CUE THE COUNTDOWN

Launching a fundraising campaign in less than 12 months
PRESENTERS

CARRIE COOPER
DEAN OF UNIVERSITY LIBRARIES

KIMBERLY SEPAR
DIRECTOR OF DEVELOPMENT AND EXTERNAL RELATIONS

TAMI BACK
ASSOCIATE DIRECTOR OF STRATEGIC COMMUNICATIONS AND OUTREACH
A LITTLE ABOUT OUR UNIVERSITY
FOR THE BOLD CAMPAIGN VIDEO
OVERVIEW OF UNIVERSITY CAMPAIGN
Strengthen Alumni engagement

Achieve 40% alumni participation

Raise $1 billion
3 PILLARS

WHERE GREAT MINDS MEET
$580 million

MAKING THE REMARKABLE
$320 million

PASSION FOR IMPACT
$100 million
LIBRARIES RESPONSE AND EXECUTION
$25 million

1. WHERE GREAT MINDS MEET
   $8.5 million

2. MAKING THE REMARKABLE
   $16.5 million
Pillar I: Where Great Minds Meet | $10 million

STUDENT SUPPORT | SCHOLARSHIPS

Undergraduate Support | $2,000,000
- Establish funds for student employment and Special Collections Research Center student assistants. The establishment of funds to support these assistantships is critical as public resources continue to decrease.
- Establish Post-Doc Fellowship opportunities in Special Collections and Digital Images Collections, providing an opportunity for research, teaching and digital projects.

Graduate Students and Post-Doc Students Support | $750,000
- Support graduate students and post-docs in the library to pursue cutting-edge research and to improve the Student Learning Environment across all disciplines.

Sheila McLean Yarborough Library

Pillar II: Making the Remarkable | $12 million

ENGAGED LEARNING, INNOVATION AND COLLABORATION

A Studio for Teaching and Research | $2,500,000
- The Studio will be a unique and signature workspace to support faculty and student work, and will be home to the Center for the Liberal Arts.

Research and Teaching Innovation Funds | $2,000,000
- Support faculty and student projects that build on the strengths of the Center for the Liberal Arts, digital humanities and other disciplines.

Undergraduate Support | $2,500,000
- Establish the Swem Student Employment Fund. Swem Library is one of the largest employers of student employees on campus. Student employees are critical partners in the success of library operations. They help staff the service points, deliver materials to faculty and staff on campus, shelve the books, and work on special projects in all departments. The establishment of endowment funds to support student employment around the libraries is critical as state and federal resources to fund student employment continue to decrease. Minimum gifts of $25,000. Campaign Goal: $1 million.

Establish funds for Special Collections Research Center Student Assistantships to support the behind-the-scenes work necessary to digitize and process collections. The assistantships are unique opportunities for students to gain hands-on experience working with primary sources and one-of-a-kind documents and artifacts. Minimum gifts of $25,000. Campaign Goal: $1 million.

Graduate Students and Post-Doc Students Support | $750,000
- Establish Post-Doc Fellowship opportunities in Special Collections and Digital Images Collections, providing an opportunity for research, teaching and digital projects.
PILLARS 1&2
W&M LIBRARIES PRIORITIES

WHERE GREAT MINDS MEET

1

Student Support
Undergraduate & Graduate assistantships

Professional Librarian Leadership
Endowed positions, visiting scholars & authors fund
MAKING THE REMARKABLE

Engaged Learning, Innovation and Collaboration
A Studio for Teaching and Research and Innovation Funds

Library Excellence
Collections, Digital Resources and Collection Conservation

Buildings and Facilities
Renovations and enhancements
CAMPAIGN ROADMAP
Why does William & Mary push beyond the boundaries of what's known?

To break through the traditional barriers to knowledge.

Providing an education of the highest caliber requires more than access to information, advanced laboratories, state-of-the-art technologies, world-class facilities and a challenging curriculum. It also requires collaboration. Because many of the most pressing challenges of our age are complex and transcend disciplines, we must break down walls to pursue collaborative projects across schools and departments. And that's precisely what we are doing at William & Mary.

The Center for the Liberal Arts

With the adoption of the new COLL curriculum, William & Mary has recommitted itself to the liberal arts in the modern era. Through a set of specially designed courses, the university will take a fresh approach to connect and integrate knowledge in a way that broadens the mind and expands the reach of all undergraduates. The Center for the Liberal Arts provides the means to infuse fresh perspective and creativity into course development. The fellows involved in the center collaborate with each other and with faculty across campus to ensure that the university's intellectual community remains engaged in innovative learning that's focused on the relevant issues of our past, present and future.

The Studio for Teaching and Research

Located within the Earl Gregg Swem Library, the Studio will provide short- and long-term project space that fosters cross-disciplinary collaboration, curriculum innovation, experimental teaching and idea generation. This renovation offers an opportunity to redesign a 21st-century workspace to support the work of our faculty and to promote their interaction in a state-of-the-art academic environment.

“The new College Curriculum has sparked creativity and innovation in every intellectual level in Arts & Sciences, from the senior faculty to the entering class.”

—KATE CONLEY, DEAN OF THE FACULTY OF ARTS & SCIENCES; PROFESSOR OF FRENCH & FRANCOPHONE STUDIES
How will William & Mary lead the way in liberal arts education?

By pushing the boundaries of what’s known.

The Center for the Liberal Arts
With the adoption of the new College “COLL” Curriculum, William & Mary has recommitted itself to the liberal arts in the modern era. Through a set of specially designed courses, the university will take a fresh approach to connect and integrate knowledge in a way that broadens the mind and expands the vision of all undergraduates. The Center for the Liberal Arts provides the means to infuse fresh perspective and creativity into course development. The fellows involved in the center collaborate with each other and with faculty across campus to ensure that the university’s intellectual community remains engaged in innovative learning that’s focused on the relevant issues of our past, present and future.

The Studio for Teaching and Research
Located within the Earl Gregg Swem Library and home to the Center for the Liberal Arts, the Studio will be a dedicated space for faculty, librarians, academic technologists and others who support research and teaching. This inclusive space will foster cross-disciplinary collaboration, curriculum innovation, experimental teaching and idea generation. This project offers an opportunity to design a 21st-century workspace to support our faculty and to promote their interaction in a state-of-the-art academic environment.

“The new College Curriculum has sparked creativity and innovation at every intellectual level in Arts & Sciences, from the senior faculty to the entering class.”

—Kate Conley, Dean of the Faculty of Arts & Sciences; Professor of French & Francophone Studies
WORKING WITH THE DEAN

GOAL CHANGED, BE FLEXIBLE

UPDATE LIBRARY BOARD OF DIRECTORS

MARKET RESEARCH

STRUCTURING GOALS UNDER PILLARS
HOW TO COMMUNICATE CAMPAIGN GOALS
At William & Mary, the library is alive, and is the heart of the academic and social experience on campus. Earl Gregg Swem Library is the university’s principal gateway to information, the busiest crossroads on campus, and a uniquely accessible meeting place where people come together. With our rich print, electronic and special collections, the library is an essential resource for our intellectual community and a leader in defining the place of the academic library in a changing universe of knowledge.

Swem is routinely recognized for excellence. In fact, the library most recently ranked as one of the top university libraries in the nation by the Princeton Review. You can help ensure that Swem Library remains a place where curiosity, creativity and exploration intersect.

Carrie L. Cooper
Dean
William & Mary Libraries

SWEM LIBRARY
WILLIAM & MARY LIBRARIES

GOALS & PRIORITIES

I appreciate the broad reach and impact Swem Library has across and beyond the William & Mary community. Swem is an extraordinary resource and a hive of activity on campus -- the collections, staff expertise and facilities are remarkable. Supporting Swem is a means to support students, faculty and staff, and a deeply satisfying way to give back to William & Mary.

Kathy Koch ’80
Chair
Swem Library Board of Directors

Pillar I: Where Great Minds Meet | $8.5 million

STUDENT SUPPORT
• Undergraduate Support | $2 million
  Establish funds for student employment and Special Collections Research Center student assistantships. The establishment of funds to supplement student employment around the libraries is critical as public resources continue to decrease.
• Graduate Students and Postdoc Students Support | $750,000
  Establish Postdoc Fellowship opportunities in Special Collections and fund graduate assistantships, focused in Special Collections, Digital Services or the Reader Media Center, which provide hands-on archival and library experience.

PROFESSIONAL LIBRARIAN LEADERSHIP
• Deanship / Archivists / Professional Positions | $5.9 million
  Endow the Deanship of the library and the Burger Archivist and University Archivist positions in the Special Collections Research Center. Establish funds to supplement additional professional positions across the library.
• Visiting Scholars and Authors Fund | $250,000
  A gift to establish a Visiting Scholars and Authors Fund would provide ongoing support to bring in additional alumni authors, visiting scholars and other notables.

Pillar II: Making the Remarkable | $16.5 million

ENGAGED LEARNING, INNOVATION AND COLLABORATION
• A Studio for Teaching and Research | $2.5 million
  The Studio will be a unique and signature workspace on campus for faculty and those who support their work, and will be home to the Center for the Liberal Arts.
• Teaching and Research Innovation Funds | $2 million
  This fund would provide grants to librarians and faculty working together to support projects that embrace the intersection of technology and research, collaborative projects in the Center for the Liberal Arts, digital humanities research and experimentation across disciplines.
LIBRARY EXCELLENCE

- Library Collections, Digital Resources and Collection Conservation | $5.5 million
  Raise funds in support of purchases for the general library collection and special collections.
  The Digital Services Fund will support the digitization and discovery of library materials, especially the holdings of Special Collections and the University Archives.

- Establish an Oral Histories Fund that will help ensure former presidents and rectors, other members of the Board of Visitors, retiring administrators, faculty, staff, alumni and current students are interviewed regularly and systematically.

- Create the Access and Conservation Fund to support the preservation of general and special collections.

- Swem Make a Difference Fund | $1.5 million
  Annual, unrestricted funds to support the operations, services, outreach, teaching and general needs of the libraries.

BUILDINGS AND FACILITIES

- Swem Library Renovations and Enhancements | $5 million
  The Botetourt Theatre Renovation Fund can preserve the feel of the original mid-century modern theatre space while enhancing accessibility, technology, sound quality and comfort for guests to attend lectures and performances.

- The creation of green spaces, including a rooftop garden and enhanced patio spaces at Swem Library, will allow students to enjoy the outdoors, with all the resources of Swem at their fingertips.

For the Bold

“1 was bold in the pursuit of knowledge, never fearing to follow truth and reason to whatever results they led.”
—THOMAS JEFFERSON

1 Where Great Minds Meet
$8.5 million

2 Making the Remarkable
$16.5 million

Support Swem

Give today! Your investment will help the library continue to support the academic needs of our students and faculty by providing top-notch collections, excellent services, inspiring spaces and expert guidance.

UNIVERSITY CAMPAIGN GOALS

- Strengthen alumni engagement
- Achieve 40 percent alumni participation
- Raise $1 billion

Learn more and support Swem Library at William & Mary: FortheBold.wm.edu

FortheBold.wm.edu

Kimberly Separ ’91  Director of Development & External Relations  W&M Libraries/Swem Library  ksepar@wm.edu  757.221.3725
CAMPAIGN MATERIALS

SWEM LIBRARY GOALS & PRIORITIES

Student Support

Undergraduate Support | $2 million
Establish funds for student employment and Special Collections Research Center student assistantships. The establishment of funds to supplement student employment around the libraries is critical as public resources continue to decrease.

Graduate Students and Postdoc Students Support | $750,000
Establish Postdoc Fellowship opportunities in Special Collections and fund graduate assistantships, housed in Special Collections, Digital Services or the Reeder Media Center, which provide hands-on archive and library experience.

FOR THE BOLD
THE CAMPAIGN FOR WILLIAM & MARY
CREATING LIBRARY AMBASSADORS
COMMUNICATION TO INTERNAL AND EXTERNAL AUDIENCES

LIBRARY STAFF
- Staff Meetings
- Emails
- Conversations

CAMPUS COMMUNITY
- Presentation to Campus Boards

ALUMNI/SUPPORTERS
- Tours
- Phonathon & Annual Giving Letters
- Events
- Social Media
HOME COMING 2015 CAMPAIGN KICK-OFF
RESULTS

Post Reach
The number of people your posts were served to.

BENCHMARK
Compare your average performance over time.
Organic
Paid

GIVING
$45,776
(115% increase over previous year)

GIFTS
364
(65% increase)

DONORS
333
(78% increase)
CONCLUSION
UNIVERSITY STANDING
$563,001,240
(AS OF MARCH 31, 2016)

LIBRARY STANDING
$14,300,000
(AS OF MARCH 31, 2016)
THANK YOU

SWEM LIBRARY
WILLIAM & MARY LIBRARIES