Library Development 4.6: Geometric Nonlinearity

(How stable are your cables?)

KARLENE NOEL JENNINGS, MSLIS, PHD, CFRE
ALADN 2018 PRE-CONFERENCE
20 MAY 2018
Library Development 4.6: Geometric Nonlinearity

- connecting sides across changing planes
- cables are strong, yet adjust with conditions
- how stable are your cables?
Why the &$(^* (# are we talking about math??!!
Pieces of pie
______ was not built in a day...
...yet ________ was destroyed in one day!

• Building blocks
• Trust
• Be authentic
• Be YOU!
• Line in the sand!
• L-I-S-T-E-N to stories!
• Learn to love (or at least like)
• Involve
• Supply and self-disclose; silence
• Transition(s)
• Engage and elevate ethically!
• No!
But DEVELOPMENT People are...

- Green (or gregarious or gutsy)
- Reckless (or reassuring or repugnant)
- Eager (or endearing or extravagant)
- Ebullient (or earnest or erudite)
- Disruptive (or devoted or demanding)
- YOU!

But LIBRARY People are...

- Quiet (or quixotic or querulous)
- Utopian (or understated or unpredictable)
- Imaginative (or inspiring or intense)
- Risk-averse (or rigid or radical)
- Kind (or knowledgeable or keen)
- YOU!

Geometric Nonlinearity  Karlene Noel Jennings
Yet I need to know: (fill in the blank)!
Library Development Basics 101

**Library**
- Not just books!
- Who are the experts?
- Active listening!

**Advancement**
- Not just money!
- Who are the experts?
- Active listening!

That's a great question!
Now go find the answers!

Strengthen your cable!!!

Geometric Nonlinearity
Karlene Noel Jennings
Academic Library basics...

- Set a google alert!
- Subscribe to daily news alerts from ALA and others...
- OER
- Privacy
- Net neutrality
- Copyright & Scholarly Communication
- Intellectual Freedom
- Databases are NOT free
- Information literacy & fluency
- Makers spaces

ASK!

- To attend meetings (if you don’t)
- Questions about your strategic plans/strategic direction
- Questions when you do not know!
- What is “special” about your Special Collections?
- What librarians are working on/and whom they are working with!
- What they do NOT need!
- For contact reports!
- As far in advance as you can!

Geometric Nonlinearity

Karlene Noel Jennings
Academic Advancement basics...

- Set a google alert!
- Subscribe to news alerts from Chronicle of Higher Education/Philanthropy and CASE
- Not all development work is the same...
- Privacy
- Prospect clearing/management standards
- DAFs, CRUTs, CGAs, etc.
- Not every project is fundable
- Specialists in Corps/Founds and Gift Planning (and other areas) exist on your campus

ASK!

- What prospects do I have access to?
- Where are the planned giving/gik files?
- What counts as a gift?
- What is the endowment payout rate?
- What current use and what endowment funds do we have?
- What colleagues are working on/and whom they are working with!
- What they do NOT need!

Geometric Nonlinearity
Karlene Noel Jennings
Donor cycle, pyramids, and pipelines...
A crucial step: you must ask!!

• Remember “No!” is not “bad!”

• NOT asking is worse than receiving a “No!”

• No could be because of:
  • the amount
  • the timing
  • the project

Try not to take the rejection personally!
Transitions
Closing Thoughts and Questions

• How did you like my story?
• What details did you recall?
• A key point: we never know when people may share pertinent information... pay attention!

Contact:
karlenejennings@uncg.edu
336-256-0112