



ART LIBRARIES SOCIETY OF NORTH AMERICA

Annual Report 2007 ARLIS/NA Development Committee

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LEADERSHIP

The 2007-08 ARLIS/NA Development Committee members consisted of Amanda Bowen (Harvard University), Kim Collins (Emory University), Jon Evans (Museum of Fine Arts, Houston), Susan Flanagan (Getty Research Institute), Ted Goodman (Columbia University), Eumie Imm-Stroukoff (Georgia O'Keeffe Museum) and Mary Wassermann (Philadelphia Museum of Art).

The Executive Board Liaisons were Fran Scott, Treasurer (Rensselaer Polytechnic Institute) and Marilyn Nasserden, Canadian Representative (University of Calgary). Jennifer Parker (University of Colorado, Boulder) served as Local Development Coordination for the Denver Conference.

Barbara Rockenbach (Yale University) will serve as Chair for the 2008-09 year. Amy Trendler (Ball State University) will serve as the incoming Board Liaison and Rijn Templeton (University of Iowa) will serve in an advisory capacity as the incoming Treasurer.

ACTIVITIES

Financial Goals

The hard work and persistence of the entire Development Committee, the Local Development Coordinator, and members of the Executive Board have resulted in a fruitful year of fundraising for the Society. Sponsors have continued to be generous in their support of the Society.

We reached and exceeded our sponsorship goal for the Denver conference, which was set at \$25,000. Sponsorship dollars for 2007-08 totaled \$34,749 as of April 7, 2008, which is a 39% increase over the established goal for this year and outpaced the 2006-07 total of \$24,199 by 43%.

Several anticipated sponsorships will likely bring this total above \$35,000 in the coming weeks. We should also note that an exact amount has yet to be solidified for our largest sponsorship, as it is tied to actual reception expenses. Thus, a slightly lower than expected estimate has been used for the purposes of this report.

Total sponsorship contributions including financial, in-kind, conference speaker and award funds amounted to just over \$51,000, slightly over the \$50,000 generated in 2006-07. Further, the total number of sponsors reached 50 this year, up from the 44 in 2006-07. Seven of these were upper-level contributors at the Gold, Silver or Bronze Affiliate level in 2007-08, compared with six for the previous year.

The efforts of Jennifer Parker, Local Development Coordinator, and Tom Riedl, Local Arrangements Co-Chair, led to the support of numerous libraries affiliated with the Colorado Alliance of Research Libraries, resulting in a welcome and impressive collective contribution of \$3,300 to the conference.

ARLIS/NA Chapters continue to give valued financial support by helping underwrite the cost of the Welcome Party and provide a needed morale boost for the local conference team. This year eleven chapters have thus far come forward, compared with five by the same period last year. The total dollar amount for this year is \$2,150, which thus far equals the final total for last year. However, there are typically a few chapters who contribute in the final weeks prior to the conference, so it will be expected that the amount for 2007-08 will exceed this amount. Credit for the continued success is due to the efforts of Cate Cooney, Northeast Regional Representative and liaison to the Chapters, and Fran Scott, Treasurer, both of who communicated the ongoing value and need for Chapter support of the annual conference.

While not reflected in the committee's budget, in-kind contributions continue to be a vital part of the financial landscape that makes ARLIS/NA conferences successful. There were seven such contributions this year, valued at roughly \$8,300. Comparatively, six in-kind contributors valued at \$20,000 were generated in 2006-07. The discrepancy can be largely attributed to costs placed on museum reception space by the various institutions.

Several new developments occurred during the year. First, ARTstor approached the committee about initiating a conference speakers fund to which they would contribute \$1,500 annually, thereby allowing the conference planners to attract high-quality speakers to our conferences. This fund was enthusiastically supported by the Executive Board and will continue for an indefinite period of time. Secondly, the committee helped to facilitate the initiation of the Merrill Wadsworth Smith Travel Award in Architecture, which was established by an anonymous donor to support conference attendance by an individual involved in the field of architecture librarianship or visual resources curatorship. Likewise, this award was enthusiastically

supported by the Executive Board. Lastly, the Puvill Libros Travel Award was temporarily discontinued by the award sponsor. They are presently discerning how they can best continue to support the Society in the future.

The Society Circle continues to be a vital and active part of the Society's fundraising efforts and its continued success reflects positively on support for the Society's mission and values. Contributions for 2007-08 total \$12,955 thus far, very near the high water mark set in 2006-07, which was \$13,145. Number of members for this year were 73, versus 77 for the previous year. These totals were viewed positively as very little in the way of promotion of the Circle was done during the year as the venue for the Society Circle Reception in Denver had limited attendance as dictated by the host. It would be advisable in future years not to limit attendance as the Society Circle in many ways is already an exclusive group. It could be damaged if it is perceived that all member contributions are not equally valued. The committee believes that it is more important to have a larger number of contributors, than a few larger contributors. In a broader context, the number of Circle members and total contributions has steadily increased during the six years since the Circle was begun. Contributions continue to be earmarked by members for one of three restricted funds or directed to an unrestricted fund.

Non-financial Goals

The committee established the following non-financial goals for the year. Below each goal is a statement concerning its status.

1. *Continue to update the "Prospects List" of contacts.*

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA's activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Continual revisions were made to the Prospect List prior to our contacting sponsors in October. At that time, we had a total of 78 prospects, minus 6 award sponsors, 3 slated for removal, 1 already committed, and 1 that supported only Canadian events, which left us with 67 viable contacts. Each member of the committee was then charged with contacting roughly 9-10 prospects, which allowed us to focus on clearly communicating our message to each prospect.

The chair worked closely with the Local Development Chair throughout the fall and winter to identify and consider local and regional prospects.

2. *Focus on recruiting new Society Circle members, as well as retaining existing members. Get input from the Membership Committee as to how this can best be accomplished.*

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA's activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Given the limited number of attendees that were allowed to attend this year's Society Circle reception, it seemed ill-advised at this time to embark on a campaign to increase Circle membership.

3. *Inform the Society about the committee's activities through occasional postings and updates.*

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA's activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Three postings were shared with the Society during the year to address concerns and provide updates as to Development activities via ARLIS-L. See Addendum below for the full-text of these messages. Specifically, they addressed 1) *Society Contributions* (8/1/2007); 2) *ARTstor Support for ARLIS/NA* (9/21/2007); and 3) *Sponsorship Update* (3/31/2008). The third item was also posted on the AWS under the News heading.

4. *Create a web presence for the Development Committee on the ARLIS/NA Website.*

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA's activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Significant progress was made on this goal by several committee members, although it has yet to be completed. It is well within reach for completion in the next year.

5. *Review features of MemberClicks that the committee can take advantage of, such as the potential to maintain our "Prospects List" using this software.*

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA's activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Members actively pursued this goal. After consultation with Deborah Ultan-Boudewyns, President, it was decided to forego transitioning any data to MemberClicks given the present state of its implementation. However, it was agreed that this issue should be revisited next year.

6. *Pursue a selective planned giving program for the Society by reviewing TIAA-CREF documentation.*

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA's activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Documentation was reviewed by select committee members and we will next speak with a representative from TIAA-CREF to determine whether we would qualify for their program.

7. *Communicate with the Publications Committee about ways in which we can collaborate. In particular, review potential for overlap in the realm of advertising.*

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA's activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Dialogue between the publications Committee and the Development Committee occurred on several occasions throughout the year. It was agreed that the Development Committee would pursue select prospects to consider advertising in Art Documentation. However, significant activity on the conference sponsorship front in the spring precluded this from happening.

ISSUES FOR THE EXECUTIVE BOARD

The Society is at a critical juncture economically. Over the past 5-10 years, sponsorships have been harder and harder to generate given the economic climate, corporate mergers, and the changing nature of the field of information access and distribution. Thus, sponsors are reassessing where and how to spend their limited marketing dollars. It has become clear during the tenure of this chair that should the Society choose to expand its fundraising activities to allow for future growth, it will be essential to contract for this work as part of any future arrangements with a management company or other outside financial manager. For example, any planned giving activity beyond the very limited one expressed above would require more attention and expertise than can be expected from the current volunteer structure.

As part of this consideration, the Society needs to assess the future of its restricted funds. In order to fulfill ARLIS/NA's mission, it seems imperative that we consider expanding and protecting the principal of the current restricted funds by establishing them as endowed funds that would cover the Conference Speakers, Travel, and Internship Funds. It is understood that the Executive Board voted to increase the allowable annual percentage of funds to be withdrawn from the Conference Speakers funds from 10% to 15% this year. The issue of insufficient speaker honoraria was raised by a member of the Society with the Chair, who seconded the individual's concern and passed this along to the Executive Board. While the decision to increase the amount of the honoraria is applauded, it may prove more problematic in the future if contributions do not continue to be put into the present funds at the current rate and thus we will run the risk of cutting into our principal. Secondly, this may inhibit us from growing our funds to a point where we could establish a minimum amount necessary to create a singular endowed fund that would encompass all three presently restricted funds.

Ultimately, it would be advisable to seek the input of the financial experts within or outside our management company to help us make these critical decisions.

ACKNOWLEDGEMENTS

The Committee is grateful to Kim Collins and Emory University for maintaining and hosting our listserv, which continues to facilitate virtually all of the communications of the committee.

Additionally, the committee wishes to thank the Denver Conference Planning Committee, who proved to be a delight to work with and displayed great professionalism this year.

Thanks go to Sue Rawlyk, Debbie Apfeld and Craig Fleming at ARLIS/NA headquarters for their valuable assistance.

The Chair wishes to thank the members of the Committee for all of their fine service over the past two years. Special thanks go to Kim Collins, Allen Townsend, Ted Goodman and Ann Whiteside for their invaluable advice and support.

Respectfully submitted,

Jon Evans
Museum of Fine Arts, Houston

ADDENDUM

Society Correspondence #1

Society Contributions

8/1/2007

Dear ARLIS/NA Members,

As the Development Committee begins the fundraising cycle anew for the Denver conference, we wanted to update Society members about an important matter.

Over the years, members have inquired as to exactly how their contributions are being spent to better ARLIS/NA. A very reasonable question with a not so reasonably short answer.

Society Circle contributors (those who make a \$100 or more contribution to the Society in a given year), as well as all other contributors have the opportunity to direct their gifts to one of three fund groups: Conference Speakers, Internship, and Travel, or divide them amongst the three as they wish. A fourth option is to make an unrestricted gift.

Each of these funds has an independent ~~endowment~~ [restricted fund] from which interest is drawn to support the targeted areas of need. To see the current fund balances for each, please review the 2006 Financial Summary, which is available on the members portion of the ARLIS/NA website: http://www.arlisna.org/arlistmembers/financial_summary-2006.pdf

The Conference Speakers Fund provides ongoing Conference budget support for guest speaker honoraria, including Plenary and Convocation speakers, as well as session and workshop speakers. The Internship Fund derives from the 25th Anniversary Fund, which now funds one annual internship award. The Travel Fund provides annual support for ARLIS/NA-funded Conference Travel Awards, two of which were offered in conjunction with the Atlanta Conference. All three of these funds help to further the Society's educational and programmatic mission as outlined in our current strategic plan.

The amount of funds drawn from these accounts is determined annually by various committees, such as the Conference Planning Advisory Committee (CPAC), the Internship Award Committee, and the Travel Awards Committee, with oversight from the Executive Board.

Recently, concern has been expressed as to the amount of honoraria available for conference speakers presenting at sessions or workshops. The Denver CPAC recently discussed the issue of honoraria and is reviewing the possibility of an increase. Further, the Board has agreed to

address the matter at its mid-year meeting, mindful that the Society wants to a) provide the greatest possible leeway to conference planners and b) encourage session organizers to recruit the best possible speakers, while c) recognizing that we should not diminish the principle of any of these endowed funds. As you can see, not an easy task.

In the mean time, should you have any questions about this issue, please feel free to contact me.

Sincerely,

Jon Evans,
Chair, Development Committee

2007-2008 ARLIS/NA Development Committee Members:

Amanda Bowen
Kim Collins
Susan Flanagan
Ted Goodman
Eumie Imm-Stroukoff
Mary Wasserman

Board Liaisons:

Fran Scott
Marilyn Nasserden

Society Correspondence # 2

ARTstor Support for ARLIS/NA

9/21/2007

Dear Membership,

I want to share the good news that ARTstor has generously offered to direct its support of ARLIS/NA toward conference speakers.

As the Society is annually confronted with the issue of attracting high quality speakers to our conferences, ARTstor's timely support is most welcome. They recognize that it is often challenging for ARLIS/NA to include guest speakers in conference programming because of prohibitive costs. Therefore, they have offered continuing support in the form of a \$1500 annual contribution to underwrite a conference speaker or speakers to be selected by the conference planners. These non-members speakers will provide expert voices on topics potentially as diverse as visual literacy,

networked environments, interoperability, digital media, intellectual property, and beyond.

I should also note that ARTstor will continue to support the SEI in its critical mission.

Please join me in thanking ARTstor for their continued support as we strive to enhance the professional development opportunities and overall conference experience for ARLIS/NA members.

Sincerely,

Jon Evans
Development Chair, ARLIS/NA

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Society Correspondence #3

Sponsorship Update

3/31/2008

Dear Membership,

Each year ARLIS/NA benefits from the generosity of a great number of sponsors. This year is no different. Fifty sponsors have stepped forward to provide more than \$35,000 in support of our annual conference in Denver. Whether large or small, these contributions collectively enable us to fulfill our mission to foster excellence in the field through the sharing of ideas, the funding of awards, and the opportunity for networking.

In particular, we would like to recognize our Society Affiliate Gold, Silver, and Bronze Sponsors, as well as our stalwart Award Sponsors, each of whom is listed below:

Gold

Saskia
Denver Art Museum

Silver

Ars Libri, Ltd.
F.A. Bennett Books

Bronze

ARTstor
Mrs. Frederick R. Mayer
Proquest

Awards

Andrew Cahan Photography Award
AskART Conference Attendance Award
H.W. Wilson Foundation Research Award
Howard & Beverly Joy Karno Award
Merrill Wadsworth Smith Travel Award [new this year; anonymously sponsored]
Worldwide Books Award for Publication
Worldwide Books Award for Electronic Resources

Please see the Denver Sponsorship page for a complete list of sponsors:
<http://arlisna-mw.lib.byu.edu/denver2008/sponsors.htm>

We hope you'll take a moment to thank each of our sponsors when you're at the conference!

Respectfully,

The ARLIS/NA Development Committee

Amanda Bowen
Kim Collins
Jon Evans, Chair
Susan Flanagan
Ted Goodman
Eumie Imm-Stroukoff
Mary Wassermann

Marilyn Nasserden, Liaison
Fran Scott, Liaison
Jennifer Parker, Local Development Coordinator
Ann Whiteside