



# **Making Difference Work For You**

## **Navigating issues of race, class, and the “other” in successful library fundraising**

**ALADN 2016  
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# Introduction and Overview

- Who we are, where we work
- Why this topic? Intersections of personal identities, professional interests
- Goals and outcomes
- Context for discussion
- Methodology used so far
- Barriers: structural, institutional, sociological, “Imposter Syndrome”
- Strategies for success
- Discussion / Q&A



# University at Buffalo Libraries

Quick facts: *Buffalo, NY; AAU; ARL; Public; 30,000 students; UB endowment \$624M; Libraries' endowment \$5M; seven libraries architecture & planning, graduate, health sciences, law, medical, music, undergraduate, 166 FTE staff/faculty librarians*

**Current Campaign Goal: Quiet Phase**





# University of Oregon Libraries

Quick facts: Eugene, OR; AAU; ARL; Public; 26,000 students; UO endowment \$795M; Libraries' endowment \$32M yielding \$1.8M in spending annually; eight libraries: main library, art, science, math, Global Scholars Hall, law, Portland, Oregon Institute of Marine Biology, 175 FTE staff/faculty librarians and 300 student assistants annually.

**Current Campaign Goal: \$36 million - REACHED IN 2016!**







- 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? Imposter Syndrome (Phenomenon)

Clance and Imes (1978): “...an internal experience of intellectual phoniness that seemed to be particularly prevalent amongst a select sample of high-achieving women”



# 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





## **Other solutions:**

- Sharing stories, support groups
- Mentorship and sponsorship
- Maintain authenticity and celebrate successes
- Know your institution's history and pay attention to contributions of women, people of color, and "others" in academia, libraries, fundraising
- Changing the culture around you
- Talking about privilege
- Process intervention re: interpersonal dynamics



A photograph of a grey stone wall with a large, irregular hole in the center. The hole reveals a bright blue sky with scattered white clouds. The wall is made of rectangular stone blocks with visible mortar lines. The lighting is bright, suggesting a sunny day.

# **Strategies for Success**

**Your ideas, stories, solutions?**



# Making Difference Work For You

Thank you for  
listening and  
sharing!

**ALADN 2016**

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