



ALADN

May 20, 2019

**Moving the Horse before the Cart:  
Aligning Fundraising  
with Academic Library Trends**



# ALADN

## A Panel Discussion:

**Michael Crumpton (UNC-Greensboro)**

**Joyce Garczynski (Towson University)**

**Georgette Hunefeld (University of Pacific)**

**Moderated by Karlene Jennings (UNC-Greensboro)**

# Key Library Trends

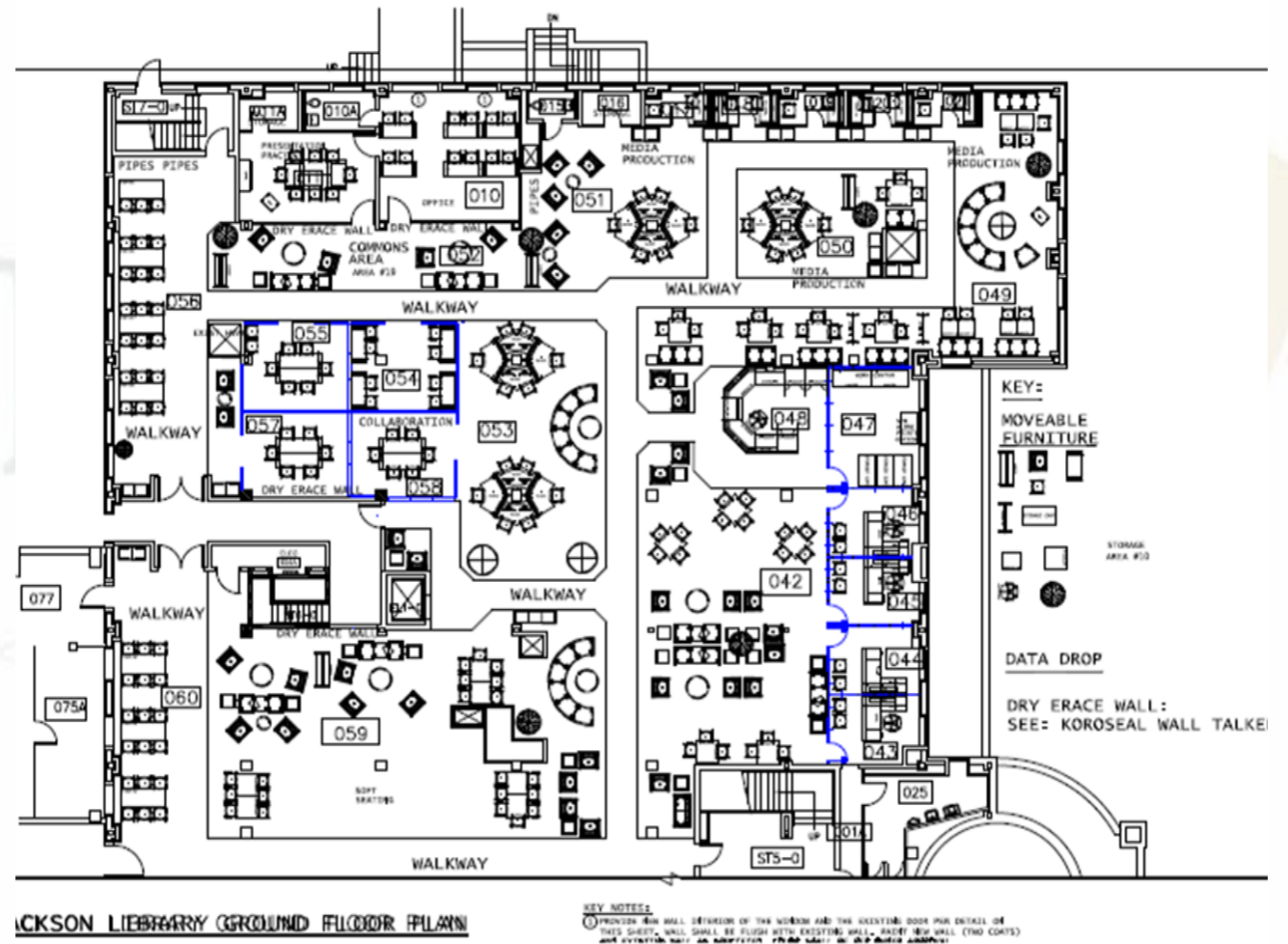
- **Library spaces and the trend toward libraries housing tenants including other services on campus directed toward student success.**
- **Emerging technology including invisible infrastructure; and how to convert these “soft” opportunities.**
- **Digital Scholarship and resources; seeking support for digitization and non-print materials.**
- **Virtual services, such as “chat” or ILS systems; and the potential to leverage these effective and desired tools through sponsorship and/or donor support.**
- **Reimagined and reengineered spaces; how 21st century students present a different set of needs for bricks and mortar fundraising.**

**Library spaces and the trend toward libraries housing tenants including other services on campus directed toward student success.**



# Getting Started

- Vision
- Concept
- Assessment
- Cross over needs
- How it will work together





**Emerging technology including invisible infrastructure; and how to convert these “soft” opportunities.**

**Towson University Library Data Studio**



**University of the Pacific-  
Center for Teaching and Learning**



# Digital Scholarship and resources; seeking support for digitization and non-print materials.

## Kanji's Collection at Towson University



## Betty H. Carter

## Women Veterans Historical Project



# Digital scholarship

“The use of digital evidence, methods of inquiry, research, publication and preservation to achieve scholarly and research goals.” – Wikipedia

What might this encompass?

- Digitization
- Research Data Management (RDM)
- Intellectual property and open access
- Big Data
- Geographic Information Systems (GIS) support
- Digital collections and exhibits
- Subject-based digital archives
- E-journal publishing
- Media content creation – audio, video, still image, web, and more



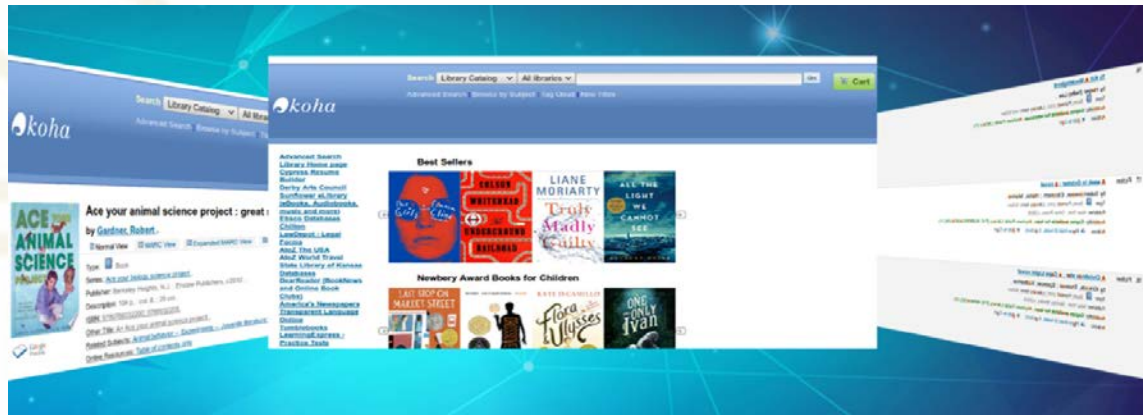
# Multiple Components

- Hardware
- Tools to create
- Storage space
- Software
- Equipment
- Training

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Virtual services, such as “chat” or ILS systems; and the potential to leverage these effective and desired tools through sponsorship and/or donor support.



**Reimagined and reengineered spaces; how 21st century students present a different set of needs for bricks and mortar fundraising.**

### **Reframing TU's Learning Commons**



### **Muir Experience- Interactive Archives**





# 6<sup>th</sup> Trend (Overarching)

- Change in leadership
  - At Towson, 5 presidents and 5 provosts in the last 10 years provides opportunity to reframe, reinvent, and reintroduce the Library
  - UNCG – NEW Provost, Chancellor, Dean
- Need to show value/assessment
- New Trends are out there!





# Questions??

