

Priorities, Internal Customers, & Marketing



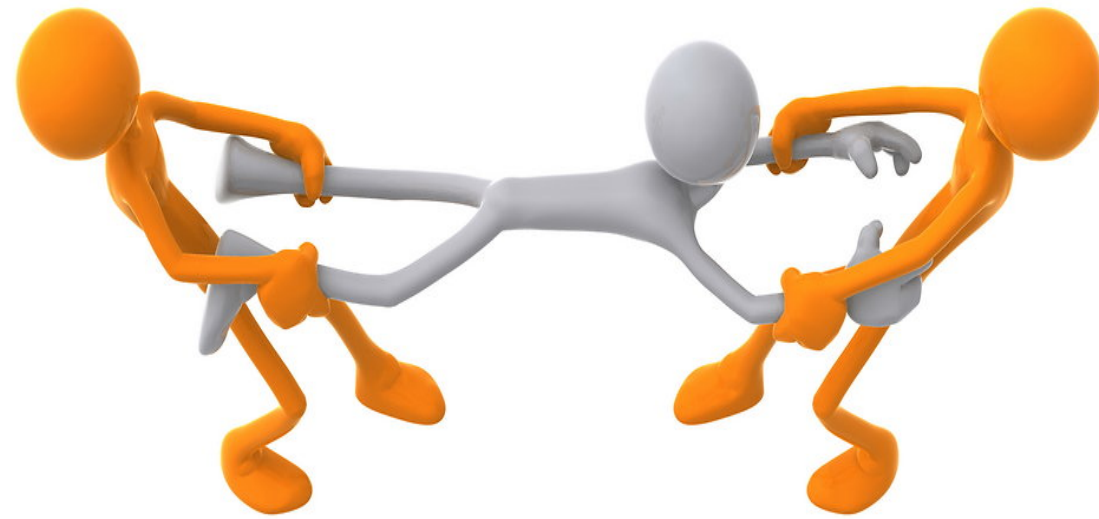
Overview

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 earnest or erudite)
- ▶ Disruptive (or devoted or demanding)
- ▶ YOU!

PEOPLE!

- ▶ 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!

But LIBRARY People are...



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_____



- 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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