Priorities, Internal Customers, & Marketing
Overview

1. Setting Priorities
2. Working with library faculty & staff
3. Working with central advancement
4. Marketing your library
5. Putting it all together
Setting priorities (Part #1)

- What is your goal?
- What is [insert name of authority figure]’s goal for your department?
- K.I.S.S.
- SMART Goals
- Keep the list of priorities handy...
- Do not be afraid to revise!

Feel like this??
Setting priorities (Part #2)

Now for your organization…

- Priorities are NOT metrics
- Library Priorities
  - What do you need? By when? From whom? where?
  - NOT ALL PRIORITIES are FUND RAISING PRIORITIES!
- Development officers do NOT set library-wide priorities.
- Advisory BOARDS should NOT set library-wide priorities.
- Library executive leadership teams should set priorities.
- Library fund raising priorities should be set as a part of an overall library strategic planning process.
- Methods and tactics are not priorities.
But DEVELOPMENT People are...

- Green (or gregarious or gutsy)
- Reckless (or reassuring or repugnant)
- Eager (or endearing or extravagant)
- Ebullient (or eamest 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!
Working with internal customers

- Library
  - Administration (including Budget)
  - Public Services (Reference & Circulation)
  - IT
  - Special Collections
  - Content Services
  - Buildings, Grounds, & Housekeeping

- Other constituent units
  - University Research office
  - Central Advancement
    - Government Relations
    - University Relations
      - Communications
      - Events
    - Alumni Relations
      - More than just the yearbooks!
    - Annual Giving
    - Planned Giving
    - Central Gift Officers
    - Administration

- Gift processing
- Development IT
- Alumni Records
- Advancement Services/Operations
- Donor Relations
- Career Services
- Donor/Prospect Research
- Volunteer Management
- Boards/Foundations
- Chancellor/President’s Office
- Others___________
Treat them like your donors...

- Also, work with the willing!
- Avoid the “Helpful” Hamys and Harriets.
- Be present.
To market! To market!

- University Marketing
- Branding
- Keeper of History!
- Micro-target!
- Catchalls, Umbrellas, and one size fits all...

To market! To market!
Exercise (pick one... & pick a partner)

“Eat 5—well, now 10!”
(like vegetables!)
- Think about either internal or external constituencies (think small!)
- What are five (or ten) new market segments your library could penetrate?
- OR: What are misconceptions that internal customers have about your library/your advancement operations?

“30-30-30/10-10-10”
- seconds/minutes/days or days/weeks/months
- Pick your time interval; pick a work relationship (not donor-related!) that would benefit your development program; map out your strategy to start it or strengthen it.

“Put a bow on it”
- What is one work situation that is under your proverbial skin that would be best left here in Cleveland? Take a piece of paper, write it all down, take a ribbon, tie a bow, and leave it behind.

“Keep”/”Toss”/”Donate”
- Using the best learned decluttering skills: select an area of your work life. It could be your email inbox, it could be an unruly prospect list, the inherited paper files, etc.; Be ruthless. Thank the items for their usefulness. “Touch” the items once. If necessary, use others to “remove” them. Plan to start with a clean slate when you return to the office. Write your plan down or hit the archive button!!
Thank you!

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