



Fundraising for Library Spaces: Strategies for Creating Momentum

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University of Rochester Libraries

Designing Libraries for the 21st Century XII, Rochester NY

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ANCHOR+ALIGN



ALIGN with UNIVERSITY PRIORITIES



CANNONDESIGN

Mary Ann Mavrinnac Studio X: Immersive Technologies



UNIVERSITY of ROCHESTER

RIVER CAMPUS
LIBRARIES

ALIGN with UNIVERSITY PRIORITIES

UNIVERSITY OF WATERLOO STRATEGIC PLAN, 2020-2025

Waterloo is Built for Change: Our willingness to take risks and embrace new approaches distinguished us from the beginning.

Connecting Talent and Knowledge to the Real World

By 2025:

Build on our global leadership in co-operative education to provide **every undergraduate and graduate student with expanded options in experiential learning.**

The University of Waterloo Library can advance this goal.



ALIGN with UNIVERSITY + GOVERNMENT PRIORITIES:



PERKINS
+ WILL

Hazel McCallion Academic Learning Centre, Univ. of Toronto Mississauga



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ALIGN with LIBRARY STRATEGIC PRIORITIES

ENABLING SPACES

Phase I: 2018-2021

- As a nexus for programming and community, foster experiential learning, idea exploration, and skills development
- Improve the environmental quality of space to ensure the long-term preservation and responsible stewardship of collections
- Develop a holistic vision that equips the Science and Engineering Libraries to meet the evolving needs of students and faculty

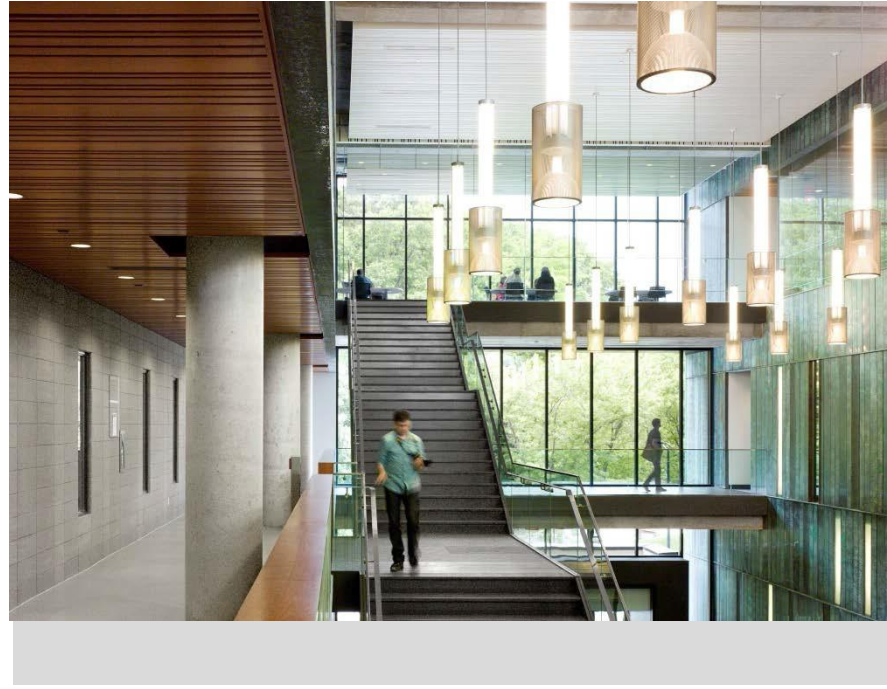
Phase II: 2021-2025

- Realize the Rush Rhees Library Master Plan to ensure its ongoing relevance as a hub of innovation and center for knowledge creation



ANCHOR IN LONG TERM SPACE PLANNING

PERKINS
+ WILL



Rush Rhees Library Strategic Facilities Master Plan



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Rush Rhees Library –

- Gleason Library Refresh - \$1.3M
(Summer 2021)
- Research Commons ~\$700,000
- Gleason Library: Group Study Rooms -
\$750-950K

Carlson Science and Engineering Library –

- Studio X – Immersive Technologies (AR/VR) -
\$1M to \$1.5M (Summer 2021)



ALIGN with LIBRARY ADVANCEMENT PLAN

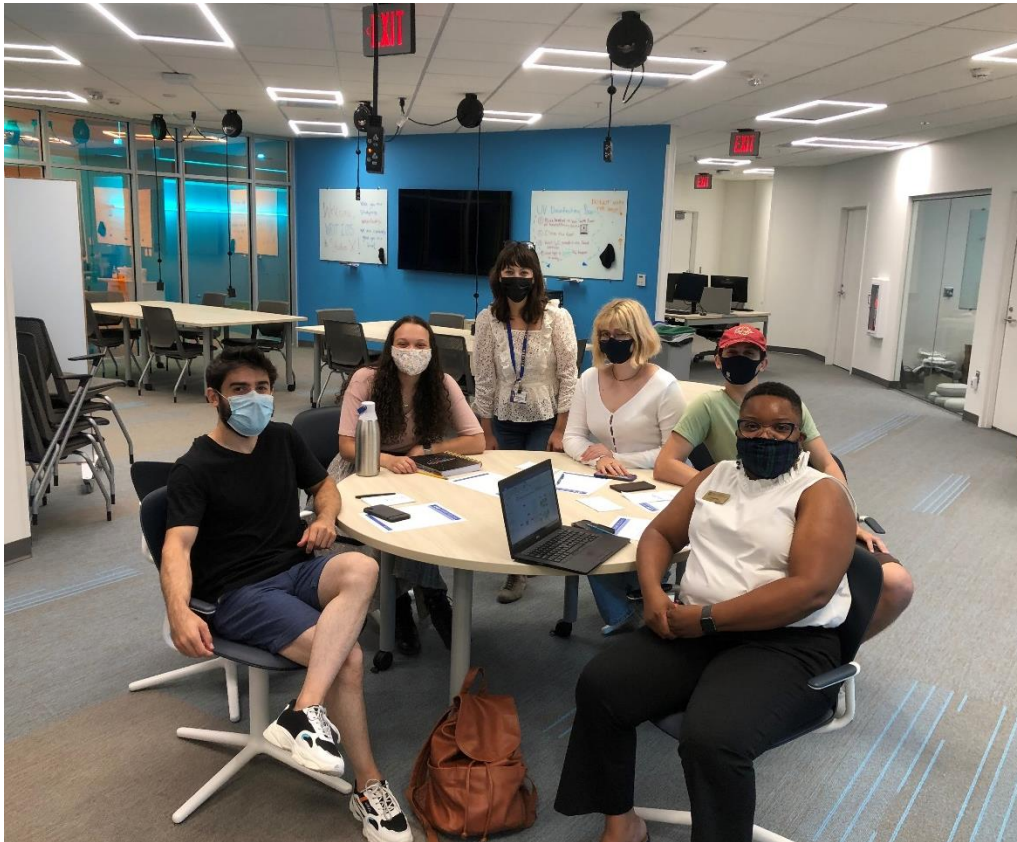


Naming Opportunities: iZone (\$3.1M, 2018)

- Overall naming
- Collaboration Zone
- Forum
- Innovation Zone
- Piazza
- Instruction Zone
- The Studio
- The Overlook
- Project Rooms
- Consultation Rooms
- Idea Booths



ALIGN with LIBRARY ADVANCEMENT PLAN



KARP LIBRARY FELLOWS



RCL Summer Intern Program



VISION DRIVES + INSPIRES

VISION

A Vision Statement: Guiding light. Reference point for decisions.

- Identity – what is the *key differentiator* for your library space?
- Functionality – what will people be able *to do* in the space, now and in the future?
- Experience – how will people *feel* in the space?



VISION DRIVES + INSPIRES

With its unique and diverse expertise, collections and *spaces*, the River Campus Libraries provides *transformational experiences* for students and faculty to achieve their scholarly aspirations. (Vision: 2018-2022 Strategic Plan)



VISION DRIVES + INSPIRES



iZone is a collaborative hub for students to solve problems and to explore and imagine ideas for social, cultural, community and economic impact.

VISION DRIVES + INSPIRES

The Library can play a unique role in humanizing technology by providing a welcoming, comfortable, safe and environmentally friendly space...The new library must shift from an emphasis on collections space to people space. It must be a place to which users are drawn. A place where they want to spend countless hours. A place that supports their academic pursuits. A place that supports their sense of community, both within UTM and with the broader community. (M. A. Mavrinac, personal communication, August 2001)

“People space over collections space”

University of Toronto Mississauga – New Library Project

PROGRAMS + SERVICES DRIVE SPACE + SUPPORT



PROGRAMS + SERVICES DRIVE SPACE + SUPPORT

At heart, our spaces are *only* spaces without the programs, services, expertise, scholarly content, and technology that enable and infuse these spaces to drive the transformational experiences that we aspire to create for our students, faculty, and staff.

Mavrinac, M.A., Designing Libraries for “Effecting Transformational Change Leads to Transformational Spaces,” in *Designing Libraries for the 21st Century*,” pg. 271.



PILOTS + PROTOTYPES DRIVE MOMENTUM



New Service Models in Old Space: Future Evans Lam Square





Evans Lam Square: New Service Models in New Space



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Evans Lam Square: Research Consultations





Evans Lam Square: Pop-Up Programming



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ENGAGE STAKEHOLDERS

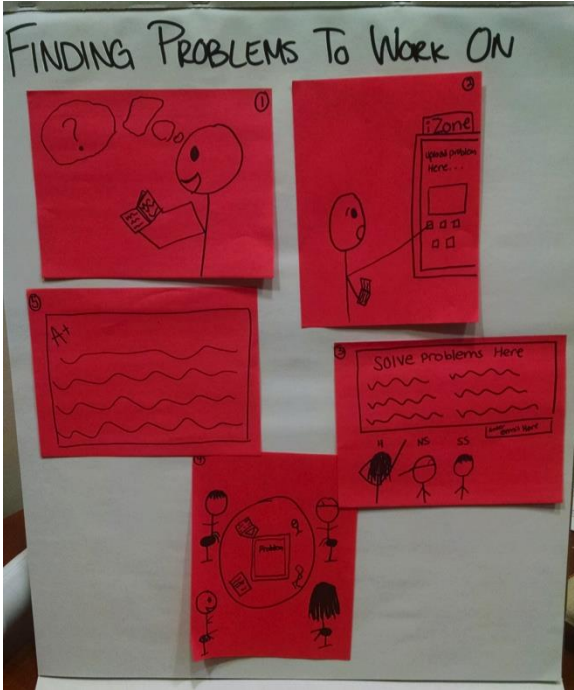


ENGAGE STAKEHOLDERS

- Users: faculty, staff, and students
- Library staff
- Administration
- Donors & Friends – Advisory groups
- Community

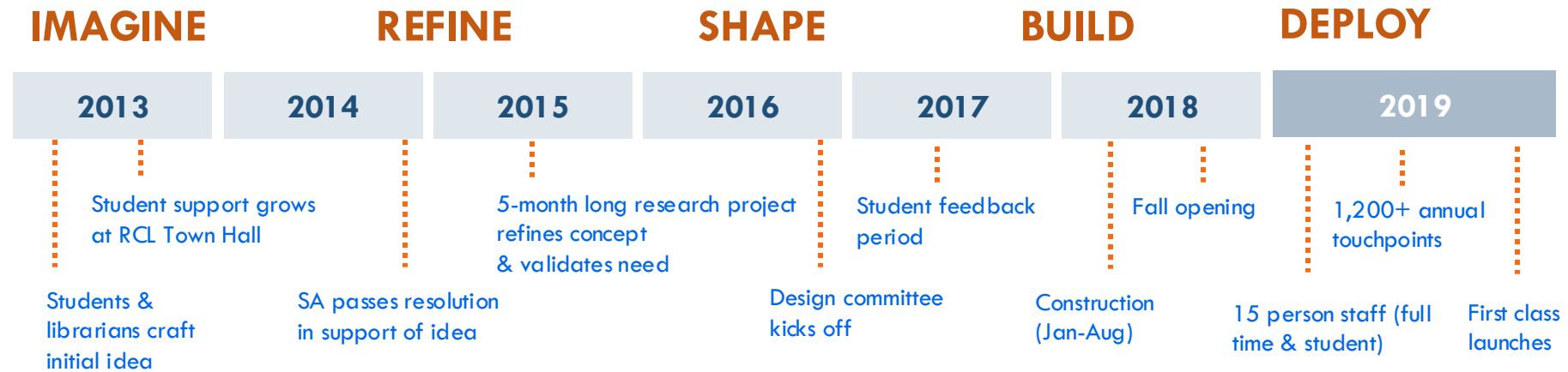


USER RESEARCH: BUILDS COMMUNITY + BUILDS MOMENTUM



Student Led Workshop: Planning for iZone

ENGAGEMENT TAKES TIME + BUILDS MOMENTUM



iZone Timeline



ITERATIVE STAKEHOLDER ENGAGEMENT - ONGOING

EXPLORE IDEAS AT IZONE!

iZone **VOTE!** 

WHAT PROGRAMS SHOULD WE DO?

DOODLING CRASH COURSE → How to get out of your head and onto paper.

LEGO "SERIOUS PLAY" → Using LEGO to discover great ideas.

FOUNDER "DATING" → Find your partner(s) for your great ideas.

Agile CRASH COURSE → A resume-building project management tool. How to get stuff done!



iZone **What's the BIG IDEA?!**

Got a wild idea keeping you up at night? Students will pitch their early stage ideas... and get help and feedback from a panel of experts.

WEDNESDAY, SEPTEMBER 5, 6:00-7:00
iZone, The Kessler Forum, Rush Rhees Library


iZone **Ignite** Impact Rochester

Central defense attorney, Soul singer, Activist, Traveler, Founder.

TUESDAY, SEPTEMBER 25, 6:00-7:00
iZone, The Kessler Forum, Rush Rhees Library

iZone

Check out our Facebook page for more events!



iZone **CREATORS & CATALYSTS**

THURSDAY, SEPTEMBER 13, 7:00-8:00
iZone, The Kessler Forum, Rush Rhees Library



ENGAGEMENT DRIVES COMMUNITY + SUPPORT



SUCCESS BEGETS
SUCCESS



EXCITEMENT + PRIDE



Official Opening: Evans Lam Square



INSPIRING OTHER DONORS



Barbara J. Burger iZone – Kessler Forum



CREDIBILITY



There is a large and growing body of AR/ VR research and use at the University, and a key goal going forward will be to find ways for Studio X to play a larger role in supporting and enhancing this work.

Duje Tadin, Professor, Brain & Cognitive Science and Co-PI Center for Human Centric Augmented and Virtual Reality





Gleason Library



Aesthetician
Labs

BANK OF AMERICA

DELL

CREDIBILITY: Building the Next Generation of Supporters

ELECTRICDREAMERS

Google

Robot

lyft

**Morgan
Stanley**

NETFLIX

Optum

PAYCHEX

salesforce

solü TECHNOLOGY PARTNERS

smithbucklin

S&P Global



UB University at Buffalo

UNIVERSITY of ROCHESTER

W UNIVERSITY of WASHINGTON

Companies/Organizations Employing Former Studio X Student Employees



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AIM HIGH!



French Valley, Patagonia, Chile

Questions and comments welcome!
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