Cornell University Library

University Library Management Team

Notes from the December 16, 1997 Meeting

Attending: Ross Atkinson, Lee Cartmill, David Corson, Claire Germain, Tom Hickerson, Vally Kovary, Sarah Thomas, Ed Weissman

1. Role of Library External Relations in the reorganized Division of Alumni Affairs and Development and the Cornell University Library. Vally discussed two things that have significantly affected Library external relations the reorganization of the Division of Alumni Affairs and Development (AA&D) and the end of the $1.25 billion fund raising campaign. The AA&D reorganization has led to more centralized functioning of fund raising units around the campus and a focus on major givers. Staff in Individual Giving Offices in AA&D are members of the Project Teams which focus on university fund raising priorities, and they are members of the Library External Relations team, as well. While the Library benefits from some of these other campaigns (e.g., Lincoln Hall and Sage Hall renovations), this is not always the case. AA&D is placing greater emphasis on donors likely to give at the $100,000+ level. $25,000 is the donation threshold at which the University begins to pay close attention by tracking the prospect. The focus of the next large public fund raising campaign, which will be announced later this year, is to benefit undergraduate scholarship funds. This does not correspond specifically with the Library's three stated fund raising priorities (the digital library, preservation, collections) and it bears only an indirect relationship to raising endowments to support student workers.

Vally circulated a list of the top 300 donor prospects for the Library. She would like our assistance in noting our relationships and those of our staffs with these top donors and prospects. We will then pare this down to a "top 100" list. This will allow us to focus on them on a monthly basis and enhance our ability to focus and track our progress with them towards appropriate cultivation and solicitation. The more information we can gather about their interests, the more effective we can be in seeking gifts.

Sarah said that she would like broad staff involvement in generating ideas for proposals that support Library priorities and greater coordination so that we present ourselves as a rational and cutting-edge organization to donors and funding agencies. We agreed that we need to develop and maintain a better reporting structure than we have now. Vally asked that we begin to make it routine that whenever a library staff member has an interaction with donors or foundations on the list, that she be informed in order to make sure that the information is then passed on, on a 'need to know' basis to Sarah and other library staff, especially those who have indicated a "stake" in the particular donor as noted on the top 100 list. Vally will create a set of reports, including requests in progress, those outstanding and dollars raised, which will guide our efforts with the private sector. Ed and Vally will work together to build on the procedures created by the Grantsmanship Committee to further this objective in the public and private sectors.

With regard to Library publicity, Vally reported that Paul Cody is the Library's contact at the Cornell News Service. He is very receptive to news from the Library. Vally would like to

develop a list of "experts" in the Library who can be called upon to provide information on specific topics. She said that Library External Relations is best suited to deal with the press relations that are not focussed on news only of interest to the Library world. It would be best to have someone else deal with news targetted only to the Library press, e.g., honors received by staff members. Sarah asked Ed and Vally to come up with a process for handling this and for making more effective use of the "Cornell Chronicle" and other outlets. Finally, Sarah said that she wanted to be informed when anyone in the Library is in contact with a news organization concerning the Library so that she can respond knowledgably if she receives follow up questions from university administration or be forewarned if there are potential problems brewing in the Library.

2. Retrospective Conversion. We agreed to defer discussion of Ross' Recon Report to Sarah until next Tuesday's ET meeting, which Christian will be invited to attend. Christian reported that a supplemental report on the Harris collection is ready for distribution and should be considered in conjunction with the Recon report. Sarah said that unless there were any objections [there were none], she planned to fund the conversion of the remaining unconverted Law Library shelf lists (4,500 records) and the reclassification of the LA Law classified materials using funds originally earmarked for the Law Library's conversion but as yet unspent.

3. LTD Priorities. Tom distributed a list of active, open-ended and completed LTD projects. [After the meeting he distributed the list of unprioritized projects.] Discussion of these projects will take place at next weeks Executive Team meeting. Tom reiterated that all proposals for new projects or concerns about existing projects should be sent to him.

Lee Brink is leaving LTD on January 5. His position was a library funded extension of a MOA project line through June 30. Although Lee's position was temporary, this further diminishes LTD staffing, already down by one position. This will particularly effect LTD support for work station and server maintenance.

LTD involvement in the Annex Inventory Control System implementation is likely to delay the Notis 6.4 implementation until the late spring. Notis 6.4 will respond to many of the problems associated with the Notis circulation system. This is why greater effort has not gone into piecemeal circulation system fixes.

Finally, Tom reported that in order to insure adequate back-up of the digital files that have been rescued from the Epoch FFFF,0000,0000 server, additional software, costing $6,200, is needed. Sarah approved this additional one-time commitment of funds.