



Established 1985



*WSSU
Friends
of the
Library*



Committee Members' Handbook



Revised November 2013



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Mission Statement

The WSSU Friends of the Library will offer opportunities for the Winston-Salem friends, alumni and students to contribute to the success of O'Kelly Library. The Friends of the Library is committed to providing high quality, informative and varied programs that embrace the mission of the university and that of the library. Contributions will allow expansion of services and programs as university priorities and goals are transformed and further bring the C.G. O'Kelly Library into the forefront of the greater Winston-Salem community.

Organization

Winston-Salem State alumni and library staff formed the WSSU Friends of the Library in 1985 to generate financial resources beyond that allocated by the state for O’Kelly Library. Between 1992 and 2013 a committee and subcommittee organizational pattern was used to plan activities, identify locations, set financial goals, establish ticket prices, defining attendance goals and ensure that financial goals and other marks were accomplished. The energy and expertise of the library director and staff were vital in program planning and creating marketing strategies. A total of nine to ten committee meetings were held yearly until 2012.

The WSSU Friends of the Library has a strong reputation for producing quality programs and reaching their financial goals. Through the years, diverse programs have been offered including live and silent auctions, cabarets, shows, African-American theater productions, original plays and video productions, as well as anniversary galas. WSSU student and faculty talent, in addition to local talent have been headliners for almost twenty years of programming.

Audience

The audience includes Winston-Salem based alumni, community friends along with WSSU faculty and students. Sadly, only local residents are the primary group reached for the annual events. However, donations are received from a much larger area through committee members outreach efforts and WSSU Friends of the Library mailing database.



Marketing

Most recently, the marketing plans were based around strategically mailing the WSSU Friends of the Library newsletter approximately 3 months prior to an upcoming event. The newsletter included a full article about the upcoming event, a response card with ticket, donation and mailing information. The article helped with marketing and reaching financial goals. Newspaper featured advertisements, posters and banners carefully located on campus were used to further advertise events.

Other marketing strategies are

- Producing short videos about upcoming events which are broadcast on campus and local media outlets.
- Announcing the 25th year, FOL anniversary gala on Facebook and Twitter in 2010.
- Sharing electronic communications via the FOL newsletter and the library website.
- Using the local web-based event marketing network service, Ever-Wonder, announcing the upcoming 25th year, FOL anniversary gala.
- Sharing e-mail announcements with alumni and friends .

The use of electronic communications were not as successful as word of mouth . Attendance goals for FOL events were reached by “friends inviting friends.”

The library staff ensures that print communications are mailed in a timely manner. A mailing database of approximately 900 addresses is maintained but does not include the next generation of supporters. Presently, the database includes mostly persons over 55 years of age.

Goals

Financial goals are reached through a combination of efforts.

- Ticket sales are approximately one fifth of revenue generated and should cover the primary costs associated with the event.
- Major donations such as evening sponsors (\$2,500) produce about one-fourth of the profit.
- Direct donations from \$25.00 to \$100 also generate one-fourth of the profit.
- Memorials for major “players” in the community or the organization have been very profitable.
- Advertisements in the printed program are a major aspect of the fundraising event. The advertisements are very profitable when the economy is strong. Since producing advertisements within the printed program is very time consuming, the lowest cost for an ad should be set at \$100.
- Tributes/memorials that range from \$25 to \$500 are very effective because they can come at the end of the year with names being listed in either the printed program or an upcoming newsletter.

Accomplishments

- Created and expanded the library endowment to the \$200,000 level.
- Co-sponsored the New Year New Services luncheon with the O’Kelly Library staff which informed WSSU faculty about the services and programs offered for five years.
- Co-sponsored the O’K Scholars Institute since 2009.

- Offered several \$800 grants to student library employees who had assisted with Friends of the Library events in 2011.
- Published the book, *Friends Inviting Friends: Twenty-five years of Friend Raising* in 2011

Programming

The WSSU FOL was established to help provide progressive library services for the next generation of users. The next cycle of programs will seek to inform the greater Winston-Salem community about the Archives collections and services.

WSSU Friends of the Library Goals 2014-2016

1. Raise funds to supplement the O’Kelly Library budget.
 - a. Continue to raise funds to supplement the salary for a graduate assistant.
 - b. Expand the library endowment principle. (This goal has been placed on hold until interest rates improve; the funds raised are still in the WSSU Board of Trustees endowment account).
2. Assist with informing the greater Winston-Salem State community about the Archives collection and services.
 - a. Inform the community about other library services and programs.
 - b. Develop strategies that will attract a younger generation to events/activities.
2. Assist with building a communication network for the WSSU Friends of the Library that will reach beyond the triad community.
3. Provide opportunities for students and faculty members to demonstrate their skills through the formal programs that are developed and presented.



Results from the October 15, 2013 meeting of the WSSU Friends of the Library Planning committee are:

1. The WSSU Friends of the Library should continue to function since there is always a need for new funding sources in O’Kelly;
2. The fund raising event should be held **every other year** and be scheduled in the spring.
3. An advisory committee should be formed that includes representatives from all segments of the university community with more emphasis on faculty members and alumni.

The following guidelines were created in response to that meeting:

Advisory Board Guidelines

Advisory Steering Committee

Because time commitment is a challenge, a planning steering committee will be recruited to work with the library director or other appointed representatives to plan events.

Composition: The steering committee will consist of at least five persons that will includes a cross section of the advisory board.

Steering Committee Responsibilities

The committee will create and finalize plans for upcoming events according to the guidelines included in this

handbook. The plans should include all aspects of a complete program:

- Identify the focus for upcoming programs
- Establish goals for events
- Identify a location that is reasonable in cost
- Plan the appropriate meal against the total costs associated with the event
- Total costs should allow at least half of the funds raised to be profits for the organization
- Confirm the program and participants for the events
- Develop a marketing strategy as well as a fund raising goal for the event.

The steering committee will meet at least twice prior to events and board meetings. Since the steering committee has many program planning responsibilities, other communication methods will be encouraged and utilized to plan events. Other methods include Skype, telephone conference calls as well as reviewing and editing documents via email. The goal will be to effectively communicate with the committee, move projects forward and use members’ time efficiently.

The steering committee will also be responsible for planning the agenda for the WSSU Friends of the Library Advisory Board.



Steering committee members will be members of the Advisory Board.

Advisory Board

The WSSU Friends of the Library Advisory Board will meet twice during an academic year. The steering committee will plan and assist with calling the meeting.

Composition

The advisory board will be composed of WSSU faculty members, alumni, retired librarians, students and O'Kelly Library staff members and have fifteen to twenty members.

Committee members will be appointed for a two year period with the option of one renewal. Every effort will be made to stagger membership where one or two persons end their appointment each year. This will allow some continuation of the work. (One of the concerns with the planning committee was there was no tenure length.)

Expectations & Requirements

Everyone's time is a premium; board meetings will be held twice each year and will be no more than two hours. The steering committee assisted by the library staff will share agenda and supporting documents with the board members at least five days prior to the meeting.

Advisory board members will review and approve projects planned for the organization.

Updates on library services will be provided to help members feel more connection with the library. Updates

will include information about services that are being spotlighted by the organization such as the Archives collection and programs and graduate assistants.

The Advisory Board will offer recommendations that will enhance library services or archives.

The Advisory Board will be expected to assist with meeting attendance and financial goals for the biennial fundraising program.

Advisory Board members will be expected to be active financial supporters of the WSSU Friends of the Library.

Responsibilities of O'Kelly Library Staff

1. Collect and receive all funds; acknowledge donations in a timely manner
2. Maintain an accurate database of donors or potential contributors.
3. Develop and design all communication whether print or media
4. Work with the steering committee to plan events
5. Prepare mailings
6. Keep advisory committee members informed about library progress and upcoming events.





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