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Art in the Library: Transforming the Library through Donor Involvement

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Art in the Library

Transforming the Library through Donor Involvement

ALADN 2013 – Pittsburgh

Dr. Shirley Hallblade, Dean of the Library
Christina Levine, Director of Development
University of North Florida

Where is Jacksonville?



A photograph of a modern university building with large glass windows and concrete pillars, surrounded by green trees and shrubs. The text "University of North Florida" is overlaid in white.

University of North Florida

- UNF established 1972
- The campus
- 10,400 FTE (16,000+ students)
- 5 colleges
- One of 11 Florida state universities

A photograph of the Thomas G. Carpenter Library, a modern building with large glass windows and a concrete frame, surrounded by greenery. The title "Thomas G. Carpenter Library" is overlaid in white text.

Thomas G. Carpenter Library

- Named for founding UNF president
- Staff size
- Collections
 - Local and regional history / Archives
- e-Resources
- Implemented EDS web-scale discovery
 - “OneSearch”





Context

- Library building
 - Original construction in 1980
 - Expansion and renovation – 2004/2005
 - Increased size to 200,000 sq. ft. on 4 floors
- New dean - Spring 2006 – major goals
 - Increase visibility of the library
 - Establish external fund-raising program



Library Development Program

- Essentially nonexistent
- Gifts and donations
- Director of Development
- Dean's Leadership Council
(donor advisory boards or friends groups)
- UNF campaign – “Power of Transformation”

Art in the Library Project

Vision and Focus

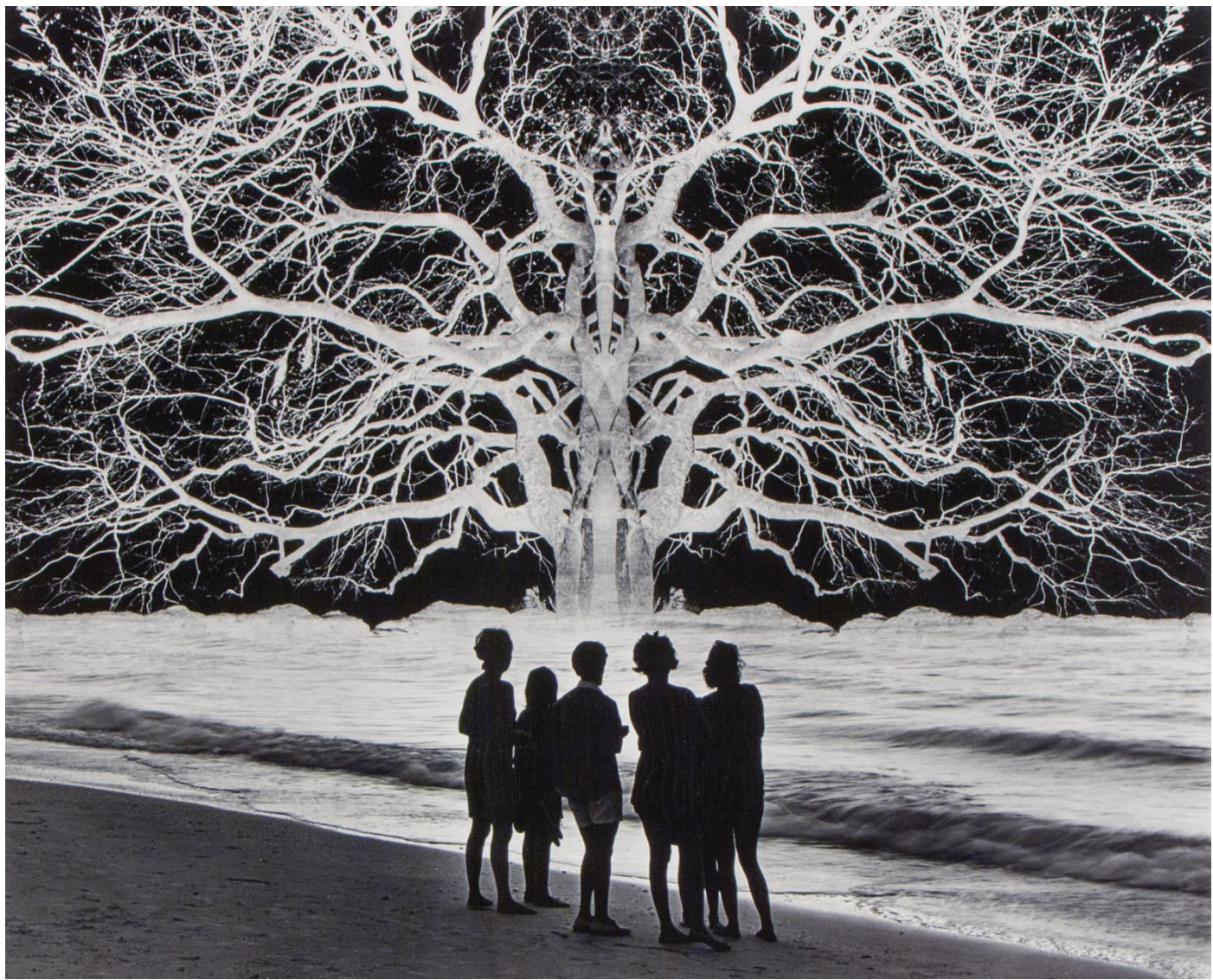
- Building ambiance
- Art appreciation and study
- Library visibility
- Community outreach / University campaign
- Northeast Florida regional artists / UNF faculty
- Donations from artists or collectors

Project Implementation

- First Steps
 - Dean and development director
 - Volunteer project coordinator
 - Volunteer committee from Leadership Council
- Early Successes
 - Coincidental donors / collectors
 - Interest and commitment









Outreach and Collaboration

- Local/regional art community
 - Galleries, festivals, artist studios, art organizations
- Campus Art + Design department
- Other UNF faculty and staff
- Donors and donor prospects







Promotional Events

- Gallery show/art class – Charles Fazzino
 - Created collaborative work with 40 local children
 - Piece donated to the Library
- Project kick-off – “An Artful Evening”
- Gallery show – “Renoir and the Impressionists”
 - Library benefit (% of sales)
- Presentation to UNF Art + Design Faculty

Publicity

- Arbus Magazine
- Times-Union article
- UNF Journal
- Alumni Newsletter
- Inside UNF



R Roberts Gallery Presents Renoir & the Impressionists

Date: Wednesday, September 29, 2010

Time: 6:00 p.m. – 8:00 p.m.

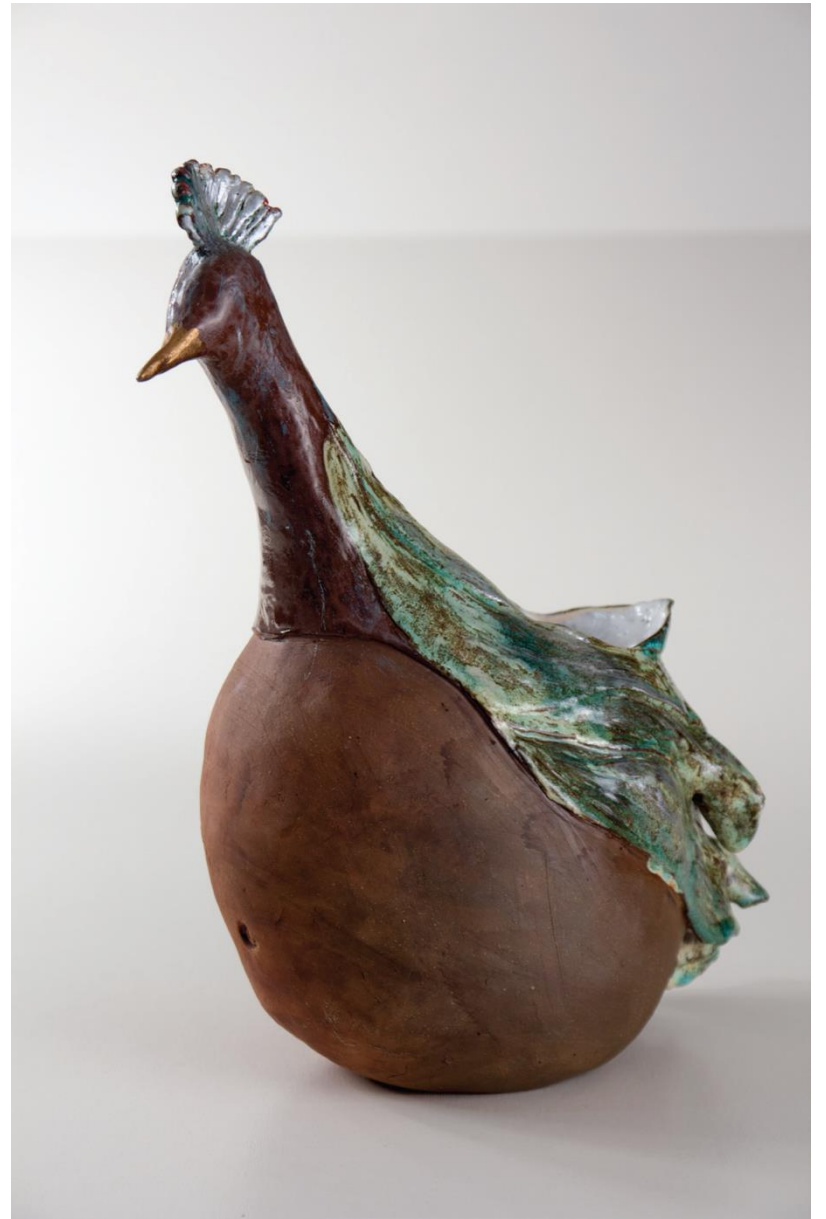
Location: R Roberts Gallery

Cost: Free

R Roberts Gallery presents Renoir & the Impressionists on Wednesday, September 29th from 6:00 p.m. - 8:00 p.m. This will be an evening of cocktails and art to benefit the Thomas G. Carpenter Library's Art in the Library Program at the University of North Florida. A rare collection of paintings, drawings, etchings and lithographs by Renoir, Manet, Cezanne & Pissarro will be available for purchase. For more information or to RSVP please contact the R Roberts Gallery at 388-1188.







Related Developments

- Librarian Liaison for Art
 - Curator role
- LibGuides / Campus Guides
- Digital Commons
- Technical support from library staff & students
 - Photography
 - Digitization
 - Documentation

Art on Campus





Outcomes

- Number of donated works of art
- Value of gifts-in-kind
- Cash donations for project support
 - Initial transfer from Dean's Excellence Fund
 - Additional gifts
- Recognition
 - Library, donors, volunteers, artists, staff

Leveraging the Collection

- Campus resource
 - Support from Art + Design department chair
 - Participating faculty artists
 - Class assignments
- Community outreach
- Library tours / Prospective donors
- Giving opportunities

Project Completion

- Catalog of the collection
- Art in the Library Celebration
 - June 7, 2013
- Self-guided walking tour



ART IN THE LIBRARY

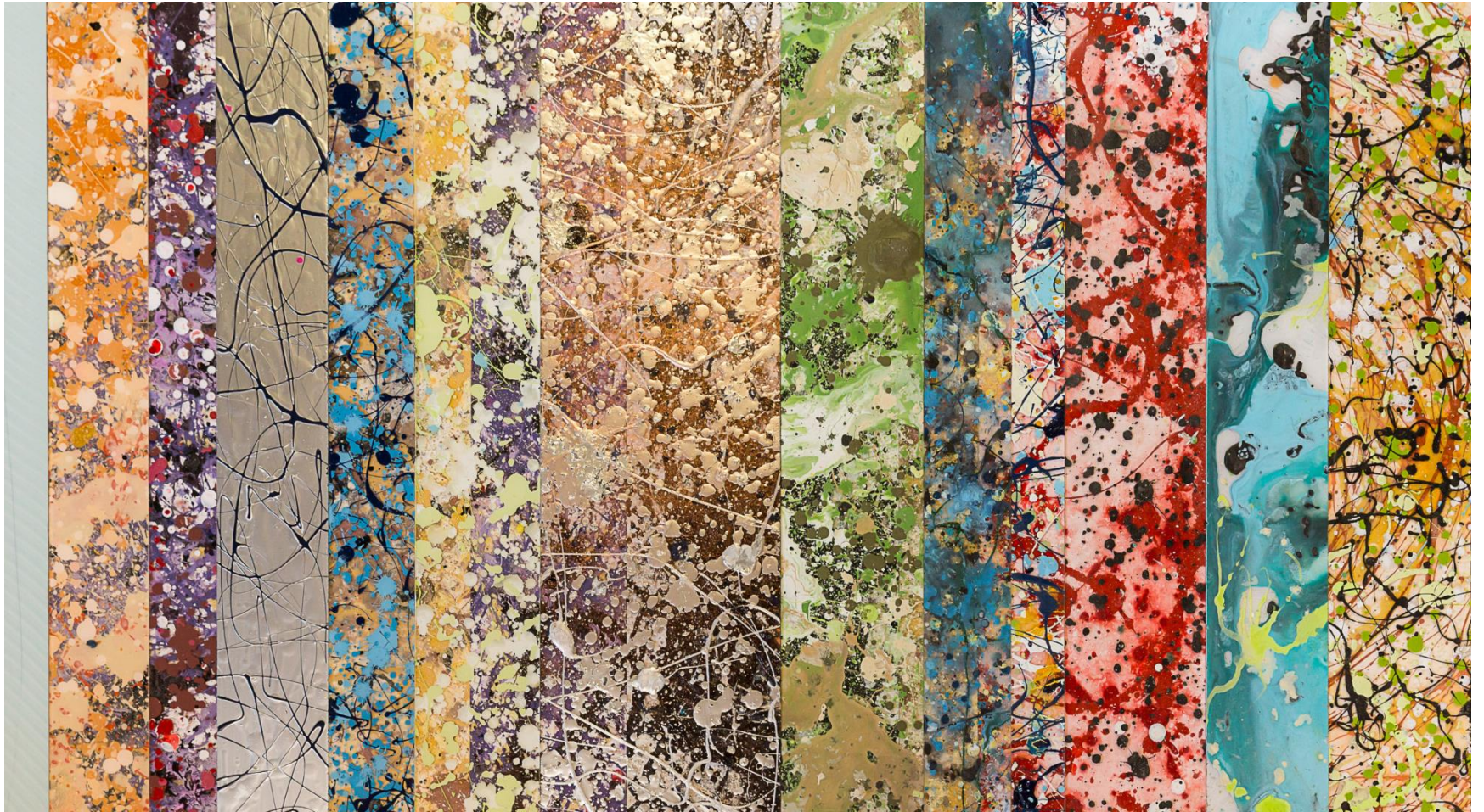
FROM THE COLLECTION OF
THE THOMAS G. CARPENTER LIBRARY
UNIVERSITY OF NORTH FLORIDA

Reflections



Lessons Learned

- Timeframe – larger and longer effort
- Project planning
- Managing volunteers and artists
- Costs / real and hidden
- Alternative strategies
- Opportunities and Challenges





A photograph of a modern university building with large glass windows and concrete pillars, surrounded by green trees and shrubs.

For More Information

<http://www.unf.edu/library>

<http://libguides.unf.edu/artinthelibrary>

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