



- Why are we focusing on this topic?
- Diversity and inclusion important issues in academic libraries and higher education, yet these topics are virtually absent from the LIS literature when associated with impact on fundraising
- Advancement statistics show that fundraising organizations in higher education are lagging behind in diversity metrics (e.g., CASE study: 9% PoC in 2013)
- Attention paid mostly to wealthy, white, male donors
- Presentation focuses mainly on race, gender, class



Methodology used so far...

- Literature review yielded limited results
- Snowball method, informal qualitative interviews
- Received overwhelming agreement on barriers/difficulties encountered
- Interviewees shared their reactions and stories
- Great interest in topic, need for more research
- Gathering general ideas and input during this session!



Barrier? Class Issues in Fundraising Work

- Culture versus money
- Myth of academia as meritocracy
- Class as capital (social, cultural, economic)



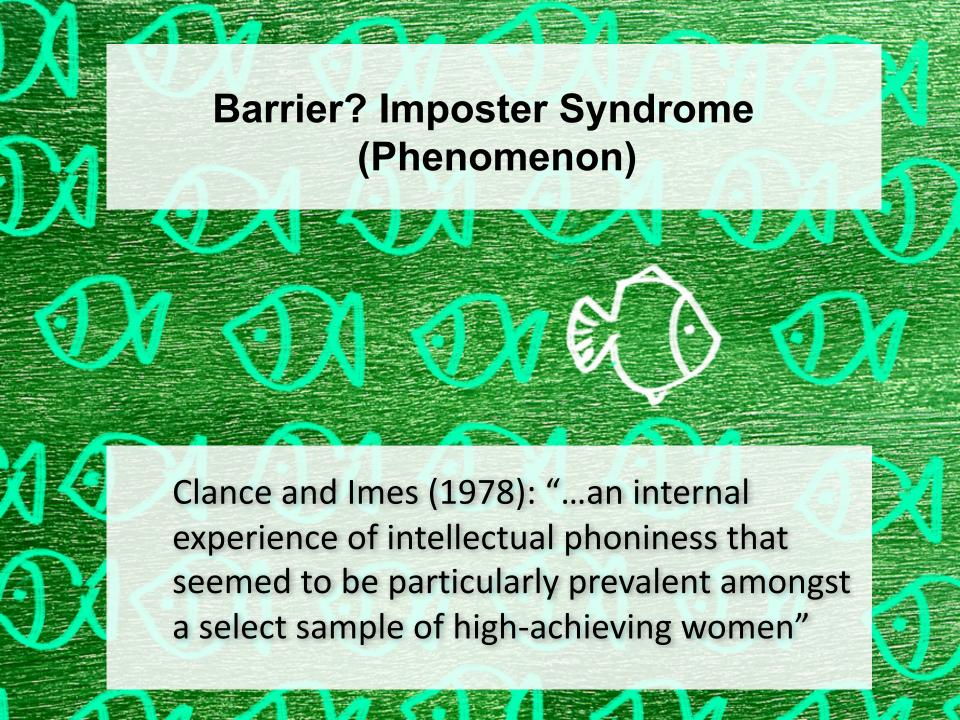
Barrier? Racist Dynamics at Work

- Interpersonal dynamics can be different
- Lack of awareness of internal, external, implicit bias
- "Invisibility" when perceived as the "other"
- Not assumed to be the leader and/or "deanly"
- Opting out can become an issue, per study



Barriers? Gender in Fundraising Work

- Gender and senior leadership in higher education
- Bias (barriers to legitimacy)
- Work life balance
- Sexism and heterosexism



Overcoming Imposter Syndrome

Techniques for overcoming imposter syndrome:

- Find supportive colleagues
- Celebrate successes and own them
- Keep a record of positive feedback
- Claim your rights...to express pride, to make mistakes, to have an off day, to fail and to learn from the failure, to be treated fairly, etc.
- Keep learning to build confidence



Organizational Strategies for Success

- Deans and development directors could strategize about these issues and discuss ways to overcome/leverage them, case by case
- Emphasize commonalities, especially love of libraries, to build strong relationships
- Improve diversity among fundraisers and library leadership and faculty
- Increase fundraising efforts within diverse communities





Making **Difference Work** For You

Thank you for listening and sharing!

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H. Austin Booth Vice Provost **University Libraries** University at Buffalo habooth@buffalo.edu Adriene Lim, Ph.D. Dean of Libraries Philip H. Knight Chair University of Oregon alim@uoregon.edu



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