

**Library Task Force Meeting**  
**Friday, January 20, 2017**

**Present:** Peter Mercer, Beth Barnett , Cathy Davey, Susan Vallario, Roark Atkinson, Leigh Keller, Liz Siecke, Erin McKenna, Stephanie Scheeler, Melissa VanDerWall, Steve Perry

**Guests:** Tim Babasade (for George Tabback), Kirsten DaSilva, Sara Gazzillo (Recorder)

**Excused:** George Tabback

President Mercer began the meeting by reinforcing the function of the Task Force (TF). The TF is a clearing house for ideas and issues that come up. Nothing is off limits and the TF should raise any concerns or questions.

Provost Barnett and AVP Tabback were acknowledged as formal members of the TF. Tim Babasade was in present on AVP Tabback's behalf.

The TF was asked to review the meeting summary from the January 9 meeting with Bohlin Cywinski Jackson (BCJ). Dean Perry noted that he would like to highlight his comments regarding the water intrusion being a priority. Dean Van Der Wall noted that there had been discussion regarding TF members illuminating the project to stakeholders.

President Mercer outlined a few resources that can be utilized for communication of the TF, including the website and email address. These should be used in addition to members promoting among the groups there are representing, either formally or informally. Leigh Keller asked if TF members should advise others on campus to direct their questions to the TF email address. Yes, TF members should direct inquiries to the email address.

Vice President Davey provided an overview of the marketing plan Institutional Advancement (IA) will use for solicitations. IA will utilize social media, online newsletter, branding, formal case statement, Library dinners, and topping off or building dedication. VP Davey will provide the full marketing plan that was provided to the Campaign Committee. The materials will be available on the shared drive and should not be shared with those that are not members of the TF.

Roark Atkinson shared there is a lot of anxiety that there won't be enough money for the project and asked what those internally can do to help. He suggested a change jar and t-shirt sales in the entrance of the Library to raise awareness of the fundraising efforts. Possibly adding a thermometer, indicating the current level of support received, or having a bake sale. Leigh Keller echoed the suggestion of adding a visual meter to indicate the current support and to generate more commitments.

VP Davey discussed that there will be more focus on increasing faculty participation and the Library is the highest priority. Unless a donor has a focus on another area all gifts are being encouraged to support the Library. While VP Davey acknowledged the enthusiasm the TF has for supporting the fundraising efforts, they need to be more systematic and focused on soliciting larger donations at this time. IA is asking for support privately and smaller scale efforts may hamper those solicitations. There is potential to have a "Wall of Giving" where even those donating \$1000 would be named. This can come from a commitment to support through payroll deductions and a promise of 3 or 5 years. VP Davey updated the group of the \$5.72million in committed gifts and \$1.29million in pending gifts.

Vice President DaSilva stressed there is a difference between marketing and fundraising. The focus of the TF should be on marketing, not fundraising. Roark Atkinson agreed, adding that was the intent of his previous suggestions, for marketing not fundraising purposes. Dean Perry suggested that IA use student and faculty stories for the promotional material. Stephanie Scheeler suggested utilizing televisions in the Library. VP Davey indicated this would be a good place to show a sampling of other work from the Architect, with a disclaimer that these are sampling and not a rendering of the project. Dean Van Der Wall indicated that the charging station in the Fishbowl is always full and would be a good place for marketing of the project. President Mercer stressed that all communication of the project should be coherent and consistent.

VP DaSilva instructed the TF that this is the time for brainstorming and they should not think about budget. There will be a time for that, but now think about the space. VISION-VISION-VISION is what we need now. President Mercer echoed VP DaSilva's statement by asking the TF to think what features are important in the new space, vetting and expense will come later. Suggestions for relocation to/from include:

- Lecture hall/meeting room
- Technology & Education Center
- Gross Center
- Special Collections

Dean Siecke would like to be mindful of subsequent operational costs as a result of the construction, renovations, space moves.

BCJ will provide a ranking system for current and future tenants in the Library.

VP DaSilva provided the following project timeline:

- January-March – programmatic meetings/discussions
- Late spring-summer – schematic
- 16 months - construction begins