Executive Summary

Fiscal year 2009 was a transitional year for the Libraries’ development office due to the transition of Sharon Stanczak, Director of Development and Communications, to a new role in the Office of Resource Development in the central MIT administration. This transition happened just after the beginning of the fiscal year and this position was not filled until after the end of fiscal year 2009. During this time, the office was led by Keith Glavash, the Libraries Associate Director for Administration and staffed by the Development Officer, the Communications Officer and the part-time administrative assistant.

Despite this change in leadership and thanks to enthusiastic support of the previous Director of Development FY2009 was a successful year for the Libraries fundraising programs with new gifts and pledges totaling $1,427,337. In addition to the successful fundraising activities, the office continued to ensure that communications materials for internal and external audiences were clear, concise and well conceived, and played a leadership role in organizing the marketing and events for the second exhibition at the Maihaugen Gallery.

Finances/Funding

The MIT Libraries raised $1,427,337 in FY 09 including a pledge to process the Vail Collection of $1MM, a $50K irrevocable planned gift to support the Lewis Music Library, and a $46K foundation grant to underwrite initial processing of the Connick Stained Glass Collection.

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<tr>
<th>Total Gifts to the Libraries:</th>
<th>FY06</th>
<th>FY07</th>
<th>FY08</th>
<th>FY09</th>
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<td>$2,147,000</td>
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Major Gifts

The continued strategic cultivation of Thomas Peterson by former Libraries’ Director of Development Sharon Stanczak, Director of Libraries Ann Wolpert and the staffs of the Wunsch Conservation Laboratory and Institute Archives and Special Collections resulted in a new pledge of $1MM to support the cataloging and conservation of the Vail Collection.

The Development Officer, Jos Wanschers, working closely with Lewis Music Library head Peter Munstedt and MIT Resource Development staff, successfully cultivated and solicited an alumni couple for a planned gift of $50K that will ultimately support the Music Library.
Institutional Support

A successful grant application was made to underwrite initial processing for the Connick Stained Glass Collection at Rotch Library.

A proposal was made to the Gladys Brooks Foundation to support the technology needs for the new 24/7 Reading Room in Dewey but, unfortunately, was not funded.

Annual Giving

Annual Fund activity remained robust, with the Development Officer making visits to cultivate and steward high-end annual fund donors, and continued collaborative efforts with leaders in the Alumni Association. That giving was down this year is not surprising given the lack of permanent leadership in the office and the economic recession.

The Honor with Books program to solicit parents for gifts in honor of their children’s graduation, which inspired greatly increased giving in previous years, was disbanded this year due to expenses related to processing and stewarding gifts made through this program.

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<tr>
<th>Libraries Annual Fund :</th>
<th>FY06</th>
<th>FY07</th>
<th>FY08</th>
<th>FY09</th>
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Events

The Development Office (led by the Communications Officer and the Development Officer) organized the opening for the Maihaugen Gallery’s second exhibition, *Fascination of Flight: Highlights from the MIT Libraries*. The exhibition included some of the objects conserved with Thomas F. Peterson, Jr.’s gift to conserve the Vail balloon print collection and we were delighted that he attended the opening.

The Office played a significant role in organizing an alumni event for the Arthur D. Little Alumni Association that was held at the Libraries and included over 250 participants. Activities included visits to the Institute Archives and Special Collections where objects from the ADL Archive were displayed (including objects from MIT’s ADL Collection, as well as objects lent from private and corporate collections) and tours of the Wunsch Conservation Lab.

Communications

FY09 was a year of increased visibility for the MIT Libraries. Communications efforts were focused around several key elements and initiatives, which generated publicity for the Libraries collections, services and accomplishments both within the MIT community and to broader public audiences.

Key accomplishments in Communications include:
• Enhanced and broadened targeted advertising efforts were implemented to promote Libraries’ services to the MIT community using a wide variety of media including postcards, ads, blog content, electronic news feeds and web spotlights.

• Several important announcements and high-level changes in the Libraries garnered media attention in FY09. Foremost amongst these was the MIT faculty’s vote to adopt the Open Access Policy, an effort led in large part by the MIT Libraries. This story resulted in international media interest including coverage in the Wall Street Journal, the Chronicle of Higher Education, Wired, and the Boston Globe, among others. Press releases regarding the DSpace Foundation merger with Fedora Commons and the transfer of Project Whirlwind archives to MIT by MITRE also resulted in important media coverage.

• The communications officer led outreach efforts for the Maihaugen Gallery’s exhibition program, continuing to increase visibility for the Gallery at MIT and more broadly in the Boston area. Specific initiatives included an illustrated calendar distributed to donors, faculty and staff, electronic invitations and web coverage, community event planning, and campus wide marketing of activities with the goal of increasing student and faculty engagement with the Gallery activities significantly.

• Several new communications initiatives were launched in FY09 with the goal of providing the Libraries with more effective, easier and more cost-effective means to promote Library resources, event and services. Templates for posters and postcards were designed to allow production of printed marketing materials without the need to engage an outside designer for each individual project. Additionally, the Libraries’ digital photo archive was uploaded to an online catalog (Thalia, supported by IS&T) and, with the assistance of the Libraries’ metadata team, defined a metadata strategy for current and future images to make the catalog a user-friendly and effective image resource for Libraries’ staff needs for images for print and electronic marketing materials.

**Future Plans**

In the coming year, in-Library resource development staff, now separated into the Office of Stewardship and Donor Relations and the Communications Office (under the management of the Associate Director for Administration) will continue to define roles within this new structure, clarify information about the Libraries available to colleagues and donors, and to integrate these two (now) separate but inherently closely linked operations into the administration of the MIT Libraries. It is hoped that the new collaborative relationship between the Libraries’ in-Library development team and the new dedicated Leadership Gifts Officer in MIT’s Office of Resource Development will lead to significantly increased leadership and principal gift-level fundraising activities. In addition to the goals of speaking with more donors about the Libraries and realizing more gifts to support the work of the Libraries, it is hoped that this new model will allow for
more deeply involving Libraries’ senior leadership and program heads into frontline engagement with donors and other Resource Development field staff.

In addition to supporting the Leadership Gifts effort with proposals, an updated listing of vetted giving opportunities for the Libraries, and marketing materials, the Office of Stewardship and Donor Relations will significantly increase activity in the areas of printed and event-based stewardship, foundations and grant making agency proposals, broadened support for the Libraries’ Annual Fund drive, and professionalization of the in-Library development operation (reporting, records management, donor communications and outreach to MIT colleagues).

As the Libraries reinvent their organizational structure, there will be an ongoing need to inform the MIT community about changes and to bolster or retool the Libraries’ brand. There will be a continuing focus to use the widest-possible variety of media to share information with the MIT community about the changes at the Libraries as well as to continue to educate the community about Libraries’ services and programs. The new reporting structure for the Communications Officer will allow her role to take on a broader role in planning strategic marketing efforts centrally for the Libraries.