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Tips for Building Successful Partnerships between Libraries and Corporate donors

Leia Droll
ledroll@ncsu.edu

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University Libraries

Tips for Building Successful Partnerships between Libraries and Corporate Donors

Leia Droll, Executive Director of Development
NC State University Libraries

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NC State University: Key facts

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- Land grant, public university

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- Raleigh, NC

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University Libraries

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- 10 colleges
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- 35,000+ students
- State of NC has 5th highest per student spending in the U.S.

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NC State University: Key rankings

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NC State University: Key rankings

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Think and Do

ncsu.edu

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NC State University: Development Overview

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- Libraries raises $2.5 to 3.5 million per year

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NC State University Libraries

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- Two Main Libraries

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University Libraries

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- Three branch Libraries (Design, Natural Resources, Veterinary Medicine)

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University Libraries

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Challenges

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- University does not see Libraries as a viable corporate prospects

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- University does not see Libraries as a viable corporate prospects
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- We had our new building, and now it was someone else’s turn

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2013: The State of things

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- Focus on the building and namings
- NC State CFR decentralized

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But…..our new building was really cool and people were paying attention.

How to keep up momentum?

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How to keep up momentum?

- Fatigued donor base
- Not much to offer but naming opportunities
- No longer a University priority

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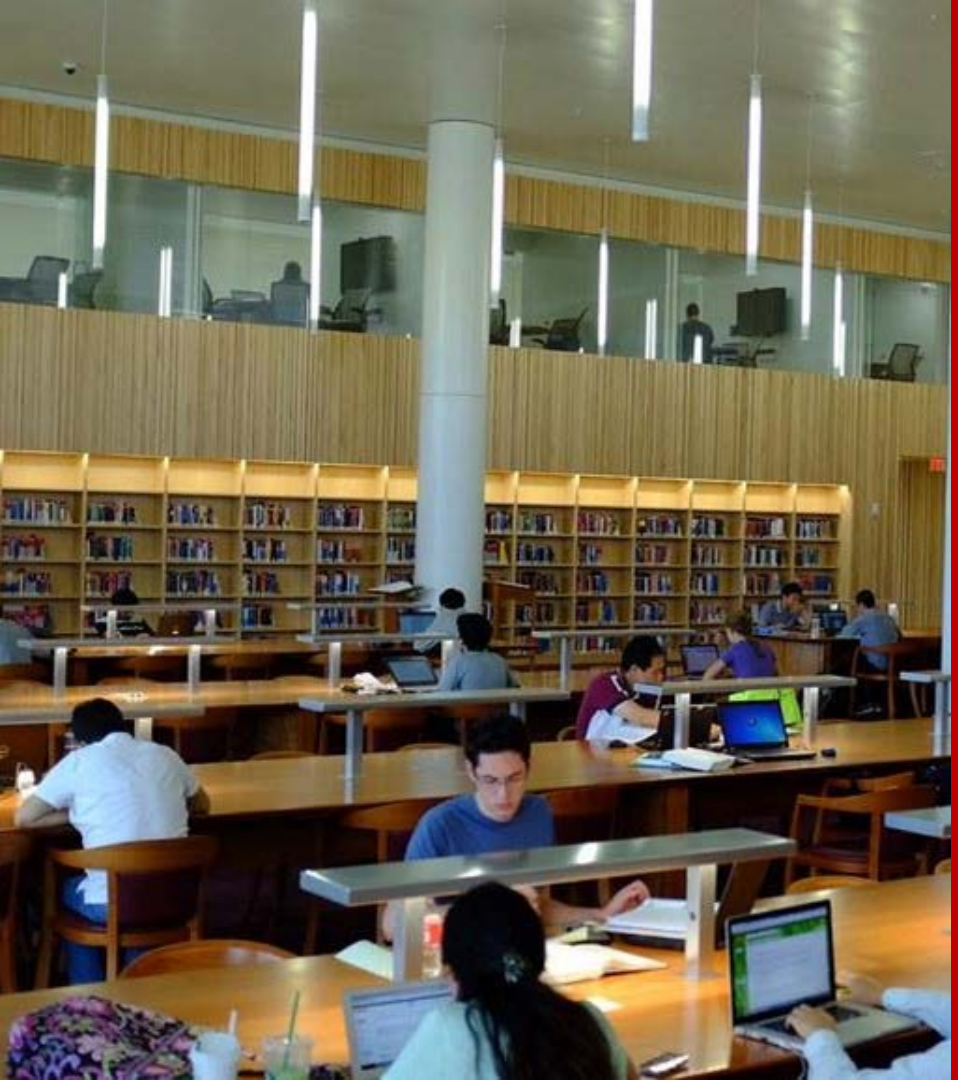
So….what did we do???



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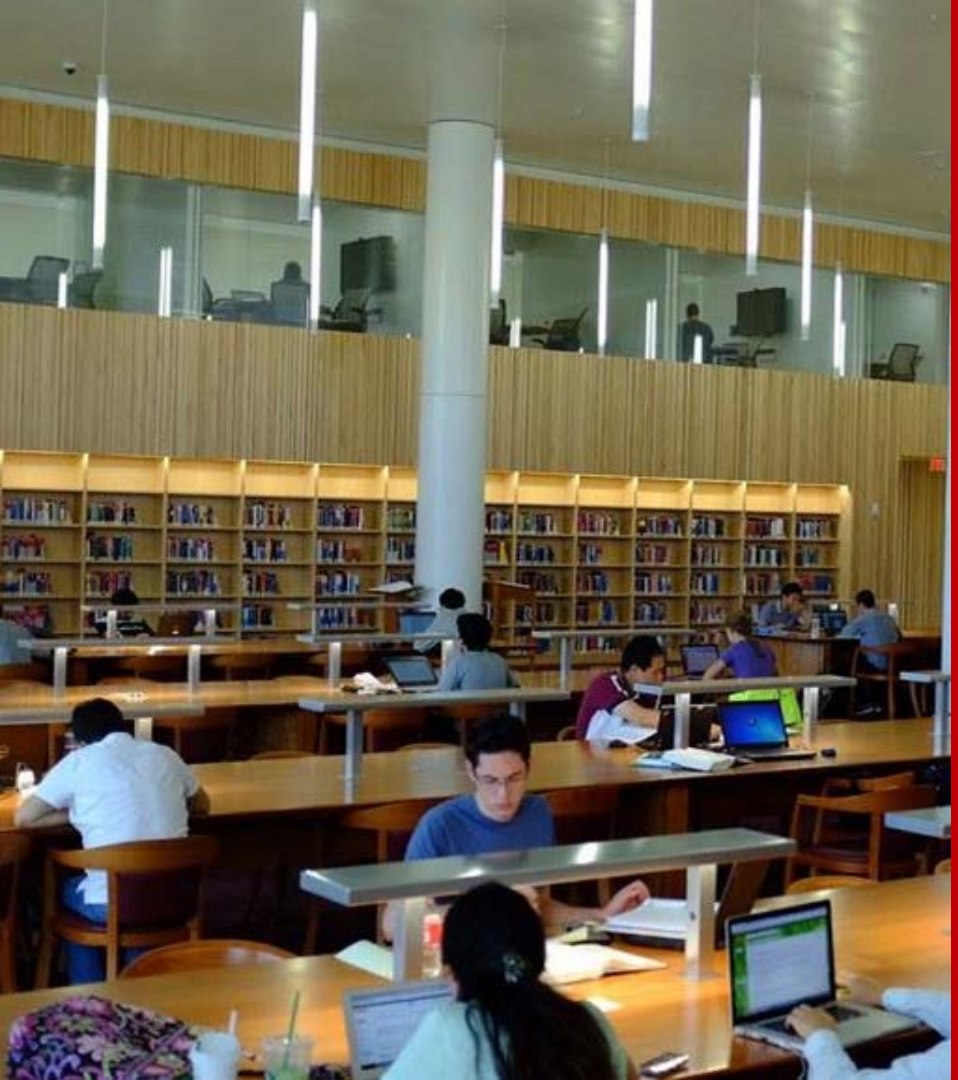
Tip #1: Cultivate Internally



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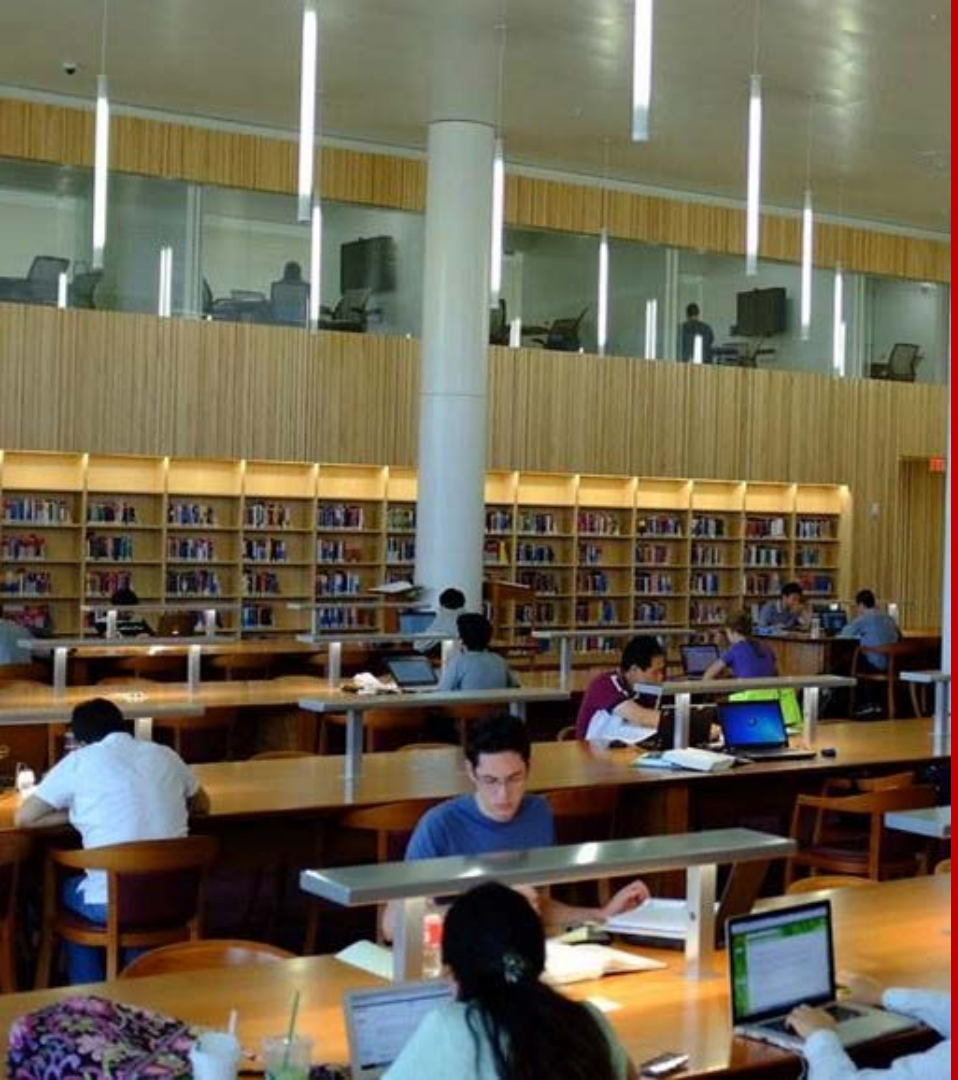
Tip #1: Cultivate Internally

- Become best friends with librarians



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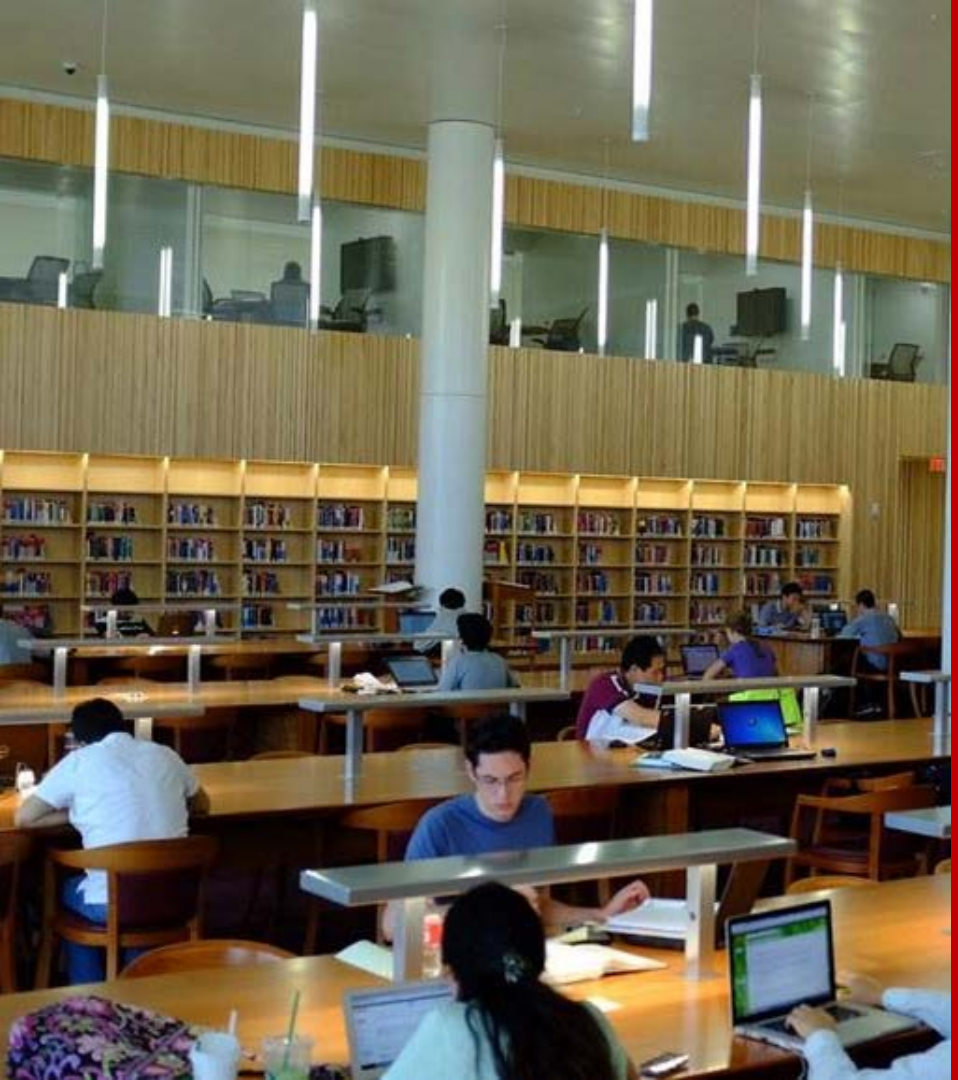
Tip #1: Cultivate Internally

- Become best friends with librarians
- Appreciate and Involve



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Tip #1: Cultivate Internally

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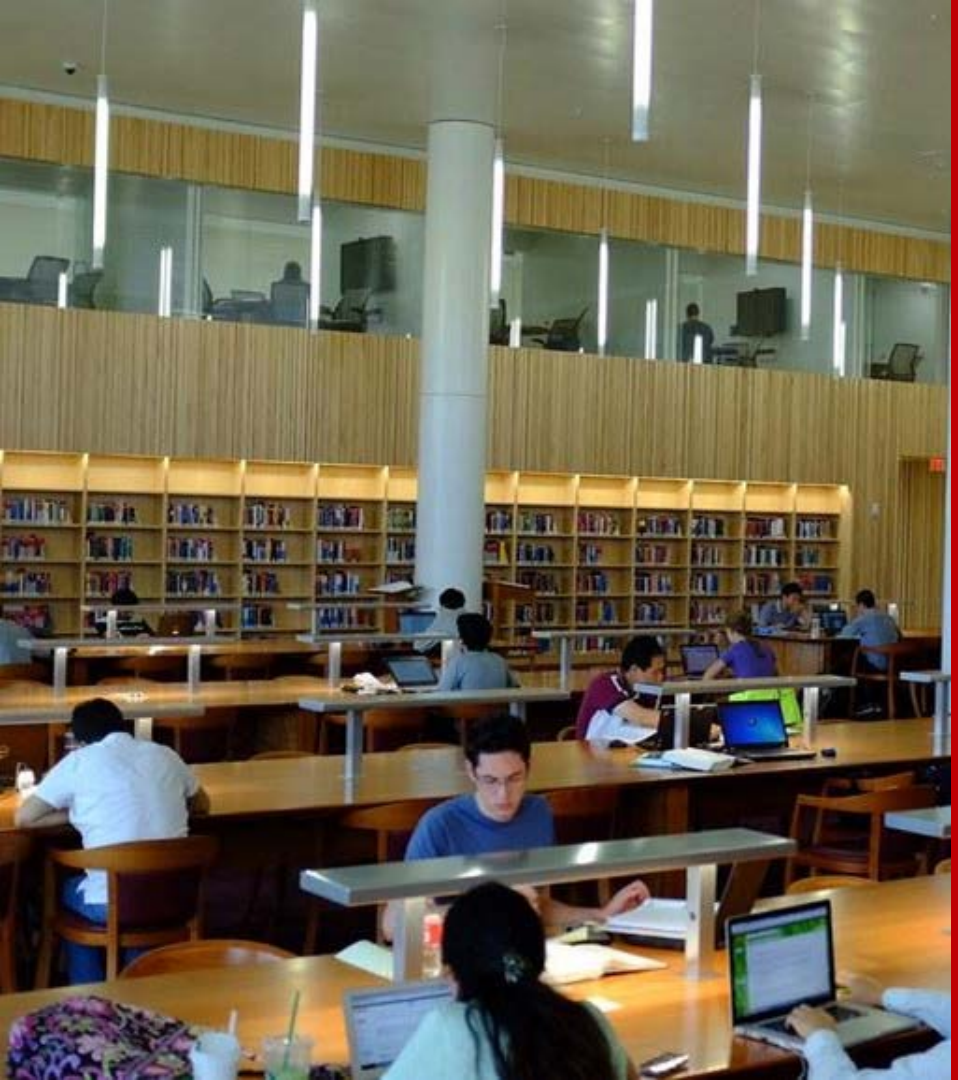
- Listen



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Tip #1: Cultivate Internally

- Become best friends with librarians
- Appreciate and Involve
- Listen
- Find partners

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Tip #2: Be Entrepreneurial

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- Play by the rules, but don’t depend on CFR

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Tip #2: Be Entrepreneurial

- Play by the rules, but don’t depend on CFR
- Build your board
- Start with small ideas, if necessary
- Market your strengths

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Tip #3: Speak their language

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Tip #3: Speak their language

- Diversity

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  - What companies are hiring?

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  - What companies are hiring?
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  - Who do they *wish* they were hiring?

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Tip #3: Speak their language

- Diversity
- Student Success
- Workforce Development
  - What companies are hiring?
  - Who are they hiring?
  - Who do they *wish* they were hiring?
  - How does that align with your priorities?

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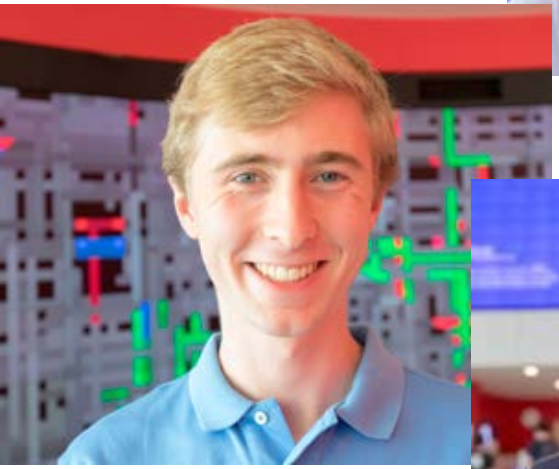
Case #1 - Small ideas, big gains



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Code + Art

NCSU Libraries Brings In Major Mellon Grant for Visualization

May 4, 2017

NC State has been awarded a $414,000 grant from the Andrew W. Mellon Foundation to support the advancement of tools and techniques for developing and sharing large-scale visual content for research.

Entitled "Visualizing Digital Scholarship in Libraries and Learning Spaces," the project aims to continue the NCSU Libraries' pioneering work with large-scale, research visualization technologies. According to Greg Raschke, Associate Director for Collections and Scholarly Communication at the Libraries and one of the project's principal investigators (PI), in order to move forward with this work, two issues need to be addressed: "One, the absence of a community of practice of scholars and librarians who work in

UPCOMING EVENTS

MAY 23 — Read Smart Book Discussion — Hag-Seed by Margaret Atwood
7:00pm to 8:00pm

JUN 3 — XSEDE HPC Summer Boot Camp
11:00am to 5:00pm

JUN 6 — Flying with Pandas and Walking in Space: Pushing Boundaries Towards a Better Planet
6:00pm to 7:00pm

JUN 13 — Neurodiversity and the Workplace - A Conversation with Dr. Nancy Doyle
7:00pm to 8:00pm

more events →

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Case #2 - Board connections

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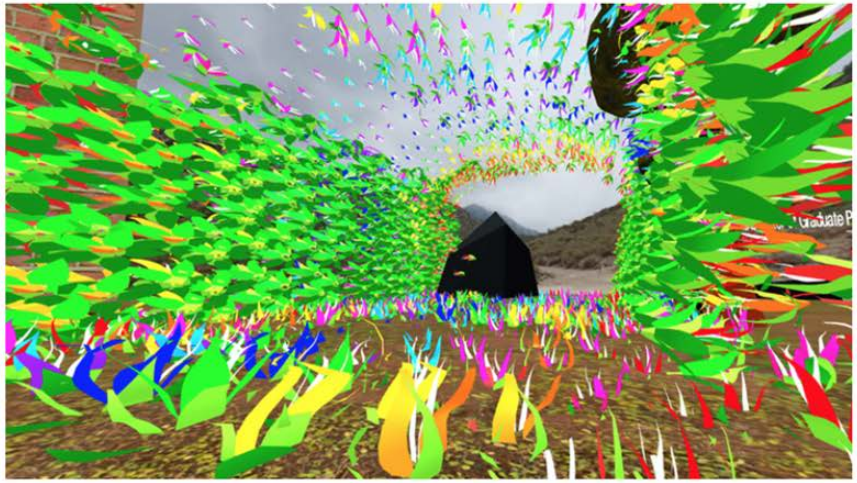
Pentair Fellow wins ASPB grant for plant biology VR

October 5, 2018



Former NCSU Libraries Pentair Fellow Colin Keenan has received a grant of $44,000 to develop learning experiences in virtual reality (VR) related to plant biology and photosynthesis. The grant is from the American Society of Plant Biologists (ASPB) in their Plant Biology Learning Objectives, Outreach Materials, and Education (Plant BLOOME) grant program.

The grant will allow Keenan, who recently completed a Masters in Plant Biology and has been hired at the Libraries as a University Library Technician, to continue work and use skills he has learned by virtue of having access to the Libraries' VR Studio and 3D Scanning equipment. As a library user, Keenan began 3D scanning seeds from the Plant Biology department's vast collection, perfected those skills as a Pentair Fellow, went on to learn various VR platforms as a way of displaying his collections of scans, and finally prototyped VR animations related to plant biology. His work has been supported by Libraries Fellow Pete Schreiner, the VR Studio, and another Pentair Fellow, Shadrick Addy, who works on VR projects under Schreiner.

UPCOMING EVENTS

MAY 18 — Campus Art Tour
10:00am to 12:00pm

MAY 23 — Read Smart Book Discussion — Hag-Seed by Margaret Atwood
7:00pm to 8:00pm

JUN 3 — XSEDE HPC Summer Boot Camp
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JUN 6 — Flying with Pandas and Walking in Space: Pushing Boundaries Towards a Better Planet
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more events →

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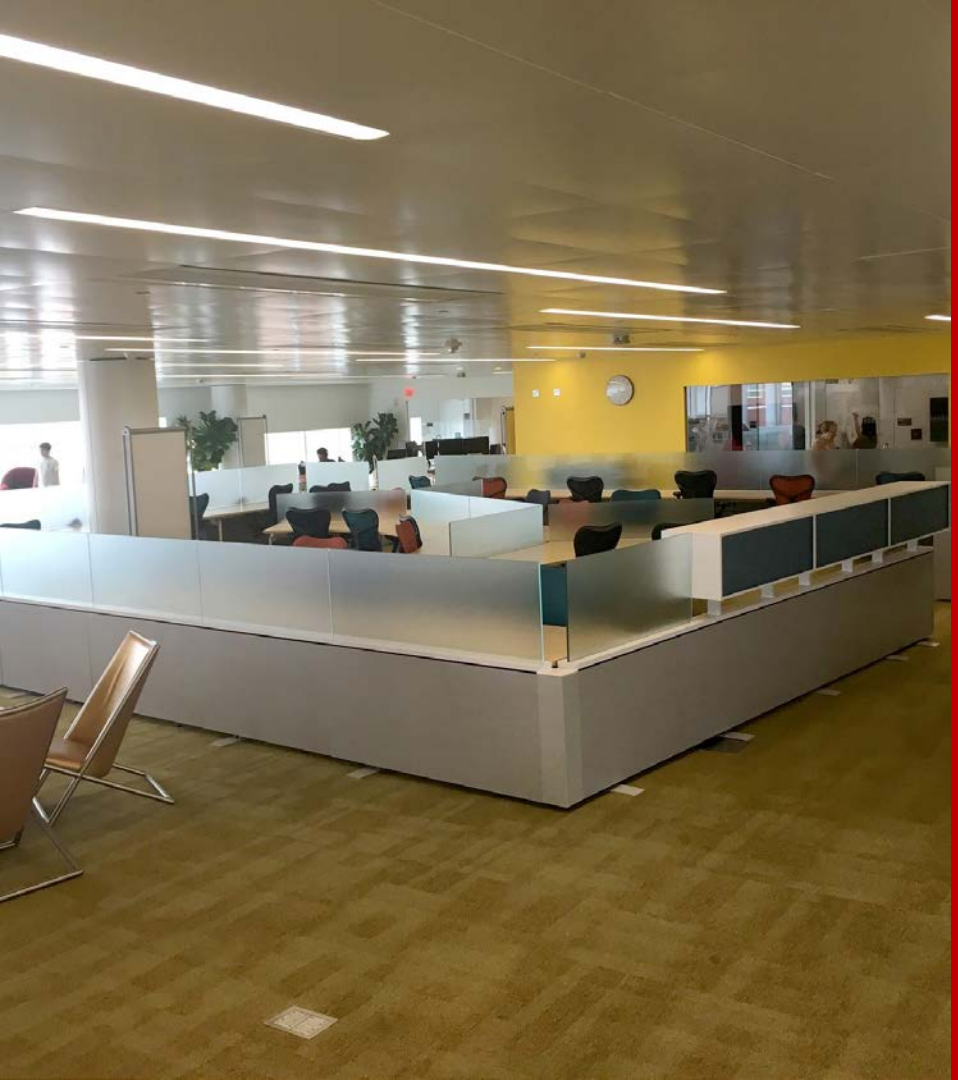
Case #3: A transformative space



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The Dataspace at the Hunt Library

A centralized space where students and researchers across disciplines can access specialized tools and technology, participate in workshops, and engage with experts

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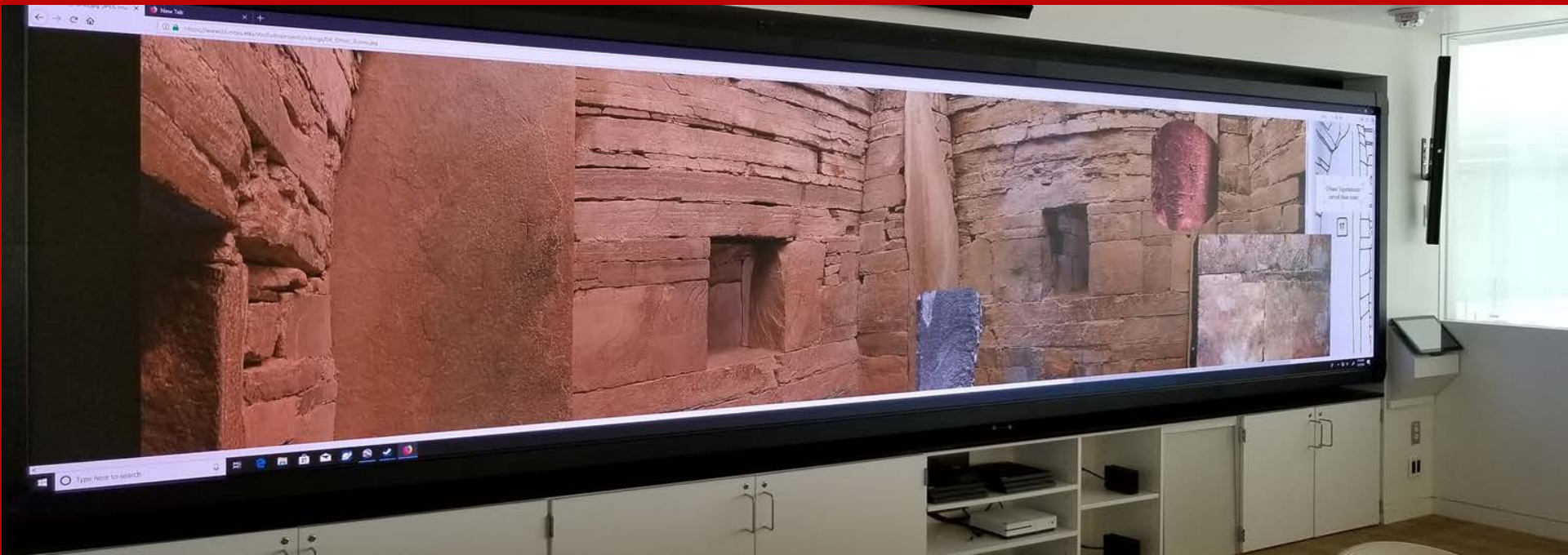
Refreshed Hunt Library Game Lab



Sample Language (Why the Libraries?)

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With over 400 workshops offered each year, the NCSU Libraries serves as NC State's technology incubator, developing programming that often takes semesters to appear in standard course curriculum.

NCSU Libraries' staff, including research librarians and technology specialists, serve as campus liaisons, connecting the Libraries spaces, services, programs, and priorities to the needs of students, faculty, and researchers.

The Libraries is uniquely positioned and up to the challenge of providing the campus community access to emerging technologies and instruction in using these new resources. The technology-rich learning spaces in the libraries have significantly enhanced the student experience by providing democratic access to hands-on digital learning and creation activities.

By creating access to high-tech spaces and enabling their integration into curricula and workshops, the Libraries will provide new and enriching opportunities for students to explore big data, build innovative and immersive presentations, and utilize research computing capacity.

Sample Language (Diversity)

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This event series leverages the Libraries’ position at the heart of the NC State campus, and its commitment to democratic access, diversity, and inclusion, to empower non-traditional users of our technology spaces.

As a land grant institution, NC State serves diverse communities, including rural and poor urban areas in which students lack the opportunities and access to technology that have benefited many of their peers. The Libraries' workshops, offered frequently and at no cost, help to level the playing field, reduce deterrents to pursuing STEM fields, and contribute to higher student success rates.

Sample Language (We train your future employees)

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The 2019-2020 Pentair Fellows will develop curriculum for, and teach, a new set of NCSU Libraries' workshops using hands-on experiences in technology, coding, data science, and artificial intelligence. Aimed at undergraduates, these workshops will be free to students and will be aimed at lowering the barrier to entry to emerging tools and technologies like Python, R, natural language processing software, cloud platforms for working with big data, Internet of Things, 3D printing, and virtual and augmented reality.

Yet there is a fundamental disconnect between colleges and employers, which threatens US competitiveness on the global stage. It is clear that higher education must provide students with the resources to succeed in a data-driven future, through instruction, training, and tools for experimenting. NC State University has responded to this demand through formal degree programs, such as a Master of Science of Analytics, the creation of the Data Science Initiative, and an increased emphasis on data science within other academic programs. However, **the need remains for centralized spaces where students and researchers in all fields can engage with data science tools, participate in workshops, hone their presentation skills, and experiment with leading technologies.**

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Questions?

Comments?

Your success stories?