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## Meeting Minutes, 31 January 2015

University of Mississippi. Library. Friends

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Minutes from the January 31, 2015 meeting of Friends of the Library.

Present: Ms. Mary Ann Percy, Ms. Stella Connell, Dr. Mickey Smith, Ms. Carole Lynn Meadows, Dr. Ann Abadie, Mr. Corey Vinson, Dr. Colby Kullman, Ms. Lele Gillespie, Dr. Ralph Vance, Dr. Jennifer Ford, Mr. Curtis Wilkie, Dr. Shelia Skemp, Ms. Laura Harper, Dr. Don Cole, Dean Julia Rholes, Ms. Angela Barlow Brown, Dr. Joe Ward, Dr. Stephen Monroe.

Call to order by Stephen Monroe and introductions of the board.

II. Approval of Minutes: Shelia Skemp voted approval and Carole Lynn Meadows seconded- minutes approved.

III. Discussion of Recent Acquisitions: Joe Ward reviewed the Friends acquisition process for library, and he was encouraged by developments. The money is being well spent. Julia Rholes reminded people of the two ways the Friends money is divided: 1) memorials- if we have a specific memorial we try to match it up with a particular subject; 2) Friends endowment – a larger fund which is not tied to specific subjects. Ward reported that the memorial account has a current balance of just over \$16,000. About \$5000 in memorial gifts were received. Ralph Vance asked if acknowledgments were sent to donors. Angela Barlow Brown explained that acknowledgements are sent to the family of the deceased and the actual donors of the gift. Monroe asked about the scheduling for coordinating selection. Rholes explained the history behind selection. Dr. Pilkington selected books himself, although this process had to be suspended as his health began to decline. When Dr. Walton took over he did not want to select himself. The Library is currently buying books selected by bibliographers or those suggested by faculty. Mickey Smith noted the importance of making sure that those who want to be recognized are able to find references to their name in prominent places. Ann Abadie suggested conducting research into memorial amounts over the decades. Rholes noted that we tried to review at old figures but records before Foundation took over are sporadic. She suggested for members interested in this project to consult the Friends Collection housed in Special Collections.

Monroe indicated a noted increase in membership over the last six months.

IV. Barlow Brown reported on Friends membership numbers and account balances. She did explain that our current membership and account numbers are based on the calendar year, not the fiscal year. Endowment account at Foundation is currently at \$929,728.74 as of 12/31/2014. Potential estimated distribution will be roughly \$36,000 this year for the use given to FOL and Dean to buy materials for the library- looking forward to broadening needs. She described an exciting increase in gift giving and provided several figures to illustrate: Jan. 1, 2014-Dec 31, 2014 total cash gifts of \$22,387.50; total number of gifts was 213; and total number of donors was 195. She put this into context by comparing 2013 gifts: total cash was \$17,690; total number of gifts 190; and number of donors was 174. Donors are giving more. We had 57 lifetime records at end of year and in past months we have had another 4 join. Lele Gillespie asked the date these numbers went into a database and asked if it is easy to search for information. Barlow Brown explained it is very easy for us to pull payment information and other specifics regarding gifts. Laura Harper asked if there was a handout/printable form for those who did not want to use a credit card but wanted to join Friends. Barlow Brown described the brochure currently being drafted, but did note that it is currently possible to get information about making a gift via check at the bottom of the Foundation's Friends site, although there is not an online form. Ward asked about the timing of gifts- are there a greater number of gifts coming later in the year due to tax considerations. Barlow Brown has seen this trend and cited almost \$13,000 gifts received since July. The endowment distributed \$16,420 dollars this year and Rholes cited the goal to increase the total endowment to a

million. Monroe described Dean Forgette's generous support of Friends. Forgette donated some of Heather's time to help organize the member database and mailers. He cited this as an example of University support for Friends.

V. Events committee: At the last Friends board meeting several event goals were discussed. The committee (Carole Lynn Meadows, Julia Rholes, Stephen Monroe, Sarah Frances Hardy, Marcia Cole, Laura Harper, Ralph Vance, Jennifer Ford, Angela Barlow Brown, Lele Gillespie, Mary Ann Percy) worked to achieve several of these including: UM employee direct deposit option set up; design of brochure; and making connections with UM Alumni Association. All of these have either been accomplished or are well into the planning stages. Alumni are now very aware of Friends. Friends appealed to Alumni to promote Friends at club meetings. In the spring we will want to try to have someone in the main meetings to hand out information and possibly speak. We already have the Biloxi Gulfport meeting scheduled. The committee also wanted some of the alumni club members to volunteer to help Friends, and a follow up letter about our needs for help will be released in the February *Alumni Review*. A feature article, written by Tina Hahn, on Friends is scheduled to be released in the summer issue of *The Alumni Review*. Jim Urbanek will be at the March 19<sup>th</sup> party along with Tina to take pictures for the story. Meadows also urged board members to work with alumni in order to facilitate introductions for Barlow Brown in her efforts to solicit donations. The increase of the Alumni Association donation in honor of each UM retiree during their December luncheon from \$50 to \$75 in honor of the Friends anniversary was noted.

Past and future Friends events: The Library coffees began on January 27<sup>th</sup> with the School of Accountancy. Board members were provided a sign-up sheet for all coffees in case they were available to help with a particular event, and the coffee schedule was also distributed. Rholes mentioned that the next coffee was for Liberal Arts and the University Administration. Rholes and Monroe reported on the success of the first coffee, and they noted that at least one person joined. These coffees are always on Tuesdays in the Faulkner Room of Special Collections, although not always at the same time of day. Library wish lists, specific to each school, will appear with other Friends information on a large screen and specific archival materials will also be pulled for each coffee. The small Friends exhibit in the hallway in front of Special Collections was referenced as another point of interest. Abadie mentioned the attractiveness of our new logo and suggested a sticker with this image on the nametags of board members for all events. Rholes also mentioned the upcoming Friends bookmarks.

Meadows brought up the committee's original goals. One of the primary goals was to reach out not only to faculty, students, and the Oxford community but also to make contact with people from other areas of the state and also out-of-state. Meadows spoke about the family event and is envisioning tents and book readings. An "academy awards" style event was also mentioned for the gala. Our next big planned event is the fundraising party on March 19<sup>th</sup> hosted by Vance and his wife. It is designed to recognize Oxford authors, especially those who have donated to the Library. Meadows sees this as recruiting tool and everyone is asked to turn in names of people they believe might be interested in becoming Friends. Rholes noted that this party would especially honor Oxford authors who have donated their papers to the Library. Beth Ann Fennelly, Tom Franklin, and Cutis Wilkie have all agreed to speak and are the honored guests. Monroe noted that we are featuring the three but honoring all those Oxford authors who have donated papers to the Library. This event is a ticketed affair and a fundraiser. Tickets are \$75 a couple. Ward wondered if there was any danger in other authors feeling excluded and recommended being sensitive to the feelings of academic authors. Meadows asked about the numbers of academic authors at the University and in Oxford, and the large number of such authors was discussed. Monroe agreed with Ward and suggested sending a special invitation to other authors but cited the original

criterion for the first honorees to be those who had already given their papers to the Library. Mickey Smith agreed with Ward's caution and mentioned that we would not want to offend anyone at this event. Meadows suggested that we have another event solely for academic authors and Rholes cited a program at Texas A&M which focused solely on highlighting recent books published by their faculty. Ward asked that if we did publish a list on promotional materials to make it clear that those mentioned had donated materials to the Library. Adding more academic authors to the invitation list was also discussed and Rholes expressed some concern that the number of invitees would increase the size of the event substantially. Abadie felt this was complicated and suggested that the event committee develop a program solely for academic authors.

Vance asked about tax write off conflicts surrounding the donation of personal papers. Curtis Wilkie explained that the controversy over Richard Nixon's papers caused Congress to end significant tax write offs for personal papers.

Harper asked about the date of the family event and Meadows mentioned that a specific date had yet to be determined.

VI. Report by Dean Rholes: Special Collections' new exhibition, "Entertainment Collectors, Authors, and Critics: Selections from the Mamie and Ellis Nassour Arts & Entertainment, Stark Young, and Herschel Brickell Collections" was noted. This exhibit highlights the collections of three former University students and noted authors/critics/collectors. It will remain on display through December of this year. She also referenced the Library's new "Studio One" crowdsourcing project. An earlier example of such a project was fundraising for the goalpost which exceeded all funding expectations. The "Studio One" project will create a studio for students and faculty to make videos. More of our students and faculty need this type of production opportunity, and Rholes cited similar library projects around the country, like Penn State. Our target for fundraising is approximately \$18,000 and we are seeking a number of small donations. This type of fundraising appeals in large part to younger donors who are very familiar with social media. It will "go live" right after spring break for a few weeks. Abadie suggested opening this new studio to the community, and Rholes indicated that the library would be reaching out. She was not opposed to community members using the studio but the main audience would probably be students. She was especially interested also in working as partners with academic units, as several departments are instituting digital media programs. Harper referenced the work of the Library's outreach committee and she has suggested the possibility of community use of the studio. Rholes noted that we would need to establish policies and procedures, such as those adopted by Penn State, but there is a real need for students to be exposed to such an opportunity due to employer interest in this type of experience.

Rholes also mentioned the concept of future elections for officers as indicated in the old and new Friends by-laws, and she would like to have an election of new officers at the next meeting. Further work on the by-laws was suggested and Harper indicated a small committee to write a draft would be helpful. Monroe mentioned that Friends did have a small committee who had worked on these, which included law school students. Monroe asked board members to read current by-laws and send him comments. Rholes indicated that the sections relating to management of data no longer apply as the Foundation is managing this function.

VIII. Monroe closed the meeting by inviting everyone to the spring coffees and March party. Next meeting later in the spring.