Making Difference Work For You

Navigating issues of race, class, and the “other” in successful library fundraising

ALADN 2016
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Introduction and Overview

• Who we are, where we work
• Why this topic? Intersections of personal identities, professional interests
• Goals and outcomes
• Context for discussion
• Methodology used so far
• Barriers: structural, institutional, sociological, “Imposter Syndrome”
• Strategies for success
• Discussion / Q&A
University at Buffalo Libraries

Quick facts: Buffalo, NY; AAU; ARL; Public; 30,000 students; UB endowment $624M; Libraries’ endowment $5M; seven libraries architecture & planning, graduate, health sciences, law, medical, music, undergraduate, 166 FTE staff/faculty librarians

Current Campaign Goal: Quiet Phase
University of Oregon Libraries

Quick facts: Eugene, OR; AAU; ARL; Public; 26,000 students; UO endowment $795M; Libraries’ endowment $32M yielding $1.8M in spending annually; eight libraries: main library, art, science, math, Global Scholars Hall, law, Portland, Oregon Institute of Marine Biology, 175 FTE staff/faculty librarians and 300 student assistants annually.

Current Campaign Goal: $36 million - REACHED IN 2016!
• Why are we focusing on this topic?
• Diversity and inclusion important issues in academic libraries and higher education, yet these topics are virtually absent from the LIS literature when associated with impact on fundraising
• Advancement statistics show that fundraising organizations in higher education are lagging behind in diversity metrics (e.g., CASE study: 9% PoC in 2013)
• Attention paid mostly to wealthy, white, male donors
• Presentation focuses mainly on race, gender, class
Methodology used so far…

- Literature review - yielded limited results
- Snowball method, informal qualitative interviews
- Received overwhelming agreement on barriers/difficulties encountered
- Interviewees shared their reactions and stories
- Great interest in topic, need for more research
- Gathering general ideas and input during this session!
Barrier? Class Issues in Fundraising Work

- Culture versus money
- Myth of academia as meritocracy
- Class as capital (social, cultural, economic)
Barrier? Racist Dynamics at Work

• Interpersonal dynamics can be different
• Lack of awareness of internal, external, implicit bias
• “Invisibility” when perceived as the “other”
• Not assumed to be the leader and/or “deanly”
• Opting out can become an issue, per study
Barriers? Gender in Fundraising Work

- Gender and senior leadership in higher education
- Bias (barriers to legitimacy)
- Work life balance
- Sexism and heterosexism
Clance and Imes (1978): “...an internal experience of intellectual phoniness that seemed to be particularly prevalent amongst a select sample of high-achieving women”
Overcoming Imposter Syndrome

Techniques for overcoming imposter syndrome:

- Find supportive colleagues
- Celebrate successes and own them
- Keep a record of positive feedback
- Claim your rights...to express pride, to make mistakes, to have an off day, to fail and to learn from the failure, to be treated fairly, etc.
- Keep learning to build confidence
Organizational Strategies for Success

• Deans and development directors could strategize about these issues and discuss ways to overcome/leverage them, case by case
• Emphasize commonalities, especially love of libraries, to build strong relationships
• Improve diversity among fundraisers and library leadership and faculty
• Increase fundraising efforts within diverse communities
Other solutions:

• Sharing stories, support groups
• Mentorship and sponsorship
• Maintain authenticity and celebrate successes
• Know your institution’s history and pay attention to contributions of women, people of color, and “others” in academia, libraries, fundraising
• Changing the culture around you
• Talking about privilege
• Process intervention re: interpersonal dynamics
Strategies for Success

Your ideas, stories, solutions?
Making Difference Work For You

Thank you for listening and sharing!

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Selected References


