



Academic Library Friends:

A Toolkit for Getting Started – You Can Do This!

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This toolkit has been developed as a benefit for personal and group members. If you wish to

# TABLE OF CONTENTS

- Definition of “Friends of the Library” ..... 1**
- The Value of Academic Friends..... 1**
- Purpose of the Friends..... 2**
- Expectations ..... 2**
- Getting Started ..... 2**
- Mission, Vision, Values ..... 3**
- Marketing ..... 4**
- Social Capital ..... 4**
- 10 Reasons Why ..... 5**
- To Be or Not To Be ..... 6**
- References ..... 6**
- Appendix A: Recommended Additional Reading ..... 7**
- Appendix B: United for Libraries Member Benefits ..... 8**
- Appendix C: Sample Memorandum of Understanding ..... 9**
- Appendix D: Sample Academic Friends Bylaws ..... 10**



MCC retirees. In the past, they have picked up the costs of a new detection system, a remodel of the lobby entrance area, and preservation materials for the college archives. Our Friends' love of libraries is reflected in the good works they do for our library and our students!"(Kathy Irwin, Director of Library Services, Mott Community College, Flint, Michigan)

## PURPOSE OF THE FRIENDS

If Friends have great value for an academic library, what are some of the purposes a Friends group might serve? The Friends of the Kettering University Library and Archives (FOLA) work together for the following purpose:

The purpose of the Friends shall be to promote an interest in the Library and Archives among students, faculty, staff, alumni and public; to provide a fuller understanding of the role of the Library and Archives in education; to encourage gifts and bequests in support of the Library and Archives; and to assist the Kettering University Library and Archives in its educational mission through exhibits, programs, publications, and other means.

## EXPECTATIONS

It's always a good idea to be clear about what you expect to gain from your academic library Friends. At Kettering University, I expect my Friends to:

- x Raise money to support the Library and Archives
- x Plan and support the speaker series, gaming nights, and special events for the Kettering University community and FOLA members.
- x Host receptions to show appreciation for Kettering students, faculty, and staff.
- x Together with library staff, organize the annual Book Sale and Silent Auction, including the member appreciation reception before the start of the book sale event.
- x Recruit new members and provide names of possible FOLA Board members.
- x Serve as goodwill ambassadors for the Library and Archives.

Developing an academic Friends group is all about building relationships and making connections. Expect a lot to get a lot in return.

## GETTING STARTED

Whether your goal is to start an academic library Friends group or revitalize a moribund Friends group, it is important to plan accordingly. Although it sounds simple to say, so much depends on library administration and the director's role in supporting the Friends and coordinating the activities of the Friends.

At Kettering University, I laid the groundwork for developing an academic Friends group by collaborating with University Advancement (aka the Development Office) in the planning and development of the Friends of the Library and Archives (FOLA). I was fortunate to have a development officer who shared my enthusiasm for starting a Friends group, and he worked closely with me to write the bylaws, gather potential board members, and launch the organization. Some of the details of a nonprofit organization were also handled by University Advancement; for example, FOLA's 501(c)(3) status is under the umbrella of that office. University Advancement also assisted with the design for a FOLA membership brochure and for determination of membership fees. It's always a good idea to get the endorsement of the provost or university president in support of an academic Friends group.

And clearly, the academic Friends group will want to have most of the following fundamental structures to successfully manage the organization:

- a. Bylaws
- b. Board of Directors (a core group of dedicated volunteers)
- c. Membership Brochure
- d. Committees
- e. Strategic Plan (recommended)
- f. Standard Operating Procedures (optional, but very useful as the organization evolves over time)
- g. A website
- h. Newsletter

## MISSION, VISION, VALUES

It is important that the academic Friends' mission be closely aligned with the institutional mission and its emphasis on teaching and learning. Here are FOLA's mission, vision, and values statements.

### Mission Statement

The mission of the Friends of the Kettering University Library and Archives (FOLA) is to advocate for the library and archives as vital centers of learning at Kettering University.

### Vision Statement

The Friends of the Kettering University Library and Archives (FOLA) is the key organization providing support, information, and advocacy for the Library & Archives to meet the demands of 21<sup>st</sup> century university education.

### Values

In keeping with its mission FOLA adheres to the following values:

- x Collaboration and networking
- x Community service

- x Advocacy
- x Creativity

## MARKETING

Positive, successful stories about academic library Friends can be found in the United for Libraries newsletter, *The Voice for America's Libraries*, which contains a "Friends on Campus" section.

The ACRL Standards for Libraries in Higher Education has the following statements about performance indicators for external relations.

**External Relations:** Libraries engage the campus and broader community through multiple strategies in order to advocate, educate, and promote their value.

- 9.1 The library contributes to external relations through communications, publications, events, and donor cultivation and stewardship.
- 9.2 The library communicates with the campus community regularly.

# 10 REASONS WHY

What ultimately justifies the creation of an academic Friends group? Why are Friends important? Here are my 10 reasons why an academic library might want a Friends group.

1. Friends promote collaboration and cooperation.  
Friends' activities and programs offer opportunities for collaborative planning with faculty, staff, and your surrounding community and local community organizations.
2. Friends provide opportunities for networking. Act local, think global.  
Friends can expand networking opportunities through participation with other local Friends groups and also state and national groups. For example, United for Libraries, the Friends (trustees, advocates and foundations) division of the American Library Association, has excellent opportunities for getting involved in national library activities.
3. Friends can assist with marketing and promoting your library.  
Since the Friends work to support your library's services, they can adopt the library's service-oriented message as part of its message.
4. Friends can offer opportunities for fundraising.  
Friends have volunteers with talents and skills that can raise funds for those extra "dollops of library services" that your operating budget might not accommodate.
5. Friends can lift you up when you are down.  
Friends can be what the name implies: a Friend! Friends can share your concerns, help you when times are tough, provide a shoulder to cry on, and ease the burden.
6. Friends can help you celebrate.  
When was the last time you had a "Love Your Library" celebration in your library? Friends can assist with planning receptions, recognition events, and other celebrations. People love a reason to celebrate.
7. Friends can speak (sometimes loudly) in support of your library.  
Sometimes Friends speak quietly, by bringing in notable authors and writers at a Speakers Series which keeps the library as a recognized participant in the academic community.
8. Friends can maximize professional development and involvement.  
Friends can help support library staff attendance at conferences and workshops and give recognition to outstanding achievement through the placement of honor books in the library.
9. Friends can provide a sense of pride and accomplishment.  
If you want your library to be a center of activity and a showcase of exemplary learning, the Friends can sometimes assist with special programs (e.g., Gaming Night at the Library).
10. The Friends' mission is strongly aligned with the academic library's mission.  
The Friends volunteer their time in support of the library service mission and in support of the university's values and vision.



# TO BE OR NOT TO BE

When all is said and done, developing an academic Friends group requires ongoing support from

# Appendix A

## Recommended Additional Reading

### Books:

101+ Great Ideas for Libraries and Friends by Sally Gardner Reed, Beth Nawalinski, and Alex Peterson (available to United for Libraries members\* in the Friends & Foundations Zone).

Even More Great Ideas for Libraries and Friends by Sally Gardner Reed and Beth Nawalinski

### Toolkits (available to United for Libraries members\* in the Friends & Foundations Zone):

Tapping Into the Biggest and Most Active Volunteers in Town – The Baby Boomers!

Friends and Libraries Working Effectively Together

Incorporating and Tax Exempting Procedures for Friends of Libraries

Libraries Need Friends: Starting a Friends Group or Revitalizing the One You Have

### Friends on Campus Articles (more than 65 articles available to United for Libraries members\* in the Friends & foundations Zone). Examples include:

“Library Friends Groups in Community Colleges” by John B. Smith of Bronx Community College and Kyu S. Kim of Queensborough Community College#4 Starting an Academic Friends Group

“From Dinosaur to Dynamic: Shaping an Academic Friends Organization to Meet Current Challenges” by Michele Basta of the University of Nevada, Reno

“Friends Rally Support for American University Library” by Donald Hester, Friends of American University Library#10 Role of the Friends Board

“Library Friends Support Preservation Efforts” by Cynthia Ashwill, Friends of the University of Illinois Library at Urbana-Champaign

“What’s Next: Strategic Planning for Friends Groups” by Mary K. Dodge, Friends Liaison, Auraria Library, University of Denver

“Friends on Campus: Promoting Civic Engagement through the Campus Library” by Nancy Kranich, Past President, American Library Association

“Friends of the University of Arizona Libraries Raise over \$100,000 in Partnership with Basketball Coach” by Karen Dalziel Tallman

\*See Appendix B for information about United for Libraries membership.



# Appendix C

## **Sample Memorandum of Understanding Between Friends and Libraries**

The following will constitute an operating agreement between the Friends of the Any University Library (Friends) and the Any University Library (Library). It will stand until and unless it is modified by mutual agreement of the Friends executive board and the Any University Library administration. The Friends mission is to raise money and public awareness in the community to support the services and programs of the Library. As a non-profit, 501(c)(3) organization, however, it is a legally distinct entity and is not a part of the Library.

The Library agrees to include the Friends in the long-term planning process to ensure that the Friends are aware of the goals and direction of the Library.

The Library agrees to share with the Friends the library's strategic initiatives at the beginning of each fiscal year and discuss with Friends how their resources and support might help forward these initiatives.

The Library agrees to supply the Friends with a "wishlist" each year that indicates the anticipated needs for Friends support.

The Library agrees to provide the Friends with staff support to assist them with development of the newsletter, mass mailings, meeting coordination, and Friends promotional materials.

The Library agrees to provide public space for Friends membership brochures and promotional materials.

The Library agrees to provide the Friends with space in the Library for book storage and sorting, book sales, and office needs.

The Friends agree to publicly support the Library and its policies.

The Friends agree to include a member from the library's administration as a non-voting presence at all Friends' meetings and to allow room on the agenda for a library report.

The Friends agree that any and all monies raised will be spent exclusively for library programs, services, and other Library defined needs unless otherwise agreed to by both the Friends and the Library.

The Friends agree that the library administration has the final say in accepting or declining any and all gifts made to the library.

The Friends agree to engage in advocacy efforts on behalf of the Library under the guidance of the library administration.

The Friends agree that if they cease to actively fundraise and promote the Library, they will disband, allowing for a new Friends group to be established in the future.

# Appendix D

## **By-laws of Friends of the Kettering University Library and Archives (FOLA)**

Approved June 3, 2010

### Article I. Name and Address

#### Section 1

The name of the organization shall be “Friends of the Kettering University Library and Archives” and the organization shall be known as “FOLA.”

#### Section 2

The post office address of the principal office is: Friends of the Kettering University Library and Archives, Kettering University, 1700 University Avenue, Flint, MI 48504; or such other places as the Board of Directors may from time to time designate.

### Article II . Purpose

#### Section 1

The purpose of the Friends shall be to promote an interest in the Library and Archives among students, faculty, staff, alumni and public; to provide a fuller understanding of the role of the Library and Archives in education; to encourage gifts and bequests in support of the Library and Archives; and to assist the Kettering University Library and Archives in its educational mission through exhibits, programs, publications, and other means.

#### Section 2

The monies raised by the Friends shall be donated to Kettering University to the benefit of the Kettering University Library and Archives. The Friends Board of Directors shall administer such funds.

### Article III . Membership

Membership in the Friends is open to any person or organization interested in supporting the activities and programs of the Kettering University Library and Archives. Membership categories shall be set by the Board of Directors and may be modified by the Board. Memberships also may be awarded by vote of the Board, generally in consideration of services rendered or donations (monetary or non-monetary) made.

## Article IV. Membership Meetings

### Section 1

The annual meetings of the Friends shall be held 120 days before or after the close of the fiscal year at a time and place determined by the Board of Directors.

### Section 2

Special meetings of the membership may be called by action of the Board of Directors or upon written request by 10 percent of the membership, but by not fewer than 25 members.

### Section 3

The Board of Directors shall notify the members of the date, time, and place of the annual and any special meeting at least two weeks before the meeting.

### Section 4

Proxies may be appointed in writing for attendance at any meeting of the membership.

### Section 5

A quorum at all meetings shall be the membership present in person or by proxy.

## Article V. Board of Directors.

### Section 1

The Board of Directors shall consist of a minimum of ten elected members.

### Section 2

Prior to the first annual meeting, the Friends shall be governed by the Steering Committee, which shall act as the Friends Board of Directors. At the first annual meeting, the membership shall elect seven to fifteen Directors. Immediately following election, those selected shall draw lots with one-third of the Directors to serve one-year terms, one-third to serve two-year terms and one-third to serve three-year terms.

The Board shall elect Directors at each subsequent annual meeting; the number of Directors to be elected and the length of the terms (three years maximum) shall be determined by the Board.

### Section 3

The University Library Director, Archivist of the University Archives, and the Provost and

Vice President for Academic Affairs of Kettering University shall serve as ex-officio members

A Volunteer Trustee (as defined in section 110 of Act 162, Public Acts of 1982, as amended) of the organization shall not be personally liable to the organization or its members for monetary damages for breach of the Trustee's fiduciary duty arising under any applicable law. However, the Article shall not eliminate or limit the liability of a Trustee for any of the following:

1. A breach of the Trustee's duty of loyalty to the organization or its members.
2. Acts or omissions not in good faith or that involves intentional misconduct or a knowing violation of the law.
3. A violation of Section 551 (1) of Act 162, Public Acts of 1982, as amended.
4. A transaction from which the Trustee derived an improper personal benefit.
5. An act or omission occurring before January, 1988.
6. An act or omission that is grossly negligent.

To the extent permitted by law, the organization assumes all liability to any person other than the organization or its members for all acts or omissions of a volunteer director (as defined in section 110 of Act 162, Public Acts of 1982, as amended) occurring on or after January 1, 1988, incurred in the good faith performance of the volunteer Trustee's duties as such.

Any repeal or modification of this Article shall not adversely affect any right or protection of any Trustee of the organization existing at the time of, or with respect to, any acts or omissions occurring before such repeal or modification.

#### Section 4

A quorum for any meeting of the Board of Directors shall be no fewer than one-half of the number of Directors.

#### Section 5

The Officers of the Board shall be Chair, Vice Chair, Secretary, and Treasurer, and they shall carry out the customary duties of those positions. They shall be elected at the first meeting of the Board of Directors following the annual meeting, and shall serve one-year terms. No officer shall serve more than three consecutive terms except by unanimous consent of the Board.

#### Section 6

The Chair, with Board approval, may appoint committees to handle defined subjects or projects.

### Article VII. Administration

The Board of Directors may select and employ staff. The authority and duties of any such employed staff shall be spelled out in a position description which shall be reviewed no less often than annually. The Board shall review the performance of any such staff member(s) no less often than annually.



#### Article VIII. Fiscal year

The fiscal year of the Friends of the Kettering University Library and Archives shall run from July 1 through June 30.

#### Article IX. Amendments

These By-laws may be amended by a majority of members present in person or by proxy at annual or special meetings. The text of any proposed amendments must be provided to the membership at least two weeks before the meeting at which the vote is to be taken.

#### Article X. Dissolution

If, for any reason, the organization is dissolved, custodianship of all assets shall revert to the Kettering University Archives Endowment fund.