



**SURVEY OF ACADEMIC
LIBRARY LEADERSHIP:
OUTLOOK FOR FUNDRAISING
FOR THE LIBRARY**

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THE QUESTIONNAIRE

1. Please provide information below

- A. Name
- B. Title
- C. Institution
- D. Email Address

2. Personal Age Range

- A. Under 40
- B. 40-49
- C. 50-59
- D. 60-65
- E. 65+

3. Your college or university is public or private?

- A. Public
- B. Private

4. Carnegie class or type of college

- A. Junior College
- B. BA-Granting
- C. MA or PHD Granting
- D. Research University

5. What is your college/university's total approximate FTE enrollment for all schools and programs?

6. What is the average annual price of undergraduate tuition, the so-called sticker price, before financial aid or deductions?

7. What is your gender

- A. Male
- B. Female

8. How would you describe the library's results in fundraising, on its own and through the college, in the past year?

- A. Poor
- A. Modest
- B. Acceptable
- C. Good
- D. Excellent

9. What is the outlook over the next year for library funds generated from new gifts or endowments?

- A. Poor
- B. Modest
- C. Acceptable
- D. Good
- E. Excellent
- F. Other (please specify)

10. Rate which fundraising vehicles have been successful for the library in recent years.

	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Bequests					
Events					
Internet appeals					
Internet appeals					
Other					

11. Rank the following types of fundraising events for their long range potential to raise funds for the library through event receipts but also through relationship development leading to possible donations.

	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Author signings and readings					
Dinners or lunches					
Special collection or university museum exhibits					
Book sales					
Films or Live Performances					

12. What are your library's plans for fundraising in the near future?

LIST OF THE INSTITUTIONAL AFFILIATION OF THE SURVEY PARTICIPANTS

- › Alvernia University
- › Andrews University
- › Baker University
- › Binghamton University
- › Biola University
- › Bradley University
- › Brooklyn College, CUNY
- › Bryan College
- › Buffalo State College
- › California Institute of the Arts
- › California State University Channel Islands
- › Carlow University
- › Central College
- › Central Michigan University
- › Century College
- › Chicago State University
- › Columbia State Community College
- › Columbus College of Art and Design
- › Daniel A. Reed Library at SUNY Fredonia
- › Drexel University
- › Eastern Arizona College
- › Eastern Illinois University
- › Eastern New Mexico University
- › Elizabeth City State University
- › Elms College
- › Embry-Riddle Aeronautical University - Prescott
- › Emory and Henry College
- › Florida Gulf Coast University
- › Florida National University
- › Fuller Theological Seminary
- › Fulton-Montgomery Community College
- › Gwynedd Mercy University
- › Hamilton College
- › Harbor Branch Oceanographic Institute @FAU
- › Heartland Community College
- › Heritage Christian University
- › Howard Payne University
- › Idaho State University
- › Iowa Lakes Community College
- › Jarvis Christian College
- › John Tyler Community College
- › La Roche University
- › La Salle University
- › LaGuardia community college
- › Lane Community College
- › Lawrence Technological University
- › Lee University
- › Lehigh University
- › Life Pacific College
- › Lipscomb University
- › Lyon College
- › Manhattan College
- › Mansfield University of PA
- › Maranatha Baptist University
- › Marist College
- › McDaniel College
- › McMurry University
- › Miami University
- › Middle Tennessee State University
- › Molloy College
- › Nash Community College
- › Naugatuck Valley Community College
- › New College of Florida
- › Northwest Arkansas Community College

- Northwestern Health Sciences University
- Nova Southeastern University
- Oakland University
- Penfield Library, SUNY Oswego
- Pfeiffer University
- Roxbury Community College
- Rush University
- Saint Joseph Seminary College
- San Jose State University
- Seminole Public Library
- Shoreline Community College
- Siena College
- Southeast Missouri State University
- Southeastern University
- Southern Utah University
- Southwestern Adventist University
- Southwestern Baptist Theological Seminary
- St. Catherine University
- State Fair Community College
- SUNY College of Environmental Science and Forestry
- Thomas Jefferson University
- Toccoa Falls College
- UA Little Rock
- United Lutheran Seminary
- Universidad Adventista de las Antillas
- University at Albany/SUNYA
- University of California San Diego
- University of Hawaii at Hilo
- University of Hull
- University of Maryland Baltimore County
- University of Massachusetts Boston
- University of New England
- University of North Dakota
- University of Notre Dame
- University of South Alabama
- University of South Carolina School of Law
- University of South Carolina Upstate
- University of Texas at El Paso
- University of Texas at San Antonio
- University of Texas Permian Basin
- University of Toledo (Ohio)
- Wayne State College
- Wilkes University
- Woodbury University
- Yavapai College - Prescott Campus
- Yeshiva University
- York College of PA

CHARACTERISTICS OF THE SAMPLE

Personal Age Range	#
Under 40	7
40-49	23
50-59	42
60-65	28
65+	16
Total	116

Your college or university is public or private?	#
Public	57
Private	59
Total	116

Carnegie class or type of college	#
Junior College	16
BA-Granting	26
MA or PHD Granting	53
Research University	21
Total	116

Enrollment	#
Less than 2000	32
2000 - 4999	32
5000 - 10000	26
More than 10000	26
Total	116

Tuition, \$	#
Less than 8000	30
8000 - 19999	33
20000 - 40000	35
More than 40000	18
Total	116

What is your gender?	#
Male	52
Female	64
Total	116

SUMMARY OF MAIN FINDINGS

by Anthony Morris

1. How would you describe the library's results in fundraising, on its own and through the college, in the past year?

Summary

Over the entire survey, funding outlook was bleak. Nearly half (46.55%) described the library's results as poor. A little over a fourth described their efforts as modest (27.59%) and the minority described their efforts as acceptable (14.66%) or good (6.03%). No respondents at all described their results as excellent.

Private versus Public

Private institutions responded more heavily on each pole, being more likely than public institutions to both respond their fundraising was poor (52.54% versus 40.35% for public institutions) and was good (8.47% versus 3.51%). The majority of public institutions were more likely to respond their results were in the middle ranges, 52.63% collectively for modest or acceptable, as compared to only 32.2% of respondents from private institutions.

Carnegie class or College

Responses varied based on Carnegie class or type of college. Respondents from Junior colleges, BA-Granting and MA or PHD Granting institutions were most likely to report poor results, with nearly half of the respondents from all three reporting poor results (50%, 46.15%, and 49.06% respectively). Respondents from research universities were the most optimistic, being more likely to report modest results (47.62%) rather than poor results (38.10%).

Enrollment

Responses also varied based on enrollment. Respondents found best success when enrollments sat between 2,000-4,999 (56.25% for Modest, Acceptable, and Good combined) and for more than 10,000 (a combined 57.69%). Enrollment between 5,000-10,000 respondents split neatly down the middle- 50% reported poor results, and the other categories collectively at 50%. Enrollment less than 2,000 responded the most dismally, with a full 62.50% reporting poor results.

Tuition

Curiously, in the category of tuition respondents from the group of \$20,000-\$40,000 were both more likely to report poor results (57.14%) and good results (8.57%) over their peers in all other categories, and their combined score for modest, acceptable and good together was the lowest, at only 37.14%. Tuition between \$8000-\$19,999 reported the greatest combined success, with a combined 60.60% for modest, acceptable, and good.

Across All Metrics

Finally, across all metrics there were some highs and lows that stood out from the rest. Those groups that were most likely to indicate Good results included those respondents aged 60-65 (14.29%), female respondents (9.38%), institutions with tuition between \$20,000-\$40,000 (8.57%), and private institutions (8.47%). Poor results were dominated by respondents aged under 40 (71.43%) and institutions with a less than 2000 enrollment (62.50%).

2. What is the outlook over the next year for library funds generated from new gifts or endowments?

Summary

Respondents were slightly more optimistic about next year's outlook over the past year's results. Respondents answers poor less frequently (43.10% for next year, as compared to this year's 46.55%) and more frequently the categories of modest (29.31% versus 27.59%), good (7.76% versus 6.03%), and excellent (0.86% versus 0%).

Private versus Public

Respondents from private institutions were both more likely than public institutions to rate their outlook as poor (45.76% versus 40.35%) acceptable (11.86% versus 10.53%), and as excellent (1.69% versus 0%). Public institutions were more likely to respond with modest (35.09% versus 23.73%) and good (8.77% versus 6.78%) and was also more likely to respond in the middle ranges comprehensively (54.39% combine for modest, acceptable, and good as compared to 42.37%).

Carnegie class or College

Junior colleges responded across the board negatively- a full 75% responded with a poor outlook for next year, and only 18.75% responding a modest outlook, with no responses for acceptable, good or excellent. BA-granting institutions were the most optimistic, having the lowest rate of poor responses (only 30.77%) and the highest rates for combined responses in modest, acceptable, good, and excellent (57.70%). It was also the only Carnegie class with any respondents answering excellent (3.85%). MA or PHD granting institutions and research universities responded at very similar rates, with poor as 39.62% and 42.86% respectively responding poor outlook and 52.83% and 52.38% respectively for combined responses of modest, acceptable, and good.

Enrollment

The smallest enrollment group of less than 2,000 also responded the most negatively- they both were most likely to respond a poor outlook (56.25%) and the least like to respond in one of the more positive categories (37.51% for modest, acceptable, good, and excellent combined). Enrollment of 5,000-10,000 was slightly more hopeful (50% for poor responses and 42.31% for more positive responses). Enrollments of 2000-4999 and more than 10,000 answered the most optimistically, with more than 10,000 having the lowest responses in poor outcomes (30.77%)

and highest for combined positive responses (65.39%), followed closely by 2,000-4,999 (34.38% for poor, and 52.14% for combined positive responses).

Tuition

Tuition between \$8,000-\$19,999 was the sweet spot for projections for new gifts or endowments-only 33.33% responded with poor, while 60.60% gave a more positive answer. While respondents with tuition of more than \$40,000 were the only ones who gave the response of excellent (5.56%), they lagged behind all other groups in combined positive answers (only 38.89% for combined modest, acceptable, good, and excellent, while all other groups answered in the 40% range or higher).

Across All Metrics

Across all metrics, those most likely to respond with an excellent outlook included institutions with a tuition of more than \$40,000 (5.56%), BA granting institutions (3.85%), and institutions with an enrollment of less than 2,000 (3.13%). Those most likely to respond with a poor outlook included Junior colleges (75%), respondents under 40 (57.14%) and institutions with an enrollment of less than 2,000 (56.25%). It is interesting to note that institutions with an enrollment of less than 2,000 showed up in both extremes.

3. Rate which fundraising vehicles have been successful for the library in recent years.

Summary

Of the four specifically surveyed, respondents said that bequests have been the most successful, with 35.34% saying that bequests were used with at least some success. The remaining three were consecutively less successful, with events at 21.55%, internet appeals at 10.34%, and auctions at 5.17%. Most respondents had never used an auction (81.9%), and more than half either said they'd never used events or internet appeals as a fund-raising vehicle before, or that it was used but not very successfully (67.24% and 76.73%)

Private versus Public

Private and public institutions found roughly similar success in events, 22.03% and 21.06% respectively having some success or better, and shared a similar story with auctions (5.08% and 5.26%). Private institutions found slightly more success than public ones in internet appeals (11.86% versus 8.77%), but public institutions saw greater success with bequests than private institutions (42.11% versus 28.80%)

Carnegie class or College

Across all types of funding raising, Junior Colleges rarely used any of the surveyed strategies for fundraising, reporting that 68.75% never used bequests, 75% never used events, 81.25% never used internet appeals, and 81.25% never used auctions. This corresponded with low rates of reported success for all these strategies in Junior Colleges. MA or PHD granting institutions

regularly reported the best success out of the college types, having the highest rates of success for bequests (41.51% some success or higher), events, (28.30% some success or higher), and auction (7.55% some success or higher) and the second highest for internet appeals (13.21% some success or higher, beaten only by research universities at 19.05%)

Enrollment

institutions with higher enrollment largely saw better success in the survey strategies. Those with more than 10,000 saw the greatest success with bequests (50% used with some success or higher), with events (26.92% used with some success or higher), auctions (7.69% used with some success or higher), and 2nd highest for internet appeals (15.38% used with some success or higher, the highest after enrollments of 5,000-10,000, with had 19.23%). Generally speaking, the lower the enrollment, the less likely the institution was to have tried a strategy, with corresponding lower rates of success.

Tuition

Tuition did not have a strong effect on success with bequests, as all institutions had a success between 33%-36% of some success or greater, though tuition of more than \$40,000 was the most likely to have never used it (50% never used bequests) and tuition of \$8,000-\$19,999 was the most likely (only 36.36% never used it). Success in the other strategies did not follow a pattern, with events being led by tuitions between \$8,000-\$19,999 (30.30% some success or higher), internet appeals led by tuitions of more than \$40,000 (16.67%), and auctions led by tuitions between \$20,000-\$40,000 (8.57%). Tuition less than \$8,000 did not lead any of those three strategies, but did have the greatest success of the bequests, though again the margin of difference between all tuition ranges was very small.

Other

This question included an "Other" category utilized by many of the respondents. Several mentioned a strategy their library attempts that was not on the list. These included concerts, personal appeals (either done by the library or by a development officer), grant writing, book sales, and memorials for someone who has died. The most common responses were that the library either did not participate in fundraising, or that a separate development office in the institutions did all the development.

4. Rank the following types of fundraising events for their long-range potential to raise funds for the library through event receipts but also through relationship development leading to possible donations.

Summary

Respondents were largely pessimistic about most of the surveyed strategies' long-range potential for fund-raising. In author signings and readings, dinners or lunches, book sales, and films or live performances, the average across all was greater than 30% for no potential and around 50% for low potential, with combined scores for some potential or better sitting well below 10%. Only in

one category did responses improve- special collections or university museum exhibits had a combined rate of 17.25% for some potential or better.

Private versus Public

Public institutions were found to be more optimistic than private institutions in two categories- 10.52% responded that dinners or lunches had some potential or better (as opposed to private institutions at 3.39%) and 24.56% responded that special collections or university museum exhibits had some potential or better (compared to private institutions at 10.16%). However, private institutions had more positive responses for book sales (10.17% versus public at 3.5%).

Carnegie class or College

Responses were largely spread through Carnegie class. Junior colleges were the most pessimistic, with books sales having the only positive response of some potential or better (6.25%). The positive responses were spread across the BA-granting, MA or PHD granting, and research universities. Author signings was led by BA-granting (7.69%), dinner or lunches was led by MA or PHD granting and followed closely by BA-grant (9.43% and 7.7% respectively), special collections or museum exhibits was led by research universities (33.33%), and films or live performances was tied by BA-granting and MA or PHD granting (3.85% and 3.77%).

Enrollment

Like Junior Colleges, enrollment of less than 2000 estimated a large majority no or low potential across the board, with book sales being the greatest exception, with 12.51% responding it had some potential or better. The larger the enrollment, the larger estimated success with special collections or university museum exhibits, with more than 10,000 leading the group with 30.77% responding some potential or higher.

Tuition

Colleges in the annual tuition range of \$8,000-\$19,999 gave more positive responses than any other cohort, leading the group in author signings (6.06%), dinners or lunches (12.12%), special collections or museum exhibits (33.33%), book sales (12.12%), and films or live performances (6.06%).

Across All Metrics

For author signings, the most optimistic groups were the BA-granting institutions and those with enrollment at 5,000-10,000 (tied at 7.69% for some potential or better). Those individual survey participants aged between 40-49 were the mostly likely to estimate that dinners or lunches had some potential or better (17.39%). Research universities and those with enrollment of 10,000 or better were most likely to say that special collections or university museum exhibits have some potential or better (33.33% and 30.77%). Finally, it is worth noting that respondents under 40 were the most likely to see some potential for book sales (28.58%) and films or live performances (14.29%), and interestingly this group did not see some potential or better for any of the other strategies.

5. What are your library's plans for fundraising in the near future?

Summary by Carnegie class or College

By far the most common answer to this question was that there are no plans or that the library does not actively raise funds. Out of the 86 unique answers, a full 37 (43.02%) answered that their library had no plans or a similar variation. The second most common response (15 out of 86, or 17.44%), or was of a similar theme, that the library was either not in charge or not involved in fundraising as there was a separate foundation at their institution that managed all fundraising. Several of the strategies in the previous questions were mentioned here, including book sales, author's luncheons or donor's dinners, concerts. There were two strategies not included in the previous two questions that were mentioned multiple times- grant writing and growing Friends of the Library programs.

DATA AND COMMENTARY

1. How would you describe the library's results in fundraising, on its own and through the college, in the past year?

Table 1.1 How would you describe the library's results in fundraising, on its own and through the college, in the past year?

	No Answer	Poor	Modest	Acceptable	Good	Excellent
Entire sample	5.17%	46.55%	27.59%	14.66%	6.03%	0.00%

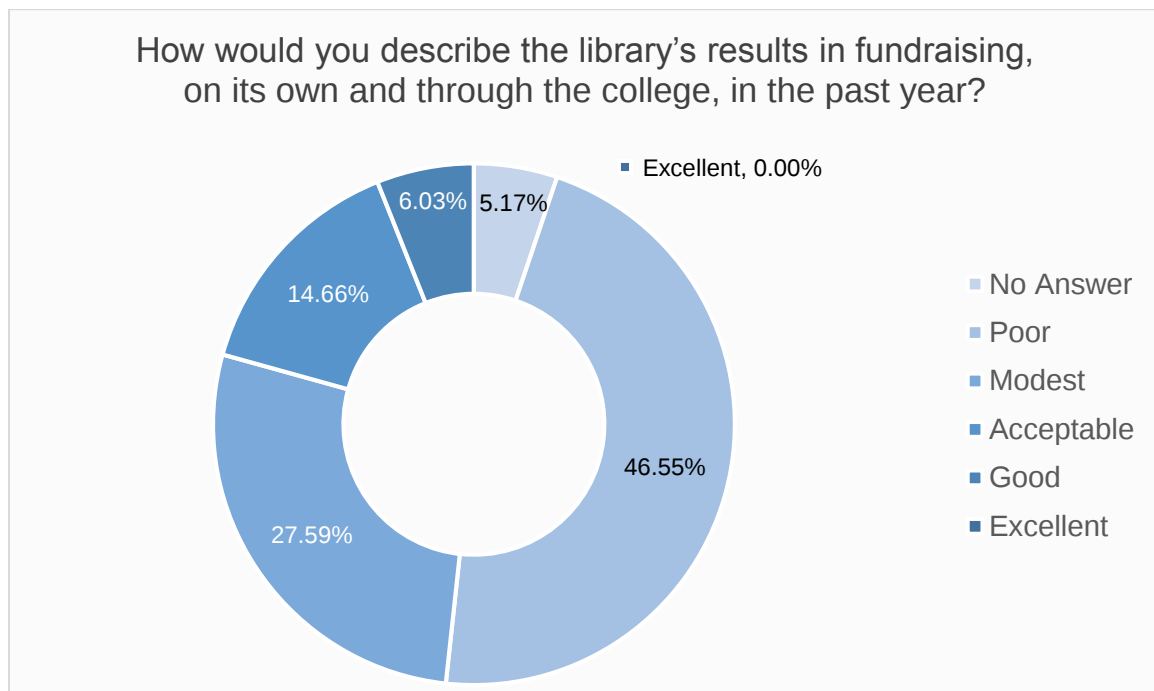


Chart 1.1 How would you describe the library's results in fundraising, on its own and through the college, in the past year?

Table 1.2 How would you describe the library's results in fundraising, on its own and through the college, in the past year? Broken out by personal age range of the individual survey participant

Personal Age Range	No Answer	Poor	Modest	Acceptable	Good	Excellent
Under 40	0.00%	71.43%	14.29%	14.29%	0.00%	0.00%
40-49	8.70%	39.13%	17.39%	30.43%	4.35%	0.00%
50-59	7.14%	47.62%	35.71%	4.76%	4.76%	0.00%
60-65	0.00%	39.29%	28.57%	17.86%	14.29%	0.00%
65+	6.25%	56.25%	25.00%	12.50%	0.00%	0.00%

Table 1.3 How would you describe the library's results in fundraising, on its own and through the college, in the past year? Broken out for public and private colleges

Your college or university is public or private?	No Answer	Poor	Modest	Acceptable	Good	Excellent
Public	3.51%	40.35%	33.33%	19.30%	3.51%	0.00%
Private	6.78%	52.54%	22.03%	10.17%	8.47%	0.00%

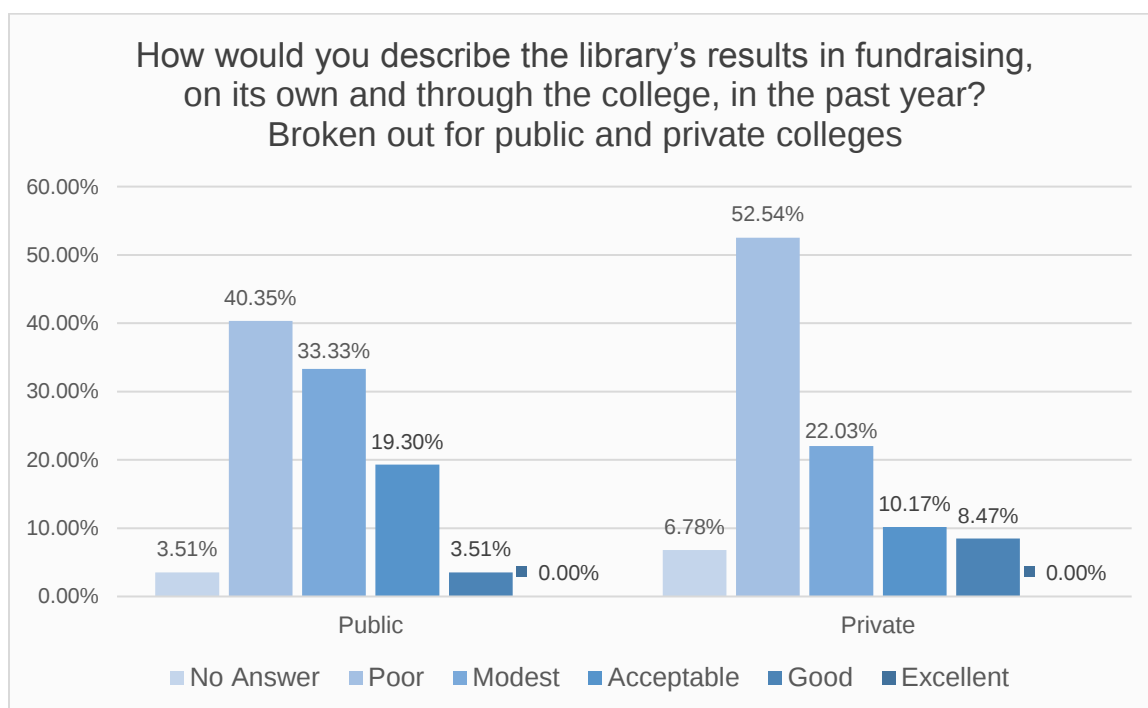


Chart 1.2 How would you describe the library's results in fundraising, on its own and through the college, in the past year? Broken out for public and private colleges

Table 1.4 How would you describe the library's results in fundraising, on its own and through the college, in the past year? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	Poor	Modest	Acceptable	Good	Excellent
Junior College	12.50%	50.00%	25.00%	12.50%	0.00%	0.00%
BA-Granting	3.85%	46.15%	26.92%	15.38%	7.69%	0.00%
MA or PHD Granting	3.77%	49.06%	20.75%	18.87%	7.55%	0.00%
Research University	4.76%	38.10%	47.62%	4.76%	4.76%	0.00%

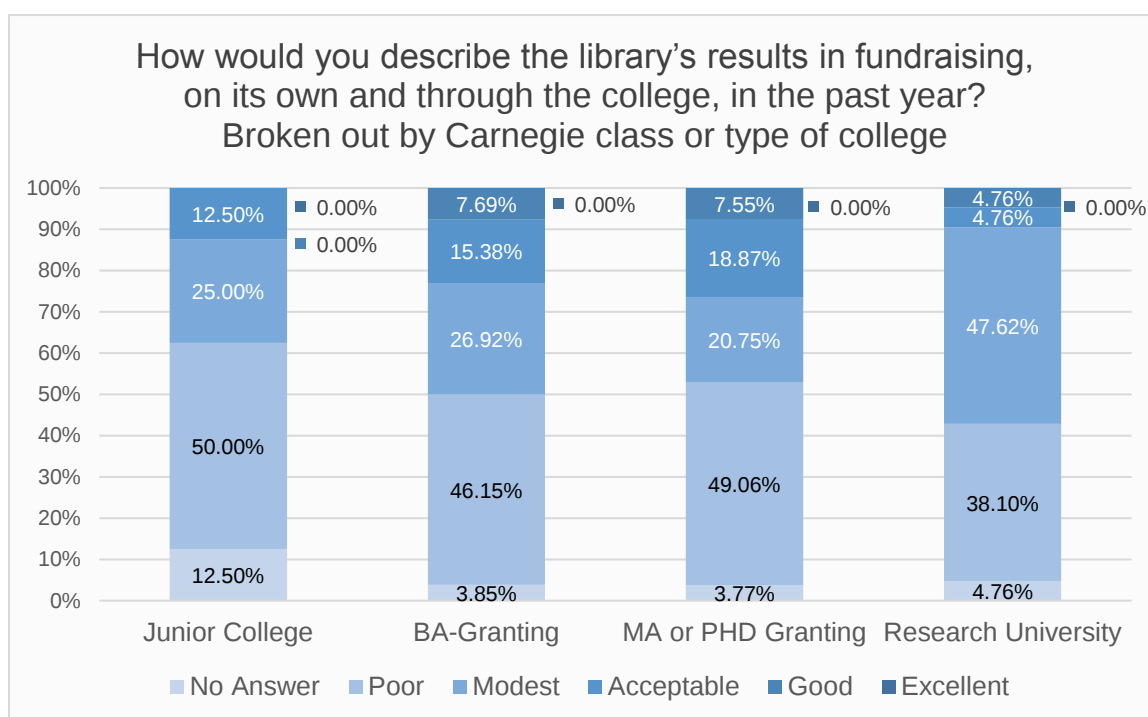


Chart 1.3 How would you describe the library's results in fundraising, on its own and through the college, in the past year? Broken out by Carnegie class or type of college

Table 1.5 How would you describe the library's results in fundraising, on its own and through the college, in the past year? Broken out by enrolment

Enrollment	No Answer	Poor	Modest	Acceptable	Good	Excellent
Less than 2000	6.25%	62.50%	15.63%	9.38%	6.25%	0.00%
2000 - 4999	12.50%	31.25%	31.25%	18.75%	6.25%	0.00%
5000 - 10000	0.00%	50.00%	23.08%	23.08%	3.85%	0.00%
More than 10000	0.00%	42.31%	42.31%	7.69%	7.69%	0.00%

Table 1.6 How would you describe the library's results in fundraising, on its own and through the college, in the past year? Broken out by tuition, \$

Tuition, \$	No Answer	Poor	Modest	Acceptable	Good	Excellent
Less than 8000	10.00%	40.00%	30.00%	13.33%	6.67%	0.00%
8000 - 19999	0.00%	39.39%	30.30%	27.27%	3.03%	0.00%
20000 - 40000	5.71%	57.14%	20.00%	8.57%	8.57%	0.00%
More than 40000	5.56%	50.00%	33.33%	5.56%	5.56%	0.00%

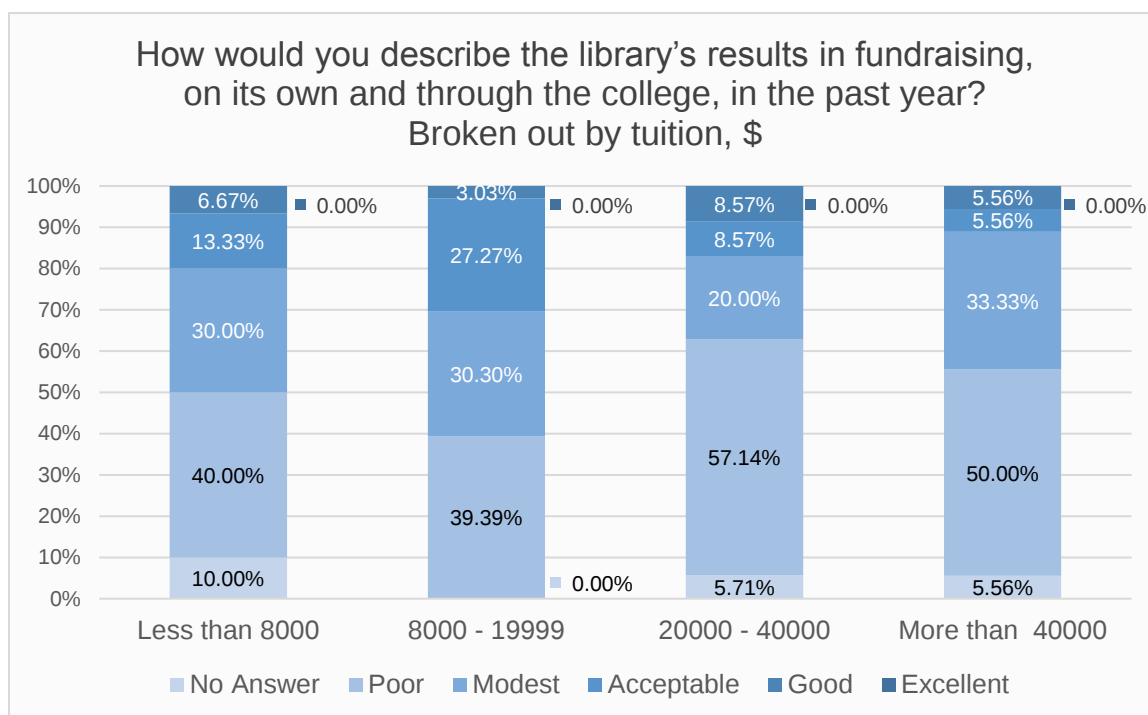


Chart 1.4 How would you describe the library's results in fundraising, on its own and through the college, in the past year? Broken out by tuition, \$

Table 1.7 How would you describe the library's results in fundraising, on its own and through the college, in the past year? Broken out by gender of the individual survey participant

What is your gender	No Answer	Poor	Modest	Acceptable	Good	Excellent
Male	0.00%	40.38%	38.46%	19.23%	1.92%	0.00%
Female	9.38%	51.56%	18.75%	10.94%	9.38%	0.00%

2. What is the outlook over the next year for library funds generated from new gifts or endowments?

Table 2.1 What is the outlook over the next year for library funds generated from new gifts or endowments?

	No Answer	Other	Poor	Modest	Acceptable	Good	Excellent
Entire sample	1.72%	6.03%	43.10%	29.31%	11.21%	7.76%	0.86%

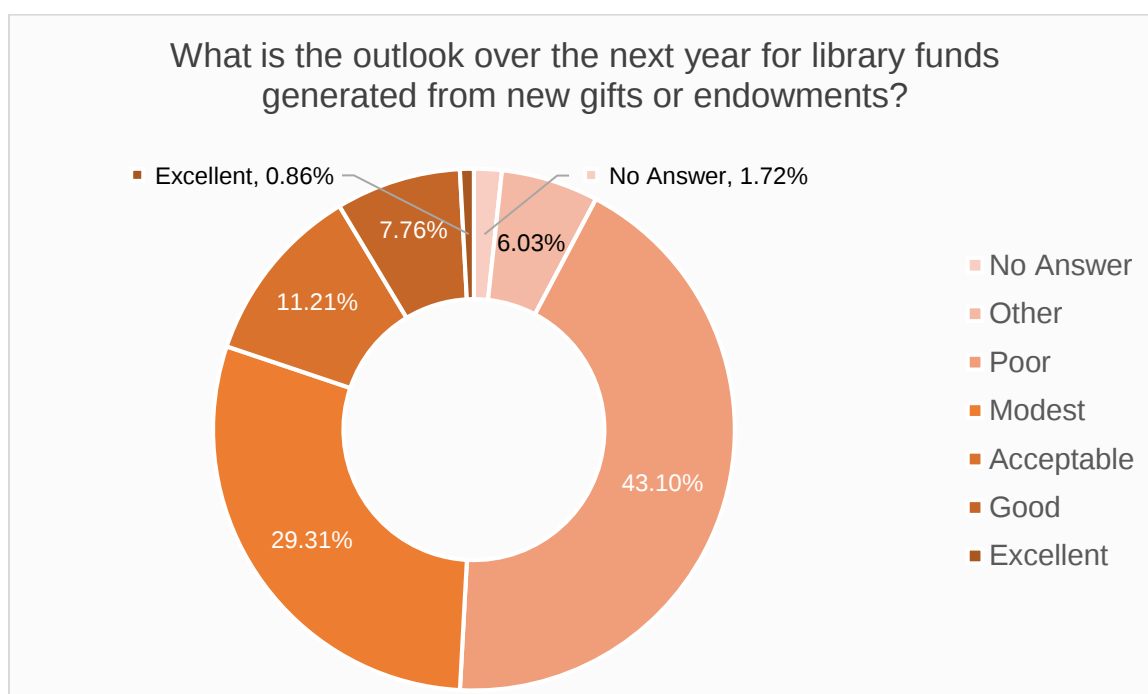


Chart 2.1 What is the outlook over the next year for library funds generated from new gifts or endowments?

Table 2.2 What is the outlook over the next year for library funds generated from new gifts or endowments? Broken out by personal age range of the individual survey participant

Personal Age Range	No Answer	Other	Poor	Modest	Acceptable	Good	Excellent
Under 40	0.00%	0.00%	57.14%	42.86%	0.00%	0.00%	0.00%
40-49	0.00%	4.35%	39.13%	39.13%	8.70%	8.70%	0.00%
50-59	2.38%	2.38%	50.00%	33.33%	4.76%	4.76%	2.38%
60-65	3.57%	14.29%	28.57%	14.29%	21.43%	17.86%	0.00%
65+	0.00%	6.25%	50.00%	25.00%	18.75%	0.00%	0.00%

Table 2.3 What is the outlook over the next year for library funds generated from new gifts or endowments? Broken out for public and private colleges

Your college or university is public or private?	No Answer	Other	Poor	Modest	Acceptable	Good	Excellent
Public	0.00%	5.26%	40.35%	35.09%	10.53%	8.77%	0.00%
Private	3.39%	6.78%	45.76%	23.73%	11.86%	6.78%	1.69%

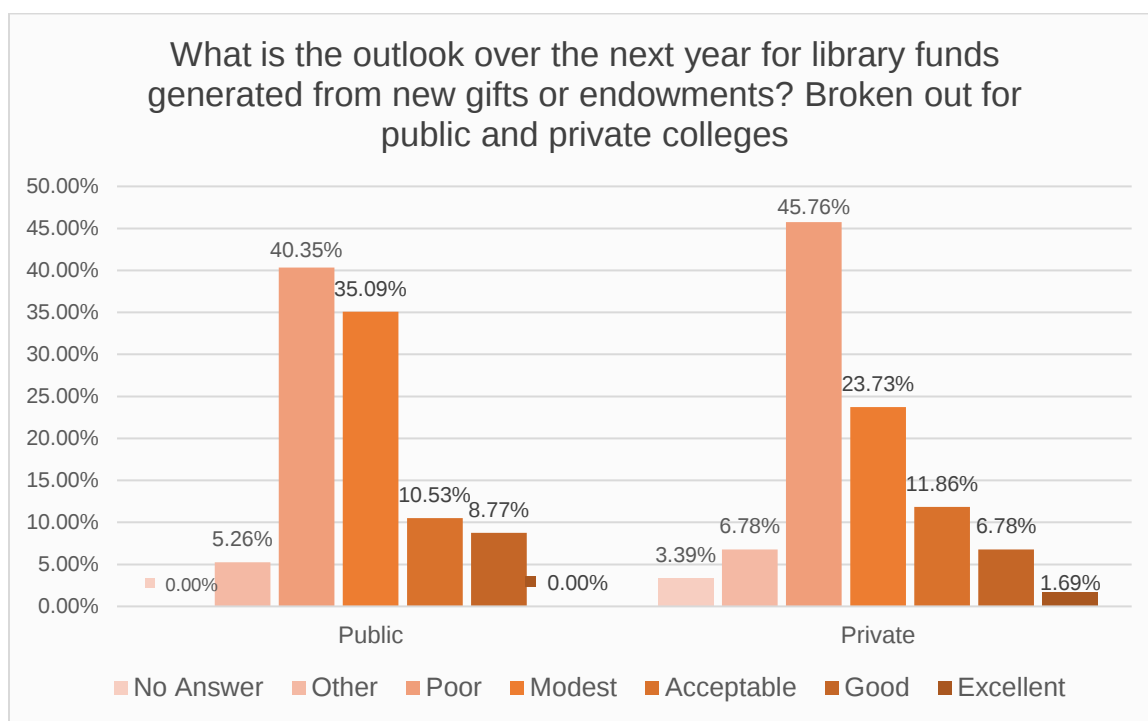


Chart 2.2 What is the outlook over the next year for library funds generated from new gifts or endowments? Broken out for public and private colleges

Table 2.4 What is the outlook over the next year for library funds generated from new gifts or endowments? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	Other	Poor	Modest	Acceptable	Good	Excellent
Junior College	0.00%	6.25%	75.00%	18.75%	0.00%	0.00%	0.00%
BA-Granting	3.85%	7.69%	30.77%	34.62%	11.54%	7.69%	3.85%
MA or PHD Granting	1.89%	5.66%	39.62%	30.19%	11.32%	11.32%	0.00%
Research University	0.00%	4.76%	42.86%	28.57%	19.05%	4.76%	0.00%

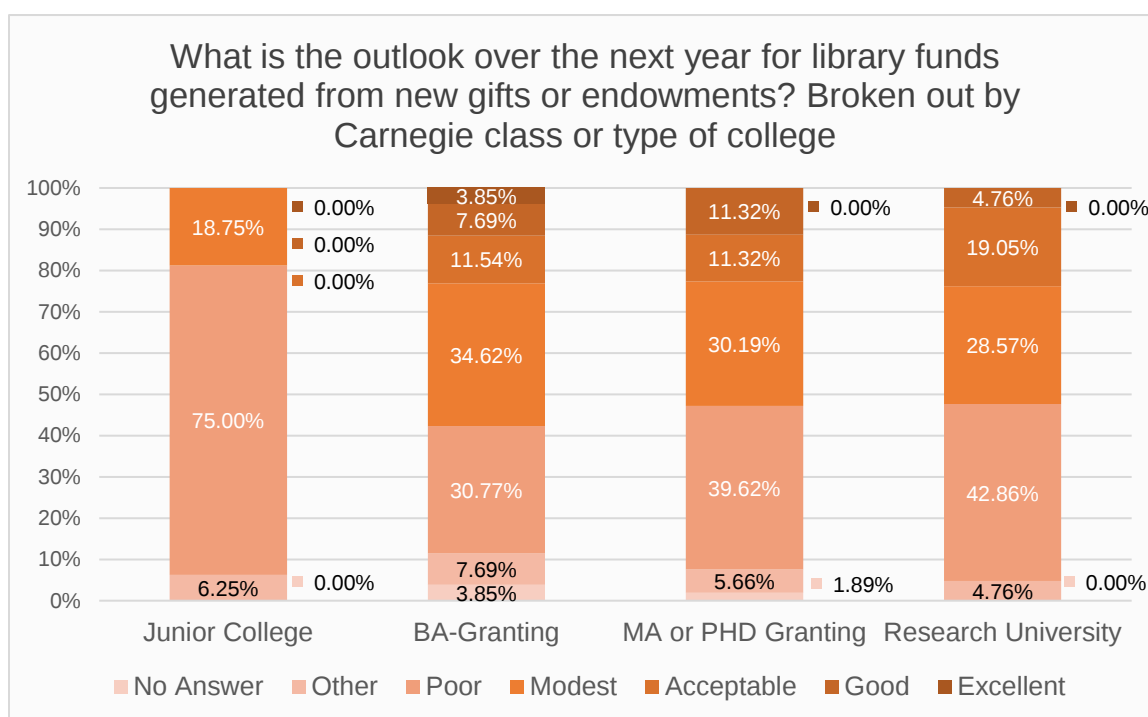


Chart 2.3 What is the outlook over the next year for library funds generated from new gifts or endowments? Broken out by Carnegie class or type of college

Table 2.5 What is the outlook over the next year for library funds generated from new gifts or endowments? Broken out by enrollment

Enrollment	No Answer	Other	Poor	Modest	Acceptable	Good	Excellent
Less than 2000	6.25%	0.00%	56.25%	21.88%	6.25%	6.25%	3.13%
2000 - 4999	0.00%	12.50%	34.38%	34.38%	15.63%	3.13%	0.00%
5000 - 10000	0.00%	7.69%	50.00%	19.23%	11.54%	11.54%	0.00%
More than 10000	0.00%	3.85%	30.77%	42.31%	11.54%	11.54%	0.00%

Table 2.6 What is the outlook over the next year for library funds generated from new gifts or endowments? Broken out by tuition, \$

Tuition, \$	No Answer	Other	Poor	Modest	Acceptable	Good	Excellent
Less than 8000	3.33%	3.33%	50.00%	30.00%	10.00%	3.33%	0.00%
8000 - 19999	0.00%	6.06%	33.33%	30.30%	15.15%	15.15%	0.00%
20000 - 40000	0.00%	5.71%	45.71%	31.43%	8.57%	8.57%	0.00%
More than 40000	5.56%	11.11%	44.44%	22.22%	11.11%	0.00%	5.56%

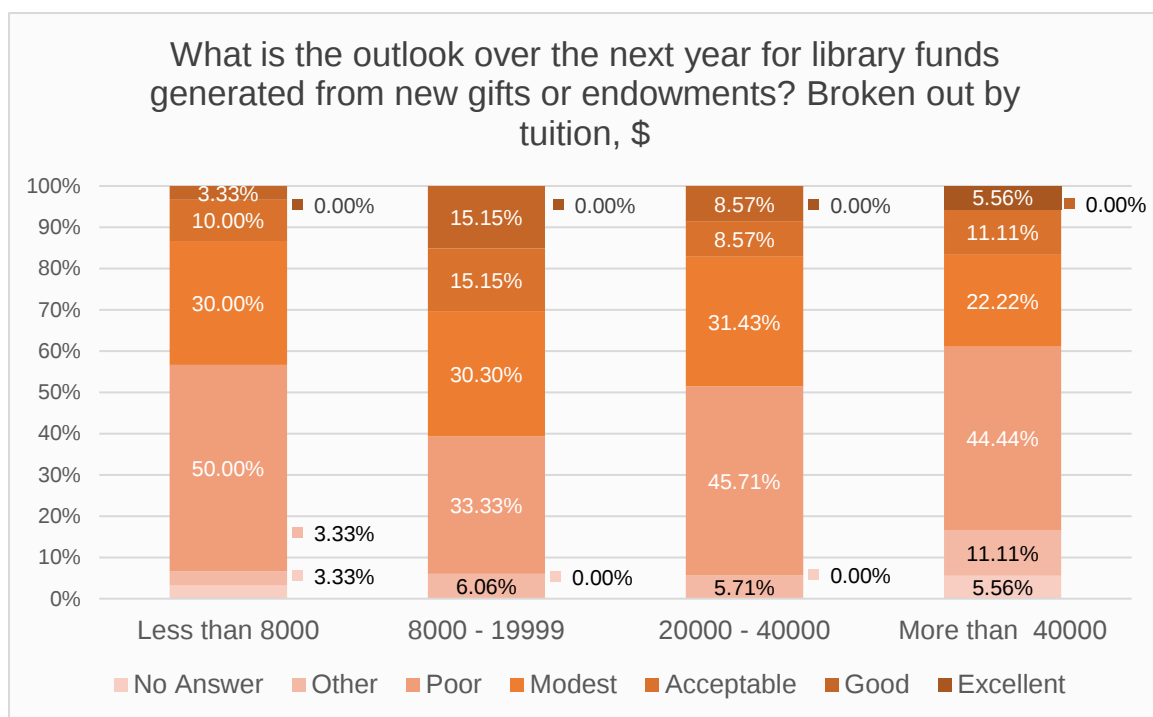


Chart 2.4 What is the outlook over the next year for library funds generated from new gifts or endowments? Broken out by tuition, \$

Table 2.7 What is the outlook over the next year for library funds generated from new gifts or endowments? Broken out by gender of the individual survey participant

Gender of the survey participant	No Answer	Other	Poor	Modest	Acceptable	Good	Excellent
Male	0.00%	5.26%	40.35%	35.09%	10.53%	8.77%	0.00%
Female	3.39%	6.78%	45.76%	23.73%	11.86%	6.78%	1.69%

Other:

- 1) Library Dean and Special Collections Librarian does fund raising
- 2) Not sure
- 3) Only library administrators make decisions. Library faculty are not included in the discussion regarding the future of the library.
- 4) The library endowment for Special Collections grew dramatically from the successful sale of a work of art.
- 5) We rarely receive funds from endowments or gifts; we may need funding to enlarge, expand or build a new library soon with increased enrollments in future
- 6) N/A
- 7) This is not an area of interest or concern.

3 Rate which fundraising vehicles have been successful for the library in recent years.

Table 3.1.1 Rate have bequests as fundraising vehicle been successful for the library in recent years.

	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Entire sample	11.21%	43.10%	10.34%	20.69%	9.48%	5.17%

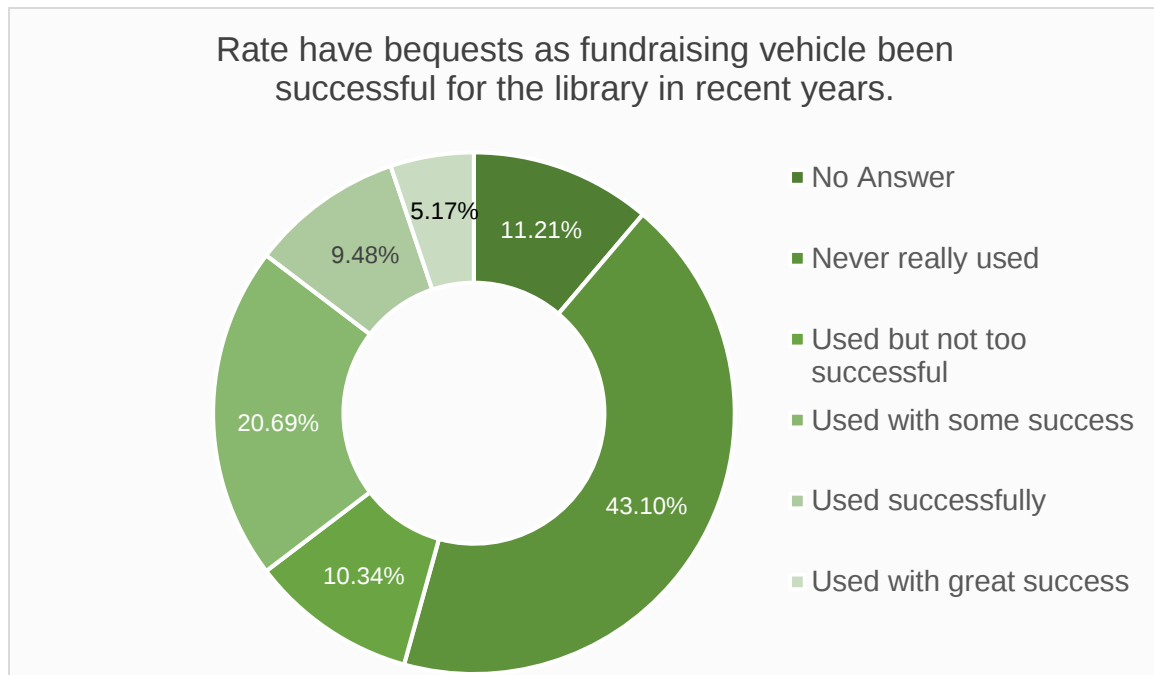


Chart 3.1.1 Rate have bequests as fundraising vehicle been successful for the library in recent years.

Table 3.1.2 Which software are you currently using for virtual reference (chat / text, email etc.) services at your university? Broken out by personal age range of the individual survey participant

Personal Age Range	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Under 40	0.00%	42.86%	14.29%	28.57%	0.00%	14.29%
40-49	8.70%	47.83%	4.35%	30.43%	8.70%	0.00%
50-59	16.67%	42.86%	7.14%	19.05%	9.52%	4.76%
60-65	10.71%	42.86%	10.71%	17.86%	10.71%	7.14%
65+	6.25%	37.50%	25.00%	12.50%	12.50%	6.25%

Table 3.1.3 Rate have bequests as fundraising vehicle been successful for the library in recent years. Broken out for public and private colleges

Your college or university is public or private?	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Public	10.53%	38.60%	8.77%	26.32%	10.53%	5.26%
Private	11.86%	47.46%	11.86%	15.25%	8.47%	5.08%

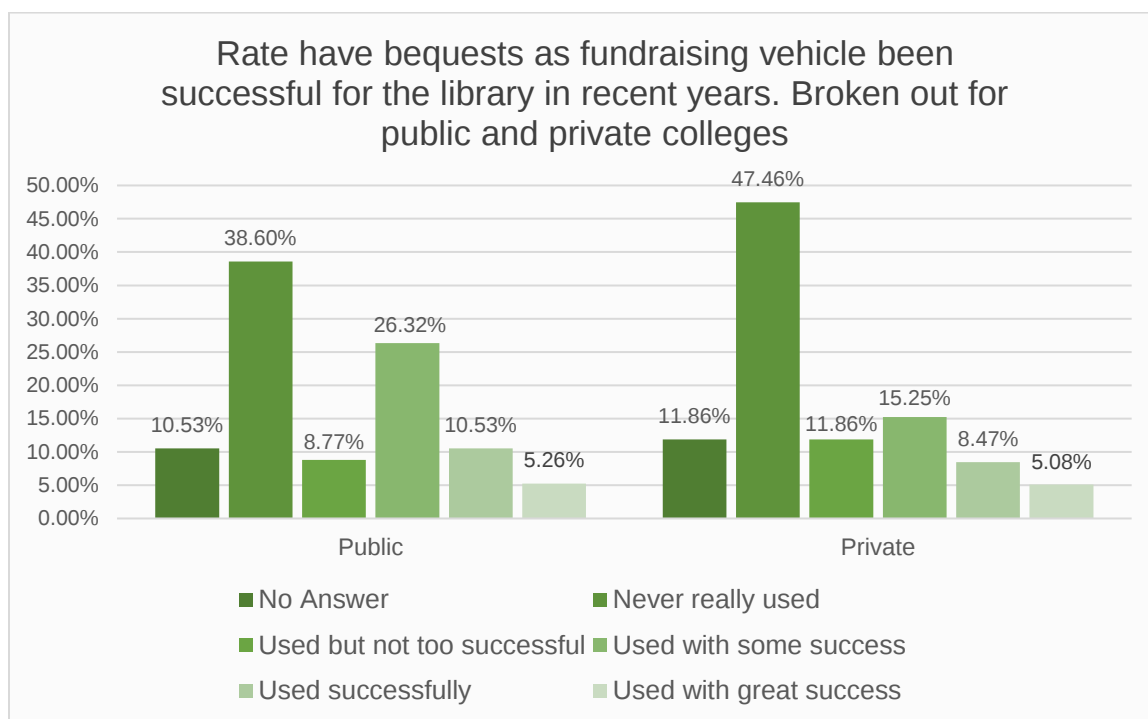


Chart 3.1.2 Rate have bequests as fundraising vehicle been successful for the library in recent years. Broken out for public and private colleges

Table 3.1.4 Rate have bequests as fundraising vehicle been successful for the library in recent years. Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Junior College	12.50%	68.75%	6.25%	6.25%	6.25%	0.00%
BA-Granting	11.54%	38.46%	11.54%	23.08%	11.54%	3.85%
MA or PHD Granting	7.55%	41.51%	9.43%	24.53%	9.43%	7.55%
Research University	19.05%	33.33%	14.29%	19.05%	9.52%	4.76%

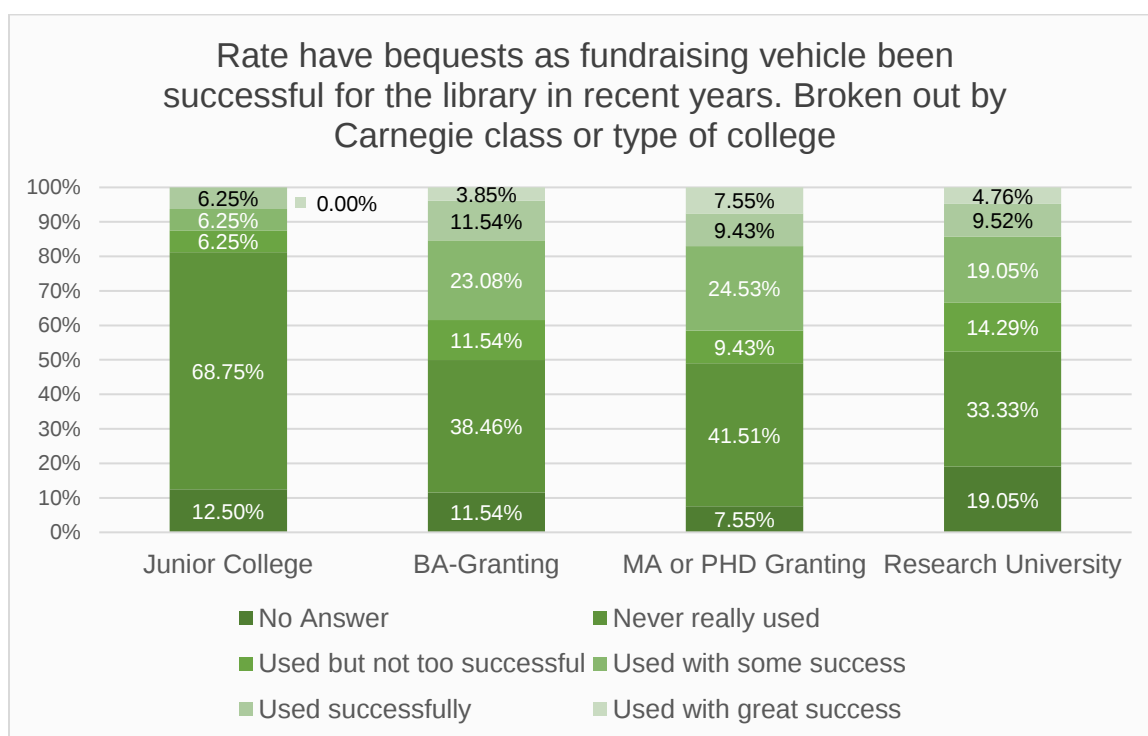


Chart 3.1.3 Rate have bequests as fundraising vehicle been successful for the library in recent years. Broken out by Carnegie class or type of college

Table 3.1.5 Rate have bequests as fundraising vehicle been successful for the library in recent years. Broken out by enrollment

Enrollment	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Less than 2000	9.38%	50.00%	9.38%	18.75%	3.13%	9.38%
2000 - 4999	12.50%	43.75%	15.63%	15.63%	9.38%	3.13%
5000 - 10000	7.69%	46.15%	11.54%	26.92%	7.69%	0.00%
More than 10000	15.38%	30.77%	3.85%	23.08%	19.23%	7.69%

Table 3.1.6 Rate have bequests as fundraising vehicle been successful for the library in recent years. Broken out by tuition, \$

Tuition, \$	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Less than 8000	10.00%	46.67%	6.67%	20.00%	6.67%	10.00%
8000 - 19999	15.15%	36.36%	12.12%	24.24%	9.09%	3.03%
20000 - 40000	8.57%	42.86%	14.29%	25.71%	8.57%	0.00%
More than 40000	11.11%	50.00%	5.56%	5.56%	16.67%	11.11%

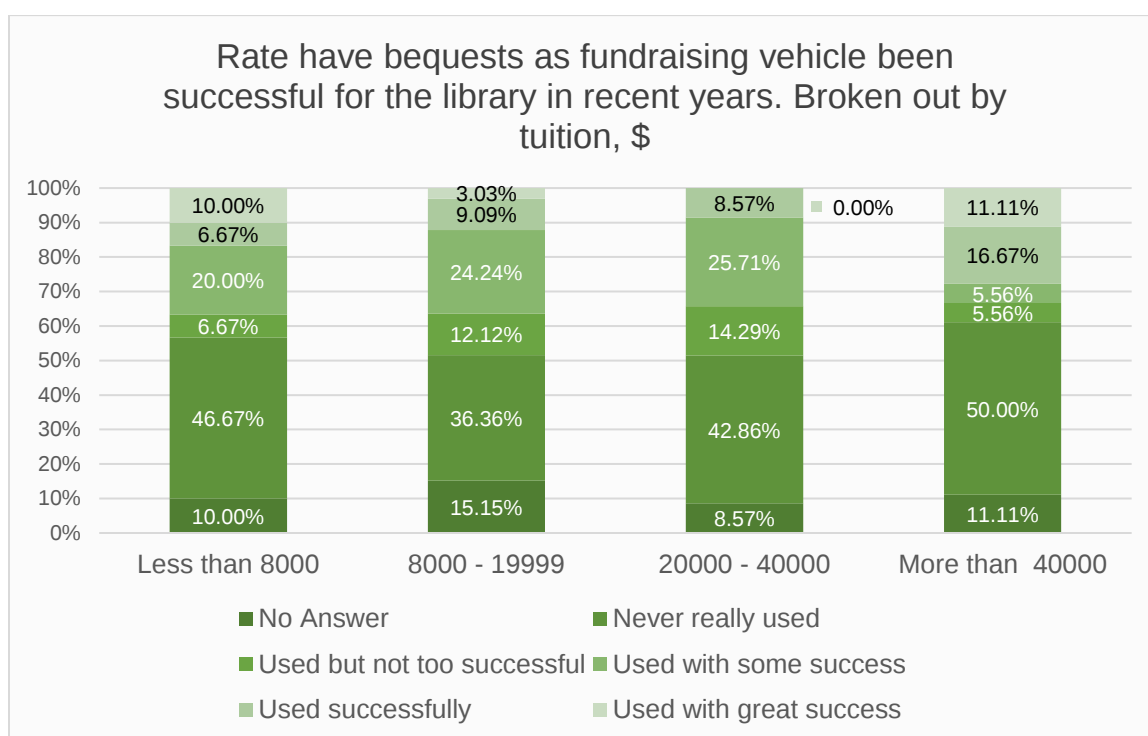


Chart 3.1.4 Rate have bequests as fundraising vehicle been successful for the library in recent years. Broken out by tuition, \$

Table 3.1.7 Rate have bequests as fundraising vehicle been successful for the library in recent years. Broken out by gender of the individual survey participant

What is your gender	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Male	3.85%	44.23%	15.38%	23.08%	9.62%	3.85%
Female	17.19%	42.19%	6.25%	18.75%	9.38%	6.25%

Table 3.2.1 Rate have events as fundraising vehicle been successful for the library in recent years.

	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Entire sample	11.21%	49.14%	18.10%	16.38%	5.17%	0.00%

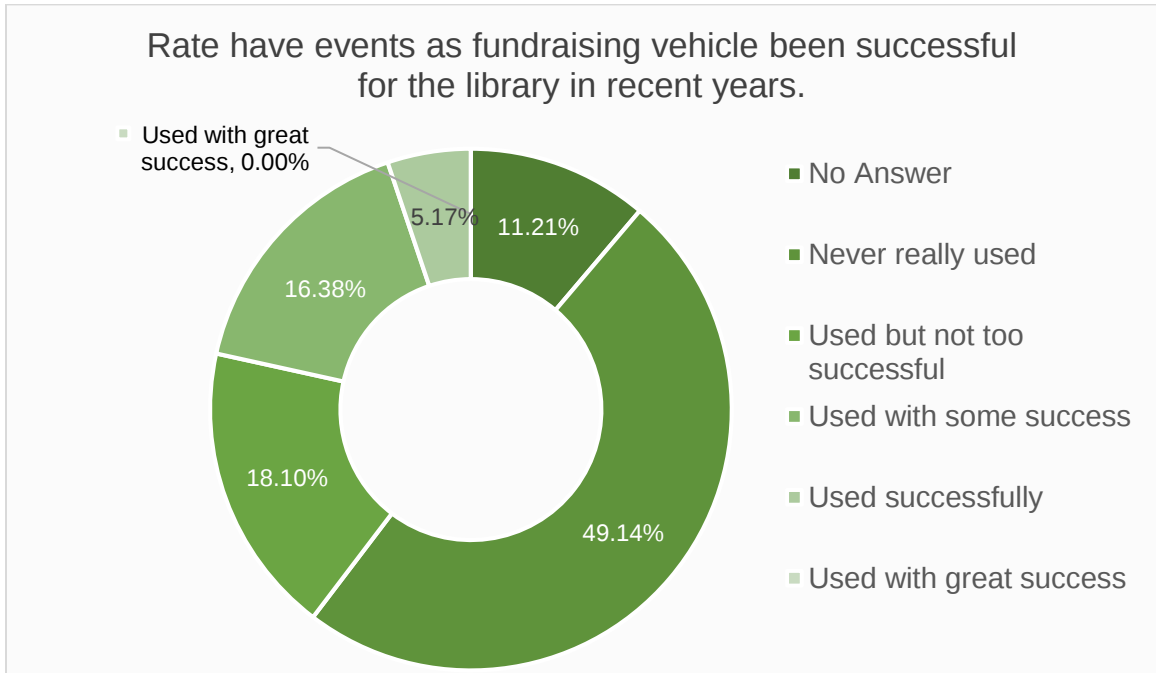


Chart 3.2.1 Rate have events as fundraising vehicle been successful for the library in recent years.

Table 3.2.2 Rate have events as fundraising vehicle been successful for the library in recent years.
Broken out by personal age range of the individual survey participant

Personal Age Range	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Under 40	0.00%	71.43%	0.00%	28.57%	0.00%	0.00%
40-49	8.70%	52.17%	21.74%	17.39%	0.00%	0.00%
50-59	16.67%	42.86%	23.81%	11.90%	4.76%	0.00%
60-65	10.71%	46.43%	10.71%	21.43%	10.71%	0.00%
65+	6.25%	56.25%	18.75%	12.50%	6.25%	0.00%

Table 3.2.3 Rate have events as fundraising vehicle been successful for the library in recent years.
Broken out for public and private colleges

Your college or university is public or private?	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Public	10.53%	42.11%	26.32%	14.04%	7.02%	0.00%
Private	11.86%	55.93%	10.17%	18.64%	3.39%	0.00%

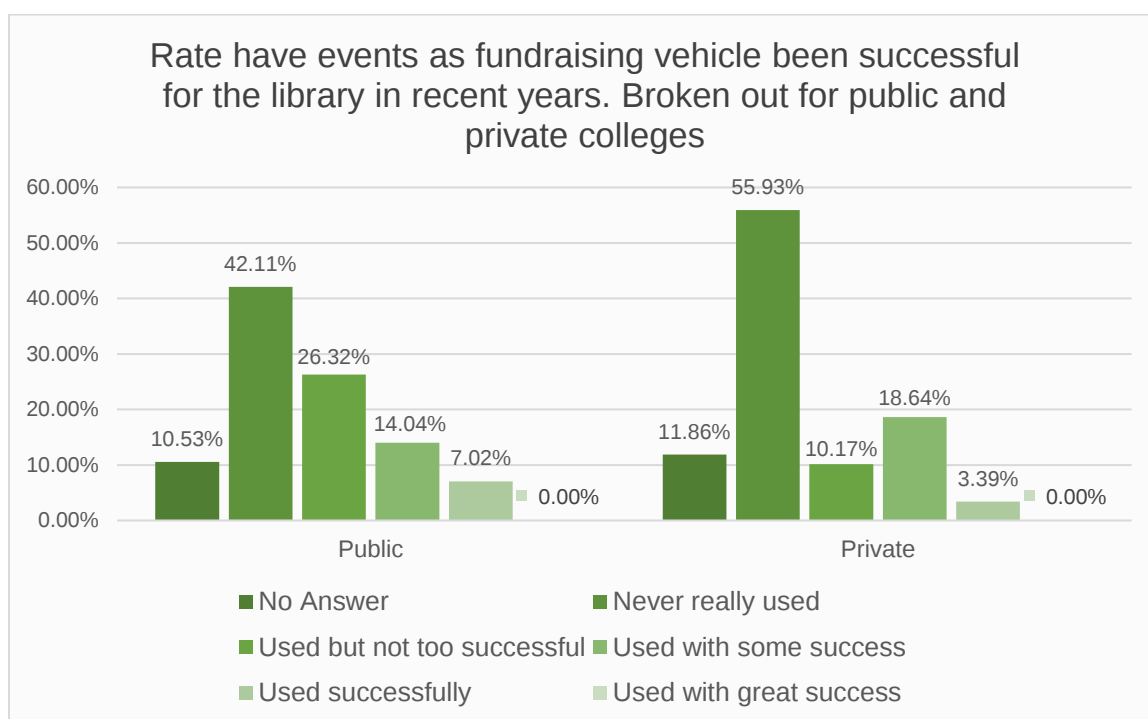


Chart 3.2.2 Rate have events as fundraising vehicle been successful for the library in recent years.
Broken out for public and private colleges

Table 3.2.4 Rate have events as fundraising vehicle been successful for the library in recent years.
Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Junior College	12.50%	75.00%	12.50%	0.00%	0.00%	0.00%
BA-Granting	11.54%	57.69%	7.69%	19.23%	3.85%	0.00%
MA or PHD Granting	7.55%	47.17%	16.98%	20.75%	7.55%	0.00%
Research University	19.05%	23.81%	38.10%	14.29%	4.76%	0.00%

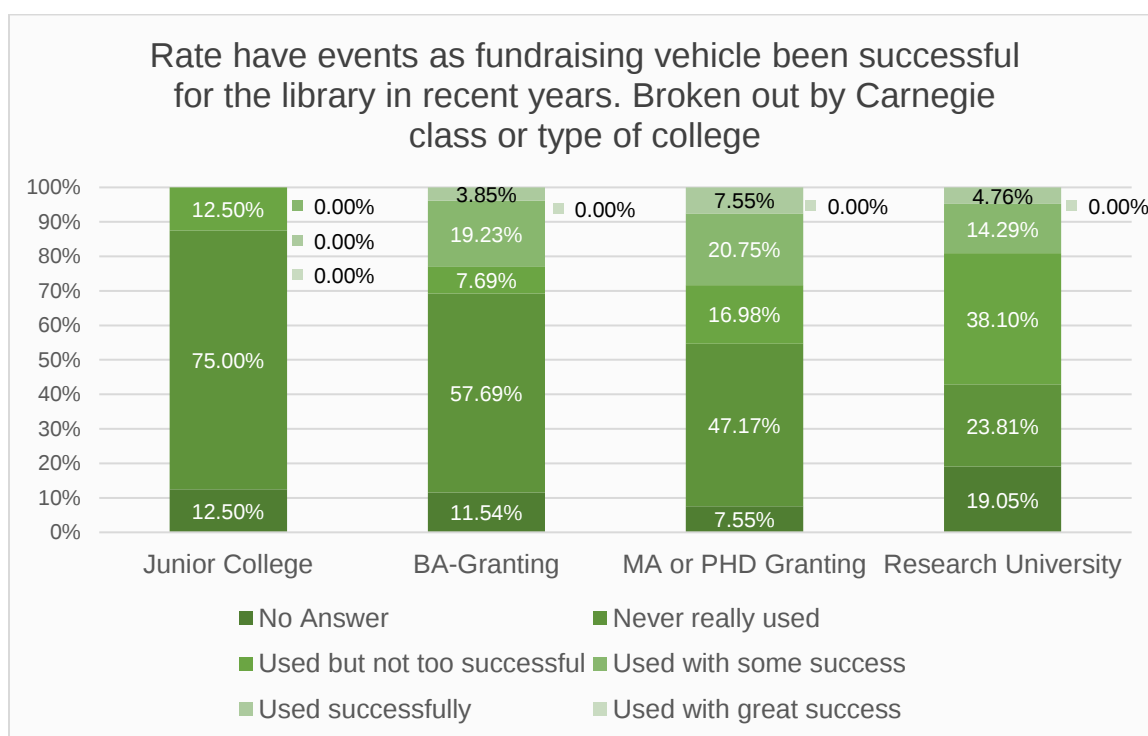


Chart 3.2.3 Rate have events as fundraising vehicle been successful for the library in recent years.
Broken out by Carnegie class or type of college

Table 3.2.5 Rate have events as fundraising vehicle been successful for the library in recent years.
Broken out by enrollment

Enrollment	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Less than 2000	9.38%	56.25%	12.50%	18.75%	3.13%	0.00%
2000 - 4999	12.50%	62.50%	9.38%	15.63%	0.00%	0.00%
5000 - 10000	7.69%	42.31%	26.92%	15.38%	7.69%	0.00%
More than 10000	15.38%	30.77%	26.92%	15.38%	11.54%	0.00%

Table 3.2.6 Rate have events as fundraising vehicle been successful for the library in recent years.
Broken out by tuition, \$

Tuition, \$	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Less than 8000	10.00%	56.67%	20.00%	6.67%	6.67%	0.00%
8000 - 19999	15.15%	36.36%	18.18%	21.21%	9.09%	0.00%
20000 - 40000	8.57%	45.71%	20.00%	22.86%	2.86%	0.00%
More than 40000	11.11%	66.67%	11.11%	11.11%	0.00%	0.00%

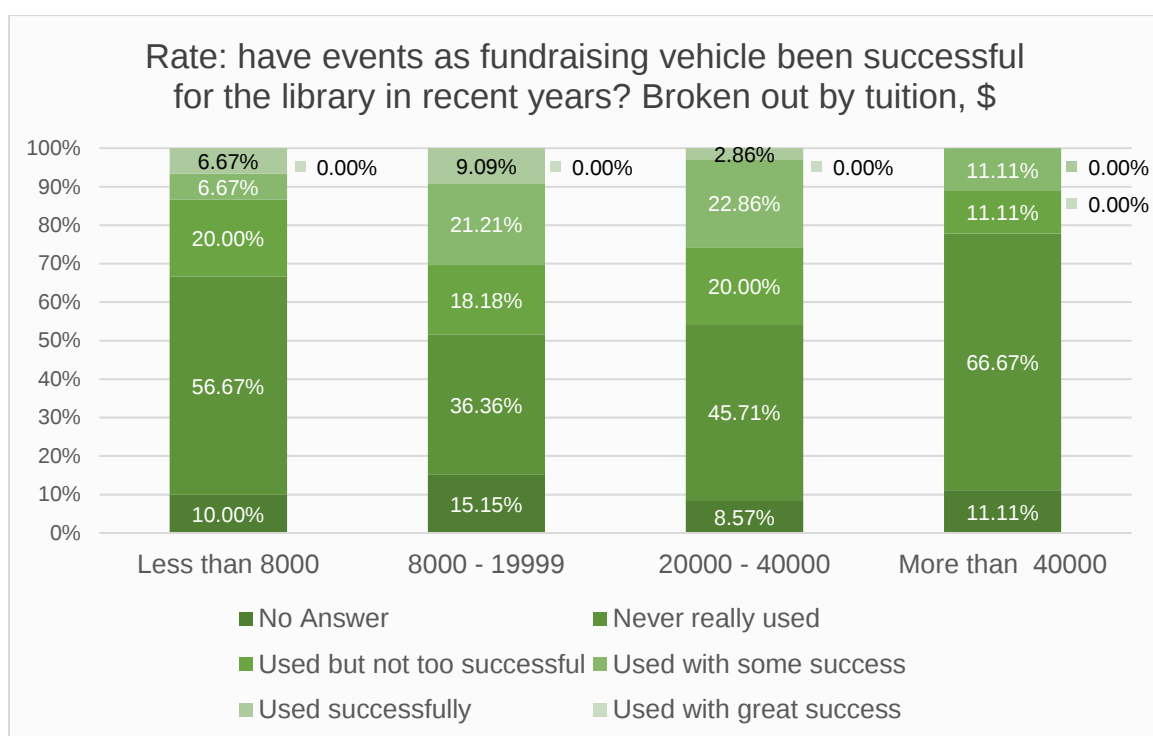


Chart 3.2.4 Rate have events as fundraising vehicle been successful for the library in recent years.
Broken out by tuition, \$

Table 3.2.7 Rate; have events as fundraising vehicle been successful for the library in recent years?
Broken out by gender of the individual survey participant

What is your gender	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Male	3.85%	51.92%	19.23%	19.23%	5.77%	0.00%
Female	17.19%	46.88%	17.19%	14.06%	4.69%	0.00%

Table 3.3.1 Rate: have internet appeals as fundraising vehicle been successful for the library in recent years?

	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Entire sample	12.93%	56.90%	19.83%	9.48%	0.00%	0.86%

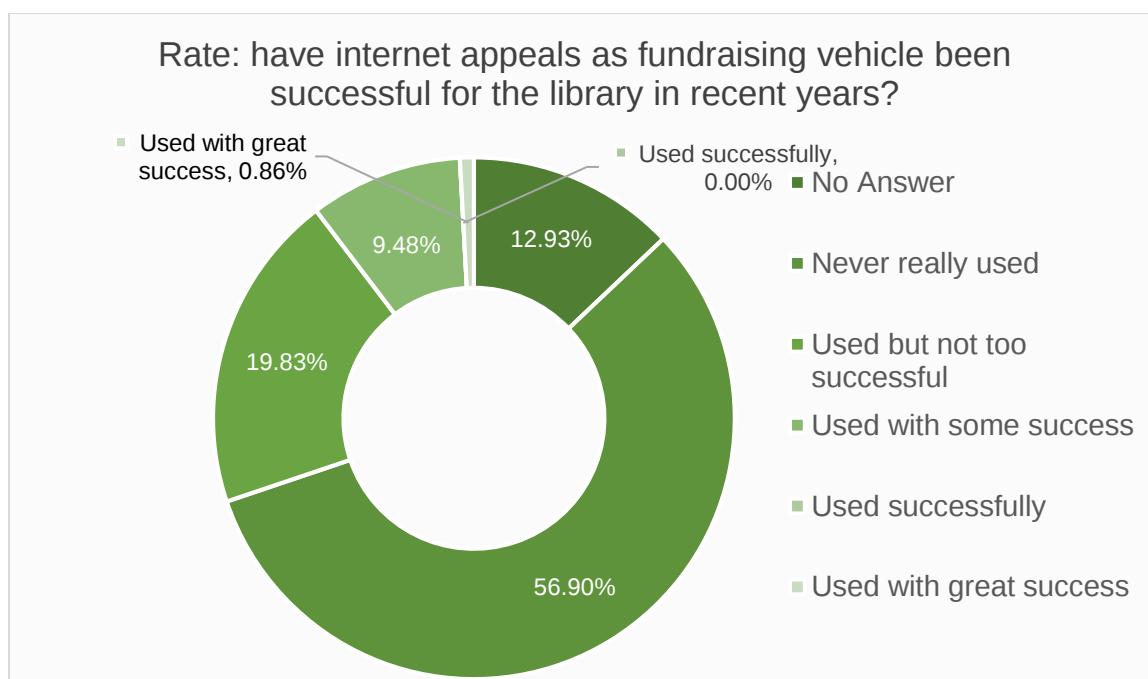


Chart 3.3.1 Rate have internet appeals as fundraising vehicle been successful for the library in recent years.

Table 3.3.2 Rate: have internet appeals as fundraising vehicle been successful for the library in recent years. Broken out by personal age range of the individual survey participant?

Personal Age Range	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Under 40	0.00%	71.43%	14.29%	14.29%	0.00%	0.00%
40-49	8.70%	65.22%	13.04%	13.04%	0.00%	0.00%
50-59	16.67%	52.38%	26.19%	4.76%	0.00%	0.00%
60-65	17.86%	50.00%	21.43%	7.14%	0.00%	3.57%
65+	6.25%	62.50%	12.50%	18.75%	0.00%	0.00%

Table 3.3.3 Rate: have internet appeals as fundraising vehicle been successful for the library in recent years? Broken out for public and private colleges

Your college or university is public or private?	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Public	14.04%	50.88%	26.32%	7.02%	0.00%	1.75%
Private	11.86%	62.71%	13.56%	11.86%	0.00%	0.00%

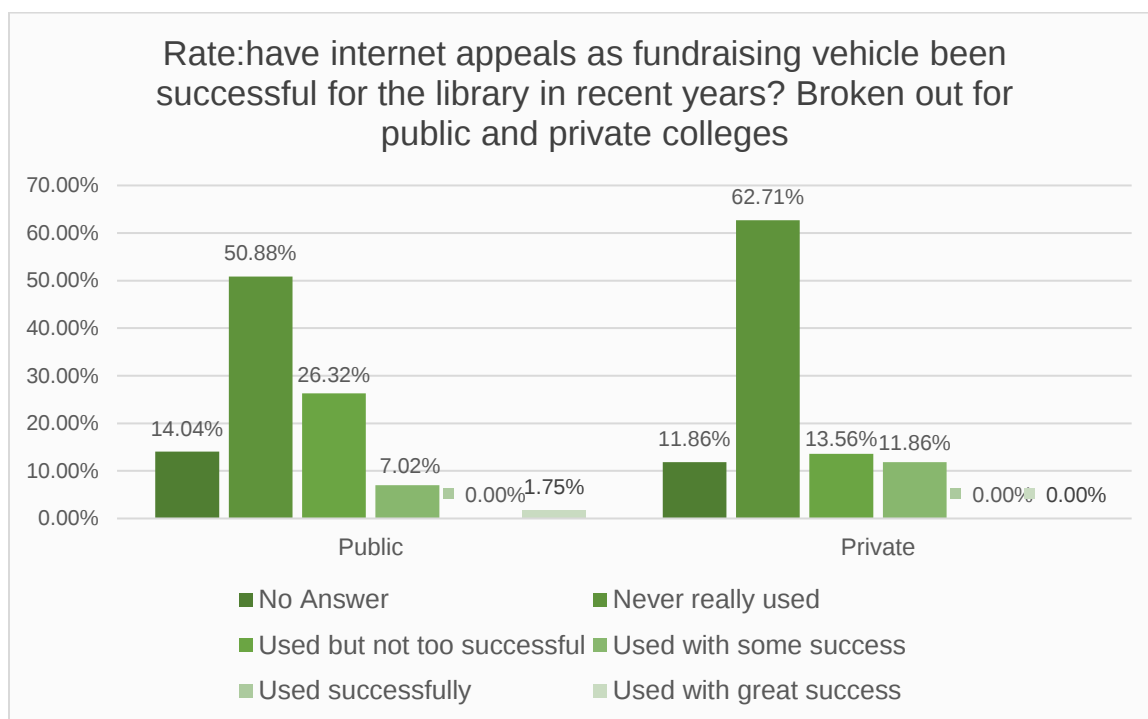


Chart 3.3.2 Rate have internet appeals as fundraising vehicle been successful for the library in recent years. Broken out for public and private colleges

Table 3.3.4 Rate: have internet appeals as fundraising vehicle been successful for the library in recent years? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Junior College	12.50%	81.25%	6.25%	0.00%	0.00%	0.00%
BA-Granting	15.38%	65.38%	15.38%	3.85%	0.00%	0.00%
MA or PHD Granting	9.43%	54.72%	22.64%	11.32%	0.00%	1.89%
Research University	19.05%	33.33%	28.57%	19.05%	0.00%	0.00%

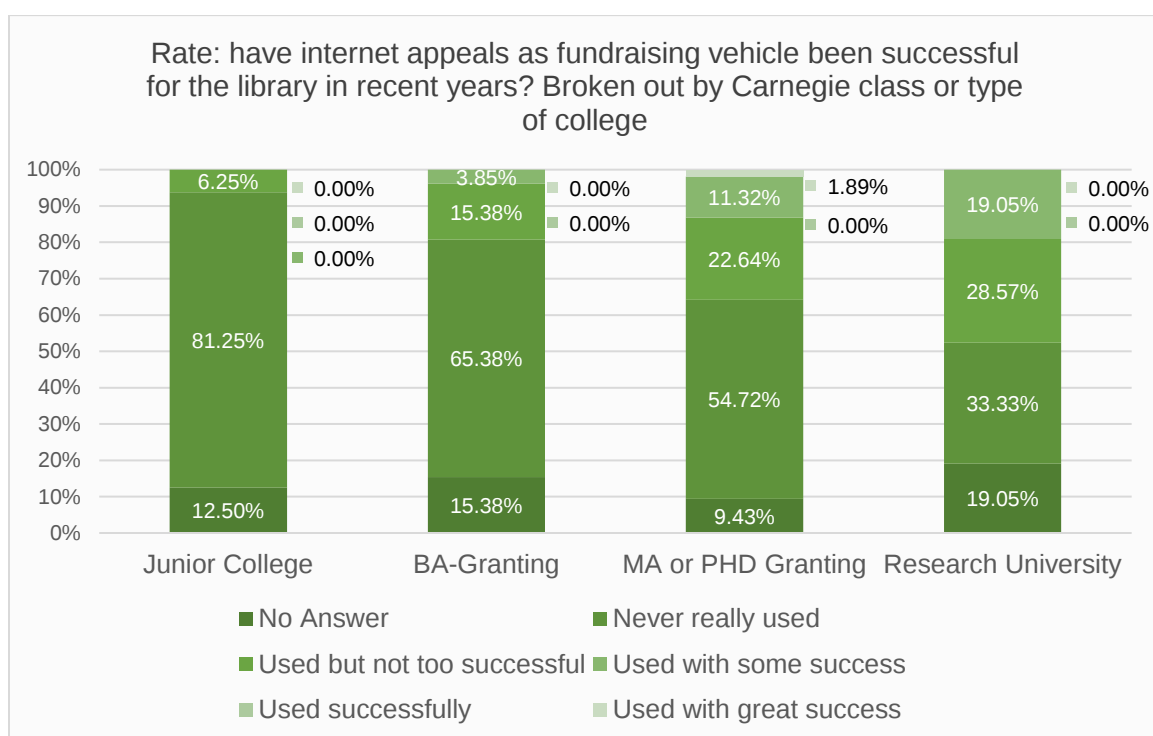


Chart 3.3.3 Rate: have internet appeals as fundraising vehicle been successful for the library in recent years? Broken out by Carnegie class or type of college

Table 3.3.5 Rate: have internet appeals as fundraising vehicle been successful for the library in recent years? Broken out by enrollment

Enrollment	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Less than 2000	9.38%	75.00%	12.50%	3.13%	0.00%	0.00%
2000 - 4999	15.63%	65.63%	12.50%	6.25%	0.00%	0.00%
5000 - 10000	11.54%	46.15%	23.08%	15.38%	0.00%	3.85%
More than 10000	15.38%	34.62%	34.62%	15.38%	0.00%	0.00%

Table 3.3.6 Rate: have internet appeals as fundraising vehicle been successful for the library in recent years? Broken out by tuition, \$

Tuition, \$	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Less than 8000	13.33%	70.00%	13.33%	3.33%	0.00%	0.00%
8000 - 19999	18.18%	42.42%	27.27%	9.09%	0.00%	3.03%
20000 - 40000	8.57%	60.00%	20.00%	11.43%	0.00%	0.00%
More than 40000	11.11%	55.56%	16.67%	16.67%	0.00%	0.00%

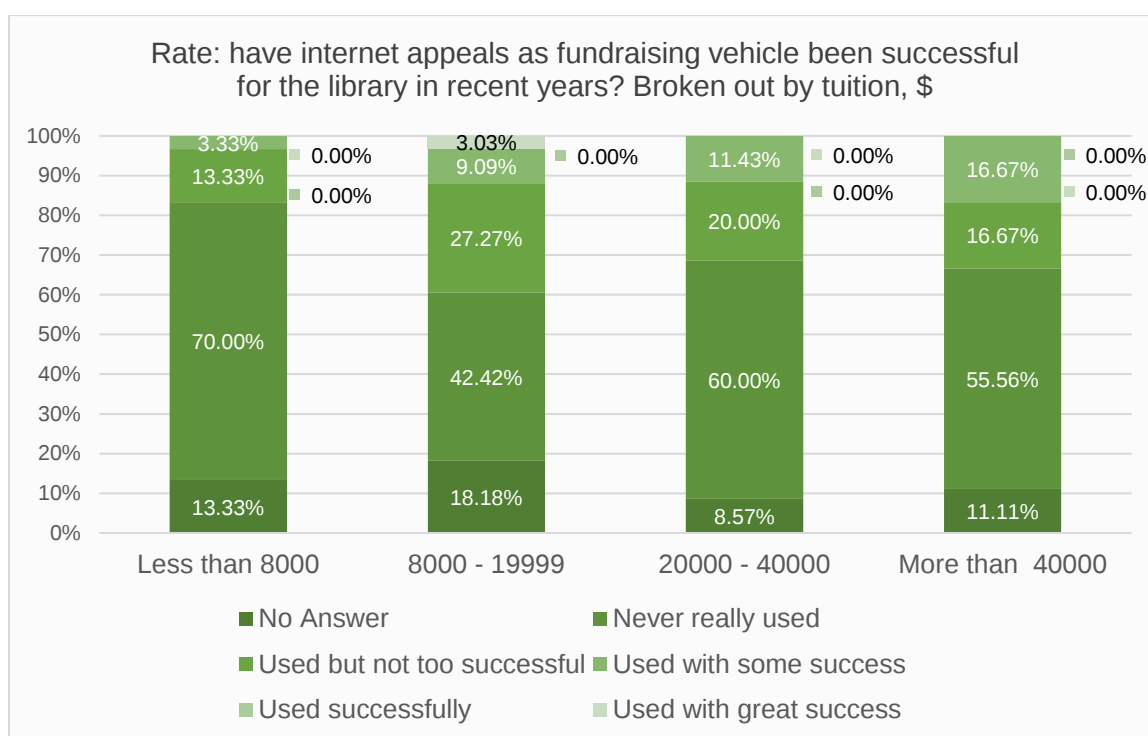


Chart 3.3.4 Rate: have internet appeals as fundraising vehicle been successful for the library in recent years? Broken out by tuition, \$

Table 3.3.7 Rate: have internet appeals as fundraising vehicle been successful for the library in recent years? Broken out by gender of the individual survey participant

What is your gender	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Male	5.77%	61.54%	25.00%	7.69%	0.00%	0.00%
Female	18.75%	53.13%	15.63%	10.94%	0.00%	1.56%

Table 3.4.1 Rate: have auctions as fundraising vehicle been successful for the library in recent years?

	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Entire sample	11.21%	81.90%	1.72%	3.45%	0.00%	1.72%

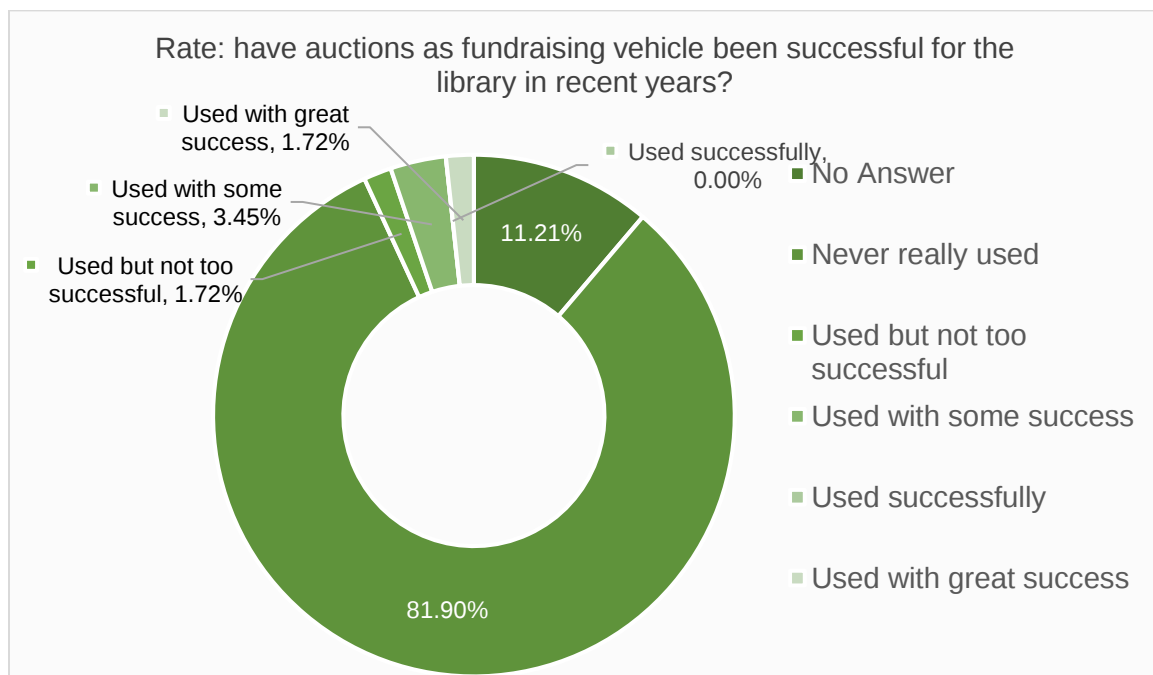


Chart 3.4.1 Rate: have auctions as fundraising vehicle been successful for the library in recent years?

Table 3.4.2 Rate: have auctions as fundraising vehicle been successful for the library in recent years?
Broken out by personal age range of the individual survey participant

Personal Age Range	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Under 40	0.00%	85.71%	0.00%	14.29%	0.00%	0.00%
40-49	8.70%	82.61%	4.35%	4.35%	0.00%	0.00%
50-59	16.67%	76.19%	2.38%	4.76%	0.00%	0.00%
60-65	10.71%	82.14%	0.00%	0.00%	0.00%	7.14%
65+	6.25%	93.75%	0.00%	0.00%	0.00%	0.00%

Table 3.4.3 Rate: have auctions as fundraising vehicle been successful for the library in recent years?
Broken out for public and private colleges

Your college or university is public or private?	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Public	10.53%	80.70%	3.51%	3.51%	0.00%	1.75%
Private	11.86%	83.05%	0.00%	3.39%	0.00%	1.69%

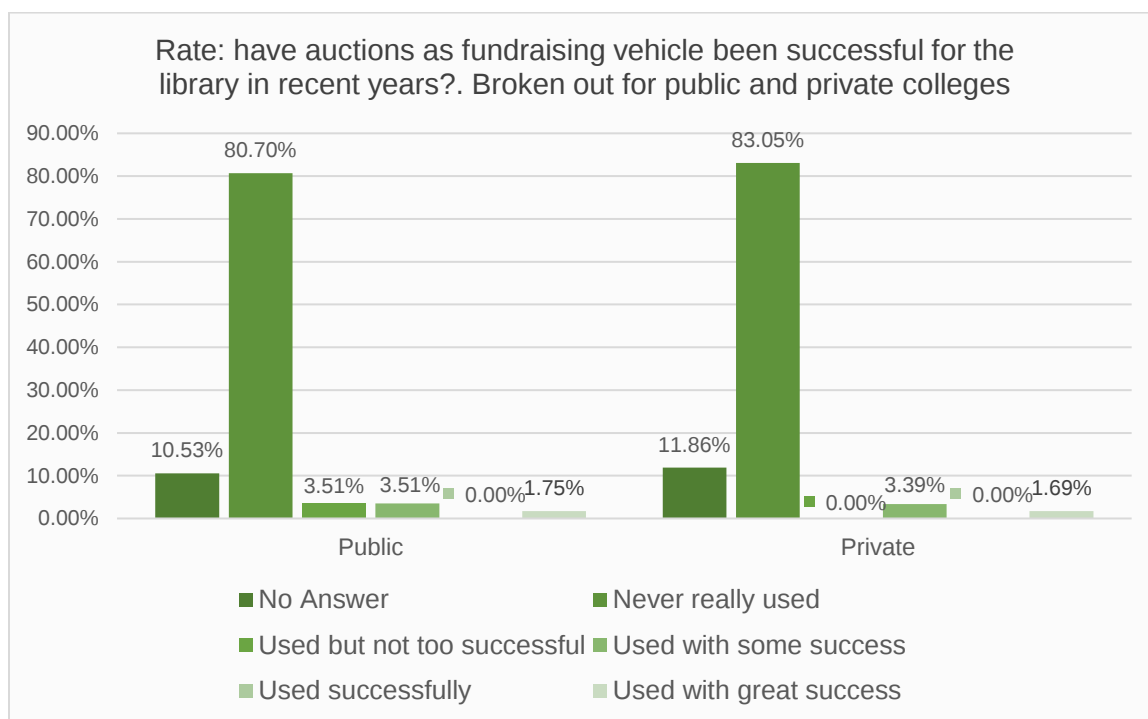


Chart 3.4.2 Rate: have auctions as fundraising vehicle been successful for the library in recent years?
Broken out for public and private colleges

Table 3.4.4 Rate: have auctions as fundraising vehicle been successful for the library in recent years?
Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Junior College	12.50%	81.25%	0.00%	6.25%	0.00%	0.00%
BA-Granting	11.54%	84.62%	0.00%	0.00%	0.00%	3.85%
MA or PHD Granting	7.55%	83.02%	1.89%	5.66%	0.00%	1.89%
Research University	19.05%	76.19%	4.76%	0.00%	0.00%	0.00%

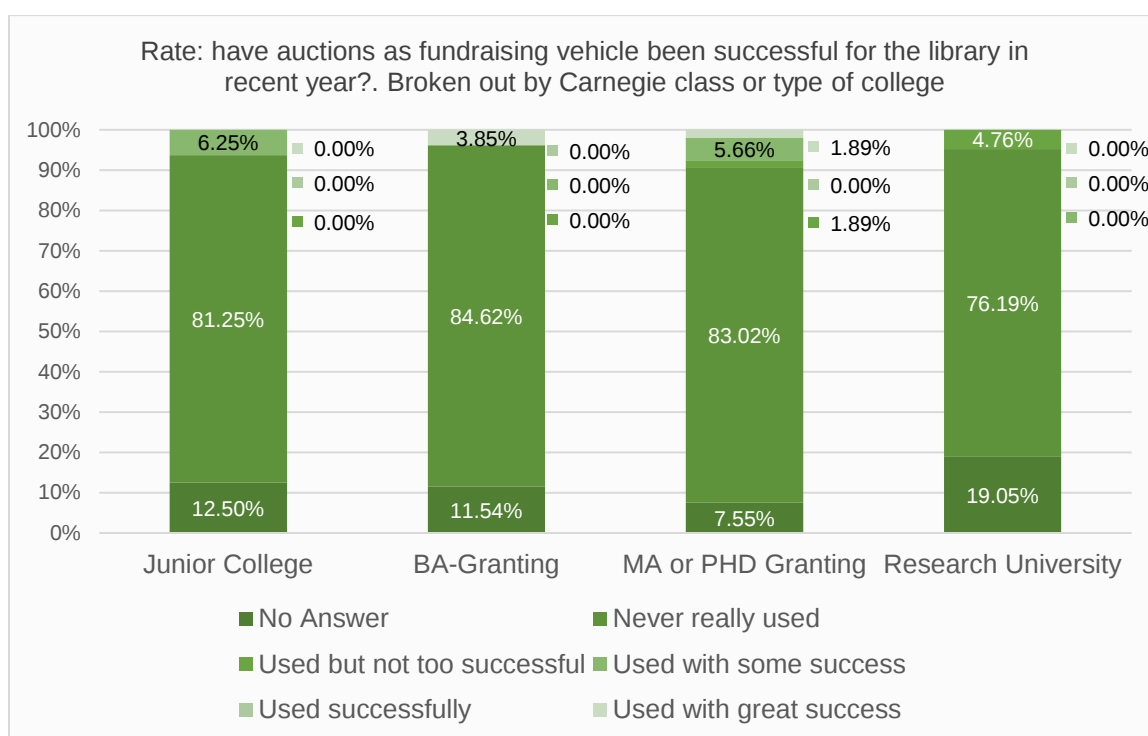


Chart 3.4.3 Rate: have auctions as fundraising vehicle been successful for the library in recent years?
Broken out by Carnegie class or type of college

Table 3.4.5 Rate: have auctions as fundraising vehicle been successful for the library in recent years?
Broken out by enrollment

Enrollment	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Less than 2000	9.38%	84.38%	0.00%	3.13%	0.00%	3.13%
2000 - 4999	12.50%	84.38%	0.00%	0.00%	0.00%	3.13%
5000 - 10000	7.69%	88.46%	0.00%	3.85%	0.00%	0.00%
More than 10000	15.38%	69.23%	7.69%	7.69%	0.00%	0.00%

Table 3.4.6 Rate: have auctions as fundraising vehicle been successful for the library in recent years?
Broken out by tuition, \$

Tuition, \$	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Less than 8000	10.00%	83.33%	3.33%	3.33%	0.00%	0.00%
8000 - 19999	15.15%	81.82%	0.00%	0.00%	0.00%	3.03%
20000 - 40000	8.57%	80.00%	2.86%	8.57%	0.00%	0.00%
More than 40000	11.11%	83.33%	0.00%	0.00%	0.00%	5.56%

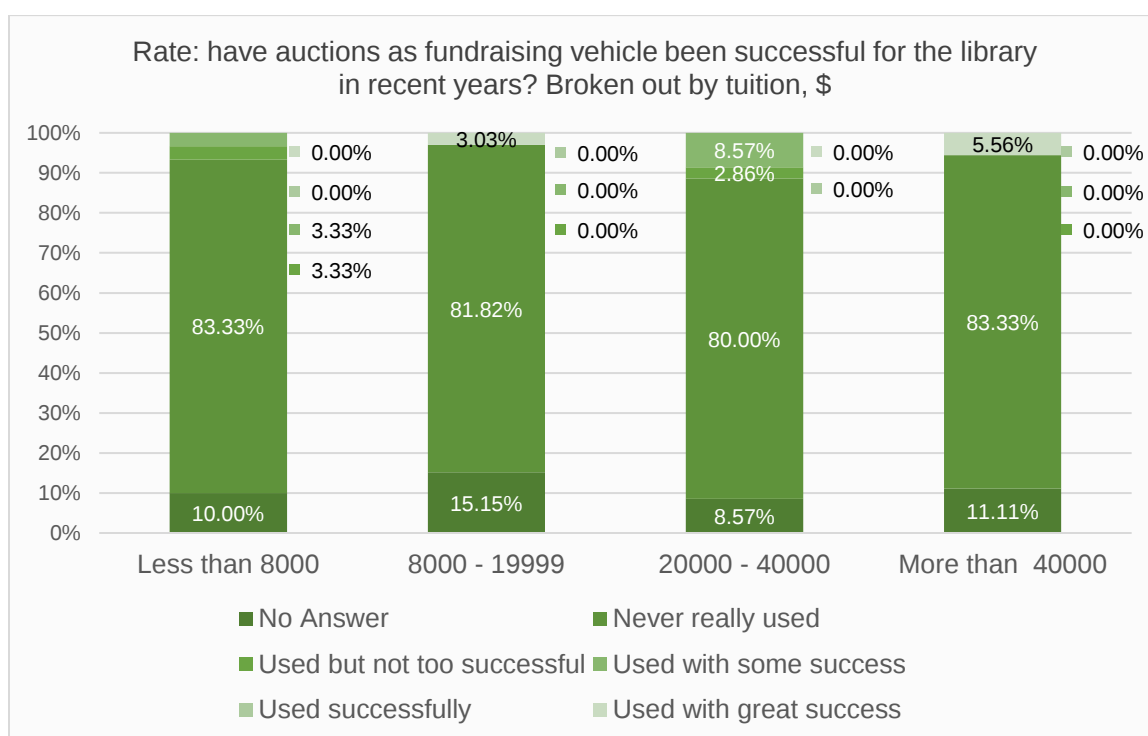


Chart 3.4.4 Rate: have auctions as fundraising vehicle been successful for the library in recent years.
Broken out by tuition, \$

Table 3.4.7 Rate: have auctions as fundraising vehicle been successful for the library in recent years?
Broken out by gender of the individual survey participant

What is your gender	No Answer	Never really used	Used but not too successful	Used with some success	Used successfully	Used with great success
Male	3.85%	90.38%	1.92%	1.92%	0.00%	1.92%
Female	17.19%	75.00%	1.56%	4.69%	0.00%	1.56%

Other:

- 1) Concerts
- 2) We do not do fund raising specifically for the library
- 3) Most gifts to the library are memorials to someone who has died and are not very large.
We also accept quite a few donations of books, some of which we add to the collection, but most of which we sell in an annual book sale and to book dealers.
- 4) Development officer visiting individuals and word of mouth
- 5) Development on campus has never held any fundraising events specifically for the library
- 6) managed by institutional advancement, not the library
- 7) We solicit donors
- 8) earmarked gifts
- 9) Only have a webpage where donations are accepted.
- 10) We had success with a personal appeal from a local foundation.
- 11) book sale
- 12) Donations
- 13) Grant writing has proved most effect; book sales have generated some monies
- 14) none
- 15) Gifts in Kind (Memorials)
- 16) we haven't had any
- 17) We have never done ANY fundraising, aside from accepting whatever is offered. I am trying hard to change this, but with great resistance from the Foundation.
- 18) In the pass, we did not access the spin off from our established endowments now, we do.
- 19) na
- 20) none conducted
- 21) All fundraising is done through the Development office
- 22) We do not carry out fundraising activities

4 Rank the following types of fundraising events for their long range potential to raise funds for the library through event receipts but also through relationship development leading to possible donations.

Table 4.1.1 Do author signings and readings have a long-range potential to raise funds for the library through event receipts?

	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Entire sample	11.21%	33.62%	51.72%	3.45%	0.00%	0.00%

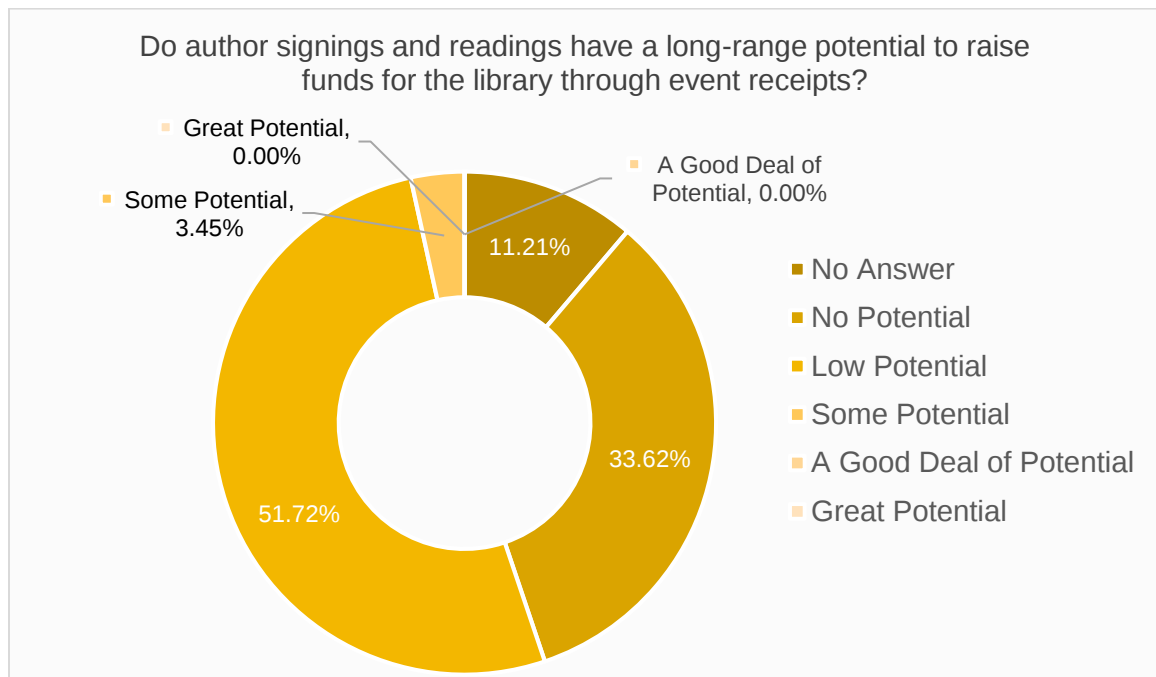


Chart 4.1.1 Do author signings and readings have a long-range potential to raise funds for the library through event receipts?

Table 4.1.2 Do author signings and readings have a long-range potential to raise funds for the library through event receipts? Broken out by personal age range of the individual survey participant

Personal Age Range	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Under 40	14.29%	57.14%	28.57%	0.00%	0.00%	0.00%
40-49	8.70%	30.43%	56.52%	4.35%	0.00%	0.00%
50-59	14.29%	30.95%	52.38%	2.38%	0.00%	0.00%
60-65	7.14%	32.14%	57.14%	3.57%	0.00%	0.00%
65+	12.50%	37.50%	43.75%	6.25%	0.00%	0.00%

Table 4.1.3 Do author signings and readings have a long-range potential to raise funds for the library through event receipts? Broken out for public and private colleges

Your college or university is public or private	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Public	7.02%	31.58%	57.89%	3.51%	0.00%	0.00%
Private	15.25%	35.59%	45.76%	3.39%	0.00%	0.00%

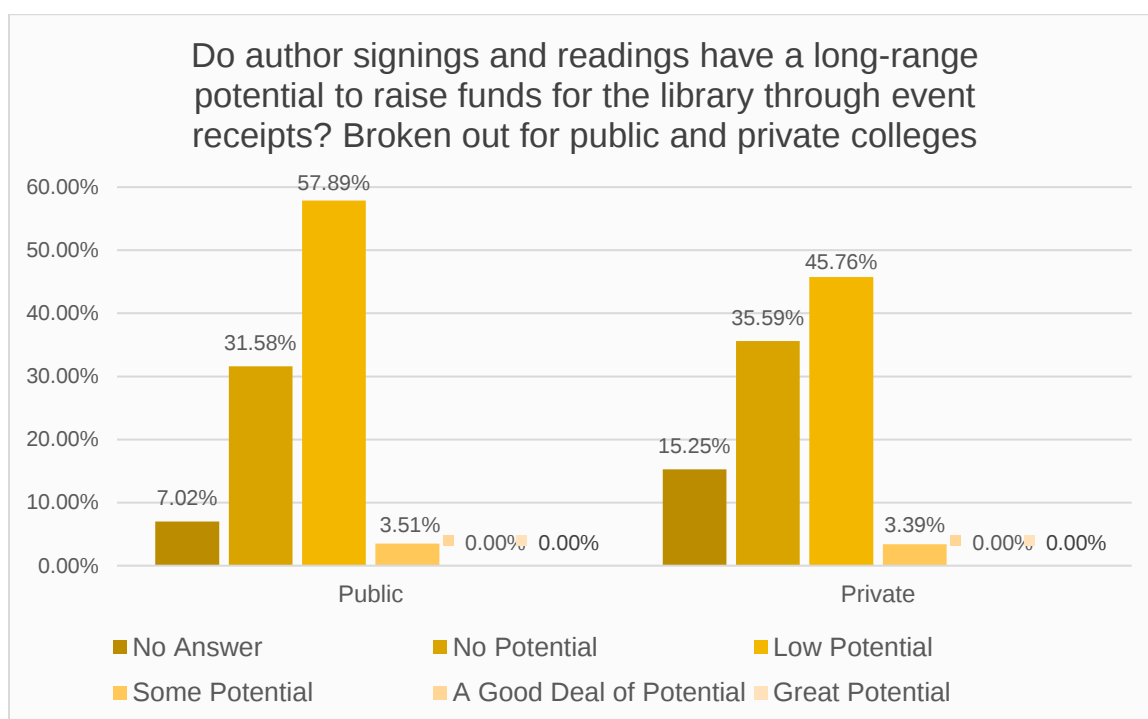


Chart 4.1.2 Do author signings and readings have a long-range potential to raise funds for the library through event receipts? Broken out for public and private colleges

Table 4.1.4 Do author signings and readings have a long-range potential to raise funds for the library through event receipts? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Junior College	12.50%	25.00%	62.50%	0.00%	0.00%	0.00%
BA-Granting	11.54%	38.46%	42.31%	7.69%	0.00%	0.00%
MA or PHD Granting	9.43%	35.85%	50.94%	3.77%	0.00%	0.00%
Research University	14.29%	28.57%	57.14%	0.00%	0.00%	0.00%

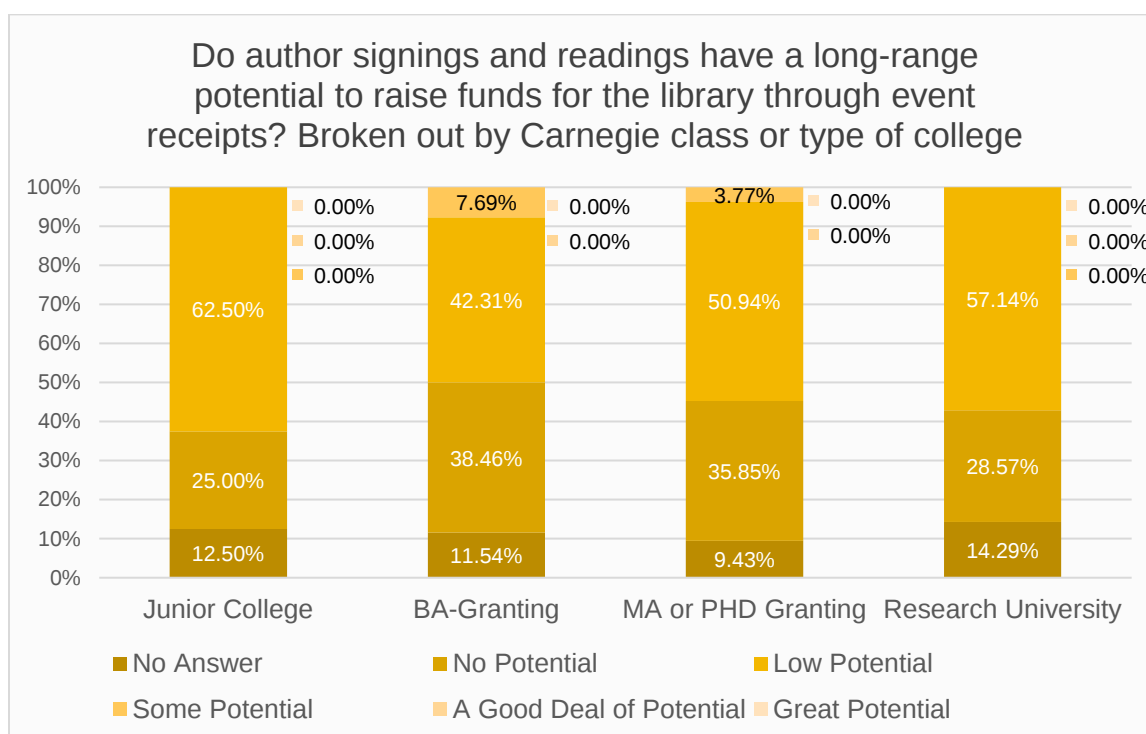


Chart 4.1.3 Do author signings and readings have a long-range potential to raise funds for the library through event receipts? Broken out by Carnegie class or type of college

Table 4.1.5 Do author signings and readings have a long-range potential to raise funds for the library through event receipts? Broken out by enrollment

Enrollment	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Less than 2000	12.50%	46.88%	40.63%	0.00%	0.00%	0.00%
2000 - 4999	12.50%	37.50%	46.88%	3.13%	0.00%	0.00%
5000 - 10000	7.69%	26.92%	57.69%	7.69%	0.00%	0.00%
More than 10000	11.54%	19.23%	65.38%	3.85%	0.00%	0.00%

Table 4.1.6 Do author signings and readings have a long-range potential to raise funds for the library through event receipts? Broken out by tuition, \$

Tuition, \$	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Less than 8000	6.67%	33.33%	56.67%	3.33%	0.00%	0.00%
8000 - 19999	12.12%	36.36%	45.45%	6.06%	0.00%	0.00%
20000 - 40000	11.43%	28.57%	57.14%	2.86%	0.00%	0.00%
More than 40000	16.67%	38.89%	44.44%	0.00%	0.00%	0.00%

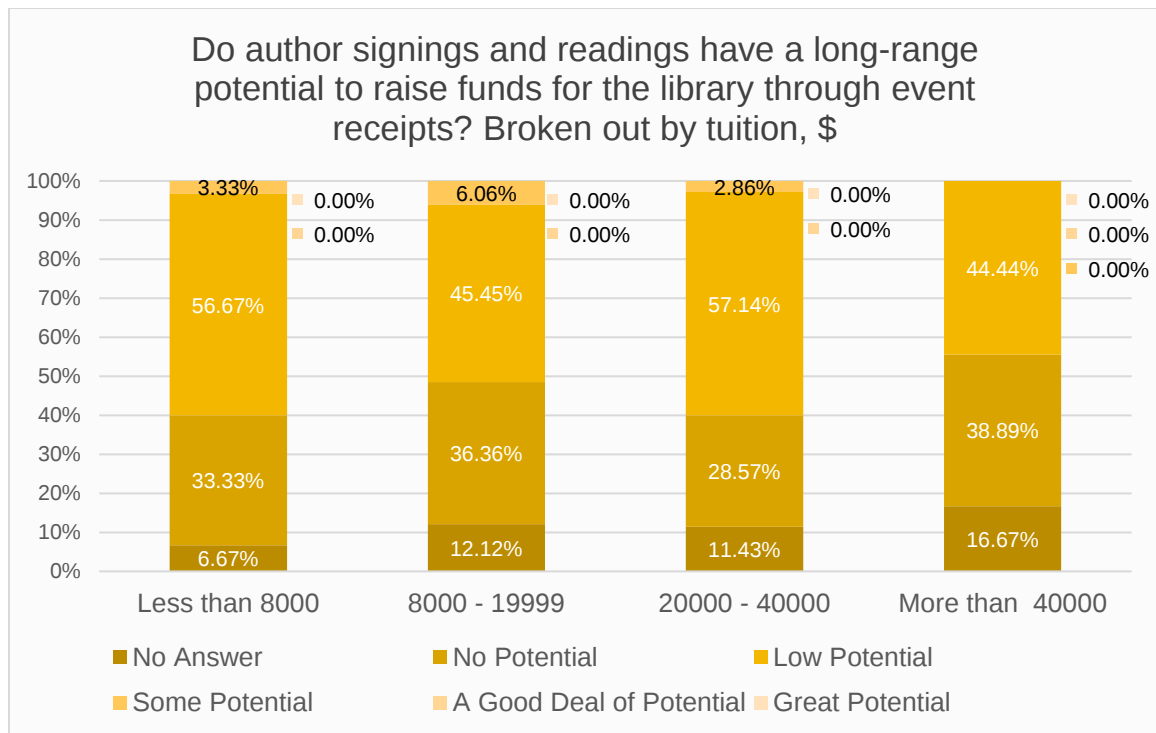


Chart 4.1.4 Do author signings and readings have a long-range potential to raise funds for the library through event receipts? Broken out by tuition, \$

Table 4.1.7 Do author signings and readings have a long-range potential to raise funds for the library through event receipts? Broken out by gender of the individual survey participant

What is your gender	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Male	5.77%	30.77%	57.69%	5.77%	0.00%	0.00%
Female	15.63%	35.94%	46.88%	1.56%	0.00%	0.00%

Table 4.2.1 Do dinners or lunches have long-range potential to raise funds for the library through event receipts?

	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Entire sample	11.21%	31.03%	50.86%	6.03%	0.86%	0.00%

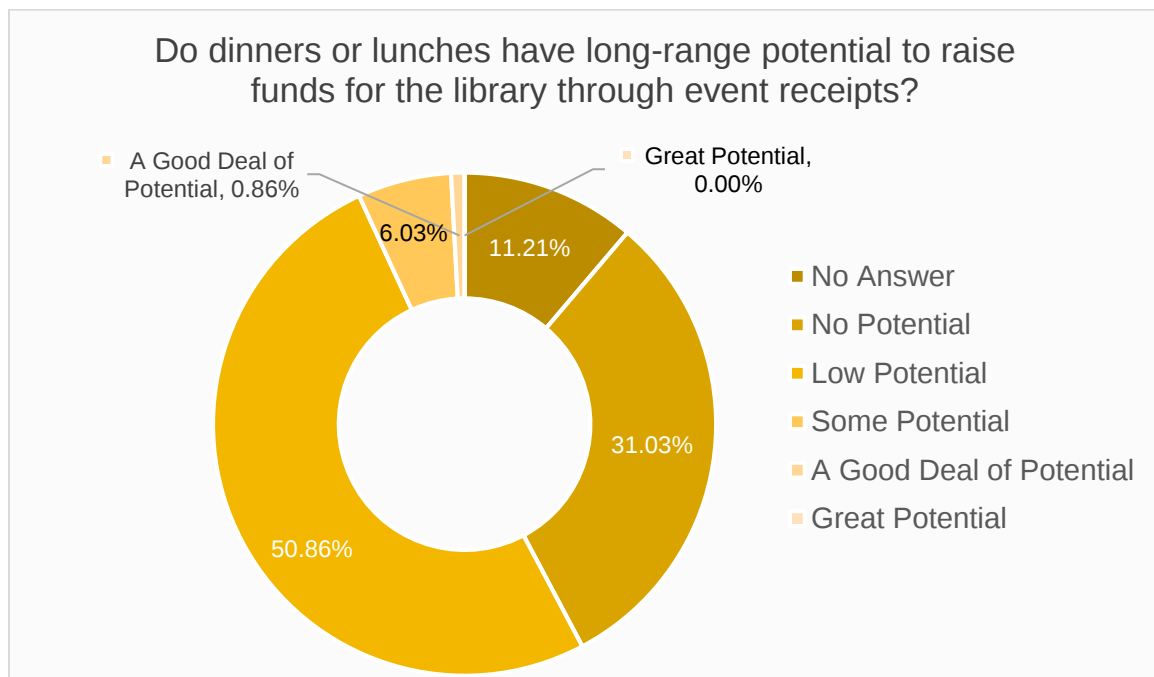


Chart 4.2.1 Do dinners or lunches have long-range potential to raise funds for the library through event receipts?

Table 4.2.2 Do dinners or lunches have long-range potential to raise funds for the library through event receipts? Broken out by personal age range of the individual survey participant

Personal Age Range	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Under 40	14.29%	71.43%	14.29%	0.00%	0.00%	0.00%
40-49	8.70%	34.78%	39.13%	13.04%	4.35%	0.00%
50-59	14.29%	21.43%	57.14%	7.14%	0.00%	0.00%
60-65	7.14%	28.57%	64.29%	0.00%	0.00%	0.00%
65+	12.50%	37.50%	43.75%	6.25%	0.00%	0.00%

Table 4.2.3 Do dinners or lunches have long-range potential to raise funds for the library through event receipts? Broken out for public and private colleges

Your college or university is public or private	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Public	7.02%	28.07%	54.39%	8.77%	1.75%	0.00%
Private	15.25%	33.90%	47.46%	3.39%	0.00%	0.00%

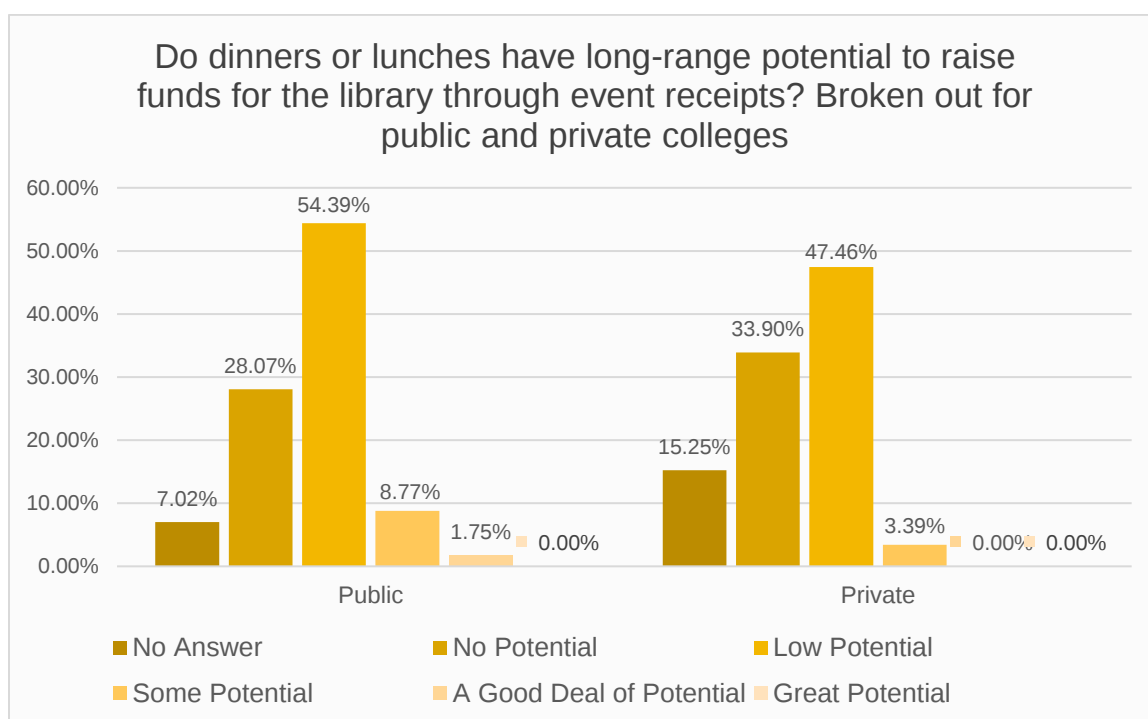


Chart 4.2.2 Do dinners or lunches have long-range potential to raise funds for the library through event receipts? Broken out for public and private colleges

Table 4.2.4 Do dinners or lunches have long-range potential to raise funds for the library through event receipts? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Junior College	12.50%	37.50%	50.00%	0.00%	0.00%	0.00%
BA-Granting	11.54%	30.77%	50.00%	3.85%	3.85%	0.00%
MA or PHD Granting	9.43%	32.08%	49.06%	9.43%	0.00%	0.00%
Research University	14.29%	23.81%	57.14%	4.76%	0.00%	0.00%

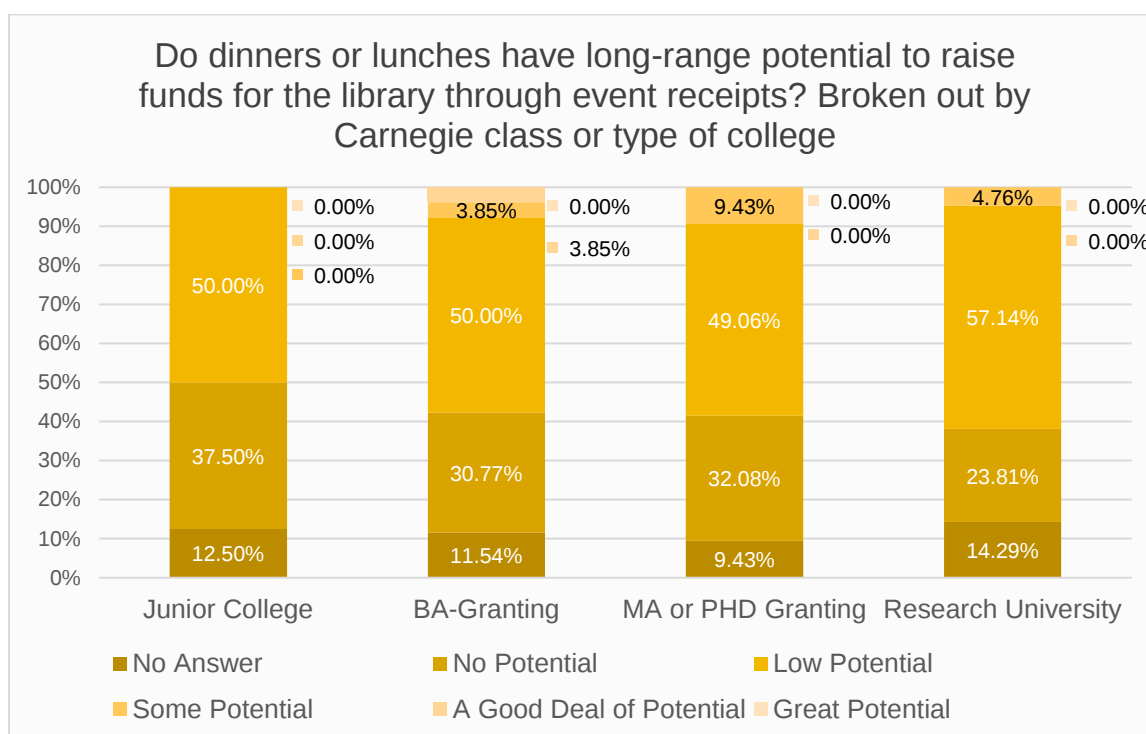


Chart 4.2.3 Do dinners or lunches have a long-range potential to raise funds for the library through event receipts? Broken out by Carnegie class or type of college

Table 4.2.5 Do dinners or lunches have long-range potential to raise funds for the library through event receipts? Broken out by enrollment

Enrollment	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Less than 2000	12.50%	40.63%	46.88%	0.00%	0.00%	0.00%
2000 - 4999	12.50%	34.38%	46.88%	6.25%	0.00%	0.00%
5000 - 10000	7.69%	23.08%	57.69%	7.69%	3.85%	0.00%
More than 10000	11.54%	23.08%	53.85%	11.54%	0.00%	0.00%

Table 4.2.6 Do dinners or lunches have long-range potential to raise funds for the library through event receipts? Broken out by tuition, \$

Tuition, \$	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Less than 8000	6.67%	40.00%	46.67%	3.33%	3.33%	0.00%
8000 - 19999	12.12%	27.27%	48.48%	12.12%	0.00%	0.00%
20000 - 40000	11.43%	28.57%	57.14%	2.86%	0.00%	0.00%
More than 40000	16.67%	27.78%	50.00%	5.56%	0.00%	0.00%

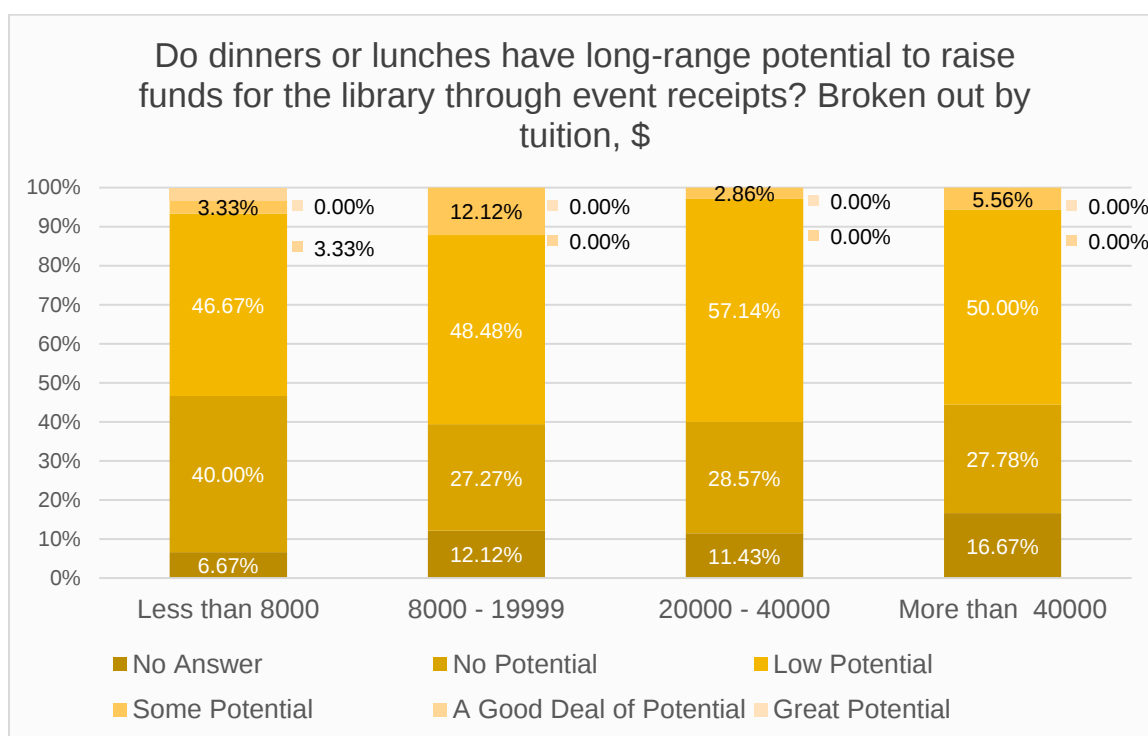


Chart 4.2.4 Do dinners or lunches have long-range potential to raise funds for the library through event receipts? Broken out by tuition, \$

Table 4.2.7 Do dinners or lunches have long-range potential to raise funds for the library through event receipts? Broken out by gender of the individual survey participant

What is your gender	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Male	5.77%	23.08%	59.62%	9.62%	1.92%	0.00%
Female	15.63%	37.50%	43.75%	3.13%	0.00%	0.00%

Table 4.3.1 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts?

	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Entire sample	10.34%	18.10%	54.31%	14.66%	2.59%	0.00%

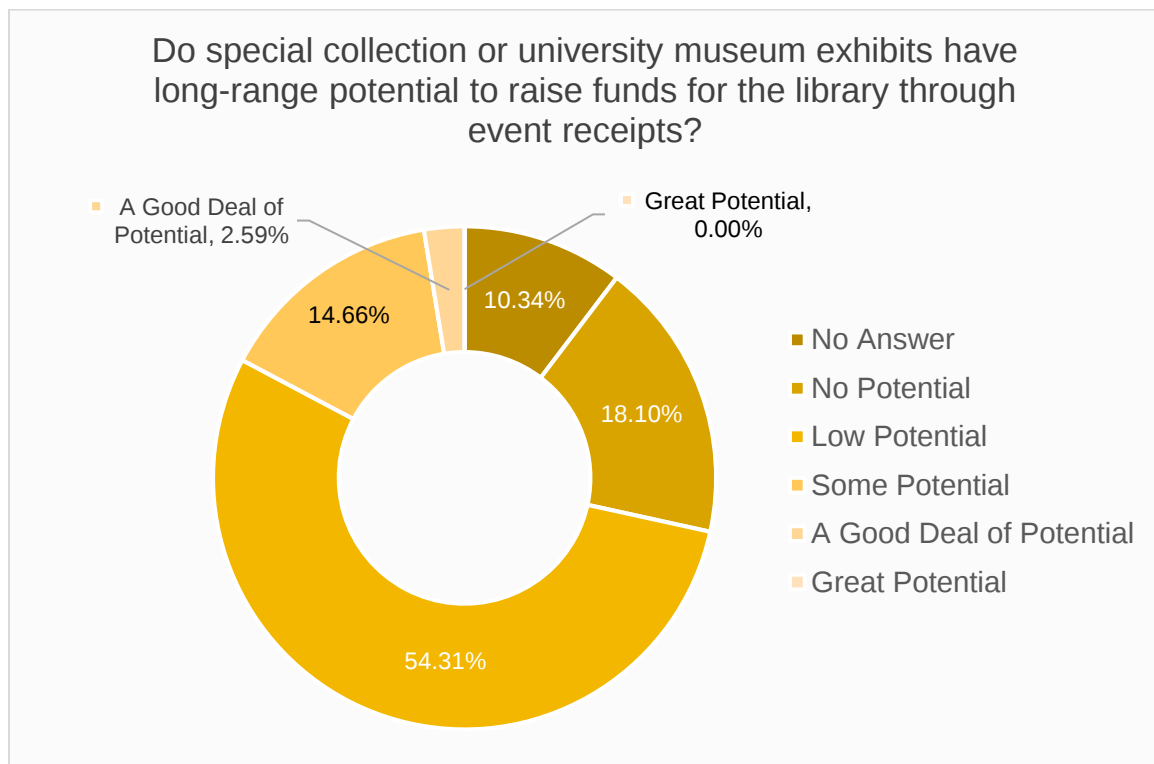


Chart 4.3.1 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts?

Table 4.3.2 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts? Broken out by personal age range of the individual survey participant

Personal Age Range	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Under 40	14.29%	0.00%	85.71%	0.00%	0.00%	0.00%
40-49	8.70%	26.09%	47.83%	13.04%	4.35%	0.00%
50-59	14.29%	14.29%	54.76%	14.29%	2.38%	0.00%
60-65	3.57%	17.86%	53.57%	25.00%	0.00%	0.00%
65+	12.50%	25.00%	50.00%	6.25%	6.25%	0.00%

Table 4.3.3 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts? Broken out for public and private colleges

Your college or university is public or private	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Public	7.02%	14.04%	54.39%	21.05%	3.51%	0.00%
Private	13.56%	22.03%	54.24%	8.47%	1.69%	0.00%

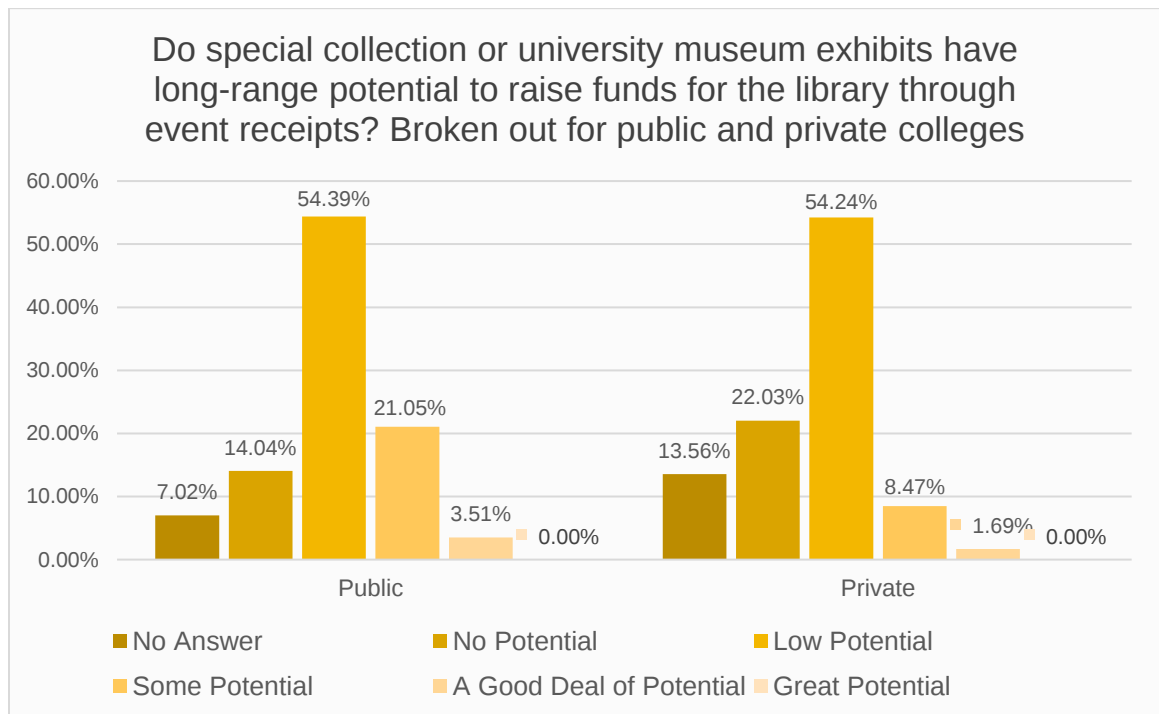


Chart 4.3.2 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts? Broken out for public and private colleges

Table 4.3.4 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Junior College	12.50%	43.75%	43.75%	0.00%	0.00%	0.00%
BA-Granting	7.69%	15.38%	65.38%	7.69%	3.85%	0.00%
MA or PHD Granting	9.43%	15.09%	56.60%	15.09%	3.77%	0.00%
Research University	14.29%	9.52%	42.86%	33.33%	0.00%	0.00%

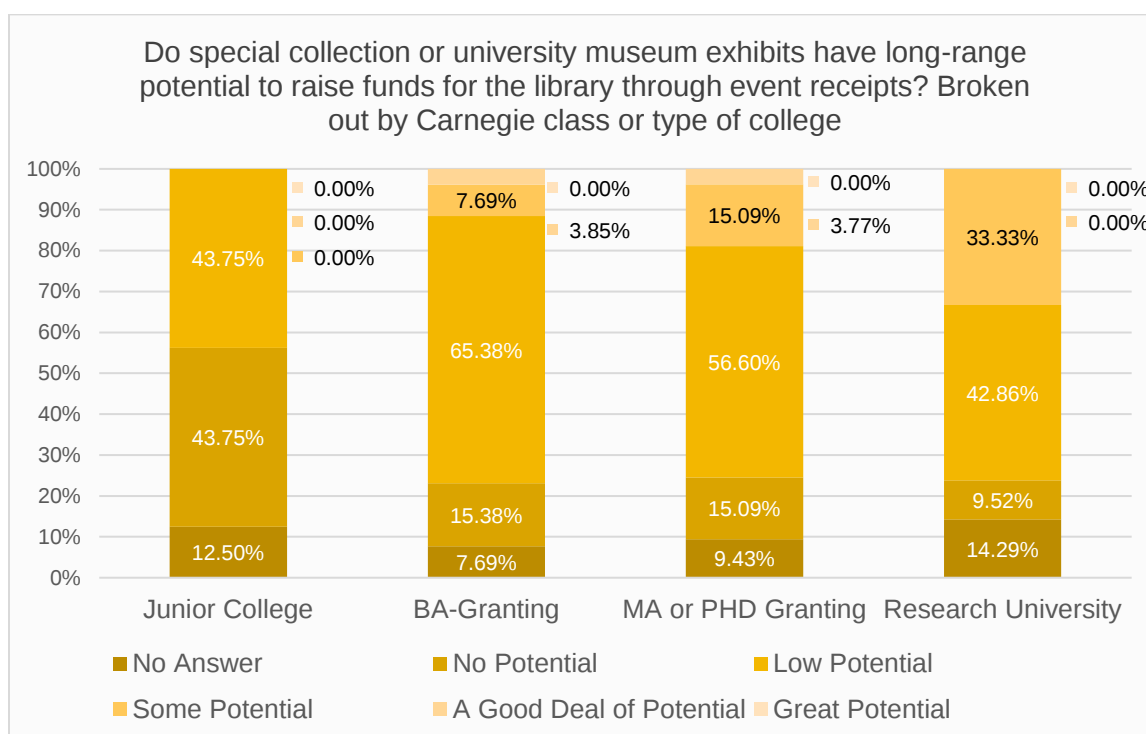


Chart 4.3.3 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts? Broken out by Carnegie class or type of college

Table 4.3.5 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts? Broken out by enrollment

Enrollment	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Less than 2000	9.38%	18.75%	68.75%	3.13%	0.00%	0.00%
2000 - 4999	12.50%	25.00%	46.88%	15.63%	0.00%	0.00%
5000 - 10000	7.69%	15.38%	53.85%	15.38%	7.69%	0.00%
More than 10000	11.54%	11.54%	46.15%	26.92%	3.85%	0.00%

Table 4.3.6 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts? Broken out by tuition, \$

Tuition, \$	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Less than 8000	6.67%	30.00%	53.33%	6.67%	3.33%	0.00%
8000 - 19999	9.09%	9.09%	48.48%	30.30%	3.03%	0.00%
20000 - 40000	11.43%	17.14%	62.86%	5.71%	2.86%	0.00%
More than 40000	16.67%	16.67%	50.00%	16.67%	0.00%	0.00%

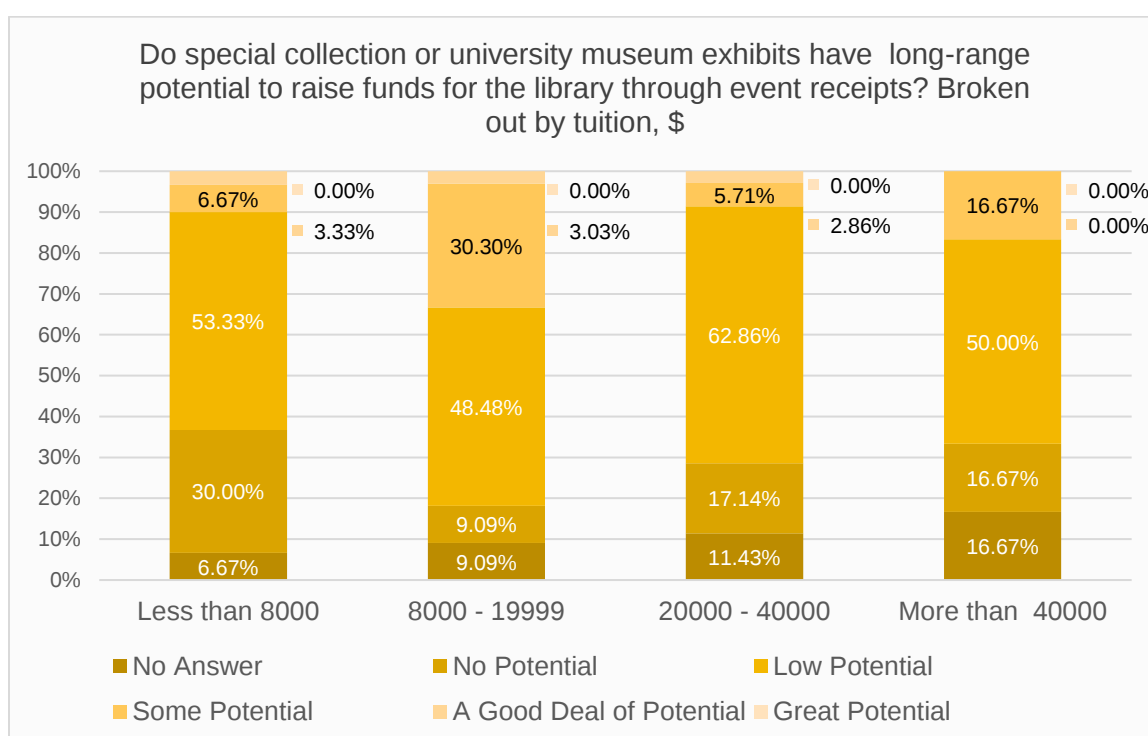


Chart 4.3.4 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts? Broken out by tuition, \$

Table 4.3.7 Do special collection or university museum exhibits have long-range potential to raise funds for the library through event receipts? Broken out by gender of the individual survey participant

What is your gender	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Male	3.85%	11.54%	61.54%	17.31%	5.77%	0.00%
Female	15.63%	23.44%	48.44%	12.50%	0.00%	0.00%

Table 4.4.1 Do book sales have long-range potential to raise funds for the library through event receipts?

	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Entire sample	10.34%	34.48%	48.28%	4.31%	2.59%	0.00%

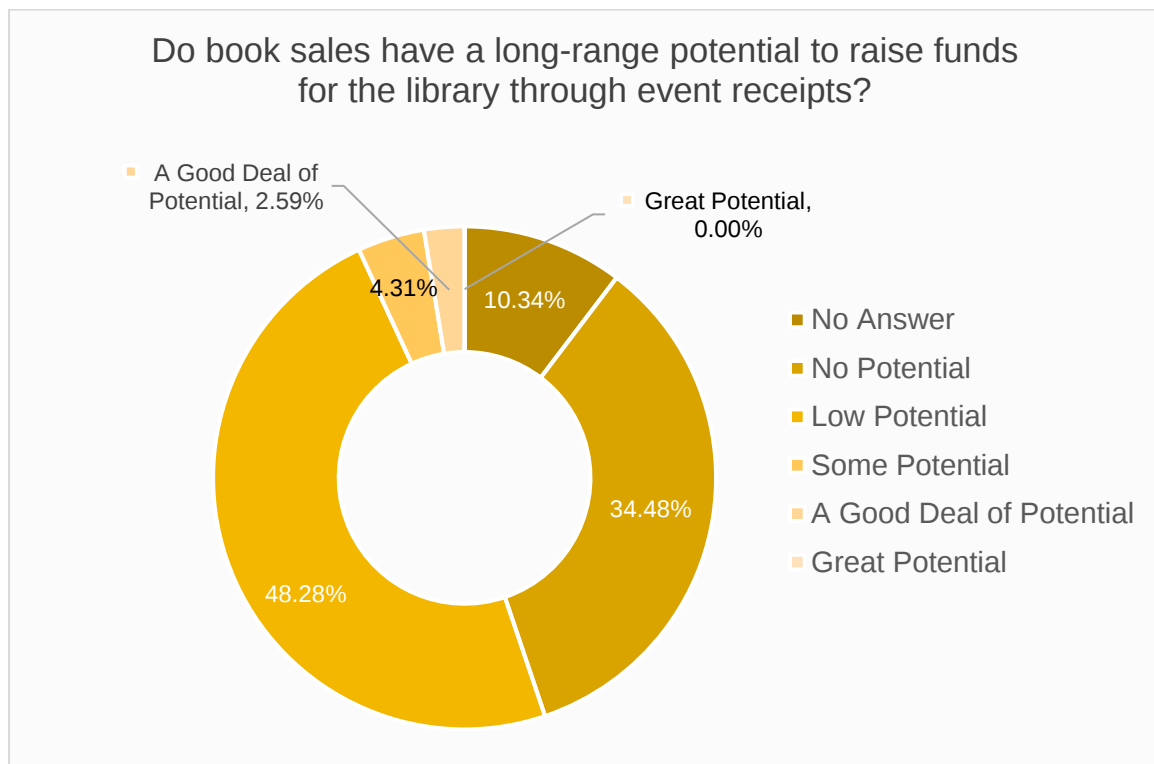


Chart 4.4.1 Do book sales have a long-range potential to raise funds for the library through event receipts?

Table 4.4.2 Do book sales have a long-range potential to raise funds for the library through event receipts? Broken out by personal age range of the individual survey participant

Personal Age Range	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Under 40	14.29%	28.57%	28.57%	14.29%	14.29%	0.00%
40-49	8.70%	34.78%	52.17%	0.00%	4.35%	0.00%
50-59	14.29%	30.95%	50.00%	4.76%	0.00%	0.00%
60-65	3.57%	35.71%	50.00%	7.14%	3.57%	0.00%
65+	12.50%	43.75%	43.75%	0.00%	0.00%	0.00%

Table 4.4.3 Do book sales have a long-range potential to raise funds for the library through event receipts? Broken out for public and private colleges

Your college or university is public or private	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Public	7.02%	40.35%	49.12%	1.75%	1.75%	0.00%
Private	13.56%	28.81%	47.46%	6.78%	3.39%	0.00%

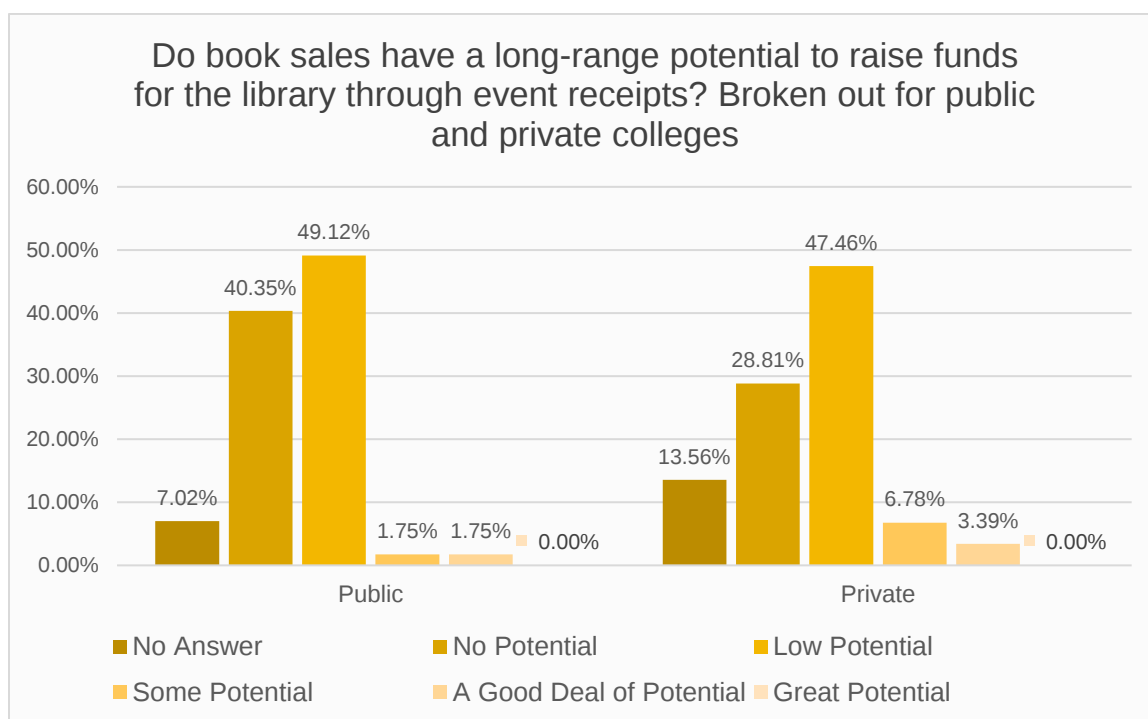


Chart 4.4.2 Do book sales have a long-range potential to raise funds for the library through event receipts? Broken out for public and private colleges

Table 4.4.4 Do book sales have a long-range potential to raise funds for the library through event receipts? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Junior College	12.50%	43.75%	37.50%	0.00%	6.25%	0.00%
BA-Granting	7.69%	34.62%	50.00%	7.69%	0.00%	0.00%
MA or PHD Granting	9.43%	26.42%	54.72%	5.66%	3.77%	0.00%
Research University	14.29%	47.62%	38.10%	0.00%	0.00%	0.00%

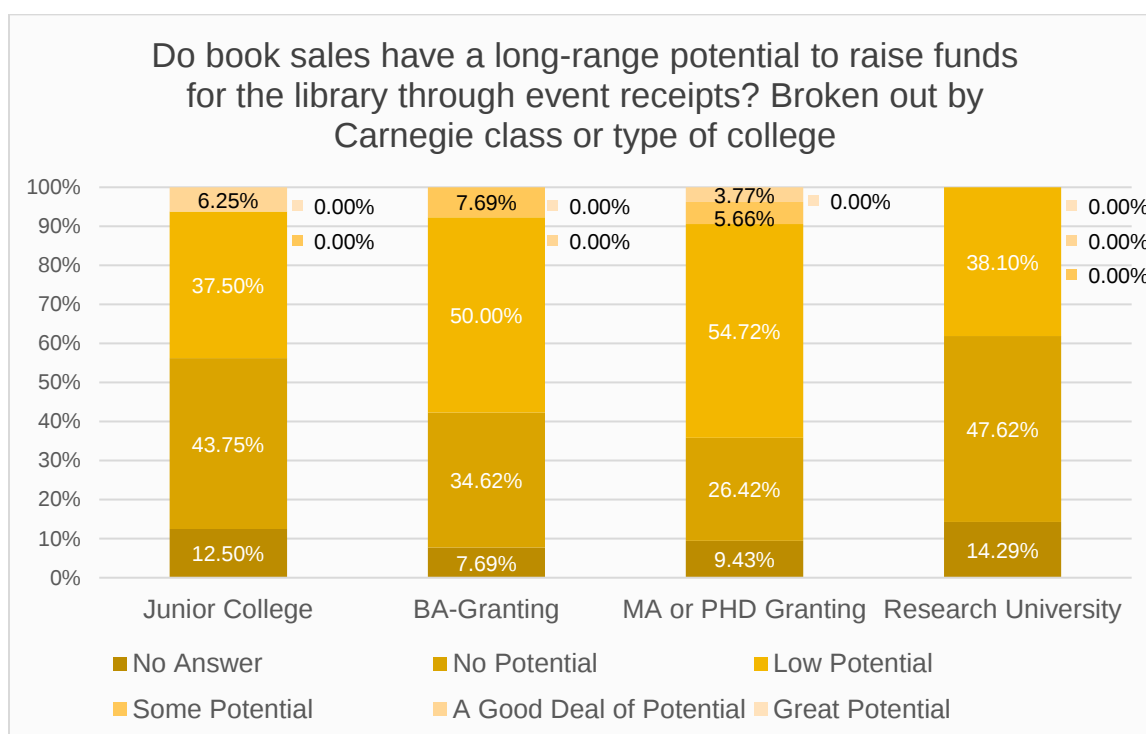


Chart 4.4.3 Do book sales have a long-range potential to raise funds for the library through event receipts? Broken out by Carnegie class or type of college

Table 4.4.5 Do book sales have a long-range potential to raise funds for the library through event receipts? Broken out by enrollment

Enrollment	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Less than 2000	9.38%	37.50%	40.63%	9.38%	3.13%	0.00%
2000 - 4999	12.50%	28.13%	53.13%	3.13%	3.13%	0.00%
5000 - 10000	7.69%	34.62%	57.69%	0.00%	0.00%	0.00%
More than 10000	11.54%	38.46%	42.31%	3.85%	3.85%	0.00%

Table 4.4.6 Do book sales have a long-range potential to raise funds for the library through event receipts? Broken out by tuition, \$

Tuition, \$	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Less than 8000	6.67%	43.33%	43.33%	3.33%	3.33%	0.00%
8000 - 19999	12.12%	36.36%	39.39%	9.09%	3.03%	0.00%
20000 - 40000	8.57%	28.57%	57.14%	2.86%	2.86%	0.00%
More than 40000	16.67%	27.78%	55.56%	0.00%	0.00%	0.00%

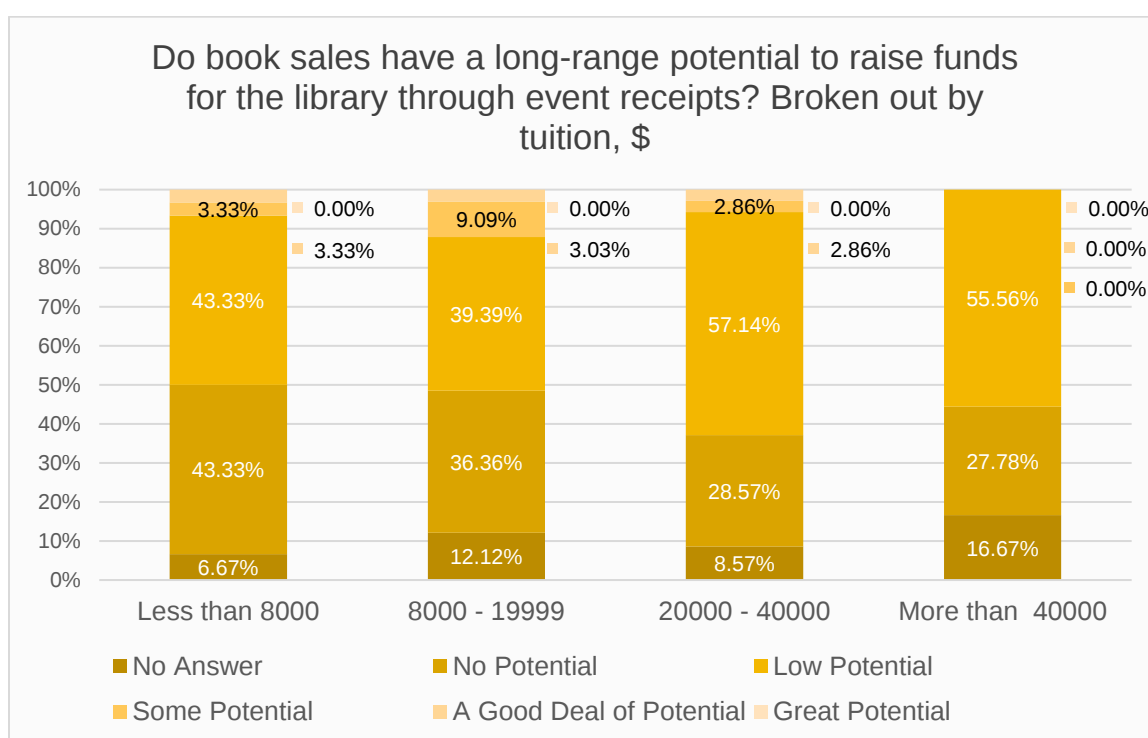


Chart 4.4.4 Do book sales have a long-range potential to raise funds for the library through event receipts? Broken out by tuition, \$

Table 4.4.7 Do book sales have a long-range potential to raise funds for the library through event receipts? Broken out by gender of the individual survey participant

What is your gender	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Male	5.77%	28.85%	57.69%	7.69%	0.00%	0.00%
Female	14.06%	39.06%	40.63%	1.56%	4.69%	0.00%

Table 4.5.1 Do films or live performances have a long-range potential to raise funds for the library through event receipts?

	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Entire sample	11.21%	36.21%	50.00%	2.59%	0.00%	0.00%

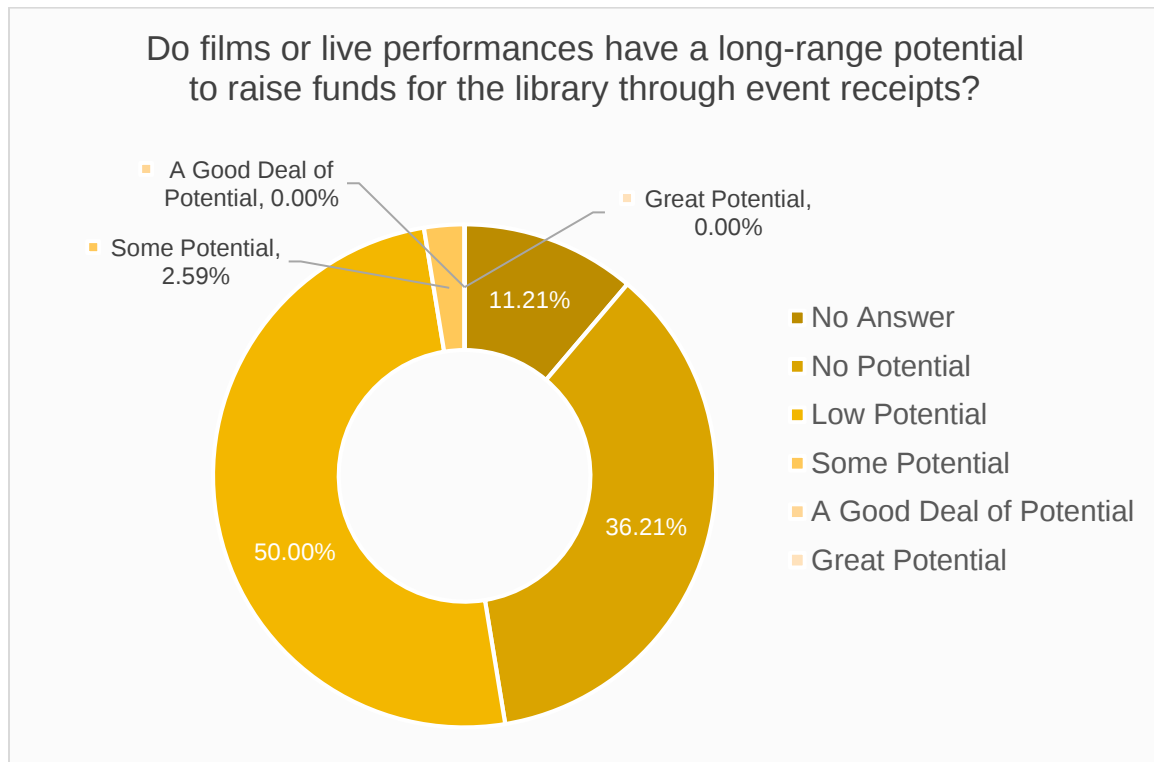


Chart 4.5.1 Do films or live performances have a long-range potential to raise funds for the library through event receipts?

Table 4.5.2 Do films or live performances have a long-range potential to raise funds for the library through event receipts? Broken out by personal age range of the individual survey participant

Personal Age Range	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Under 40	14.29%	42.86%	28.57%	14.29%	0.00%	0.00%
40-49	8.70%	39.13%	47.83%	4.35%	0.00%	0.00%
50-59	14.29%	35.71%	50.00%	0.00%	0.00%	0.00%
60-65	7.14%	25.00%	64.29%	3.57%	0.00%	0.00%
65+	12.50%	50.00%	37.50%	0.00%	0.00%	0.00%

Table 4.5.3 Do films or live performances have a long-range potential to raise funds for the library through event receipts? Broken out for public and private colleges

Your college or university is public or private	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Public	7.02%	31.58%	59.65%	1.75%	0.00%	0.00%
Private	15.25%	40.68%	40.68%	3.39%	0.00%	0.00%

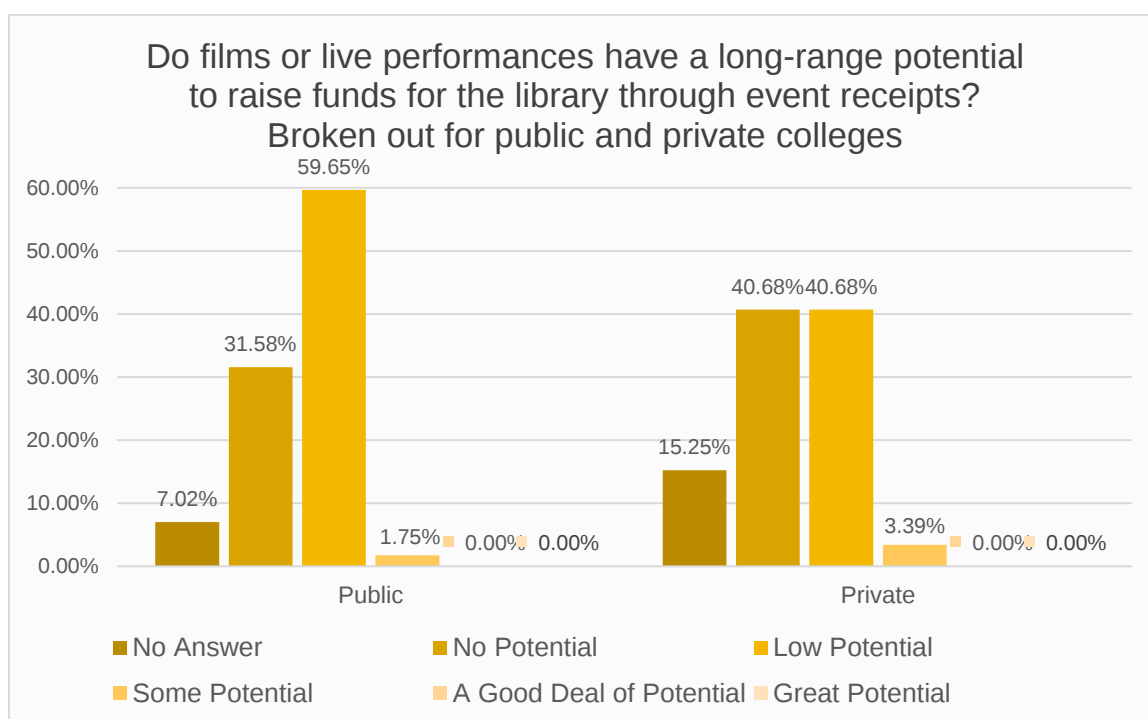


Chart 4.5.2 Do films or live performances have a long-range potential to raise funds for the library through event receipts? Broken out for public and private colleges

Table 4.5.4 Do films or live performances have a long-range potential to raise funds for the library through event receipts? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Junior College	12.50%	43.75%	43.75%	0.00%	0.00%	0.00%
BA-Granting	11.54%	34.62%	50.00%	3.85%	0.00%	0.00%
MA or PHD Granting	9.43%	33.96%	52.83%	3.77%	0.00%	0.00%
Research University	14.29%	38.10%	47.62%	0.00%	0.00%	0.00%

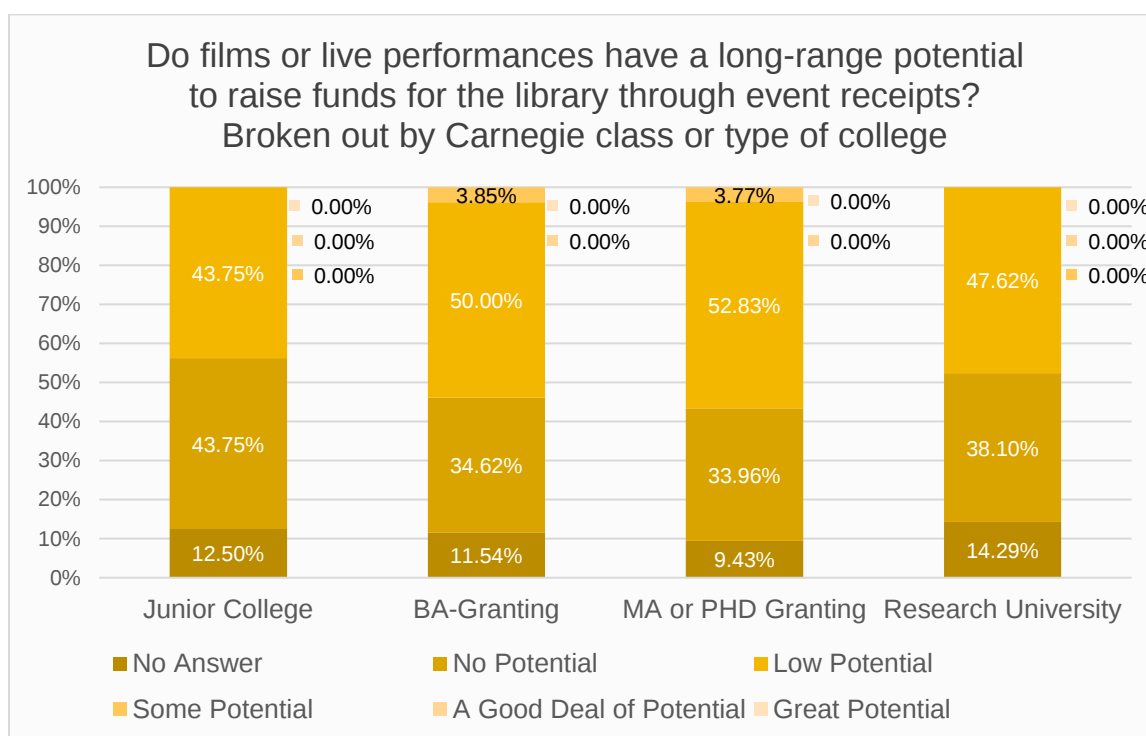


Chart 4.5.3 Do films or live performances have a long-range potential to raise funds for the library through event receipts? Broken out by Carnegie class or type of college

Table 4.5.5 Do films or live performances have a long-range potential to raise funds for the library through event receipts? Broken out by enrollment

Enrollment	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Less than 2000	12.50%	46.88%	37.50%	3.13%	0.00%	0.00%
2000 - 4999	12.50%	34.38%	46.88%	6.25%	0.00%	0.00%
5000 - 10000	7.69%	30.77%	61.54%	0.00%	0.00%	0.00%
More than 10000	11.54%	30.77%	57.69%	0.00%	0.00%	0.00%

Table 4.5.6 Do films or live performances have a long-range potential to raise funds for the library through event receipts? Broken out by tuition, \$

Tuition, \$	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Less than 8000	6.67%	46.67%	46.67%	0.00%	0.00%	0.00%
8000 - 19999	12.12%	27.27%	54.55%	6.06%	0.00%	0.00%
20000 - 40000	11.43%	31.43%	54.29%	2.86%	0.00%	0.00%
More than 40000	16.67%	44.44%	38.89%	0.00%	0.00%	0.00%

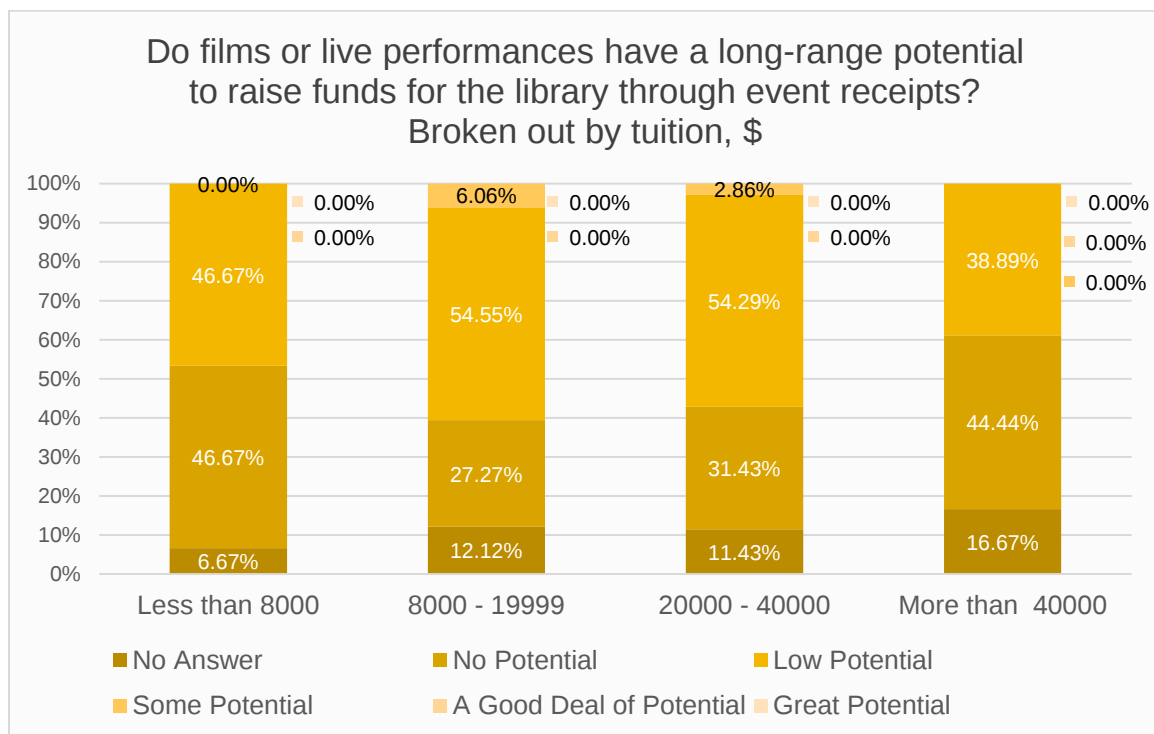


Chart 4.5.4 Do films or live performances have a long-range potential to raise funds for the library through event receipts? Broken out by tuition, \$

Table 4.5.7 Do films or live performances have a long-range potential to raise funds for the library through event receipts? Broken out by gender of the individual survey participant

What is your gender	No Answer	No Potential	Low Potential	Some Potential	A Good Deal of Potential	Great Potential
Male	5.77%	38.46%	51.92%	3.85%	0.00%	0.00%
Female	15.63%	34.38%	48.44%	1.56%	0.00%	0.00%

What are your library's plans for fundraising in the near future? Broken out by Carnegie class or type of college

Junior College

- 1) The Foundation will be looking at a capital campaign for significant library renovations in the next 2-3 years.
- 2) None
- 3) Apply for grants
- 4) Friends
- 5) none that I'm aware of.
- 6) continue book sale
- 7) To advertise it more
- 8) No plans
- 9) None to date.
- 10) none

BA-Granting

- 1) To target key donors
- 2) To refurnish an art gallery
- 3) Complicated by Administration guidelines
- 4) Only the annual book sale at this point.
- 5) new building 5-7 years out
- 6) We have a yearly book sale.
- 7) none
- 8) donation plaques for book stacks
- 9) beg
- 10) none. we are dependent on the development office, and are not seen as a priority
- 11) We don't have formal plans other than to work with the foundation.
- 12) no real plans, we depend on Advancement
- 13) work with Development office for capital campaign, and with grant writing office for grants
- 14) Help the advancement office with ideas. Gather donations through direct requests. Possibly entrepreneurship.
- 15) Grant writing
- 16) we do not fundraise
- 17) We currently have no plans.
- 18) Hosting an author's luncheon.

- 19) we held a book sale using withdrawn or donated books recently that raised \$2,000. All the money went to the university's 'general fund', not allocated to the library
- 20) continue our ongoing book sale
- 21) We do not carry out fundraising activities

MA or PHD Granting

- 1) Book sales. Not really doing much fundraising at all. Just apply for grants.
- 2) Challenge grant building a team of leaders to build a particular endowment visiting alumni out of state
- 3) We will be offering concerts, fine arts digitization, and I will be working with our Foundation on direct campaigns.
- 4) reaching out to former library student employees and retirees
- 5) Work in concert with institutional advancement to identify donors interested in library facilities and collections.
- 6) We are focused on development and stewardship of potential future donors to the library, as we have a very underdeveloped portfolio of potential donors.
- 7) Prospect development
- 8) None at this point. We have too many other projects going on at the moment: massive renovations; analysis and weeding of all collections; hiring new faculty and staff because of retirements
- 9) not permitted to be involved
- 10) Book Sales, Circle of Friends events, grants
- 11) hope to increase general fund gifts that can be used as we see fit
- 12) We do not specifically fund raise.
- 13) None per se, we do not have a target but look at opportunities as they arise.
- 14) We have not been encouraged to raise funds separate from the advancement office.
- 15) none, that we are aware of at this time
- 16) Don't really have any. The campus has a department that does that for all areas of campus
- 17) I don't know. I'm not involved in that.
- 18) We are celebrating the building's 20th anniversary.
- 19) None at this time. The library might sell the metal shelves to scrapping companies without the permission of the College.
- 20) Minimal at this time as most effort for using parties connected with the university for other project needs.
- 21) Already working with Advancement to visit potential donors. Brochures targeting alumni about the "library experience."

- 22) Letting donors know about specific projects that we need funding for, so that they know the direct result of what will happen with their donation.
- 23) none
- 24) none
- 25) no plans at the moment
- 26) Targeted marketing. Future auction of duplicate library items.
- 27) We have a new Advancement director so we are unsure of their interest in us. We need to replace some shelving and some seating
- 28) none
- 29) Opening an Art Gallery
- 30) none articulated
- 31) No changes
- 32) We are looking to coordinate more with Institutional Advancement, particularly as we head into a comprehensive campaign
- 33) Mostly run by outside campus organization, we don't have much control.
- 34) We have never fundraised except for bequests and I don't see that changing much
- 35) none
- 36) Writing grants
- 37) The department charged with fundraising does not support the library in any fundraising. In fact, he has said that nobody wants to give to libraries and I don't have a contact person in that department to work with and fundraising has to go through that department, (Advancement)
- 38) none

Research University

- 1) Foundation support, grant funding
- 2) try to get University Advancement Office more engaged
- 3) none
- 4) We are in the building phase currently - making connections
- 5) development director
- 6) Friends group; alumni association;
- 7) not managed by the library
- 8) More donor solicitations
- 9) Continue to work with the Development Office
- 10) We have formed an internal committee to handle fundraising, and we are beginning to work earnestly with the central advancement office
- 11) Soliciting additional funds from a significant past donor
- 12) unsure

- 13) None, sadly.
- 14) Participate in campaign.
- 15) We are not allowed to participate in fundraising. This is done by the Development office.
We participate only when asked to do so. Typically to have dinner with a prospective donor that the Development office is working with.
- 16) None.
- 17) Government grants