

New approaches to funding and community support

Forming partnerships to serve all

by Gail Gilbert

Rare is the academic library whose budget can satisfactorily cover the hardware, software, and materials needed to support academic programs, as well as the services that help users find the information they need. In addition, academic libraries in urban areas are often called upon to satisfy some of the information needs of the community along with those of the faculty, students, and staff. The University of Louisville Libraries (UL) is in just this position.

When Hannelore Rader became university librarian at UL in 1997, one of her goals was to establish an advisory council similar to the visiting committees formed by several other academic units at UL. Her purpose was to increase the libraries' exposure and to garner more support in the larger community.

Another reason for forming such a committee was to further her goal of building partnerships with businesses in the community, offering them the libraries' expertise in information literacy in exchange for their financial support.

Establishing the Libraries Information Advisory Council

The first task was to determine the membership of what would become the Libraries Information Advisory Council. With the help of the development office, we compiled a list of our largest donors and added to it the names of people we believed had a commitment to librar-

ies. We concentrated on business and professional people, but also included some retired faculty who have been generous donors. Our goal was to come up with the names of 20 potential members.

We developed the following charge for the Information Advisory Council:

- assist the University Libraries achieve its goal as a central information provider with collections and services strong enough to merit Research I status and ARL membership;
- help the libraries establish business partnerships to expand information literacy skills and corporate contracts;
- help improve the collections;
- assist the libraries in securing funds for materials and equipment not covered under the Commonwealth's allocation for library improvements;
- informally advise the university librarian on strategic planning, programs, and research initiatives; and
- assist the university librarian in determining the information needs of the community.

Benefits and responsibilities

The benefits to the members of the council were outlined as:

- interaction with other prominent community and business leaders;
- exposure to the latest information resources and technology that may prove beneficial to the community and to businesses; and

About the author

Gail Gilbert is the development officer of the University Libraries and head of the Margaret M. Bridwell Art Library at the University of Louisville, e-mail: rggilb01@gwise.louisville.edu



Hannelor Rader conducting a meeting of the advisory council.

- an opportunity to assist in enhancing the only research library in the area—one that benefits students, faculty, staff, and the entire community.

Finally, the responsibilities of the members were spelled out:

- attend four meetings a year;
- serve on a subcommittee related to the member's expertise or interest; and
- make an annual personal or corporate gift to the libraries at the \$1,000 level.

With the list of names and the charge in hand, the university librarian sent out letters inviting potential members to join. In addition to explaining the purpose of the council, the letter touched on the many positive factors in the environment that bode well for the university.

Favorable university environment

The environment was favorable for success with a committee of this kind for several reasons:

- University President John Shumaker had recently developed a strategy for making the UL a Carnegie I research institution within the next ten years;
- the governor had recently announced plans to create a Commonwealth Virtual University, including a virtual library;
- the university librarian was pursuing membership in the Association of Research Libraries;
- UL and other schools had just signed an agreement with United Parcel Service, headquartered in Louisville, to provide classes at a convenient time and place for UPS employees, many of whom are students working second and third shifts; and
- finally, UL was beginning a fundraising drive linked to the university's bicentennial.

The time was right to make the case for ensuring that the library system had the resources and technological capability to support the research needs not only of the faculty and students, but of non-university users, as well.

Community members use of UL Libraries

Even though Louisville is fortunate to have a good public library system, the public library cannot serve everyone's needs, especially when they involve research. Consequently, the UL Libraries serve a wide range of non-university people including health care professionals, engineers, lawyers, arts professionals, journalists, educators, business people, high school students, and students from other colleges and universities. Because the libraries serve such a large segment of the community, it makes sense to involve community members as we plan services, just as it makes sense to ask them for financial support.

Friends groups serve different function

The advisory committee was conceived with a purpose very different from the libraries' friends groups of which there are two—one for the health sciences library on the downtown campus and one for the libraries on the Belknap campus: main, art, music, and engineering and natural sciences. Both groups are decades old. (The Law Library, administratively separate from the University Libraries, also has a friends group.)

The friends groups are comprised primarily of people with a strong commitment to the university or to the libraries. Often they are alumni
(continued on page 364)

All Aboard Faxon's E-Journal Express!



Destination: The Faxon Company

Faxon is your ticket to expert electronic journal services ranging from comprehensive e-journal databases to a powerful web-based information searching and retrieval tool called Dawson Information Quest (IQ). Our latest e-journal resources and services include:

- **The License Depot™** A comprehensive electronic journal database management service which includes easy access to bibliographic information and licensing resources as well as prices and terms of online access.
- **Subscription Depot** A powerful web-based tool for managing your serials subscriptions right from your desktop. The Subscription Depot provides up-to-date access to all your transactions, including orders and claims. You'll also be able to search our global catalog of over 250,000 serials titles.
- **Dawson Information Quest (IQ) Version 2.0** Dawson IQ provides integrated web-based solutions of information delivery and powerful one-stop access to a wide range of electronic and print content. Version 2.0 features include enhanced searching capabilities, a new current awareness service called IQ Alerts, new delivery options including Pay-Per-View and fax document delivery, and rich new content from AIP, Springer-Verlag, Academic Press, and more. Free trial now available at <http://www.informationquest.com>.
- **Serials Update Service** Stay current on serials titles! This new service provides daily updates of bibliographic and/or order changes to serials titles with entries under both the old and new titles. See for yourself under *Information on Titles* on Faxon's website.
- **The Faxon Institute Industry Resources Webpage** Features hundreds of links to published research articles, publisher websites, library collections, and professional library associations and organizations. Check it out under *Industry Resources* on Faxon's website.

Faxon is part of the Dawson Group of Companies which also includes: Dawson Information Quest, EOS International, Quality Books Inc., and Turner Subscriptions—all companies involved in bookselling, subscriptions, web-based electronic information delivery, and library information management software and services.

For more information, contact your Faxon sales representative at 1-800-766-0039. Or visit us online at www.faxon.com.

faxon
A DAWSON COMPANY

editions of newspapers from around the world, with links arranged by country of publication. As this site helpfully notes, "most electronic newspapers contain only selected articles from the print editions." *Access:* <http://www.library.upenn.edu/resources/news/newspapers/language/papers-lang.html>.

Radio and television broadcasts

Live programming and prerecorded radio shows are readily available on the Internet. Machines equipped with plug-in software (such as RealAudio, RealPlayer, Xing StreamWorks, or Windows Media Player), a sound card, and speakers or headphones can be used to listen to programming. Radio and television via the Internet allow users the opportunity to hear the language spoken by native users and to experience news broadcasts and talk shows from the point of view of another culture.

- **ComFM's Live Radio on the Internet.**

Provides access to homepages of radio stations from around the world, and when possible, to live Internet broadcasts of those stations. Arrangement is geographical, although French overseas territories are included with France.

("New approaches . . ." cont. from page 359)

of the university who have a great fondness for books. They attend our programs, renew their membership annually, donate books; and we are pleased to count them among our friends.

However, for the advisory council, we wanted to recruit members with high profiles in the community and a substantial capacity to give.

Progress to date

Nine people accepted the university librarian's invitation. Those who did not were sympathetic to the cause but already over-committed. At our first meeting, the university librarian presented the libraries' newly formulated vision statement and goals. She emphasized our Information Literacy Program and reviewed the challenges and opportunities the libraries face.

The exchange that followed was wide-ranging, and we were encouraged by the discussion and the questions asked. The second meeting was held three months later. At that meeting we asked the group to look at the case statement the libraries drew up for the fundraising campaign. In it the libraries make the case for the community's financial support, detail funding priorities, and suggest naming opportunities. That meeting gave

Information about the location or format of the station appears in French. *Access:* <http://www.comfm.fr/sites/rdirect/indexa.html>.

- **ComFM's Live TV on the Internet.** Provides access to homepages of television stations from around the world, in addition to live Internet broadcasts of those stations. Arrangement is geographical, although information about the location or format of the station appears in French only. *Access:* <http://www.comfm.fr/sites/tvsites/livetva.htm>.

- **Live Radio and TV.** Links to live broadcasts from radio and television stations on several continents. Arranged geographically, then by type of plug-in required for listening. Entries for each link indicate the city/country in which the station is located, the name of the station, and the station format. *Access:* <http://www.escotet.com/web/comunicarradiotv.html>.

- **French Radio Networks.** This site provides access to the homepages of six French radio networks. From these sites, users can easily obtain recordings of news broadcasts and interviews from six French radio networks. *Access:* http://www.francelink.com/radio_index.html.

(continued on page 410)

us additional insight into how the libraries are viewed by members of the community.

Many helpful comments and suggestions were made at these meetings such as:

- the UL Libraries need a more prominent identity in the community;
- the community needs to be made aware of the many ways in which the libraries already serve the public;
- the libraries need to be more politically active in Frankfort, the state capitol;
- the libraries need better statistics on patrons and their use of services; and
- the libraries need to identify individuals and corporations that can help us accomplish our goals.

Future directions

Since the advisory council began its members have given us much food for thought, and we have already made changes based on their recommendations. Enlarging the membership will be one of the goals for the future. As we proceed with various fundraising initiatives, we will be identifying people who may be interested in serving on the council.

(continued on page 381)

2. Are the library's annual authorized expenditures adequate to meet the ongoing, appropriate needs of the library?

3. How is the college's curriculum taken into account when formulating the library's budget?

4. How are the instructional methods of the college, especially as they relate to independent study, considered when formulating the library's budget?

5. What methods are used to determine the adequacy of existing collections? Is the budget adequate to maintain an appropriate rate of collection development in fields pertinent to the curriculum?

6. How does the size, or anticipated size, of the student body and the teaching faculty affect the library budget?

7. Does the budget support an appropriate level of staffing and compensation?

8. How is the adequacy and availability of funding for other library resources (e.g., archives and special collections) determined?

9. Does the library budget reflect the library's responsibility for acquiring, processing, servicing, and providing access to media and computer resources?

10. To what extent does the library director have authority to apportion funds and initiate expenditures within the library budget and in accordance with college policy?

11. Is the library able to retain, for support of its collections and services, revenues generated by fees and/or charges such as fines, payment for lost or damaged materials, and the sale of duplicate or unneeded items?

12. How does the library monitor its encumbrances and the payment of its invoices? How does it evaluate the flow of its expenditures? Is the library administration fiscally responsible?

13. Does the budget include adequate support for extended campus programs?

Notes

1. The present document will replace the Standards for College Libraries, 1995 edition (*C&RL News*, April 1995, pp. 245-257.) The CLS Standards Committee was guided by the work of the ACRL Taskforce on Academic Library Outcomes Assessment, a group that was charged by ACRL to develop a philosophical framework for assessing libraries in terms of desired campus outcomes. (The Taskforce's

final report was accepted by the ALA Board July 1998.) These standards also address recent concerns of accrediting agencies (i.e., outcomes and assessment measures, as well as rapidly emerging and changing instructional and information technologies.)

2. *ACRL Task Force on Academic Library Outcomes Assessment*, June 27, 1998, <http://www.ala.org/acrl/outcome.html>.

3. *Ibid.*, p. 4.

4. For a further discussion of space requirements refer to: Metcalf, Keyes D. *Planning Academic and Research Library Buildings*. 2nd ed. Philip D. Leighton and David C. Weber. Chicago: American Library Association, 1986. Appendix B.

5. *ACRL Guidelines for Instruction Programs in Academic Libraries*, <http://www.ala.org/acrl/guides/guuis.html>. ■

(*"New approaches . . ."* continued from page 364)

We will also be asking individual council members to review lists of potential donors and, where possible, advise us of an individual's particular interests or suggest the best approach for soliciting a contribution.

The University Libraries recently negotiated a contract for our health sciences library to manage the university hospital library. For many years we have had a contract to manage the General Electric Library. We will be looking to the advisory council for help in identifying additional opportunities as businesses outsource more of their operations.

We will also be looking for opportunities to capitalize on our information literacy expertise. Earlier this year, our business librarian gave a presentation on business resources on the Internet to members of the Family Business Center, a group working to preserve the viability of family businesses. We hope the council members can help us identify other organizations and companies that could benefit from our services.

We will continue meeting quarterly to brainstorm with council members and seek their advice on appropriate issues as we keep them informed of significant changes in the libraries and their services. ■