



# *United for Libraries Institute: Friends, Foundations, and Trustees*

**Fri., Feb. 9, 2018 1-4 p.m.**

**Colorado Convention Center, 107/109/111**

1:00 p.m.

## **Welcome**

Charity Tyler, Executive Director, Cedar Rapids (Iowa) Public Library Foundation  
Paula Beswick, Library Consultant; Board Member, United for Libraries

1:10-2:10 p.m.

## **Keynote**

### ***“Friends, Foundations, Trustees, and the Future of Libraries”***

Miguel Figueroa, Center for the Future of Libraries

2:15-2:55 p.m.

## **Concurrent Breakouts – Session 1:**

### ***“Moving Forward with Your Trustees: Using Trends in Your Strategic Planning”***

Jessica Keyser, Executive Director, Grosse Pointe (Mich.) Public Library

Learn about how the Trustees, Friends, and Foundation of Grosse Pointe Public Library incorporated ideas from Miguel Figueroa’s talk on trends in their strategic planning. Participants will use the trend cards in small groups.

### ***“The Millennial Mindset: How Friends and Foundations Can Reach Millennials”***

Beth Burns, President, The Friends of the Saint Paul (Minn.) Public Library

The strategies and tactics needed to sustain meaningful relationships with millennials with authenticity require new ways of thinking, working, and engaging. Beth will share her experience from other nonprofit cultural sectors developing a highly successful young professionals association, millennial-focused events, and a targeted marketing communications plan. She will discuss how libraries and support organizations can garner millennial support.

2:55-3:10 p.m.

## **Break**

3:10-3:50 p.m.

## **Concurrent Breakouts – Session 2:**

### ***“Surviving and Thriving in the Deeply Weird World”***

Peter Bromberg, Executive Director, Salt Lake City (Utah) Public Library

Library Trustees are responsible for the strategic direction and long-term health of their organization. Yet strategies and structures that worked in the past are increasingly less effective due to rapid technological, social, and cultural change. In 2011, Michael Edson, a Director at the Smithsonian Institute, observed that “the future is going to get deeply weird” and “challenge us in ways we have not had to confront.” We are now living in that deeply weird future. Old habits and strategies for being effective, sane, and happy serve us less well. This session explores what individuals and organizations need to survive and thrive, including taking a new approach to strategic planning, and rethinking organizational structure and culture.

### ***“Fundraising: The More it Changes, The More it Stays the Same”***

Libby Post, President, Communication Services

Trends come and go. We can now raise money online — even through a text message. But, development, advancement or fund raising—whatever you may call it — comes down to one basic thing, building relationships. This session will explore how library trends impact the way we can build those relationships to make your library, Friends, or Foundation a giving priority.

3:50-4 p.m.

### **Conclusion and Evaluations**

#### **Presenters:**

**Miguel Figueroa** works at the Center for the Future of Libraries ([www.ala.org/libraryofthefuture](http://www.ala.org/libraryofthefuture)), an initiative from the American Library Association. He has previously held positions at the American Theological Library Association; ALA’s Office for Diversity and Office for Literacy and Outreach Services; NYU’s Ehrman Medical Library; and Neal-Schuman Publishers. He is a graduate of the University of Arizona’s Knowledge River Program, an initiative that examines library issues from Hispanic and Native American perspectives.

**Jessica Keyser** is the Director of the Grosse Pointe (Mich.) Public Library, a three-branch system serving approximately 50,000 residents. She is active in the Grosse Pointe Rotary Club, and was just elected to serve on the Rotary Foundation Board. She serves on the Legislative Committee of the Michigan Library Association. Shortly after Jessica began her role at the Grosse Pointe Public Library, she led the staff, Trustees, Friends, and other community stakeholders in creating a five-year strategic plan for the library. The plan is a bold vision of a library of the future, encompassing growth in staffing, services, and technology. The plan was unanimously adopted by the board in July 2017, and progress in achieving the goals of the plan is monitored in a quarterly “balanced scorecard” presented to the board and community.

**Beth Burns** is president of The Friends of the Saint Paul Public Library. She previously held external relations leadership roles at the Minnesota Zoo, Guthrie Theater, and MacPhail Center for Music. Beth currently serves on the Metro Library Service Agency board of directors. She is also a co-founder and trustee of the MN Music Coalition, an artist service organization supporting independent musicians working in alternative/popular music genres. She was a member of the MN Citizens for the Arts board for 17 years, chairing the advocacy committee for much of her tenure. Beth received her undergraduate degree in creative writing, children’s literature, and theater from St. Olaf College and did her graduate work in business communications at the University of St. Thomas.

**Peter Bromberg** has been the Executive Director of the Salt Lake City (Utah) Public Library since September 2016. In his first year he successfully passed a 23.3% budget increase while also eliminating all late fees. Over his 25 year career he has held numerous leadership roles in state and national associations, including helping to create and launch ALA’s Emerging Leaders program, and co-creating and delivering the Oklahoma Library Association’s leadership institute. Peter can be found online at [peterbromberg.com](http://peterbromberg.com).

A political consultant, **Libby Post** uses her advocacy, marketing, and strategic communication skills to help libraries wage successful funding campaigns. She authored the five-part Library Campaign Training Institute. She serves on the United for Libraries Board and is a member of ALA’s Committee on Library Advocacy. She was a trainer for United for Libraries’ Neal-Schuman Citizens Save Libraries program. In 2013, she worked with Clarkston (Mich.) Independence Public Library and the Salem-South Lyon (Mich.) Public Library, and in 2014 she worked with the Stockton (Calif.) Public Library and the New London (Conn.) Public Library — all were successful in their funding initiatives. In her home state of New York, she has shepherded her library clients to voter victory with a win margin of 84%.