakers Fund Purpose and Criteria for posting on the AWS. Mechanisms for application to the fund needed to be vetted. Chair worked with the AWS webmaster to review and propose needed mechanisms. The Fund’s general description was posted under Supporting the Society with a link to the Alternative Voices Speakers Fund page, [http://www.arlisna.org/about/altvoices.html](http://www.arlisna.org/about/altvoices.html). Though more effective, direct mechanisms need to be articulated and provided for those individuals wanting to apply to the fund.

- **July–December, 2011.** The Development Committee web site review and update was a goal for the 2011 year. This update included the Donor Button project which was an important task on TEI’s 2011 Project List. Based on a Development member, Beverly
Mitchell’s expressed interest, she was appointed to oversee the review and update for the Development Committee website. The review of the content was begun and suggestions made for the basic foundation of the site. This work is an ongoing project for the Committee for the 2012-13 year.

- **August-October, 2011.** The *Sponsorship Opportunities* section of the *Prospectus and Sponsorship Opportunities, 2012* document was reviewed and finalized for the Conference Planning Committee. This required a significant amount of review and discussion of the Co-Chairs, the Planning Committee, and the Executive Board as there were a few slight revisions to standing sponsorship levels presented in the draft document.

- **August–Fall, 2011.** Development solicited the Travel Awards sponsors for interest and intent to sponsor the existing travel awards for the 2012 annual conference. All standing 2010, and, 2011, Awards sponsors committed to fulfilling the Travel Awards for the 2012 year. Unfortunately, Puvill Libros was not able to support an award for the 2012 year. This award has not been offered since 2005. The Travel Award sponsors include the H.W. Wilson Foundation Research Award, the Worldwide Books Award for Publications, the Worldwide Books Award for Electronic Resources, the Howard and Beverly Jo Korno Award, AskART Conference Attendance Award, and the Andrew Cahan Photography Award.

- **August-Oct, 2011.** Development Committee proposed and received approval from the Executive Board for special funding of a *Society Circle Renewal Reminder- 2012 Event Announcement* card to be mailed to all Society Circle members. The card was drafted and printed early Winter, 2012. It was mailed to the 2011 Society Circle members in advance of the conference, March, 2012.

- **March, 2012, Summer Educational Institute.** Development Committee Co-Chairs were consulted by the EB Liaison for thoughts per the Summer Educational Institute, Development Officer soliciting sponsorships from the ARLIS/NA Chapters. The Summer Educational Institute is a joint program of ARLIS/NA and the Visual Resources Foundation. Lengthy discussion was held via GoToMeeting with the EB in regards to the ARLIS/NA Chapters being solicited as sponsors for the Summer Educational Institute as well as the Development Committee’s charges, G-9 i, which states that the SEI Development Officer serves as an ex-officio member of the Development Committee.

- **March, 2012. ARLIS/NA Strategic Action Plan Draft.** The ARLIS Executive Board and the Strategic Planning Committee asked the Development Committee to review the Draft Action Plan and chart and provide the SPC with comments and feedback. The Development Committee was charged with implementing those goals specific to the Development throughout the 2012 year. Those goals are noted below.

  1. **ARTICULATE NEW DIRECTIONS AND IDENTITY FOR THE PROFESSION**

     B. Identify new membership and development opportunities to move the profession forward.

     1. Develop innovative outreach efforts to increase membership recruitment, retention, prospects, and sponsorship from both familiar sources and emerging frontiers.

     *Agents:*

     *Development Committee*
Membership Committee

2. EXPAND MENTORING, MANAGEMENT, AND TRANSITION SKILLS

B. Extend and encourage professional development, networking and mentorship opportunities, and continuing education for both mid-career and senior career professionals.

1. Design, implement, and fund a midcareer ARLIS/NA Fellowship Award given annually to recognize an up-and-coming mid-career professional in art librarianship or in an emerging or developing field which could make a significant impact on librarianship. The award is monetary and is meant to fund leadership opportunities for that individual as they transition into administrative or leadership positions in their institution or the profession. The recipient would be given an opportunity to share their leadership development experience with the larger ARLIS/NA membership through a venue of their choice.

Agents:

Development Committee
Awards Committee
Professional Development

Development Committee Response: ARLIS/NA Strategic Action Plan Draft – few comments were received. Co-Chairs met over phone to discuss the charge. In general, consensus was that the goals from the draft Strategic Action Plan per the Development Committee looked reasonable.

Goal I: Given recent conversations with the Executive Board in regards to the Summer Education Institute and the role the Development Committee may play per fundraising and recruitment of the Summer Educational Institute, the Development Committee would like to focus energy on SEI, both past and present members, for membership outreach. Additional professional organizations that might be targeted by the Development Committee include ARLISnap, ALA, SLA, and library school programs throughout North America. State Library administrations may also provide further opportunities for outreach.

Goal II: The creation of a Fellowship Award for leadership training will require significant funding. We recommend the base level start at $2,500 - $5,000. If it is possible to create a larger award, that of course would be preferred. Leadership training is expensive and we need to establish an award that would be a truly significant contribution.

• Prospects. Throughout 2011 and into early Spring 2012 the Development Committee and Local Development identified three new prospects to be added to the Prospect Database. They include Corbis Veer, Springshare (Libguides), and Material ConneXions.

• Sales 2011-12, Toronto, 2012. Throughout the 2011 year and into 2012, working with Local Development, the Development Committee raised $62,340.00 towards the
annual conference in Toronto. Revenue lines are as follows: Sponsors, $41500.00; Chapter Donations, $7,225.00; Awards, $9,000.00; and In-Kind, $4,615.00. The Society Circle donations for the 2011-12 year totaled $14,000.00 of which $10,000.00 was given as unrestricted gifts.

- **Local Development.** Special acknowledgement goes out to Local Development for the significant fundraising contribution of the committee under Jill Patrick’s leadership. Local Development brought in record sponsorships from their Chapter(s) and local organizations.

- **Alternative Voices Speakers Fund.** The Alternative Voices Speakers Fund supported three sessions, one workshop, and one tour for the 2012 Toronto conference. They include the following: NOWSPACE: DIY TELEPRESENCE (workshop); UNEXPECTED LEGACY COLLECTIONS: PROGRESSIVE COLLECTION POLICIES AND PRACTICES FOR ZINES, MINICOMICS, AND ALTERNATIVE PRESSES (session); PROMOTION AND TEACHING WITH VISUAL SPECIAL COLLECTIONS (session); CURATING IN CONTEXT: REPRESENTING CULTURAL SIGNIFICANCE IN LIBRARY EXHIBITIONS (session); and, FIRST NATIONS ART & CULTURE (tour).

- **Development Committee Subcommittee Proposal.** Please see the first bullet item above under Development Committee Business and Goals, 2011-2012. More on this will be forthcoming and discussions held at the annual Business Meeting April 2, 2012, Toronto.

- **Suggestions.** Despite clearly articulated fundraising roles for the management firm (advertising/sales) and the Development Committee (sponsorships/awards) a few sponsorship conflicts resulted due to lack of communication. While these conflicts were quickly resolved to all parties’ satisfaction, it might be useful to review and articulate the roles of the Development Committee and the management firm as the Society looks towards the 2013 annual conference in Pasadena, CA. Sponsor ribbons were not provided for sponsors. Some mechanism to provide immediate recognition to sponsors beyond the signage and acknowledgements offered during events, sessions, workshops, and tours is recommended.

- **Carry Over Goals 2012-13.** The Development Committee will review the Committee’s goals for further action/decision for 2012. Items under consideration include but are not limited to:
  - Society Circle membership outreach
    - Society Circle Acknowledgements (Memorials)
    - Summer Educational Institute
    - Development Committee Web site
    - Prospect Database updates/ownership
    - Alternative Voices Speakers Fund
    - Travel Awards
    - Strategic Plan Goals
    - Donor button on AWS
    - Other