

# BEYOND THE BOARD

A NEW MODEL FOR LIBRARY DONOR ENGAGEMENT

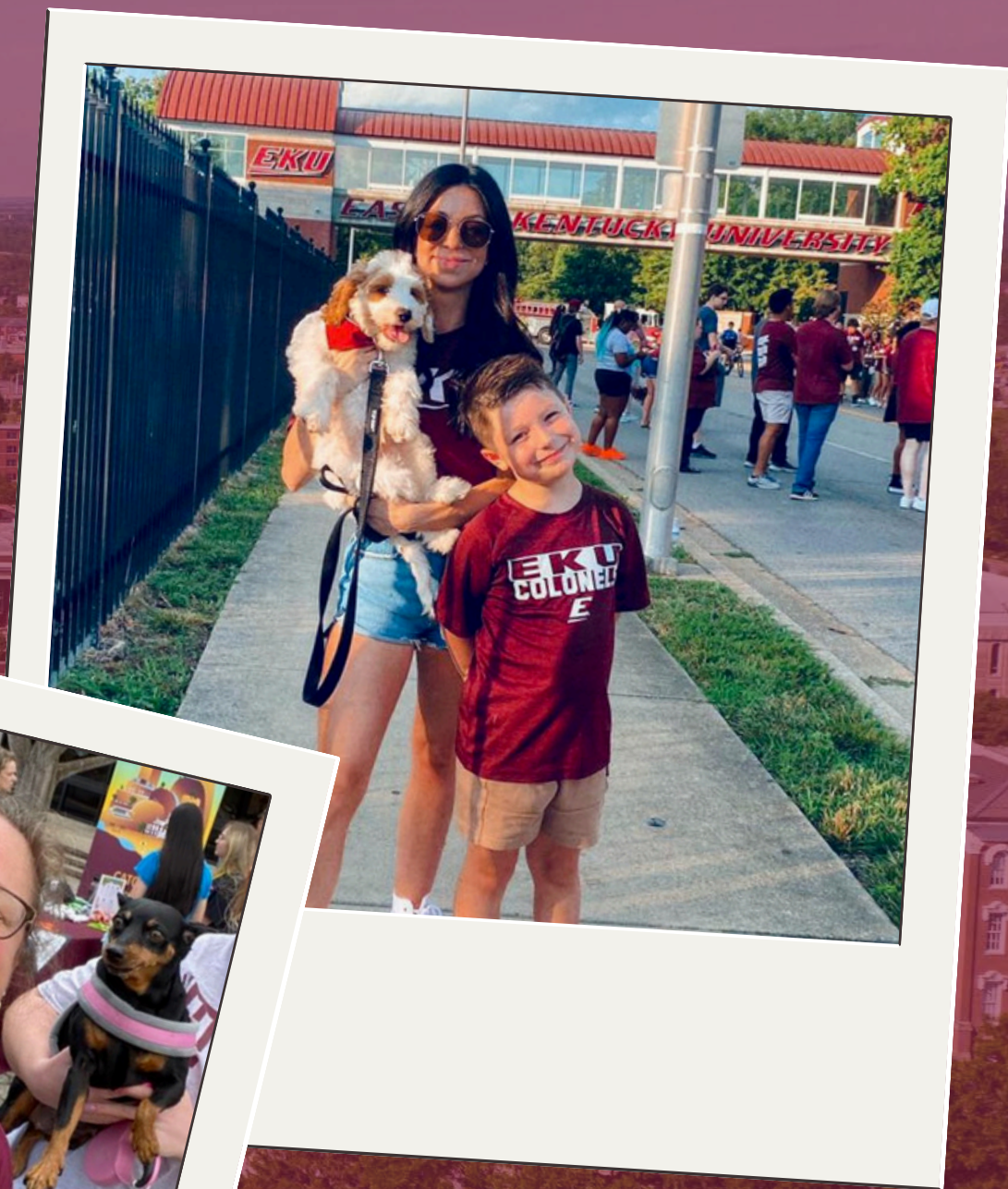
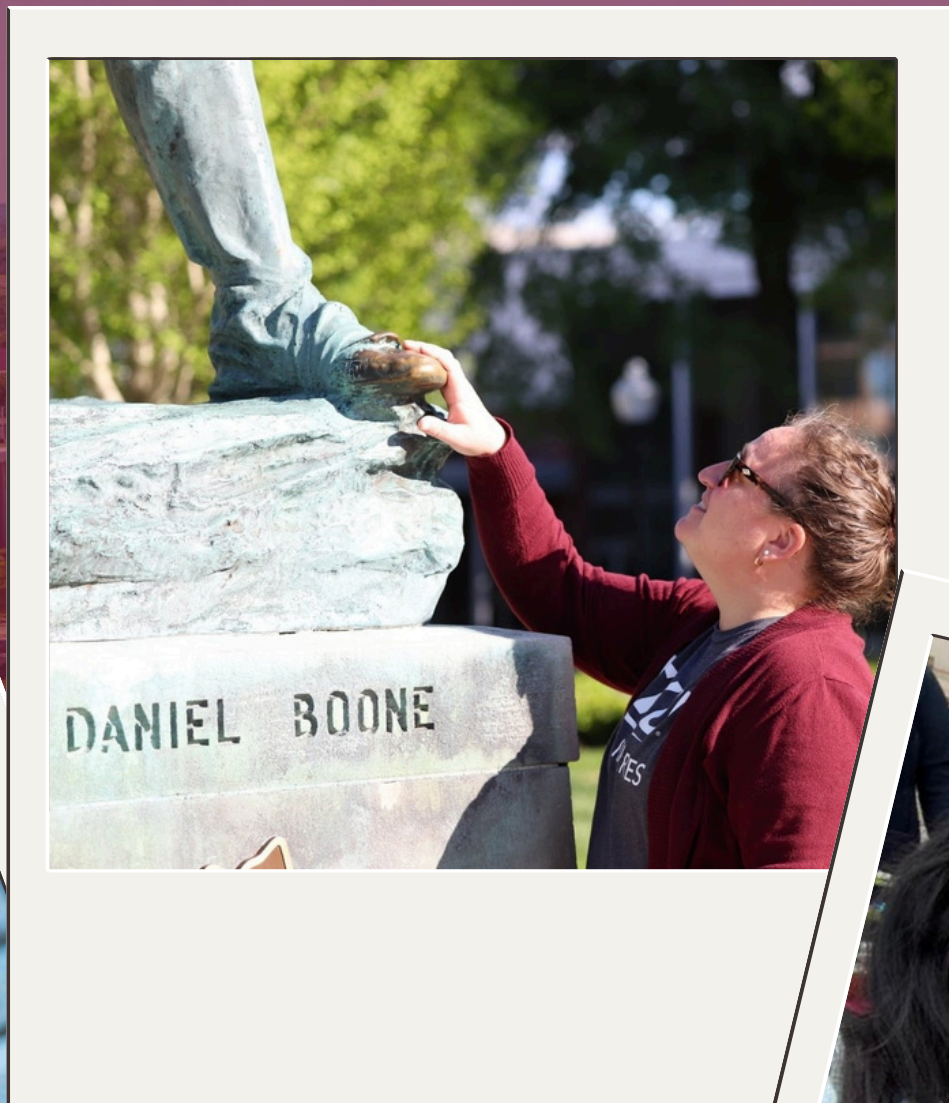
***EKU***  
LIBRARIES

**BY THE END OF THIS SESSION,  
YOU WILL BE ABLE TO:**

**1. CHECK YOUR ALIGNMENT:** DOES YOUR OUTREACH MATCH YOUR GOALS AND YOUR ORGANIZATION'S NEEDS?

**2. GET INSPIRED:** WALK AWAY WITH FUN, FRESH IDEAS YOU CAN TRY RIGHT AWAY.

**3. MAKE THE SHIFT:** FEEL CONFIDENT RETHINKING YOUR OUTREACH AND BOARD STRUCTURE WHEN IT'S NEEDED.

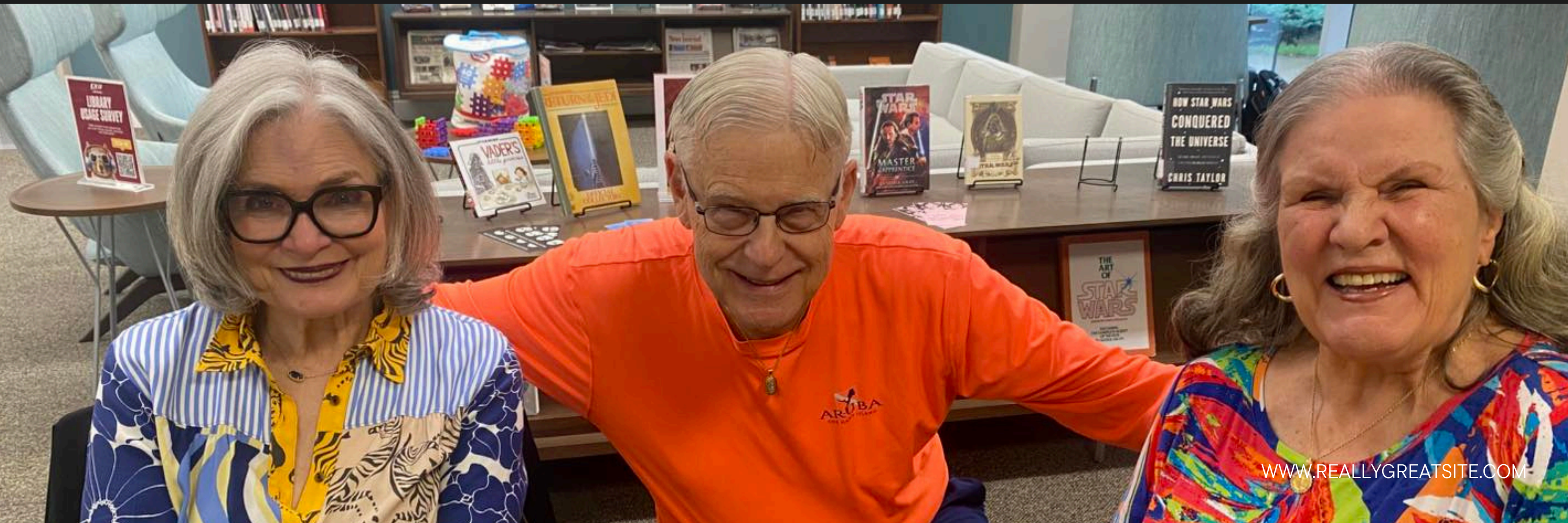




# **EASTERN KENTUCKY UNIVERSITY: SCHOOL OF OPPORTUNITY**

- **ONE OF 6 PUBLIC, REGIONAL COMPREHENSIVE UNIVERSITIES IN KY**
- **≈17,000 STUDENTS (11,684 IN-PERSON, 5104 ONLINE)**
- **≈15,000 UNDERGRAD, ≈2000 GRAD STUDENTS**
- **OVER 50% OF STUDENTS ARE FIRST GENERATION, LOW INCOME OR BOTH**
- **SERVICE REGION INCLUDES SOME OF THE POOREST COUNTIES IN THE COUNTRY.**
- **≈17% OF STUDENTS IDENTIFY AS AN URM**

# OUR BOARD: SMALL BUT MIGHTY



# **BUT...**

- **SEEMED EXCLUSIVE**
- **PERCEIVED EMPHASIS ON GIVING LEVELS**
- **DWINDLING PARTICIPATION**
- **WE FELT OVEREXTENDED**
- **NO REAL GROWTH OR NEW PEOPLE**



**SO...**

**WHAT  
DO WE  
DO?**



# **SO MANY QUESTIONS...**

**WHAT IS THE PURPOSE OF OUR FOL  
ORGANIZATION?**

**WHAT'S THE PURPOSE OF THE BOARD?**

**WHAT DO WE NEED? WHAT CAN WE  
OFFER?**

**WHAT DO OUR DONORS AND  
PROSPECTIVE DONORS WANT AND NEED?**



# LET'S LOOK IN

01

## PUT BOARD INTO ABEYANCE

REALLOCATE TIME AND  
RESOURCES DEVOTED TO  
HOSTING BOARD MEETINGS

SHIFT TO A SEMESTER CHECK-  
IN WITH DEAN

02

## INCLUSIVE EVENTS

DESIGN EVENTS THAT ARE FUN,  
MEANINGFUL AND WELCOMING  
TO ALL

VALUABLE + ACCESSIBLE

03

## REIMAGINED COMMUNICATIONS

OUTREACH TO PROSPECTIVE  
DONORS INSTEAD OF ONLY  
THOSE WHO HAVE GIVEN IN  
THE LAST FEW FISCAL YEARS

PARTNER WITH DEVELOPMENT  
OFFICE

**SIMPLE BUT  
SIGNIFICANT**



# DESIGN VALUABLE, ACCESSIBLE, INCLUSIVE EVENTS





**THE THROWBACK**

# **BOOK FAIR**

**AT ECU LIBRARIES**

**MARCH 26  
6-8:30PM  
CRABBE MAIN LIBRARY**

# **EVENT GOALS:**

- **ENGAGE LONGTIME MEMBERS**
- **ATTRACT NEW PEOPLE**
- **REINVIGORATE ENERGY AROUND FRIENDS OF THE LIBRARY**
- **NEW DONORS**
- **POSITIVE CONNECTION POINT**



**MOST IMPORTANTLY:  
HAVE FUN**





# OUTCOMES

- **MORE THAN 100 NEW DONORS**
- **RETURNING VISITORS**
- **ALUMNI, STUDENTS, COMMUNITY MEMBERS, FACULTY/STAFF, LONGTIME AND NEW FOLKS**
- **MORE OPPORTUNITIES TO CONNECT WITH THE COMMUNITY**

# MOVING FORWARD

01

## TOUCHPOINTS WITH DONORS

CONTINUE CREATING A  
VARIETY OF POSITIVE  
TOUCHPOINTS

UNIVERSAL DESIGN

02

## RESUME EXECUTIVE BOARD

AS NEW MEMBERS JOIN AND  
HAVE INTEREST, REINVIGORATE  
THE BOARD

MORE BOARD AUTONOMY/  
LEADERSHIP

03

## MORE VOLUNTEER/ ADVOCACY

NEW MEANINGFUL  
OPPORTUNITIES TO FRIENDS TO  
VOLUNTEER AND SUPPORT THE  
LIBRARY AND ITS STUDENTS

# **ACTION ITEMS YOU CAN DO:**

- **TAKE TIME TO RE-EVALUATE YOUR BOARD EFFORTS IF THEY DON'T FEEL ALIGNED. WHAT ISN'T WORKING? WHAT WOULD FEEL BETTER FOR ALL INVOLVED?**
- **ASK YOURSELF AND YOUR TEAM IF YOUR OUTREACH EFFORTS MATCH YOUR GOALS AND NEEDS. HAVE A DISCUSSION! BE OPEN.**
- **PITCH AN IDEA YOU'VE WALKED AWAY WITH FROM THIS CONFERENCE, OR ASK YOUR TEAM FOR IDEAS.**
- **ATTEND A LOCAL EVENT THAT SOUNDS FUN TO YOU. MAKE MENTAL NOTES OF WHAT YOU ENJOYED AND HOW YOU CAN TRANSLATE TO YOUR LIBRARY.**

# QUESTIONS & CONVERSATION

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