

CUE THE COUNTDOWN

Launching a fundraising
campaign in less than
12 months

SWEM LIBRARY
WILLIAM & MARY LIBRARIES



PRESENTERS



CARRIE COOPER

DEAN OF UNIVERSITY LIBRARIES



KIMBERLY SEPAR

**DIRECTOR OF DEVELOPMENT AND
EXTERNAL RELATIONS**



TAMI BACK

**ASSOCIATE DIRECTOR OF STRATEGIC
COMMUNICATIONS AND OUTREACH**



A LITTLE ABOUT
OUR UNIVERSITY



W&M



PUBLIC
IVY

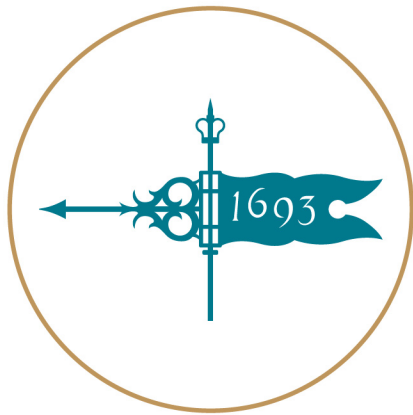


W&M
LIBRARIES

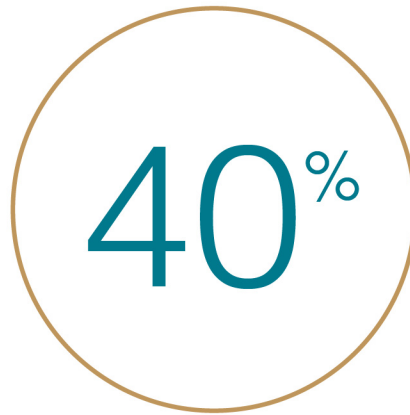
FOR THE BOLD CAMPAIGN VIDEO

An aerial photograph of a university campus, heavily forested with green trees. Several large, multi-story buildings with dark roofs are scattered throughout the scene. A large, open green field is visible in the middle ground. The entire image has a uniform blue color overlay.

OVERVIEW OF UNIVERSITY CAMPAIGN



Strengthen Alumni
engagement



Achieve 40% alumni
participation



Raise \$1 billion

3 PILLARS



1

2

3

WHERE GREAT MINDS MEET

\$580 million

MAKING THE REMARKABLE

\$320 million

PASSION FOR IMPACT

\$100 million



LIBRARIES RESPONSE AND EXECUTION



WHERE GREAT MINDS MEET

\$8.5 million

MAKING THE REMARKABLE

\$16.5 million



Create a Establish the Swem

[1] Deleted Tami Back 9/10/15 16:31

Create a Establish the Swem

Changes to Swem campaign brochure

(2) Deleted Jennifer Wall 9/1/15 12:39

PDF Page 1

- Increase font for Carrie's message Jennifer Wall 9/1/15 12:39
- For the Bold section – Is this “as is” or do you need additional text from us? Jennifer Wall 9/1/15 12:39

PDF Page 2 (changes/additions in red)

Pillar I: Where Great Minds Meet | \$10 million

STUDENT SUPPORT | SCHOLARSHIPS

Undergraduate Support | \$2 million

Establish funds for student employment and Special Collections Research Center student assistantships. The establishment of funds to supplement student employment around the libraries is critical as public resources continue to decrease. Minimum gifts of \$25,000.

Graduate Students and Post-Doc Students Support | \$750,000

Establish Post-Doc Fellowship opportunities in Special Collections and Digital Services or the Special Collections Research Center, which provide hands-on archive and library experience.

Professional Positions / Archivist / Professional Positions | \$5.5 million

Establish the Deanship of the library and the Burger Archivist and University Archivist position to support ongoing library and university initiatives with an emphasis on the research and collections spotlighting anniversary events and other university milestones.

Establish the Swem Student Employment Fund. Swem Library is one of the largest employers of student employees on campus. Student employees are critical partners in the success of library operations. They help staff the service points, deliver materials to faculty and staff on campus, shelve the books, and work on special projects in all departments. The establishment of endowment funds to supplement student employment around the libraries is critical as state and federal resources to fund student employment continue to decrease. Minimum gifts of \$25,000. Campaign Goal: \$1 million.

Establish funds for Special Collections Research Center Student Assistantships to support the behind-the-scenes work necessary to digitize and process collections. The assistantships are unique opportunities for students to gain hands-on experience working with primary sources and one-of-a-kind documents and artifacts. Minimum gifts of \$25,000. Campaign Goal: \$1 million.

Establish Post-Doc Fellowship opportunities in Special Collections and the University Archives to support ongoing library and university initiatives with an emphasis on the research and collections spotlighting anniversary events and other university milestones.

WILLIAM & MARY



For the Bold: The Campaign for William & Mary Libraries Campaign Priorities 2015 – 2020

Pillar I: Where Great Minds Meet \$10,000,000

STUDENT SUPPORT | SCHOLARSHIPS

Undergraduate Support | \$2,000,000

- Establish funds for student employment and Special Collections Research Center student assistantships. The establishment of funds to supplement student employment around the libraries is critical as public resources continue to decrease. Minimum gifts of \$25,000.

Graduate Students and Post-Doc Students Support | \$750,000

- Establish Post-Doc Fellowship opportunities in Special Collections and Digital Services or the Special Collections Research Center, which provide hands-on archive and library experience.

LIBRARY EXCELLENCE

Swem Make a Difference Fund | \$1,500,000

- Annual, unrestricted funds to support the operational general needs of the libraries.

Pillar II: Making the Remarkable \$15,000,000

ENGAGED LEARNING, INNOVATION AND COLLABORATION

A Studio for Teaching and Research | \$2,500,000

- The Studio will be a unique and signature workspace on campus to support their work, and will be home to the Center for the Liberal Arts, digital humanities research, and research, critical research, and research, critical research.

Research and Teaching Innovation Funds | \$2,000,000

- This fund would provide grants to librarians and faculty working on projects that embrace the intersection of technology and research, critical research, and research, critical research.

Building projects:

- Restore the Botetourt Theatre space and enhancing technical performance spaces. \$1.5 million
- Refresh Spaces for the Center for the Liberal Arts to provide ongoing support building maintenance, refresh, and repair student employment needs for new innovations.
- Create a green rooftop at Swem Library with a one-time gift of \$100,000.
- Enhance the outdoor spaces for the Center for the Liberal Arts, which provide hands-on archive and library experience.
- Create a Graduate Student Reading Room. One-time gift of \$100,000.
- Create a Collaborative Space for faculty and a home for the fellows that Swem Make a Difference Fund | \$1,500,000
- Annual, unrestricted funds to support the operational general needs of the libraries.

Digital showcase Publish:

- Create an online digital showcase for William & Mary alumni, faculty and community. Minimum investment of \$1 million.
- Fund (2) post-doc fellowships to support the 100th anniversary of the Center for the Liberal Arts. Minimum gift of \$100,000 each.

Archivist position
Additional professor

(\$1 million)
2 million.

Specialty
publish, and

PILLARS 1&2

W&M LIBRARIES PRIORITIES



1

WHERE GREAT MINDS MEET

Student Support

Undergraduate & Graduate
assistantships

Professional Librarian Leadership

Endowed positions, visiting scholars
& authors fund



2

MAKING THE REMARKABLE

Engaged Learning,
Innovation and
Collaboration

A Studio for Teaching and
Research and Innovation
Funds

Library Excellence

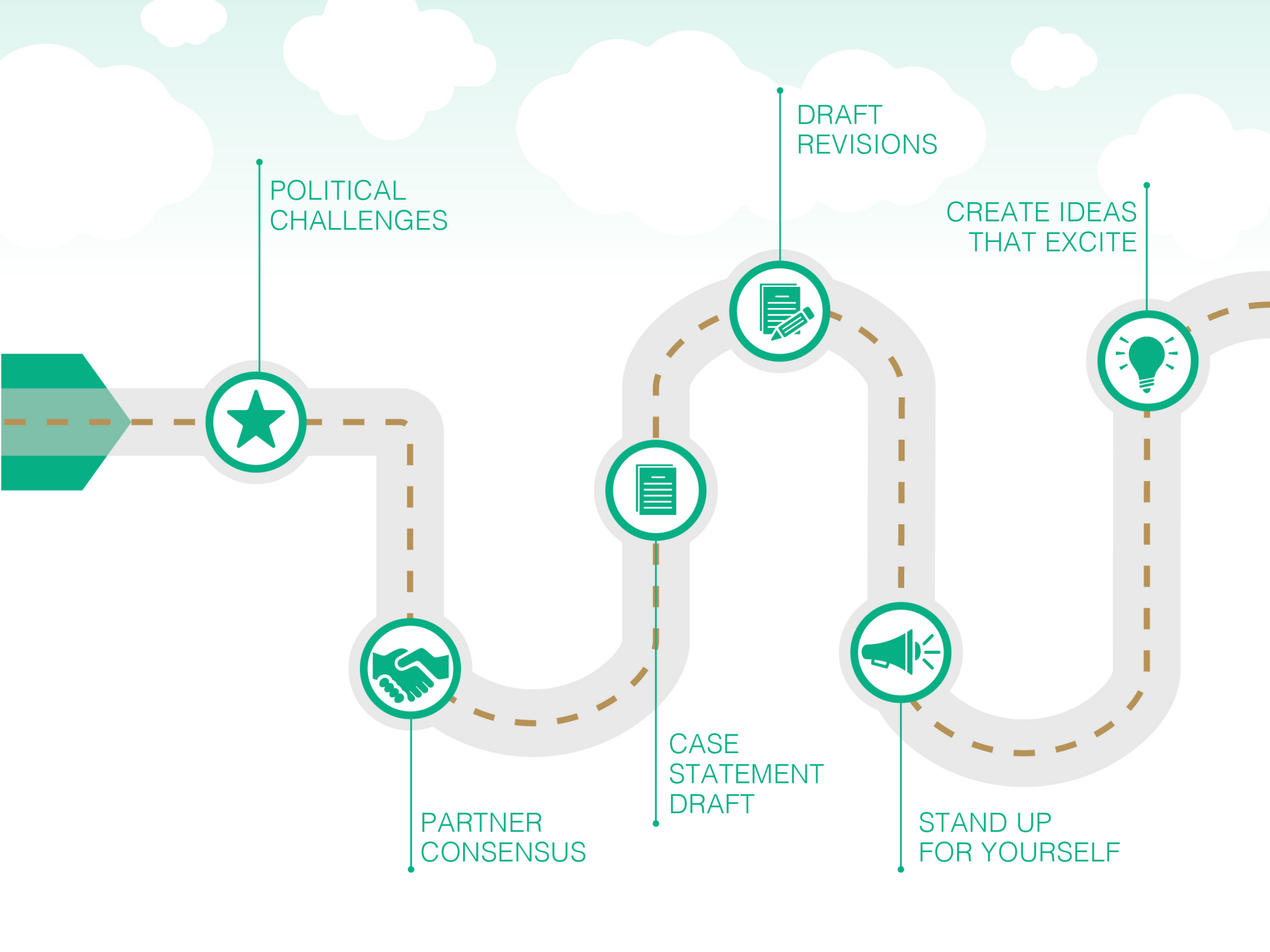
Collections, Digital Resources
and Collection Conservation

Buildings and
Facilities

Renovations and
enhancements

A green-tinted photograph of a golf course entrance. Two stone pillars with spherical finials frame a path leading to a green. The text 'CAMPAIGN ROADMAP' is overlaid in white.

CAMPAIGN ROADMAP



POLITICAL
CHALLENGES



PARTNER
CONSENSUS



CASE
STATEMENT
DRAFT



DRAFT
REVISIONS



STAND UP
FOR YOURSELF



CREATE IDEAS
THAT EXCITE

UNIVERSITY CASE STATEMENT DRAFT

Why does William & Mary push beyond the boundaries of what's known?

PILLAR II | Priority 2 | Innovation and collaboration

33

To break through the traditional barriers to knowledge.

Providing an education of the highest caliber requires more than access to information, advanced laboratories, state-of-the-art technologies, world-class facilities and a challenging curriculum. It also requires collaboration. Because many of the most pressing challenges of our age are complex and transcend disciplines, we must break down walls to pursue collaborative projects across schools and departments. And that is precisely what we are doing at William & Mary.

The Center for the Liberal Arts

With the adoption of the new COLL curriculum, William & Mary has recommitted itself to the liberal arts in the modern era. Through a set of specially designed courses, the university will take a fresh approach to connect and integrate knowledge in a way that broadens the mind and expands the vision of all undergraduates. The Center for the Liberal Arts provides the means to infuse fresh perspective and creativity into course development. The fellows involved in the center collaborate with each other and with faculty across campus to ensure that the university's intellectual community remains engaged in innovative learning that's focused on the relevant issues of our past, present and future.

The Studio for Teaching and Research

Located within the Earl Gregg Swem Library, the Studio will provide short- and long-term project space that fosters cross-disciplinary collaboration, curriculum innovation, experimental teaching and idea generation. This renovation offers an opportunity to redesign a 21st-century workspace to support the work of our faculty and to promote their interaction in a state-of-the-art academic environment.

“The new College Curriculum has sparked creativity and innovation in every intellectual level in Arts & Sciences, from the senior faculty to the entering class.”

—KATE CONLEY, DEAN OF THE FACULTY OF ARTS & SCIENCES; PROFESSOR OF FRENCH & FRANCOPHONE STUDIES



CASE STATEMENT REVISED

How will William & Mary lead the way in liberal arts education?

PILLAR II | Priority 2 | Innovation and collaboration

33

By pushing the boundaries of what's known.

The Center for the Liberal Arts and the Studio for Teaching and Research stand together to create a dynamic new partnership that nurtures creativity and interdisciplinary collaboration. Because many of the most pressing challenges of our age are complex and transcend disciplines, we must break down walls to pursue collaborative projects across schools and departments. And that is precisely what we are doing at William & Mary.

The Center for the Liberal Arts

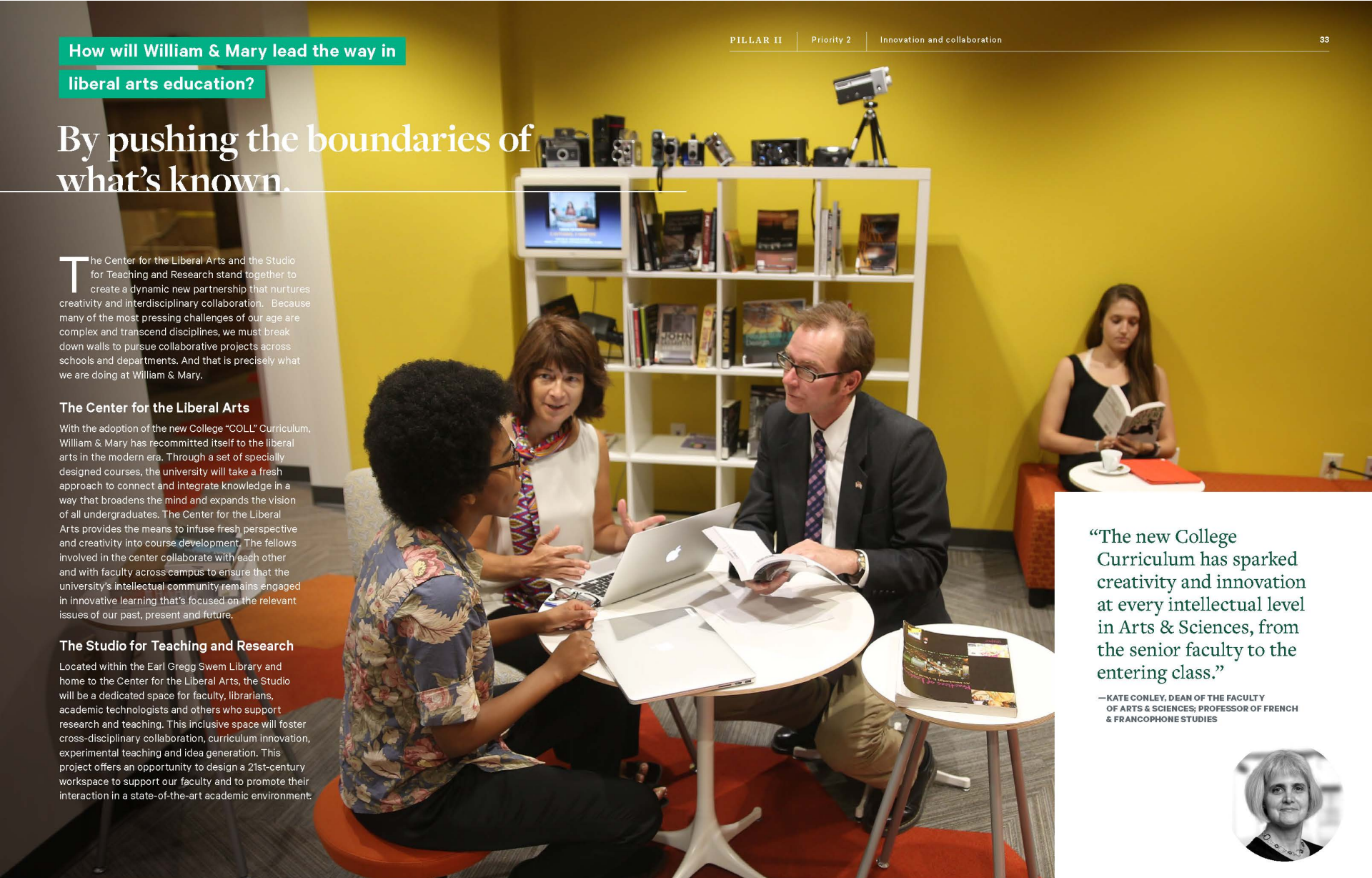
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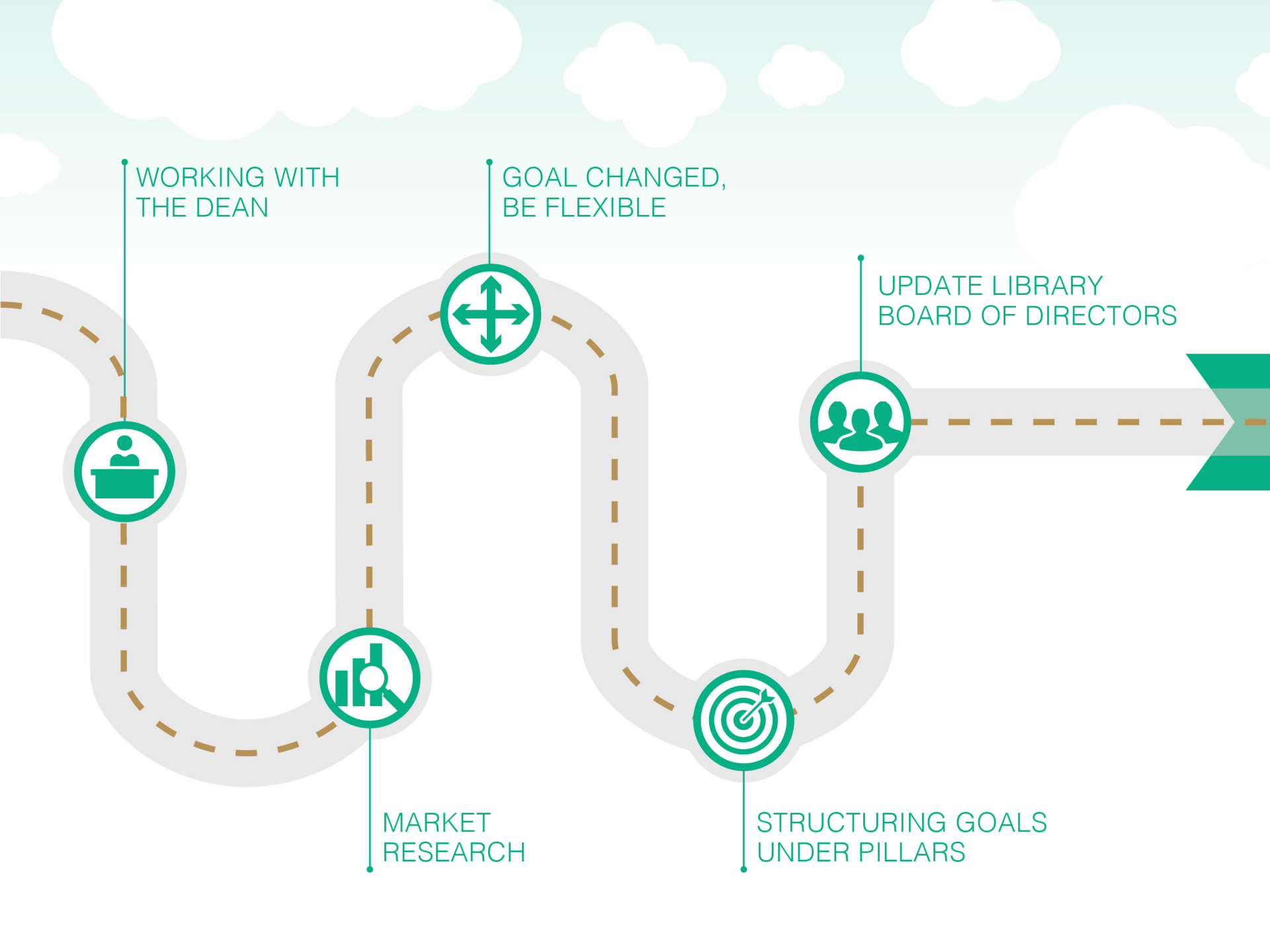
The Studio for Teaching and Research

Located within the Earl Gregg Swem Library and home to the Center for the Liberal Arts, the Studio will be a dedicated space for faculty, librarians, academic technologists and others who support research and teaching. This inclusive space will foster cross-disciplinary collaboration, curriculum innovation, experimental teaching and idea generation. This project offers an opportunity to design a 21st-century workspace to support our faculty and to promote their interaction in a state-of-the-art academic environment.

"The new College Curriculum has sparked creativity and innovation at every intellectual level in Arts & Sciences, from the senior faculty to the entering class."

—KATE CONLEY, DEAN OF THE FACULTY OF ARTS & SCIENCES; PROFESSOR OF FRENCH & FRANCOPHONE STUDIES





WORKING WITH
THE DEAN

GOAL CHANGED,
BE FLEXIBLE

UPDATE LIBRARY
BOARD OF DIRECTORS

MARKET
RESEARCH

STRUCTURING GOALS
UNDER PILLARS



HOW TO COMMUNICATE CAMPAIGN GOALS

CAMPAIGN BROCHURE



At William & Mary, the library is alive, and is the heart of the academic and social experience on campus. Earl Gregg Swem Library is the university's principal gateway to information, the busiest crossroads on campus, and a uniquely accessible meeting place where people come together. With our rich print, electronic and special collections, the library is an essential resource for our intellectual community and a leader in defining the place of the academic library in a changing universe of knowledge.

Swem is routinely recognized for excellence. In fact, the library most recently ranked as one of the top university libraries in the nation by the Princeton Review. You can help ensure that Swem Library remains a place where curiosity, creativity and exploration intersect.

Carrie L. Cooper
Dean
University Libraries

SWEM LIBRARY WILLIAM & MARY LIBRARIES

GOALS & PRIORITIES

For the Bold

THE CAMPAIGN FOR WILLIAM & MARY



I appreciate the broad reach and impact Swem Library has across and beyond the William & Mary community. Swem is an extraordinary resource and a hive of activity on campus — the collections, staff expertise and facilities are remarkable. Supporting Swem is a means to support students, faculty and staff, and a deeply satisfying way to give back to William & Mary.



Kathy Koch '80
Chair

Swem Library Board of Directors

Pillar I: Where Great Minds Meet | \$8.5 million

STUDENT SUPPORT

- **Undergraduate Support | \$2 million**
Establish funds for student employment and Special Collections Research Center student assistantships. The establishment of funds to supplement student employment around the libraries is critical as public resources continue to decrease.
- **Graduate Students and Postdoc Students Support | \$750,000**
Establish Postdoc Fellowship opportunities in Special Collections and fund graduate assistantships, housed in Special Collections, Digital Services or the Reeder Media Center, which provide hands-on archive and library experience.

PROFESSIONAL LIBRARIAN LEADERSHIP

- **Deanship / Archivists / Professional Positions | \$5.5 million**
Endow the Deanship of the library and the Burger Archivist and University Archivist positions in the Special Collections Research Center. Establish funds to supplement additional professional positions across the library.
- **Visiting Scholars and Authors Fund | \$250,000**
A gift to establish a Visiting Scholars and Authors Fund would provide ongoing support to bring in additional alumni authors, visiting scholars and other notables.

Pillar II: Making the Remarkable | \$16.5 million

ENGAGED LEARNING, INNOVATION AND COLLABORATION

- **A Studio for Teaching and Research | \$2.5 million**
The Studio will be a unique and signature workspace on campus for faculty and those who support their work, and will be home to the Center for the Liberal Arts.
- **Teaching and Research Innovation Funds | \$2 million**
This fund would provide grants to librarians and faculty working together to support projects that embrace the intersection of technology and research, collaborative projects in the Center for the Liberal Arts, digital humanities research and experimentation across disciplines.

LIBRARY EXCELLENCE

- **Library Collections, Digital Resources and Collection Conservation | \$5.5 million**

Raise funds in support of purchases for the general library collection and special collections.

The Digital Services Fund will support the digitization and discovery of library materials, especially the holdings of Special Collections and the University Archives.

Establish an Oral Histories Fund that will help ensure former presidents and rectors, other members of the Board of Visitors, retiring administrators, faculty, staff, alumni and current students are interviewed regularly and systematically.

Create the Access and Conservation Fund to support the preservation of general and special collections.

- **Swem Make a Difference Fund | \$1.5 million**

Annual, unrestricted funds to support the operations, services, outreach, teaching and general needs of the libraries.

BUILDINGS AND FACILITIES

- **Swem Library Renovations and Enhancements | \$5 million**

The Botetourt Theatre Renovation Fund can preserve the feel of the original mid-century modern theatre space while enhancing accessibility, technology, sound quality and comfort for guests to attend lectures and performances.

The creation of green spaces, including a rooftop garden and enhanced patio spaces at Swem Library, will allow students to enjoy the outdoors, with all the resources of Swem at their fingertips.



Learn more and support Swem Library at William & Mary:
FortheBold.wm.edu



1 Where Great Minds Meet

\$8.5 million

2 Making the Remarkable

\$16.5 million

For the Bold

“I was bold in the pursuit of knowledge, never fearing to follow truth and reason to whatever results they led.”

-THOMAS JEFFERSON 1762, LL.D. 1783

Support Swem

Give today! Your investment will help the library continue to support the academic needs of our students and faculty by providing top-notch collections, excellent services, inspiring spaces and expert guidance.

UNIVERSITY CAMPAIGN GOALS



Strengthen alumni engagement



Achieve 40 percent alumni participation



Raise \$1 billion

FortheBold.wm.edu

Kimberly Separ '91

Director of Development & External Relations

W&M Libraries/Swem Library

krsepar@wm.edu

757.221.3725

CAMPAIGN MATERIALS

SWEM LIBRARY GOALS & PRIORITIES

Student Support

Undergraduate Support | \$2 million

Establish funds for student employment and Special Collections Research Center student assistantships. The establishment of funds to supplement student employment around the libraries is critical as public resources continue to decrease.



Graduate Students and Postdoc Students Support | \$750,000

Establish Postdoc Fellowship opportunities in Special Collections and fund graduate assistantships, housed in Special Collections, Digital Services or the Reeder Media Center, which provide hands-on archive and library experience.



For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

SWEM LIBRARY GOALS & PRIORITIES

Engaged Learning, Innovation & Collaboration

Teaching and Research Innovation Funds | \$2 million

This fund would provide grants to librarians and faculty working together to support projects that embrace the intersection of technology and research, collaborative projects in the Center for the Liberal Arts, digital humanities research and experimentation across disciplines.



The Studio for Teaching and Research | \$2.5 million

The Studio will be a unique and signature workspace on campus for faculty and those who support their work, and will be home to the Center for the Liberal Arts.



For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

SWEM LIBRARY GOALS & PRIORITIES

Swem Library Renovations & Enhancements

Botetourt Theatre Renovation | \$1.5 million

The Botetourt Theatre Renovation Fund can preserve the feel of the original mid-century modern theatre space while enhancing accessibility, technology, sound quality and comfort for guests to attend lectures and performances.



Rooftop Garden & Patio Spaces | \$2 million

The creation of green spaces, including a rooftop garden and enhanced patio spaces at Swem Library, will allow students to enjoy the outdoors, with all the resources of Swem at their fingertips.



For the Bold

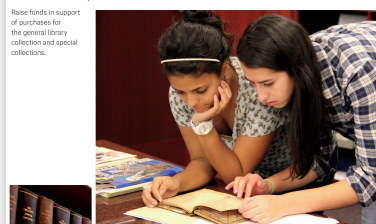
THE CAMPAIGN FOR WILLIAM & MARY

SWEM LIBRARY GOALS & PRIORITIES

Collection Funds

Library Collections | \$2 million

Raise funds in support of purchases for the general library collection and special collections.



For the Bold

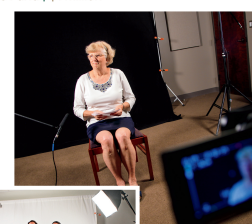
THE CAMPAIGN FOR WILLIAM & MARY

SWEM LIBRARY GOALS & PRIORITIES

Library Excellence

Oral Histories Fund | \$1 million

Establish an Oral Histories Fund that will help ensure former presidents and rectors, other members of the Board of Visitors, retiring administrators, faculty, staff, alumni and current students are interviewed regularly and systematically. The oral histories will become part of the University Archives and will be discoverable for scholars worldwide.



For the Bold

THE CAMPAIGN FOR WILLIAM & MARY



CREATING LIBRARY AMBASSADORS

COMMUNICATION TO INTERNAL AND EXTERNAL AUDIENCES



LIBRARY
STAFF



CAMPUS
COMMUNITY



ALUMNI/
SUPPORTERS



Staff Meetings



Emails



Conversations



**Presentation to
Campus Boards**



Tours



**Phonathon & Annual
Giving Letters**



Events



Social Media

HOMECOMING 2015 CAMPAIGN KICK-OFF



HOMECOMING 2015 CAMPAIGN KICK-OFF



ONE TRIBE ONE DAY 2016

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

1 share

W&M Libraries
Published by Mary K. Schmotzer (?)
Like This Page · April 19 ·

#OneTribeOneDay is here! Today you can make a huge impact in the lives of W&M students by giving back. Follow us all day to see what we're up to! Learn more and give at <http://bit.ly/1W4had7> #SwemLibrary

Tag Photo Add Location Edit

Like Comment Share

8

1 share

Write a comment...

W&M Libraries added 2 new photos.
Published by Mary K. Schmotzer (?) · April 19 at 11:00am

Have you given to #SwemLibrary for #OneTribeOneDay? Our Swem Board of Directors have! They are celebrating in #TribePride style! They gave at <http://bit.ly/1W4had7>

145 people reached

Boost Post

Like Comment Share

Troy Davis, Lisa Nickel and 4 others

Top Comments

Write a comment...

Tami Back Fun times!
Like Reply Message · April 19 at 4:14pm

Swem Library
@swemlibrary

Do you love the @swemmedia? Keep technology alive at #Swem! youtu.be/rAvZbGvxMTg #OneTribeOneDay

10 Things About the Reeder Media Center
The Reeder MC at Swem is not just a place to check out cameras and microphones. We offer a lot of useful services that can help your creative visions come to...
youtube.com

LIKES
5

2:14 PM - 19 Apr 2016

Reply to @swemmedia

SWEM LIBRARY GOALS & PRIORITIES
Library Excellence

Oral Histories Fund | \$1 million

Establish an Oral Histories Fund that will help ensure former presidents and rectors, other members of the Board of Visitors, retiring administrators, faculty, staff, alumni and current students are interviewed regularly and systematically. The oral histories will become part of the University Archives and will be discoverable for scholars worldwide.

W&M Libraries
Published by Mary K. Schmotzer (?)
Like This Page · April 19 ·

Have you ever wondered what campus life was like 50 years ago? We are working to preserve the stories of the past with oral histories, and you guessed it! This takes private donations! #SwemLibrary #OneTribeOneDay <http://bit.ly/1W4had7>

Tag Photo Add Location Edit

Like Comment Share

Both Sara Cozin, Michael Smith and 2 others

Write a comment...

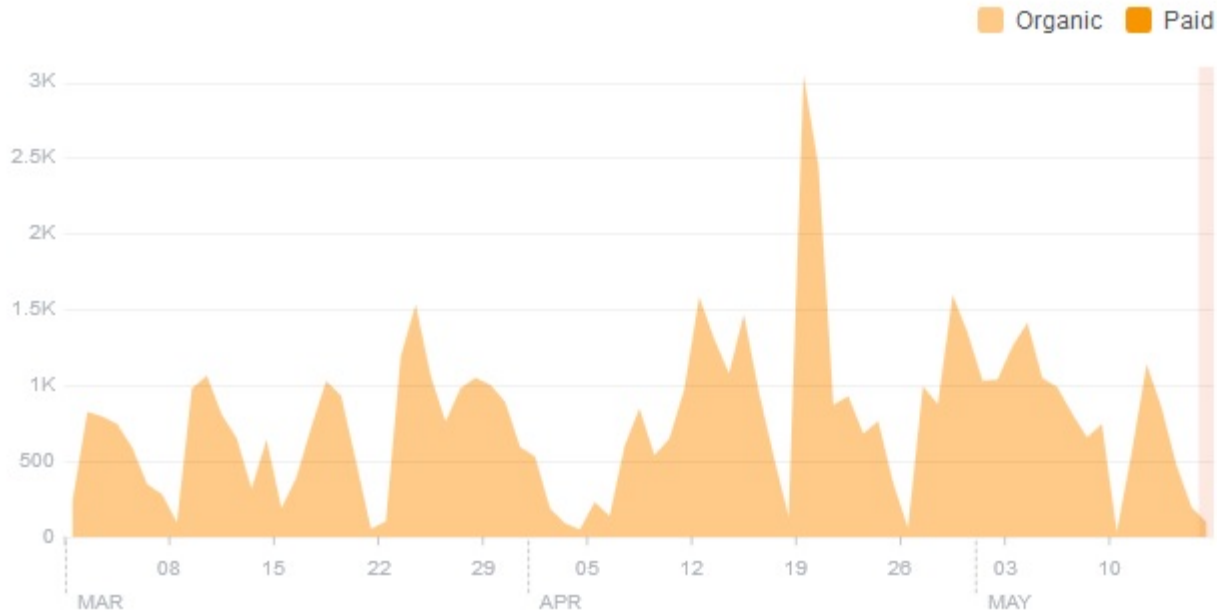
For the Bold
THE CAMPAIGN FOR WILLIAM & MARY

Swem Library @swemlibrary · Apr 19
We rely on donations to make great spaces for our users! Support #Swem at bit.ly/1W4had7 #OneTribeOneDay

RESULTS

Post Reach

The number of people your posts were served to.



BENCHMARK

Compare your average performance over time.

Organic

Paid



GIVING

\$45,776

(115% increase over previous year)



GIFTS

364

(65% increase)



DONORS

333

(78% increase)



CONCLUSION



UNIVERSITY STANDING

\$563,001,240

(AS OF MARCH 31, 2016)



LIBRARY STANDING

\$14,300,000

(AS OF MARCH 31, 2016)



THANK YOU

SWEM LIBRARY
WILLIAM & MARY LIBRARIES