

Not Just Another Brick in the Wall: Ideas for Constructing a Culture of Giving with Students and Young Alumni

NC STATE UNIVERSITY

KANSAS STATE
UNIVERSITY



TOWSON
UNIVERSITY

FRESNO STATE

V.E. Petrucci Library



Presented by:

Tory Gibler, Development Officer, Friends of the Library

The Libraries: NC State's Competitive Advantage

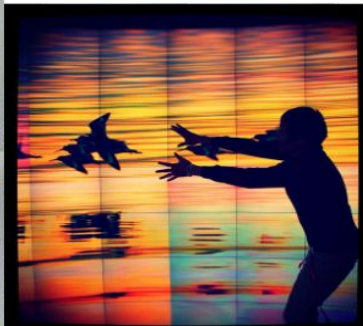
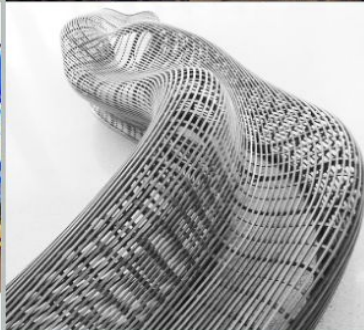


- Student-focused values and projects:
 - Completing things on “Student-time”
 - Student Advisory Board
 - Book Sale

My #HuntLibrary

Battle
About

Recent
Popular
Staff Picks



Reaching Students and Young Alumni

- Friends of the Library Student and Young Alumni Memberships
- Strategic Collaboration with the Alumni Association and Annual Giving offices



Penny Wars



Building the Pipeline: From Engagement to Donor in 6 months

Amazing Alumni - Wilson White, '03



This event has already happened.

WHEN

March 5, 2015
3:00pm - 4:00pm

WHERE

> [Multimedia Seminar Center](#) at the D. H. Hill Library

> Room Number: 2131

EVENT DESCRIPTION

Wilson White (BS 2003 Engineering) will discuss his life and career after NC State, and how he went from working as a software developer to serving as public policy counsel at Google, where he advises on global policy implications of Android, Play and Google Glass and other wearable products. This program is part of the NCSU Libraries' Amazing Alumni series.



Oct 30 2015 Google's Wilson White to Match Penny Wars Donations

Friends of the Library Board of Directors member encourages student philanthropy to the NCSU Libraries

In an effort to instill in students the spirit of giving, the Alumni Association Student Ambassador Program and the Student Philanthropy Committee are hosting Penny Wars during Homecoming week.

Thirteen spirit teams are competing to raise the most money for a campus entity of their choosing, and this year they selected the NCSU Libraries.

Additionally, Friends of the Library Board of Directors member Wilson White (BS 2003 Engineering) will be matching student donations up to \$1,500.

White is Senior Counsel at Google Inc. in Mountain View, California, where he manages public policy outreach and advises on global policy implications.

He earned his B. S. degree, summa cum laude, in Computer Engineering from NC State, where he was a Park Scholar and served on the Student Senate. He earned his J. D. with honors from the University of North Carolina at Chapel Hill School of Law, where he served on the Editorial Board of the North Carolina Law Review and as President of the Black Law Students Association.



NC State students learn about giving back the Libraries during Penny Wars on the Brickyard.



Wilson White (left) recently visited D. H. Hill as part of the Libraries' Amazing Alumni series.

Wilson's generous gift is a wonderful showing of support both for the NCSU Libraries and for this exciting new student effort. It ensures that the inaugural Penny Wars is a success and that students are educated and excited about giving back to the Libraries.



Future goals and activities

- Young Alumni Council
- BookBot Naming Campaign





Presented by:

Darchelle Martin, Public Relations Officer and Libraries Student
Ambassador Advisor

Creating a Culture of Giving with Libraries Student Ambassadors



WHAT

- 25-30 Students on average. Once selected they serve 2 year terms.
- Just finished our third year of the program
- Advisory AND Advocacy
- Created with the intent that they would be involved in the Libraries' philanthropic efforts now and in the future

HOW



HOW



Kirk H. Schulz @kstate_pres · 4h
We are enjoying the 2015 K-State Library Gala - always a good time supporting Hale Library #KState2025

6 8



Jordan Green shared K-State Libraries's photo

March 28 · 🌐

I tell this to everyone, but because it is true I will say it again: Hale Library is what sold me on attending K-State. The campus was beautiful and everyone was so friendly but as soon as I saw Hale in the center of campus, with the big sunflowers on the front, it felt like home. & it's become my second home during my four years in Manhattan (I say this as I sit at a desk on Hale's 1st floor, ready to finish up a lab report). I will miss wandering up and down the aisles and aisles of books, meeting friends for a semi-productive cram session before an exam, and even just stopping in to eat lunch between classes when I graduate. Hale is so loved by everyone that attends KSU, not just me. Please consider helping us reach our goal & showing Hale a little love back. 😊

"I **love** the environment of people who are just constantly wanting to **learn more** and to **pursue knowledge**. I can go there and I know I won't be distracted by whatever is in my room."

-Jael Whitney
K-State Undergraduate



KANSAS STATE UNIVERSITY Libraries

K-State Libraries

March 28 · 🌐

WHY

“I don't think that I would know how intricate our library is if it weren't for the ambassador program. I have found out that there are a wide variety of types of librarians serving in various behind-the-scenes positions, I have seen parts of the library that many students don't know exist, and I have seen just how much effort the library puts into meeting the needs of students.”

--Jael

WHY

“I guess I have realized that while books are very important to libraries, libraries are about way more than just books. They are about online resources, and access to knowledge, and the physical space in which to create, and learn, and collaborate. “

--Katie

WHY

“Being an Ambassador has helped me recognize the impact of the libraries on students. Not only have I been able to see behind-the-scenes, but I have been given the incredible opportunity to realize just how much the librarians at K-State truly care about our experience as students. Before being an Ambassador, I never fully appreciated that this entire infrastructure exists solely for students just like me. “

--Abby



TOWSON
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Presented by:

Joyce Garczynski, Communications and Development Librarian



**Creating a Culture of Giving through
Gratitude at Towson University
& Albert S. Cook Library**

Paws for Thanks



cooklibraryoftowsonu
Towson University Alber

16 likes

cooklibraryoftowsonu We're re: #PawsForThanks! Thanks so mu #towson students, parents, facu and alums who support us. We without you! #givingthanks #librariesofinstagram #librarylo tupresambassadors Love it! 🐾

👍 Add a comment...

30 Days of Thanks



Towson University Albert S. Cook Library

Published by Joyce V. Garczynski [?] · November 30, 2015 · 🌐

We are thankful that we have Kanji's photo archive in Towson University Special Collections and Archives and we hope we can get some funding one day to digitize all these wonderful images and make them publicly available #30DaysOfThanks



Library Special Collections (Kanji's Photos)

Since 1996, Kanji Takeno has captured Towson's heart through a viewfinder. There are about 15,000 TU photos in his collection, showing the day you moved in, the day you graduated, and everything in between. His pictures tell Towson's...

TOWSON.NETWORKFORGOOD.COM

3,504 people reached

[View Results](#)

Matt Brower, Susan Picinich and 79 others

1 Comment



Like



Comment



Share

An Evening of Thanks



In recognition of how your support has enriched our library, our university, and our students' experience, we cordially invite you to attend



An Evening of Thanks

Wednesday, April 13, 2016 | 5:30pm–7:00pm
Towson University | Albert S. Cook Library
Special Collections & University Archives | Room 507



*Brief Remarks from Grateful Students
Light Refreshments will be Served*

A YouTube video player interface. The video shows three people (two women and one man) standing in a library. The woman in the center is holding a sign that says "We're thankful for the A-List Program!". The video player includes a search bar, a play button, a progress bar (0:10 / 2:01), and a subscribe button for "Albert S. Cook" with 30 subscribers. The video title is "Donor Thank You Video" and it has 71 views. There are also icons for adding to a playlist, sharing, and more options.

FRESNO STATE

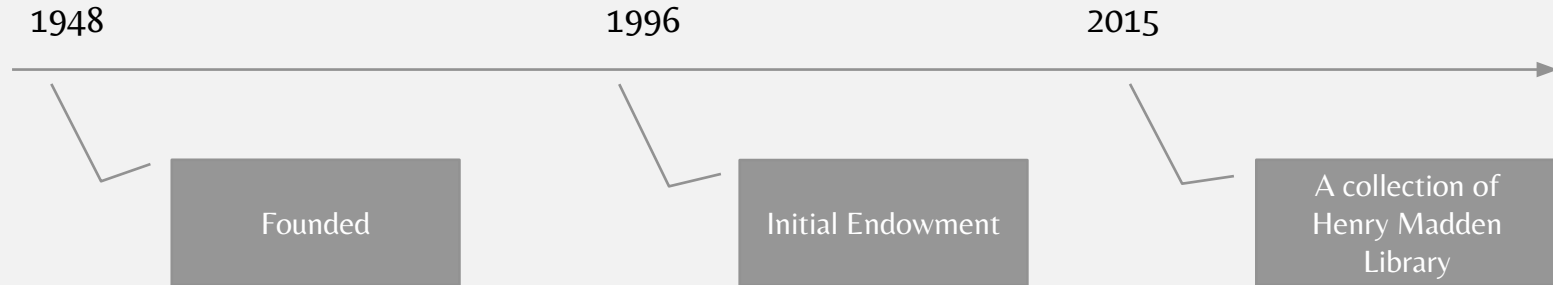
V.E. Petrucci Library

Presented by:

Britt Foster, Librarian, V.E. Petrucci Library

MISSION

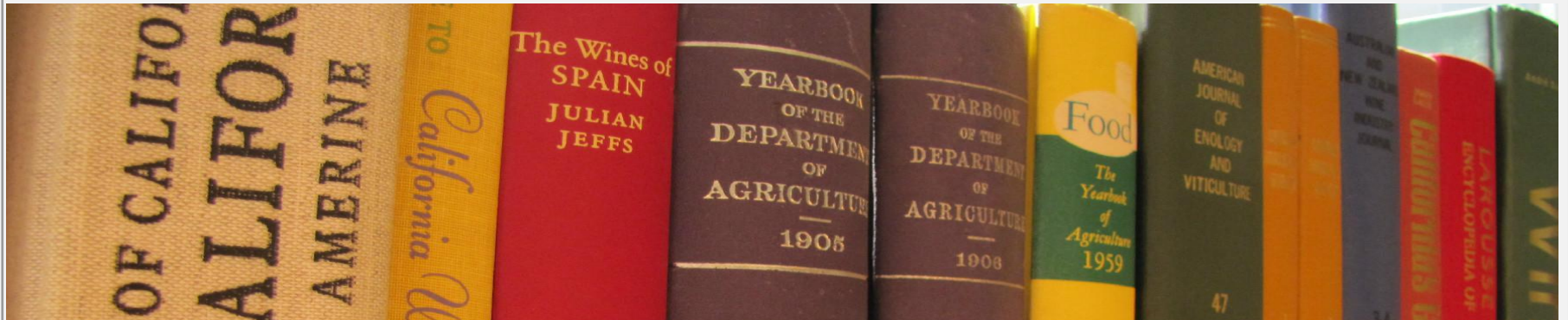
“To serve Fresno State, the grape, wine, and raisin industries, and the public through access to research and information promoting the understanding and development of the disciplines of viticulture and enology.”



Engagement

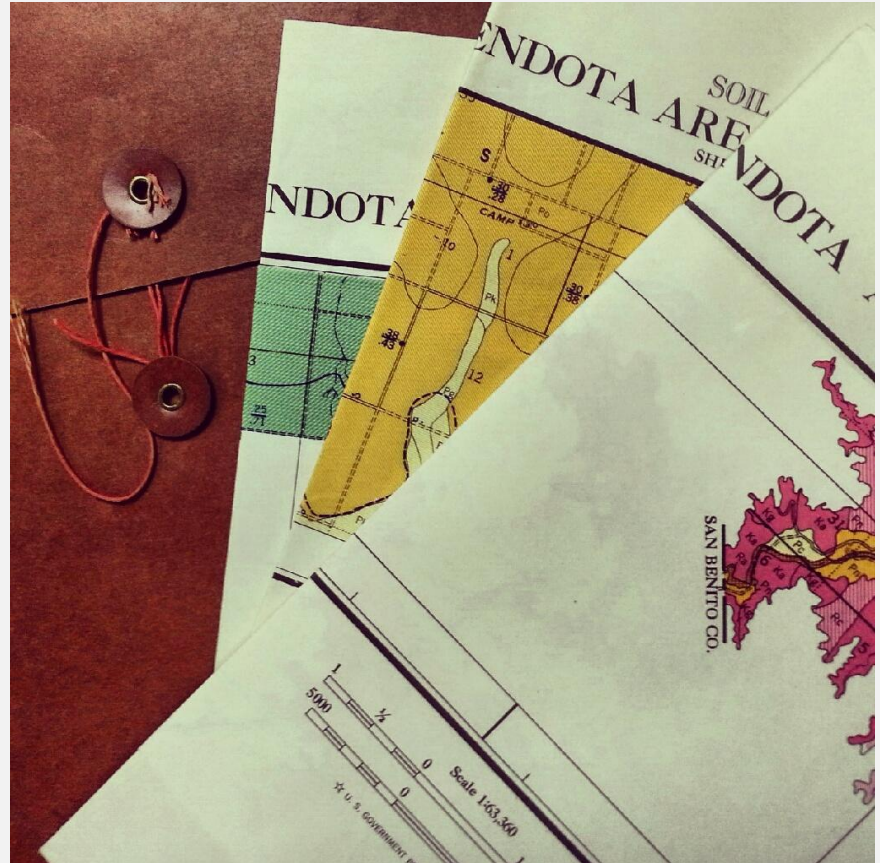
Ownership

Transparency



STUDENT CLUBS

- Governance
- Advocacy
- Hands



PAPA PETRUCCI VINEYARD 5K

- Student-run
- Takes advantage of local resources
- Were able to leverage funds raised to match additional funds



LOOKING FORWARD

- Students as peer ambassadors
- Student investment as an indicator of value
- Student involvement becomes young alumni involvement



Lessons Learned

Questions?