

# Goal Setting

## From the Dean



It is impossible to imagine a great university without a great library to support it.

I am proud to present *The Next LSU Libraries: Strategic Plan, 2017 to 2022*, our collective vision as to what a great research library should be and do. You are sure to find that this vision describes a decidedly different Libraries: the repository of days gone by now replaced by a dynamic, catalytic organization that leverages expert staff and technologies to expand its impact on teaching and research in ways that simply weren't possible before.

We have grouped this vision into six strategic goals: collections, learning, diversity, facilities, service excellence, and philanthropy. Each goal is accompanied by a list of strategies that we will pursue, together with the expected outcomes for each.

These goals and their attendant strategies are ambitious, even aspirational, but given the commitment of our staff and the support of our campus, every one is attainable. It is impossible to overstate

the sense of urgency we bring to these tasks: nearly every page of *LSU's Strategic Plan 2025* contains initiatives that require exceptional library collections, services, and facilities, and we are aware that some of these currently exist only in embryonic form. Make no mistake though: the thought of meeting such challenges is energizing, not daunting: there has never been a better time to do the work of a 21st century research library.

A great library is always the result of a culture of shared stewardship: smart, hard working people throughout the university and beyond, passing their love for the library on to the next generation. We hope that in reading *The Next LSU Libraries*, you'll come to see yourself in the brilliant future it describes. Our philanthropic goals, outlined in some detail at the end of this document, are only one point of entry. At LSU, the sanctity of the scholarly record and our collective responsibility to learn and contribute to it will require all of our best efforts.

Sincerely,

Stanley Wilder

## Strategic Goal 6: Philanthropy

The LSU Libraries has a proud history of support from those who have benefited from its services and wished to pass that experience forward to future generations. It is due to decades of such support that LSU Libraries Special Collections now ranks among the world's most important repositories of natural history, Southern historical, and cultural material. Key to these efforts has been the Friends of the LSU Libraries group, which has contributed more than \$2.5 million over the 40 years of their existence. These important accomplishments happened in the absence of staffing or systematic organizational support for fundraising. All that has now changed decisively, resulting in strong prospects for unprecedented donor support.



**PHILANTHROPY: STRATEGIES**

- Pursue major gifts in support of 3 main giving tracks at the Libraries: 1. Digital Scholarship Initiative 2. Libraries facilities and 3. Libraries programming;
- Launch annual giving campaign to support Libraries Excellence Fund;
- Continue to engage Dean’s Advisory Council and nurture its culture of philanthropy;
- Host annual fundraiser in celebration of Libraries collections and programming;
- Continue positive momentum created by revitalization of Friends of the Libraries by hosting FOLL board meetings, quarterly socials, annual Lecture Series and other opportunities for engagement;
- Pursue grants from national foundations and federal funding agencies in support of educational programming and the digital scholarship initiative;
- Launch major gifts campaign in support of the Global Information Commons.

**PHILANTHROPY: EXPECTED OUTCOMES BY 2022**

- Successfully connect LSU donors with at least 10 inspiring naming opportunities in the Global Information Commons on the major gifts level;
- Double number of donors to Libraries Excellence Fund;
- Increase Libraries philanthropy by 25%;
- Increase Friends of the Libraries membership by 25%;
- With grant support and partnership with Department of History, host Summer Seminar for school teachers in Special Collections in 2019, 2020 and 2021;
- Increase grant application submission rate by 10%;
- Grow Libraries development portfolio to include at least 25-50 qualified major gift prospects.

2025: LSU will be a global leader in the creation, cultivation, and promotion of the arts, humanities, and of Louisiana’s extraordinary cultural heritage.

# VIRGINIA COMMONWEALTH UNIVERSITY LIBRARIES

Director of Development and Major Gifts goals

## **Talent at VCU**

**Director of Development and Major Gifts VCUL**

**Set up donor plans, visit donors, solicit gifts**

**Due Date: 6/30/2018**

**Weight: 50%**

**Description: Accomplish donor solicitation metrics as outlined in annual operating plan.**

**Start Date: 12/1/2017**

**Alignment:**

**Quest Theme II: Attain distinction as a fully integrated urban,...**

**Advance research and educational enterprise at VCU...**

**Set up donor plans, visit donors, solicit gifts**

**Tasks**

**Description: Set up plans for 10 major gifts for FY18.**

**Progress: 100**

**Weight: 25 %**

**Due Date:**

**6/30/2018**

**Description: Make 100 significant contacts with prospects and donors.**

**Progress: 79**

**Weight: 25 %**

**Due Date:**

**6/30/2018**

**Fund key projects in VCU Libraries**

**Due Date: 6/30/2018**

**Weight: 20%**

**Description: Raise \$800,000 in a combination of gifts to meet the needs of VCU Libraries**

**Start Date: 12/1/2017**

**Alignment: Quest Theme II: Attain distinction as a fully integrated urban,...**

**Advance research and educational enterprise at VCU...**

**Fund key projects in VCU Libraries**

**Tasks**

**Description: Solicitation of appraised in-kind materials as fits with the needs of VCU Libraries**

**Collections.**

**Progress: 0**

**Weight: 25 %**

**Due Date:**

**6/30/2018**

**Description: Secure funds for construction of interfaith meditation space.**

**Grow alumni and community support of VCU Libraries**

**Due Date: 6/30/2018**

**Weight: 20%**

**Description: Increase participation and giving at major gifts levels from alumni and friends of VCU.**

**Start Date: 12/1/2017**

**VIRGINIA COMMONWEALTH UNIVERSITY LIBRARIES**

Director of Development and Major Gifts goals

**Alignment:**

Quest Theme II: Attain distinction as a fully integrated urban,...  
Advance research and educational enterprise at VCU...

**Grow alumni and community support of VCU Libraries**

**Tasks**

**Description: Identify and engage potential donors to VCU Libraries.**

Progress: 65

Weight: 50%

Due Date:

6/30/2018

**Description: Move potential donors through the cultivation, solicitation and stewardship cycle.**

Progress: 65

Weight: 50 %

Due Date: 6/30/2018

### Annual Faculty Planning and Assessment Report

Name:  
Plan Date: Proposed FY 2018  
Self-Assessment Date:

#### A) Statement of Responsibilities

Annual giving and donor relations

#### B) Annual Work Plan, Report and Assessment

Job Responsibilities: 95% of time

##### Plan/Goal 1:

- Increase the number of personal visits, with 25 significant contacts and 12 face to face contacts. Out of these contacts, make 10 solicitations, closing 7 gifts. Raise \$50,000, including proceeds from the Friends of the Library Booksale. Increase participation rates for faculty/staff/retiree campaign, develop staff FOL levels. Hold fac/staff thank you event. Continue cultivation of RPI/MCV reunion groups. Increase phonathon participation, continue CLUAC thankathon. Develop Inside the Library mini-lecture series. Send out birthday cards to significant donors once a month. Take the lead on stewardship initiatives and donor recognition projects.

Report:

Self-Assessment:

##### Plan/Goal 2:

- Continue raising Board participation while working on strategies to minimize staff time spent on Board activities. FOL Board: 4 meetings a year, with committee meetings as needed. Cabell Associates: 1 meeting a year. Schedule and prepare volunteers for donor calls with key staff members as appropriate. Supports the volunteer recruitment process for board recruitment, special events and other initiatives of the VCU Libraries. Institute FOL Board thankathon. Achieve 100% FOL Board giving. Hold FOL Board retreat. Encourage more participation from Cabell Associates, in both events attendance and giving.

Report:

VIRGINIA COMMONWEALTH UNIVERSITY LIBRARIES  
Director of Development Annual Faculty Planning and Assessment Report

<i>Report and Self-Assessment of Additional Accomplishments:</i>
<b>Service &amp; Professional Development: 5% of time</b>
<b>Plan/Goal 1:</b> <ul style="list-style-type: none"><li>▪ Serve on Central DAR and VCUL committees as appropriate</li></ul>
<i>Report:</i>
<i>Self-Assessment:</i>
<b>Plan/Goal 2:</b> <ul style="list-style-type: none"><li>▪ Attend ALADN or other annual giving conference</li></ul>
<i>Report:</i>
<i>Self-Assessment:</i>
<b>Plan/Goal 3:</b> <ul style="list-style-type: none"><li>▪ Attend central DAR training and workshops as appropriate</li></ul>
<i>Report:</i>
<i>Self-Assessment:</i>
<b>Plan/Goal 4:</b> <ul style="list-style-type: none"><li>▪</li></ul>
<i>Report:</i>
<i>Self-Assessment:</i>
<b>Plan/Goal 5:</b> <ul style="list-style-type: none"><li>▪</li></ul>