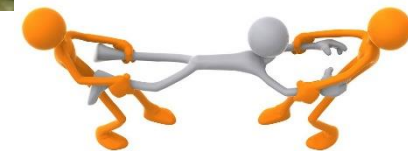

Library Development 4.6: Geometric Nonlinearity

(How stable are your cables?)

KARLENE NOEL JENNINGS, MSLIS, PHD, CFRE
ALADN 2018 PRE-CONFERENCE
20 MAY 2018

Library Development 4.6: Geometric Nonlinearity

- connecting sides across changing planes
- cables are strong, yet adjust with conditions
- how stable are your cables?

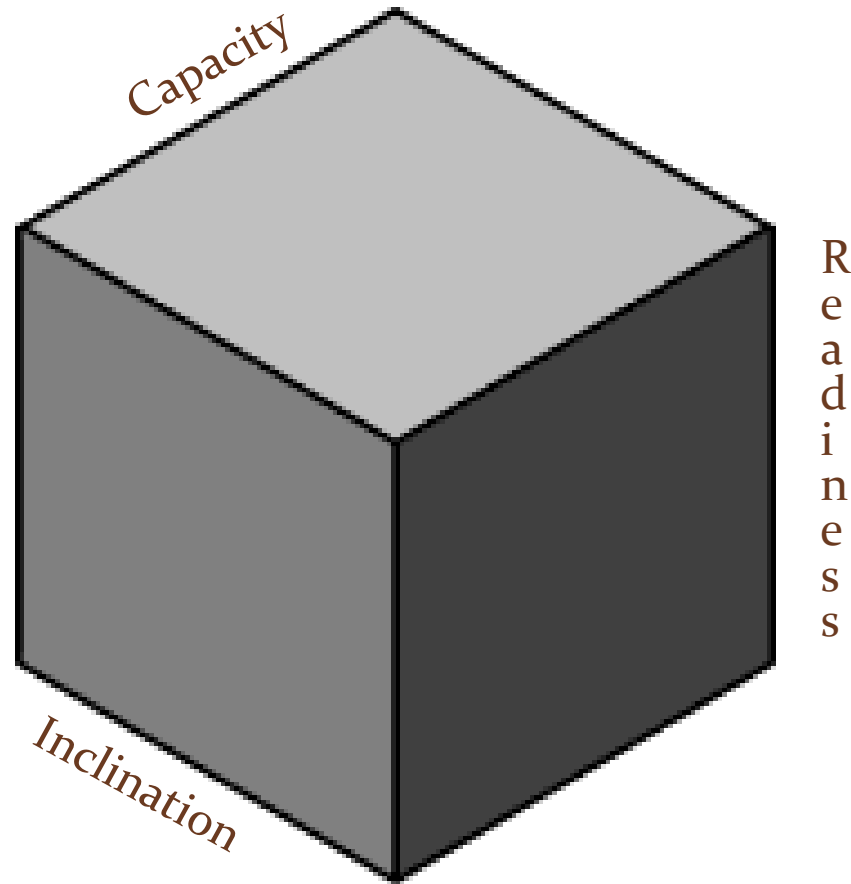


Bucking the Trends and
Spurring Philanthropy

Geometric Nonlinearity

Karlene Noel Jennings

Why the $\&\$^{*}(\#$ are we talking about math??!



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Pieces of pie



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_____ was not built in a day...

...yet _____ was destroyed in one day!

- Building blocks
- Trust
- Be authentic
- Be YOU!
- Line in the sand!
- L-I-S-T-E-N to stories!
- Learn to love (or at least like)
- Involve
- Supply and self-disclose; silence
- Transition(s)
- Engage and elevate ethically!
- No!



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...



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Yet I need to know: (fill in the blank)!



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Library Development Basics 101



Library

- Not just books!
- Who are the experts?
- Active listening!

Advancement

- Not just money!
- Who are the experts?
- Active listening!



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Strengthen your cable!!!

Now go
find the
answers!

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Academic Library basics...

- Set a google alert!
- Subscribe to daily news alerts from ALA and others...
- OER
- Privacy
- Net neutrality
- Copyright & Scholarly Communication
- Intellectual Freedom
- Databases are NOT free
- Information literacy & fluency
- Makers spaces



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ASK!

- To attend meetings (if you don't)
- Questions about your strategic plans/strategic direction
- Questions when you do not know!
- What is “special” about your Special Collections?
- What librarians are working on/ and whom they are working with!
- What they do NOT need!
- For contact reports!
- As far in advance as you can!

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Academic Advancement basics...

- Set a google alert!
- Subscribe to news alerts from Chronicle of Higher Education/Philanthropy and CASE
- Not all development work is the same...
- Privacy
- Prospect clearing/management standards
- DAFs, CRUTs, CGAs, etc.
- Not every project is fundable
- Specialists in Corps/Founds and Gift Planning (and other areas) exist on your campus



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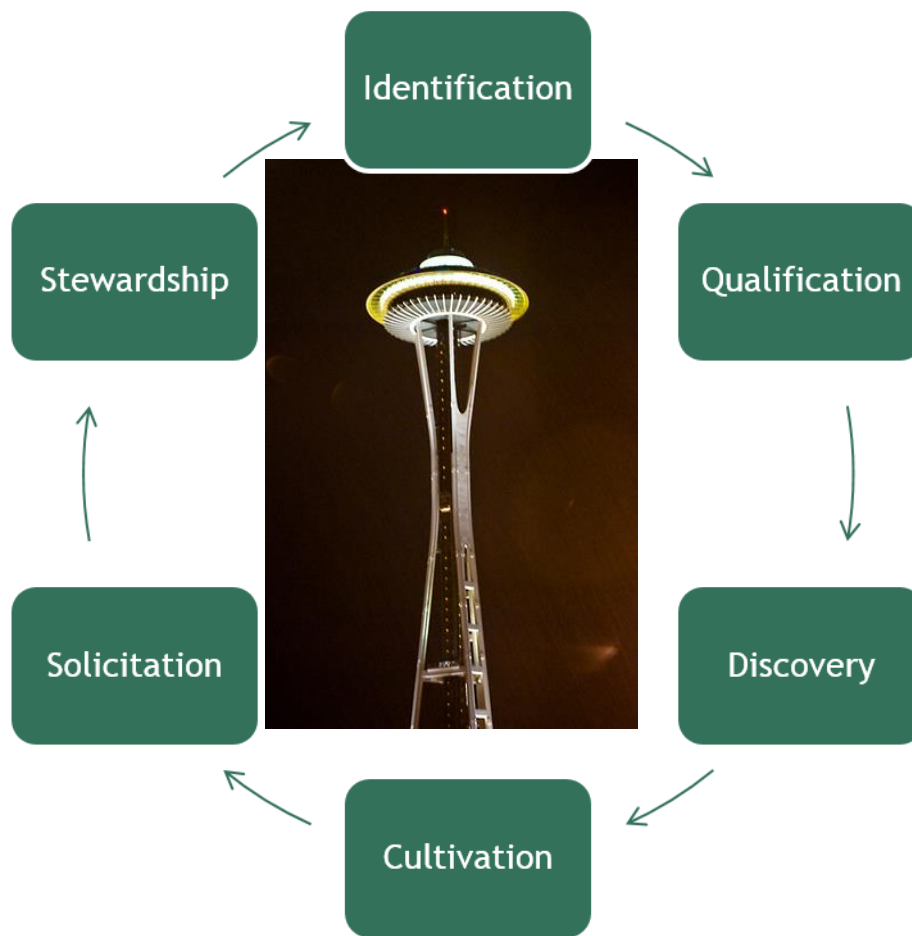
Geometric Nonlinearity

ASK!

- What prospects do I have access to?
- Where are the planned giving/gik files?
- What counts as a gift?
- What is the endowment payout rate?
- What current use and what endowment funds do we have?
- What colleagues are working on/ and whom they are working with!
- What they do NOT need!

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Donor cycle, pyramids, and pipelines...



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Geometric Nonlinearity

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A crucial step: you must ask!!

- Remember “No!” is not “bad!”
- NOT asking is worse than receiving a “No!”
- No could be because of:
 - the amount
 - the timing
 - the project

Try not to take the rejection personally!



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It Is Well with My Soul
VILLE DU HAVRE

Philip P. Bliss, 1876

Horatio G. Spafford, 1873

1. When peace, like a riv - er at - tend - eth my way,
2. Though Sa - tan should buf - fet, tho' tri - als should come,
3. My sin - O the bliss of this day when the faith shall be sight,
4. And, Lord, haste the day when the faith shall be sight,

When sor - rows like
Let this blest as -
My sin - not in
The clouds be rolled

sea - bil-lows roll; What - ev - er my lot, Thou hast taught me to say, "It is
sur - ance con - trol; That Christ has re - gard - ed my help - less es - state, And hath
part but the whole, Is nailed to the cross and I bear it no more, Praise the
back as a scroll, The trump shall re - sound and the Lord shall de - scend, "E - ven

well, it is well with my soul." It is well - It is well
shed His own blood for my soul.
Lord, praise the Lord, O my soul!
so" - It is well with my soul.

soul, with my soul, It is well, it is well with my soul.

Transitions

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Closing Thoughts and Questions

- How did you like my story?
- What details did you recall?
- A key point: we never know when people may share pertinent information... pay attention!

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