



MURRAY STATE
UNIVERSITY

Murray State's Digital Commons

ALADN: Academic Library Advancement and
Development Network 2019 Conference

ALADN 2019 - Louisville KY

Into the Great Unknown: crisis communications and fundraising after a disaster

Darchelle Martin

Kansas State University, martin05@ksu.edu

Lori Goetsch

Kansas State University, lgoetsch@ksu.edu

Follow this and additional works at: <https://digitalcommons.murraystate.edu/aladn2019>

Martin, Darchelle and Goetsch, Lori, "Into the Great Unknown: crisis communications and fundraising after a disaster" (2019).

ALADN: Academic Library Advancement and Development Network 2019 Conference. 11.

<https://digitalcommons.murraystate.edu/aladn2019/2019/Presentations/11>

This Presentation is brought to you for free and open access by the Conferences & Special Programs at Murray State's Digital Commons. It has been accepted for inclusion in ALADN: Academic Library Advancement and Development Network 2019 Conference by an authorized administrator of Murray State's Digital Commons. For more information, please contact msu.digitalcommons@murraystate.edu.






Into the Great Unknown: Crisis Communications & Fundraising After a Disaster

Lori Goetsch, Dean of Libraries

Darchelle Martin, Public Information Officer

Kansas State University Libraries



 Reply  Reply All  Forward

Tue 5/22/2018 4:34 PM

 **K-State Alerts** <alerts@k-state.edu>

Hale Library fire

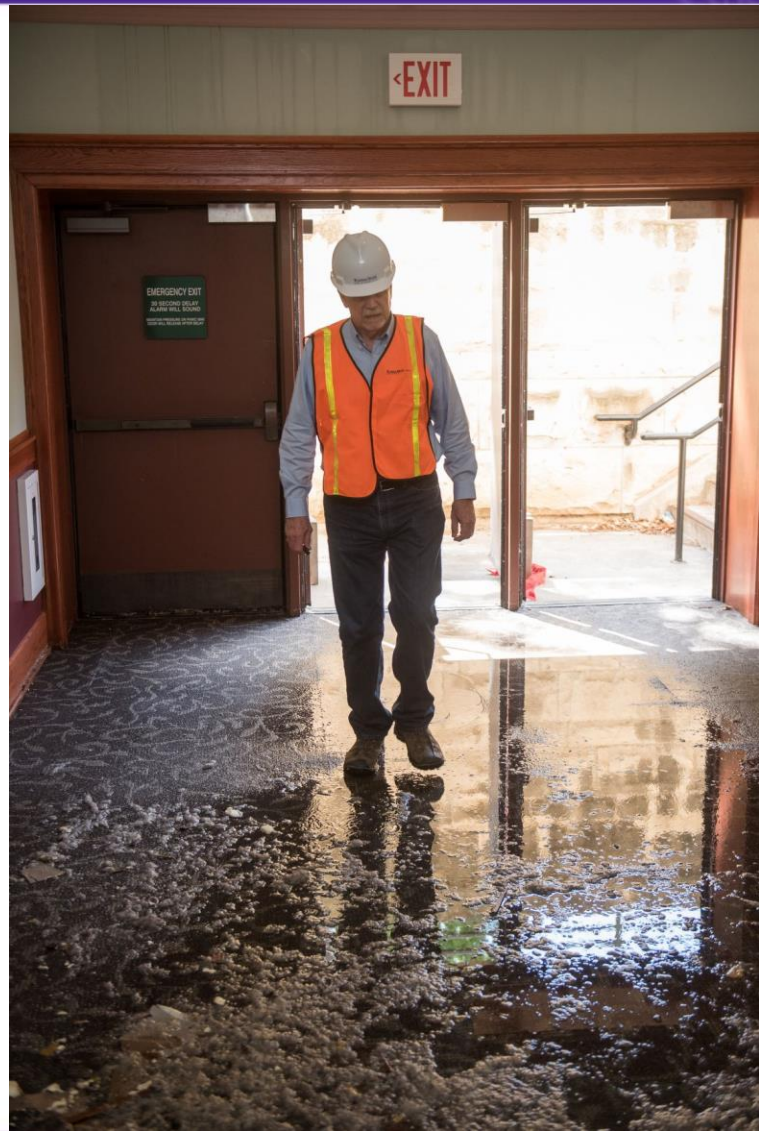
To **K-State Alerts**

K-State Alerts: Fire crews have responded to a call at Hale Library. Smoke was reported and the building has been evacuated. Please stay clear of the area.



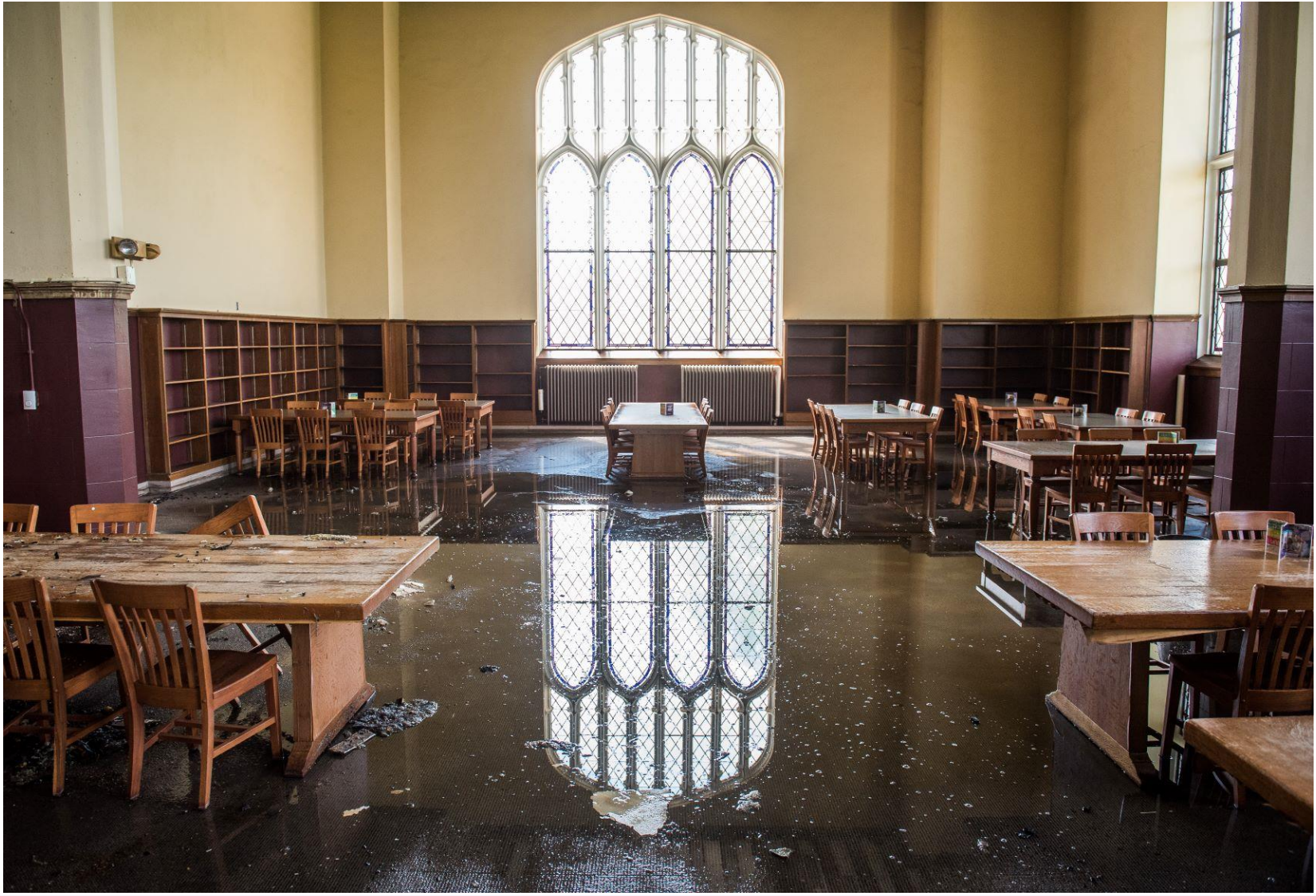




















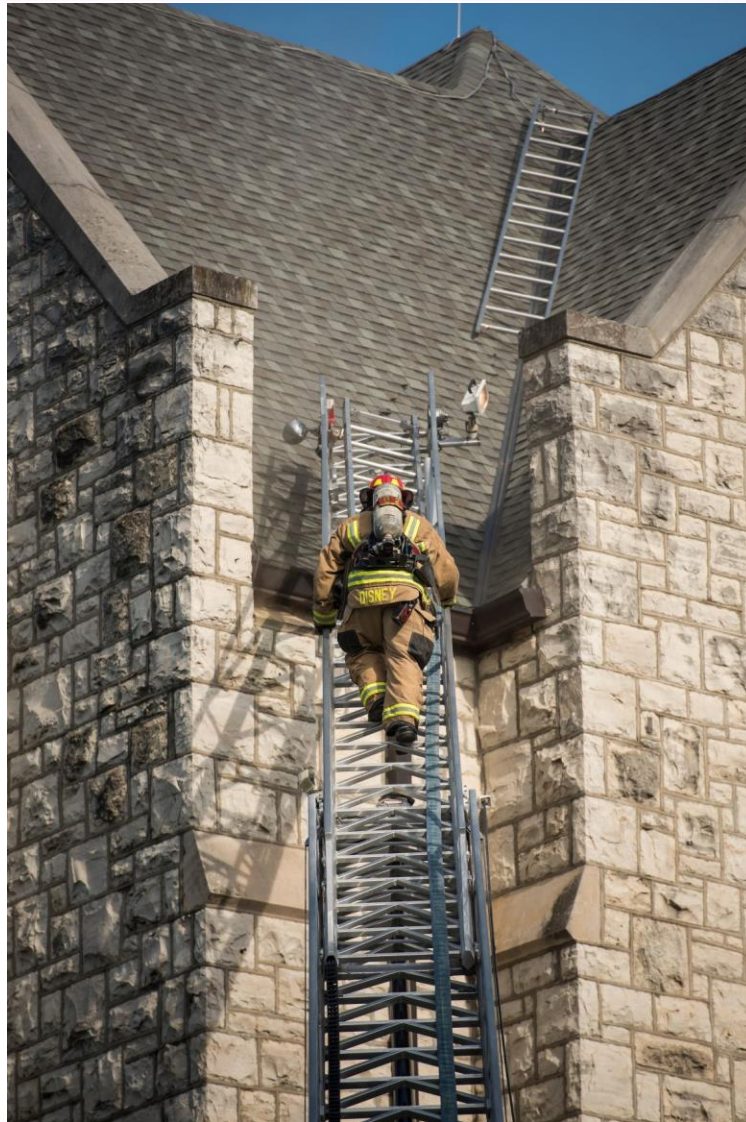
















FEBRUARY 16, 1862



BELFOR
PROPERTY RESTORATION



**National
Disaster
Team**



MW28

FIRE • WIND • WATER 24 Hour Emergency service (800)856-3333 www.belforusa.com

**KANSAS STATE
UNIVERSITY**

Libraries























Communication Challenges

- Crisis communications protocol
- Enrollment concerns
- Lack of information & changing landscape
- Misconceptions about insurance coverage
- Timing and outward appearance

Fundraising Challenges

- Previous renovation plan donors
- Misconceptions about insurance
- No fundraising goal
- No development officer
- Inflexible fundraising model
- Limited timeline/Stacked timeline

Hale Library: The Next Chapter



Home

About this Blog

It will be a long process to bring Hale Library back from the May 22, 2018, fire. Get updates here as we work to write the next chapter.

For information about changes to K-State Libraries' and IT Services' offerings, staff locations and more, visit the Hale Library Recovery Plan website.

Help for Hale

Support fire damage recovery for Hale Library.

Kansas State University Libraries

libcomm@k-state.edu

After the Hale Library Fire: What's past is prologue

Posted on June 19, 2018 by Sarah McGreer Hoyt

It started shortly after 4 p.m. on Tuesday, May 22.

Alarms went off in Hale Library. Employees reported smoke.

The building was safely evacuated, and emergency personnel from the Manhattan Fire Department, Riley County EMS, Fort Riley, Blue Township and others responded.



Subscribe by Email

Completely spam free, opt out any time.

ex. someone@mydomain.com

I'm not a robot

reCAPTCHA

[Privacy](#) - [Terms](#)

Subscribe

Recent Posts

- [Building update, week 51](#) May 15, 2019
- [Finals week, when we were all in Hale together](#) May 8, 2019
- [Does this rusty stapler spark joy?](#) May 3, 2019
- [On the job site with Hutton Construction](#) April 26, 2019

Hale Library: The Next Chapter

After the Fire: Where are they now?

Posted on June 28, 2018 by Emma Faye McLaren



Academic services librarians for humanities, fine arts, social sciences, business, education and instructional design are located in 2001 Business Building.

“

I like windows and natural light. I like to feel like I'm not in an enclosed space.

**Carlie Thompson, junior,
Speech Pathology**

“

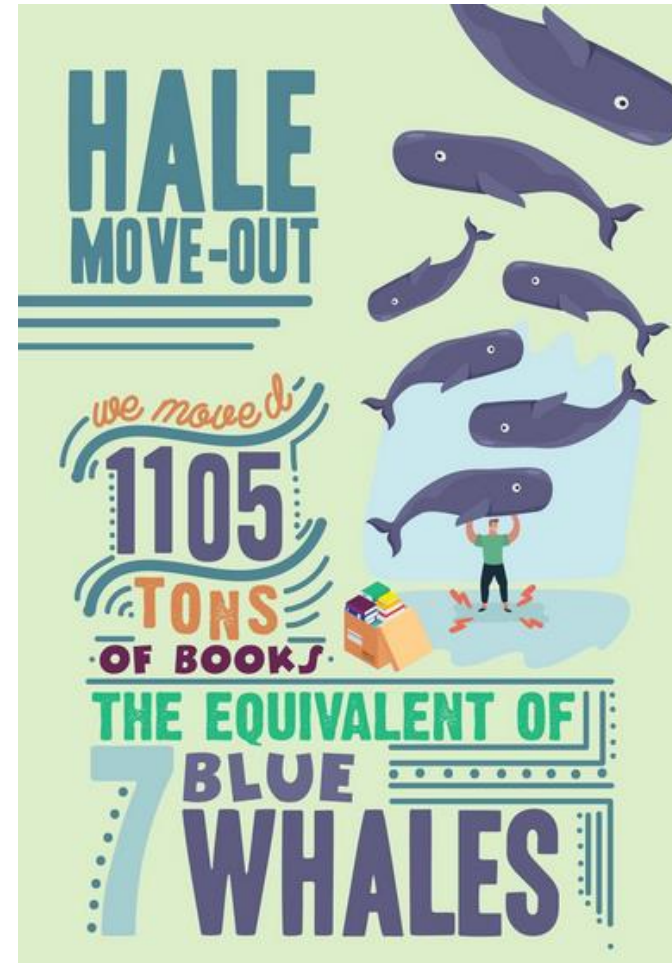
And we definitely need outlets.

**Kaitlyn Kuhl, junior,
Speech Pathology**



Hale Library spaces were repurposed multiple times over the years. In the most recent iteration, the first and second floors of Historic Farrell Library housed collections and office cubicles. That meant that the larger K-State community rarely had the opportunity to appreciate the gorgeous natural light and architectural details in those spaces.

Hale Library: The Next Chapter



Hale Library: The Next Chapter

“Thank for the continuous updates! I am no longer on campus, but as a recent Alum have been very interested in the progress of Hale’s recovery. The staggering amount of damage and work thus far to bring Hale back has been amazing to follow through this blog.”

“Thanks for this “illuminating” visual of the enormity of the labor of love by so many individuals dedicated to restoring Hale Library to its ultimate grandeur. Your efforts are an inspiration to all K-Staters and certainly supports the KSU Foundation’s slogan of “Boldly Advancing K-State Family.”



Strategic Communications Plan

1. Out of devastation, an opportunity awaits
2. We're still here
3. Use Interlibrary Loan

TACTICS

Tactic	Due Date	Project Lead	Status
Statement for K-State Syllabi	Aug. 1	Libraries	Completed
Text for K-State Online	Aug. 8	IT	Completed
Construction fence wrap	Aug. 1	DCM	Completed
Powerpoint Template: for use in presentations	Aug. 3	Libraries	Completed
Housing & Dining Services staff presentation	Aug. 3	Libraries	Completed
New Hale Website	Aug.	Libraries/IT	Completed
Online Map: Study Locations	Aug. 6	iTAC	Completed
K-State Today: Special Student Edition	Aug. 8	DCM	Completed
K-State Today: Faculty Update Before School	Aug. 8	DCM	Completed
Local media visit	Aug. 9	DCM	Completed



GET YOUR HALE T-SHIRT TODAY!





The Results – We're Still Here

- You can't duplicate what the library is and what it does
- Losing the library did not pass the scream test

The Results - Fundraising

Pre-fire amount:

\$3.4M

Post-fire amount to date:

\$6.8M

Help for Hale fund:

\$238,000 from 757 gifts

The Results - Fundraising

589

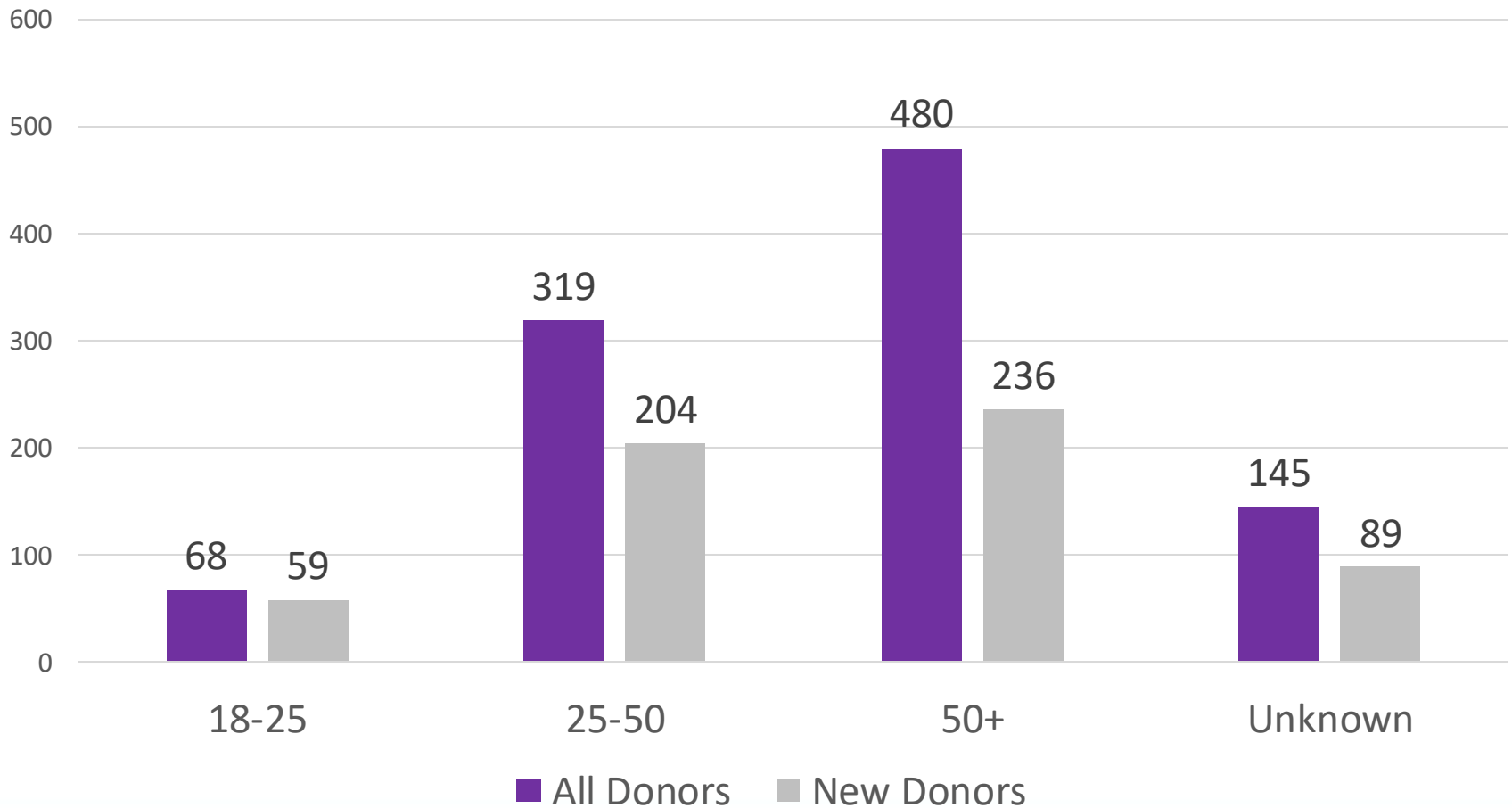
New Library Donors

The Results - Fundraising

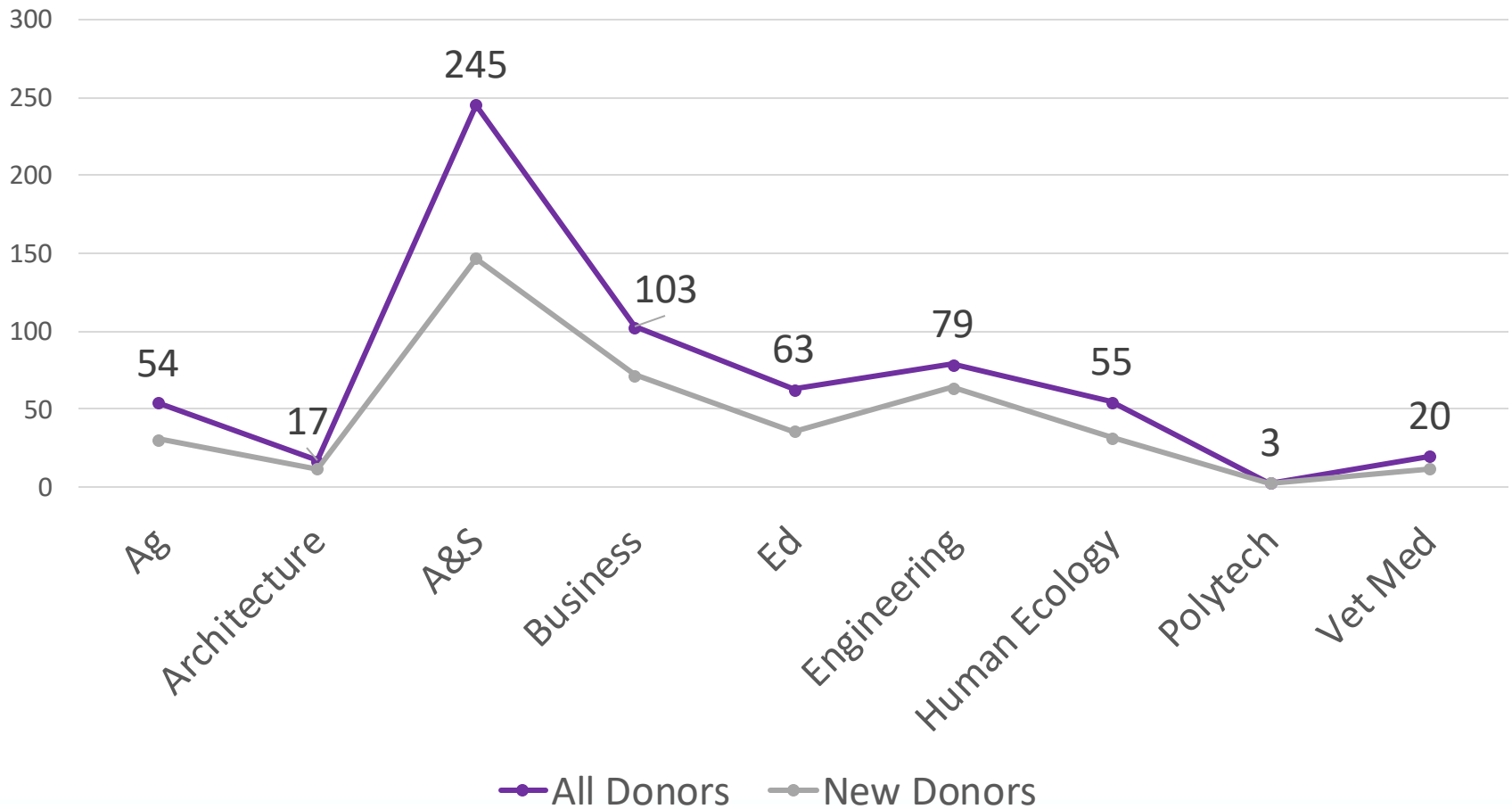
12

**Former Student
Employees**

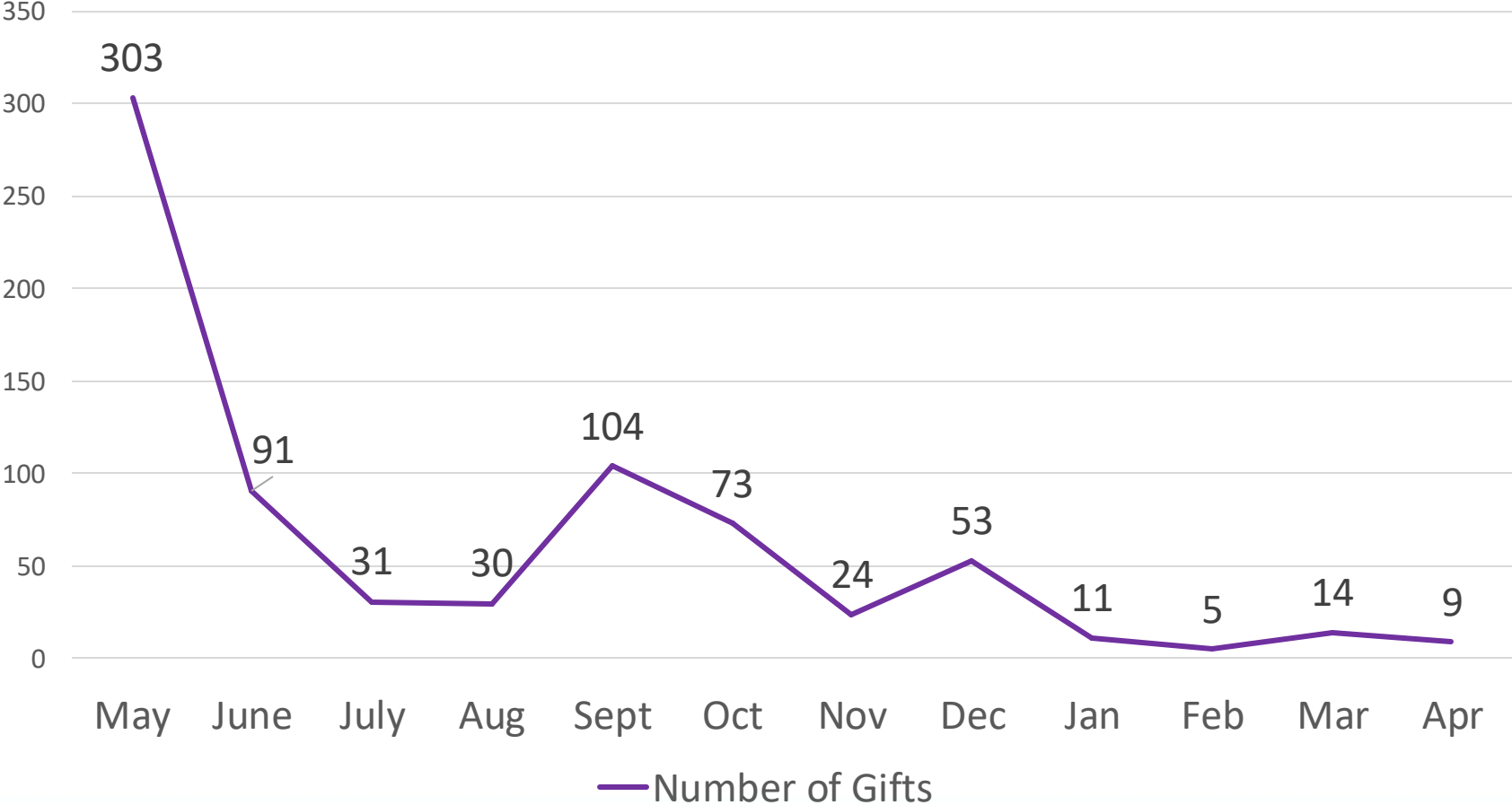
Donors by Age Group



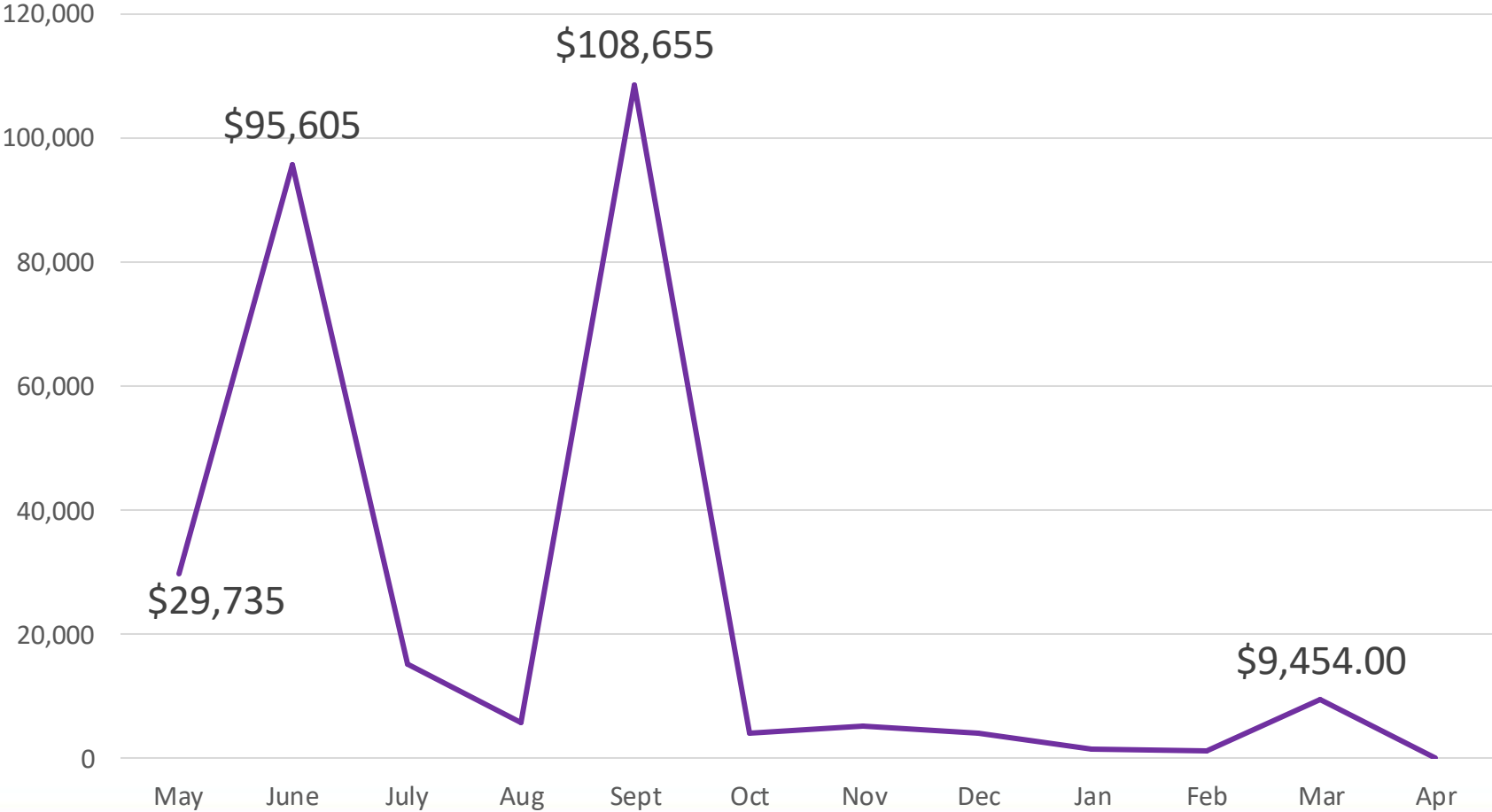
Donors by College



Gifts by Month



Gifts by Month





HALE LIBRARY

RENOVATION TIMELINE



FALL 2019

Portions of first floor complete



SPRING 2020

Second and fifth floor complete



FALL 2020

Third and fourth floors complete



LATE 2020/EARLY 2021

Historic Farrell Library, all floors complete



Questions?