



Making New Friends

**A Case Study in Developing a
New Friends Network for a
Satellite Academic Library**

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Abstract

Founded a little over three years ago, the Friends of the Schusterman Library (FOSL) supported the activities of the Schusterman Library at the University of Oklahoma-Tulsa. Along with advising library leadership, fundraising, and advocating on behalf of the library, FOSL commits itself to promoting and championing the field of librarianship. With a flexible leadership model and no membership fee structure, this agile and responsive friends group has quickly and substantially increased giving to the library and directed several major capital improvements. We will examine the successes and challenges of managing this friends group and discuss its likely future activities.



Defining "Friends"

"...an organization established to promote and financially support the resources, services, and needs of the academic library and to serve as advocates for the value of the library."

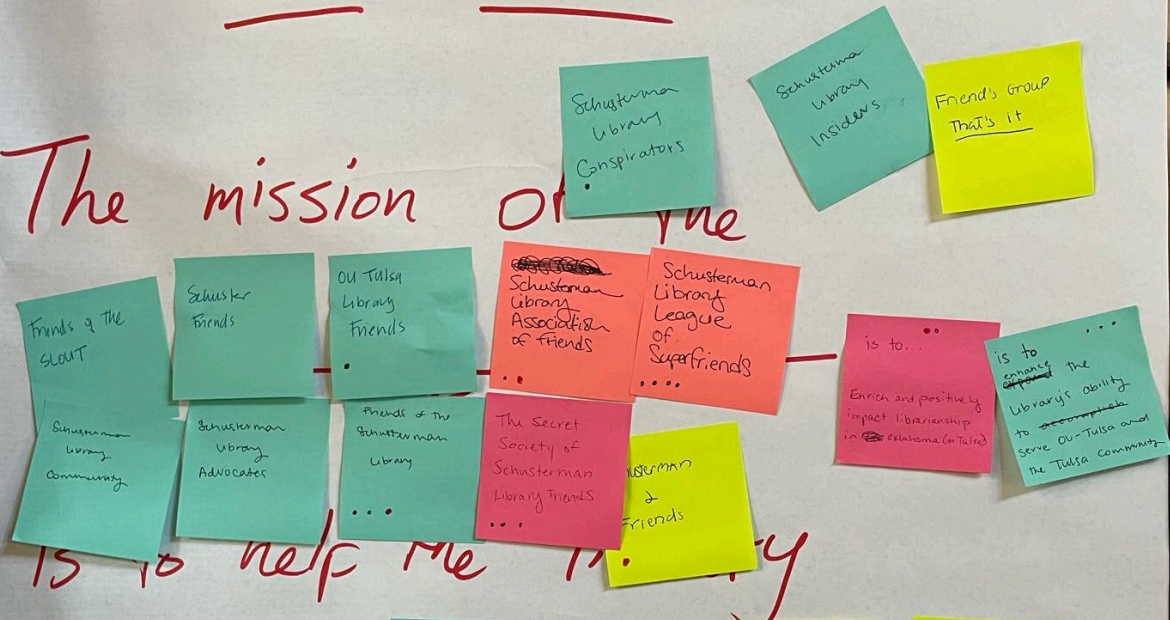
Hanson, C. D. (n.d.). *Academic Library Friends (ALA Toolkit)*

Currently 76 non-dues-paying members

Including 30 former Schusterman employees, 3 former campus presidents, a former Tulsa mayor, and the current VP OU-Tulsa

MAD LIB

The mission of the



fund special projects that help our Tulsa students

provide opportunities for our Tulsa students

support its mission

be the best library it can be

Support OU Tulsa patron

expand collection

Provide quality resource

Identified needed services

To support the students, staff, & faculty of the OU-Tulsa community by investing in the campus library.

To support library programming, resources, innovations.

Fundraising

Solve problems

THING

Brainstorming FOSL

The mission of the:

- "SchusterFriends"
- "Schusterman Library League of SuperFriends"
- "The Secret Society..."
- "Schusterman Library Advocates"
- "Insiders"

Is to help the library...

- "support library," "fund special projects,"
- "solve problems," "enrich & positively impact librarianship in Oklahoma" ...

FOSL Founders Charter Meeting

Fall 2022

The mission of the Friends of the Schusterman Library (FOSL) is to work as a problem-solving team to advise library leadership, develop and execute fundraising opportunities, and advocate on behalf of the library.

FOSL is committed to supporting programming, resources, and innovations provided by the library to our campus and our community, as well as promoting and championing the field of librarianship.

Graduate Assistants

Since 2011, the library employs 4-6 graduate assistants generally making up one-third of the library workforce

On average, 80 percent of these GAs have been enrolled in library school

OU SLIS grads who have worked for us are now employed at the Texas Medical Library, University of North Texas, Yale, Harvard, and the National Library of Medicine, as well as jobs throughout NE Oklahoma

Academic libraries throughout the state routinely contact me to ask about new grads from our program

Former GAs make up about a third of our FOSL membership



Sample Memorandum of Understanding

Between Friends and Libraries

The following will constitute an operating agreement between the Friends of the Anytown Public Library (Friends) and the Anytown Public Library (Library). It will stand until and unless it is modified by mutual agreement of the Friends executive board and the Anytown library administration. The Friends mission is to raise money and public awareness in the community to support the services and programs of the Library. As a non-profit, 501c3 organization, however, it is a legally distinct entity and is not a part of the Library.

The 501c3
(we didn't do this...)

The Library agrees to include the Friends in the long-term planning process to ensure that the Friends are aware of the goals and direction of the library.

The Library agrees to share with the Friends the library's strategic initiatives at the beginning of each fiscal year and discuss with Friends how their resources and support might help forward these initiatives.

Is your Friends group a separate non-profit?

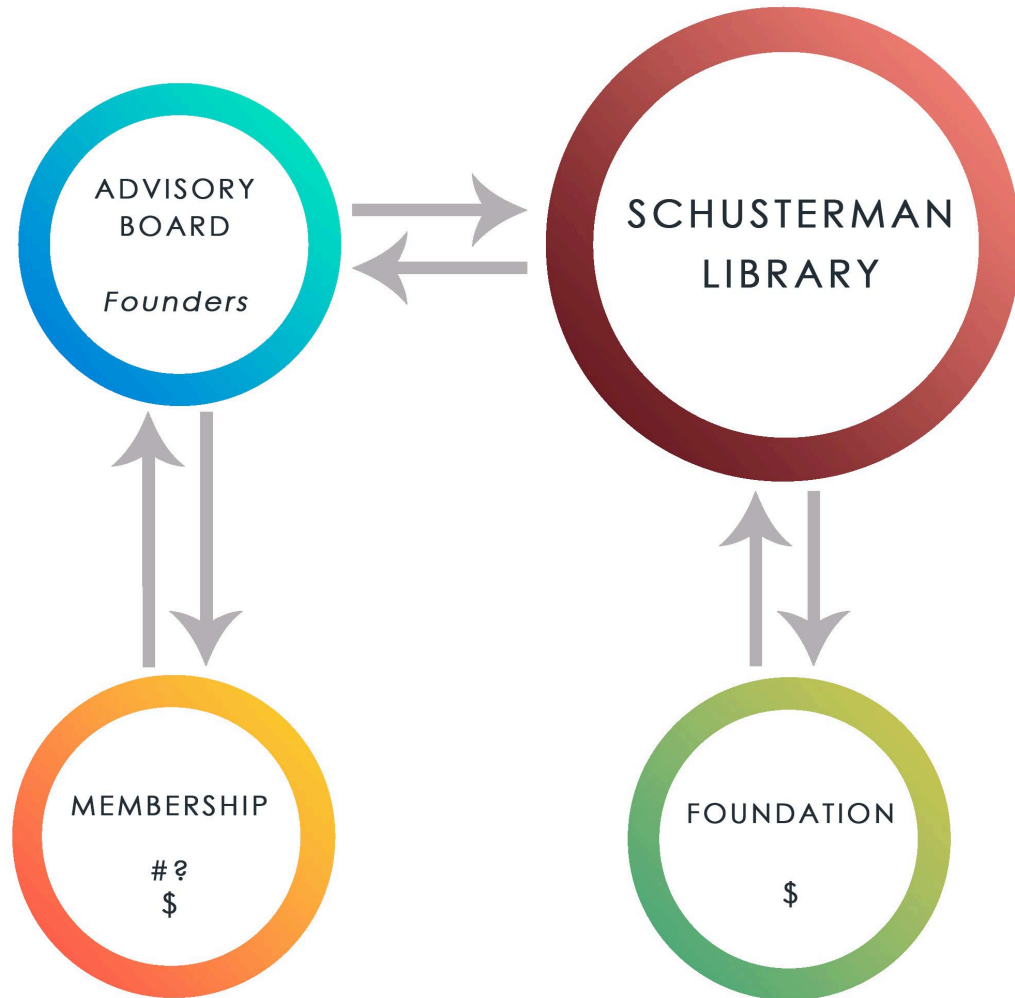
Donors want tax deductions for their donations

Some major donors will not give to government agencies

Public libraries, in particular, often benefit from a separate friends group

Most institutions of higher learning have their own "independent" foundations

Model adopted in early 2023



- Membership drive – Every Founder would recruit five members
- Membership would be free of charge
- Membership roster would receive newsletters and announcements
- FOSL-only events, min 2 per year
- Fundraising push for Giving Day

FOSL communications

Friends of Schusterman Library (FOSL)

The Friends of Schusterman Library (FOSL) work as a problem-solving team to advise library leadership, develop and execute fundraising opportunities, and advocate on behalf of the library. FOSL is committed to supporting programming, resources, and innovations provided by the library to our campus and our community as well as promoting and championing the field of librarianship.

We help students become scholars. - Mission of Schusterman Library at the University of Oklahoma-Tulsa



Join us

There's no better time to join FOSL because dues are currently free! [Join here](#).

For questions about FOSL or membership, email [Stewart Brower](#).

Give to Schusterman Library

[Click here](#) to support Schusterman Library in providing resources and services to students at the University of Oklahoma's campus.

Newsletter

[Read the latest FOSL newsletter](#)

∨ FOSL Board Members List

∨ FOSL Newsletters

Dues-free membership structure emphasizes "giving" over "paying"

Newsletter published three times a year on Microsoft Sway platform:
<https://sway.cloud.microsoft/H2gmAfBcAFD/AET1J?ref=Link>

Sway optimized for web/mobile and produces basic usage stats

Transitioned to FOSL "write-up" added to the regular library newsletter published five times a year

EXPENDABLE FUNDS

The full balance of an expendable fund can be accessed at any time, which is helpful for immediate needs like building facilities, acquiring equipment or starting a special project. This type of gift appeals to the donor who wants to make an immediate difference at the university by providing a large onetime gift or a generous annual gift or a set amount.

An expendable fund with specific intent requires an agreement and is assigned a separate account to ensure uniqueness for purpose and for separate accounting and reporting. Expendable funds are conservatively invested in the Foundation's Expendable Investment Pool (EIP). Your gift will be spent on its designated purpose.



FOSL Activities

Member meet-ups: Twice annually – Zoom in the fall and in-person in the spring

Teddy Bear Tree reception:
Annual drive for stuffed animals and blankets for the Child Advocacy Network (for more than 25 years now)

Librarians Go to the Movies:
Rented screening room at local nonprofit cinema, watched *Party Girl* last year

Costs for all activities combined is less than \$500



OU Giving Day

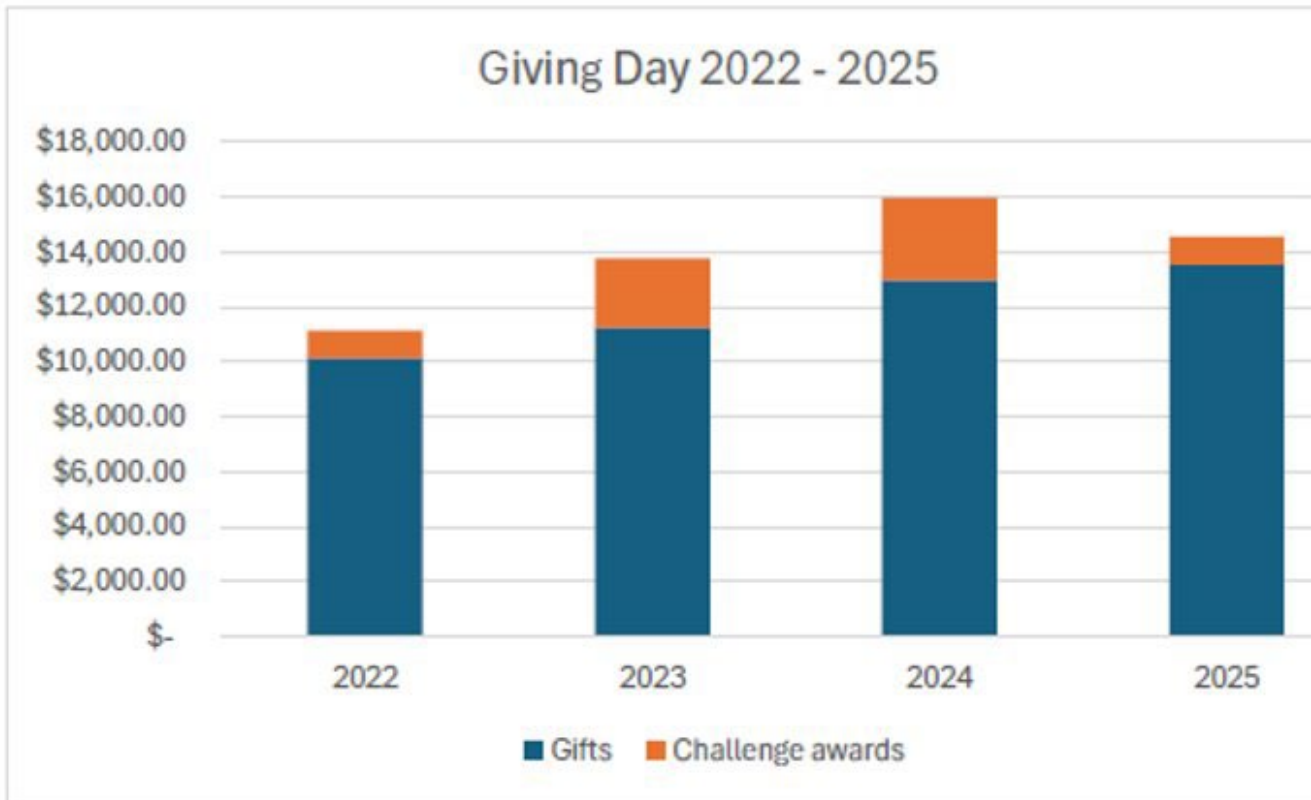
One-day campaign for financial gifts to OU

Sponsored "Challenges" throughout the day include opportunities just for OU-Tulsa campus

Popsicles and t-shirts for the afternoon Challenge hour

Newsletter reminds members of event and spotlights challenges that would award the library additional funds

2022	2023	2024	2025	
\$ 10,145.00	\$ 11,275.00	\$ 12,980.00	\$ 13,545.00	<- Gifts
\$ 1,000.00	\$ 2,500.00	\$ 3,000.00	\$ 1,000.00	<- Awards
\$ 11,145.00	\$ 13,775.00	\$ 15,980.00	\$ 14,545.00	<- Totals



Fundraising Through OU Giving Day

2024: A major \$10,000 gift won us the "Biggest Gift to OU-Tulsa" challenge for an add'l \$2000.

We also rec'd:

- A gift for \$1000 (first time donor)
- Two gifts for \$500 (each first-time donors)
- Five \$100 gifts (two first-time donors)
- 48 individual gifts

Incl. one donor who made twenty-one \$10 gifts during the "Most Gifts OU-Tulsa" challenge – Second place for an add'l \$1000

2025: Only one Tulsa-based challenge for most gifts, second place for \$1000

Library Patio Updates

Weatherproof electrical outlets every 8 feet

New set of outdoor furniture with umbrella to match existing two

Outdoor WiFi range extended during 2020

New lighting added this year (evening access and security)

Total costs, appx \$16,000





Hire Me Preconference at OLA 2024

Full day preconference included workshop, headshots, speed networking, resume review clinic, and mock interview sessions

19 attendees

Hire Me workshop conducted by Brower, Buffy Edwards, Allison Embry-Saenz, Alyssa Migdalski, and Andy Taylor

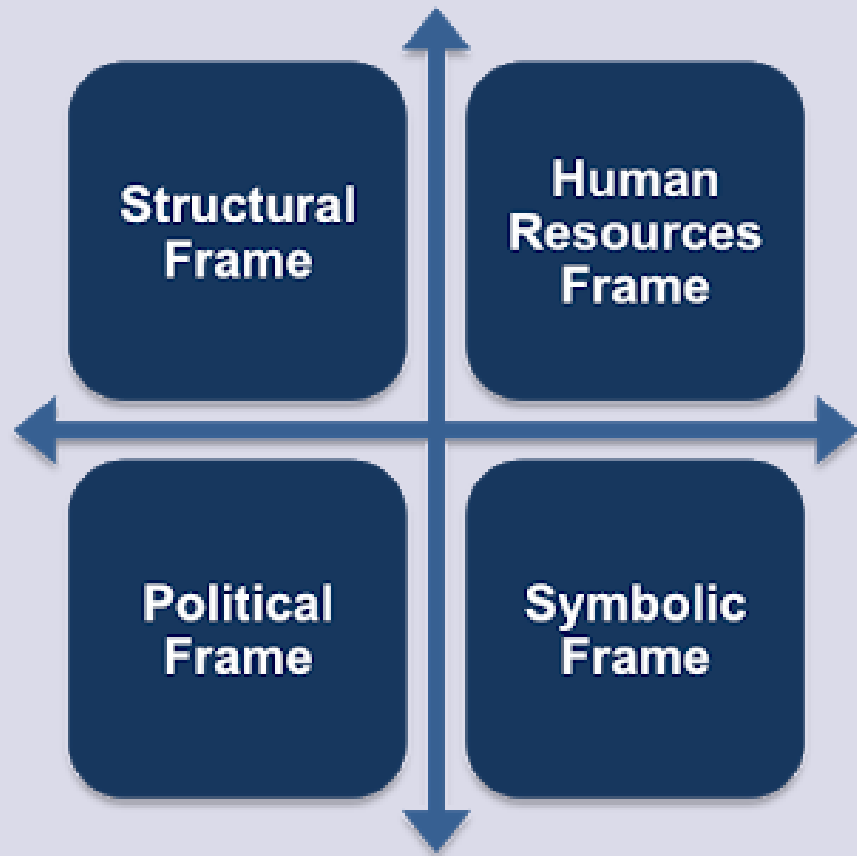
Estimated cost of \$4600, incl. registration, food and photos

To be revised into summer seminar, anticipated \$3000 exp



Future planning

- Fundraising throughout the year:
Minimize reliance on Giving Day
Encourage giving with seeds/matching from established donors
- Formal graduate assistant development program:
Endowment specifically for the GA program
Work with OU Foundation and development officers
Intent to supplement GA costs/overhead, travel and professional development, networking
- Align Schusterman Library fundraising goals with that of OU Libraries:
Newly integrated system with coordinated needs



Bolman &
Deal's
Four
Frames of
Leadership

When all is said and done, developing an academic Friends group requires ongoing support from library administration.

The fact is, the library director/dean is the driving force behind the continuation of the Friends and the one primary factor leading to the success of the Friends.

To be or not to be depends so much on energy, dedication, and enthusiasm for getting things accomplished.

You can do this!

Academic Library Friends: A toolkit for getting started

Charles D. Hanson, Director of
Kettering Library Services,
Kettering University



Q&A

<https://library.tulsa.ou.edu/fosl>

Thanks for listening!

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