

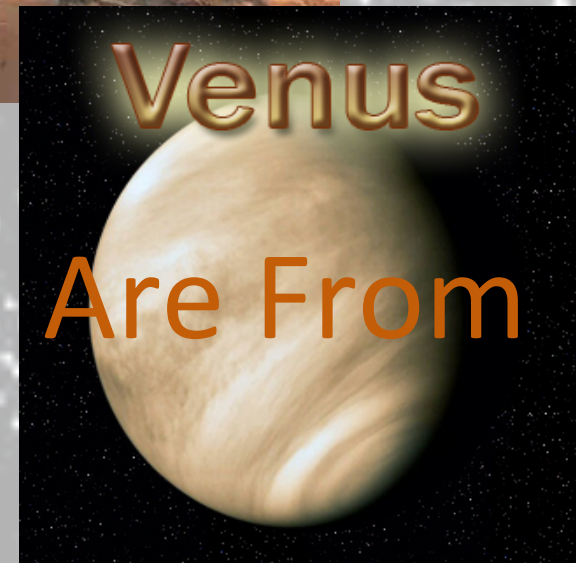
Library Deans Are From

MARS



Development Directors Are From

Venus

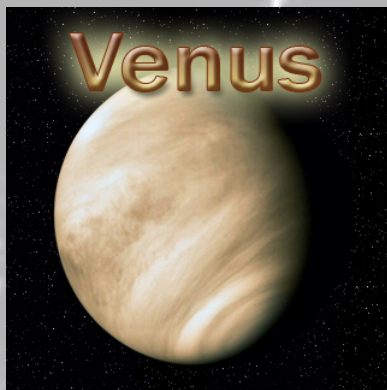


Lori Goetsch, Dean of Libraries

Tracy Robinson, Dir. of Development

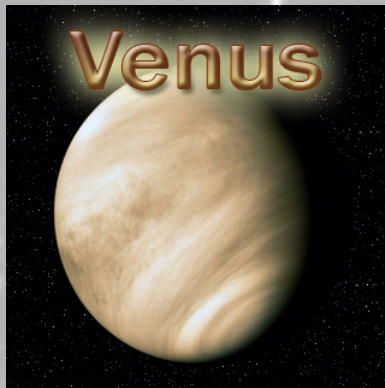
**KANSAS STATE**  
UNIVERSITY

Deans don't wake up each day thinking about development



Development Directors don't have lists of people who just want to give away money.

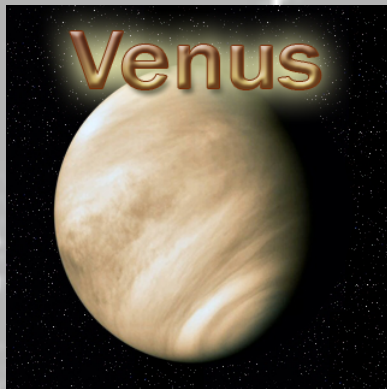
Deans (at least this one!) get frustrated with platitudes about libraries



Development Directors are NOT in the business of selling.

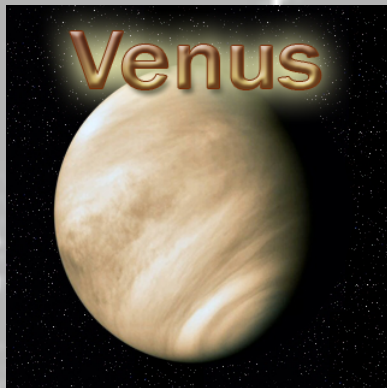


Deans (and library staff) still battle stereotypes and misperceptions about librarians and libraries



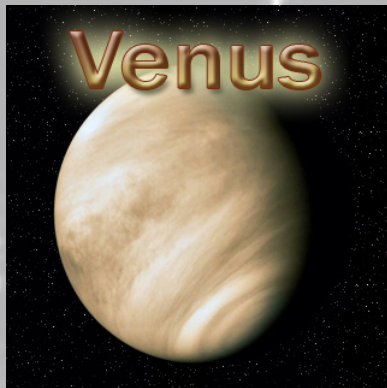
Development Directors are often misunderstood by faculty/staff (internal partners/potential donors)

Deans need the engagement and buy-in of their staff and user community to craft the message and the vision



Development Directors need help sharing the message, the vision... we can't personally visit every alumnus.

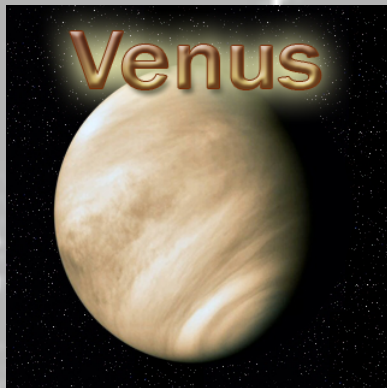
Deans in increasing numbers are recognizing the value and necessity of outreach and engagement.



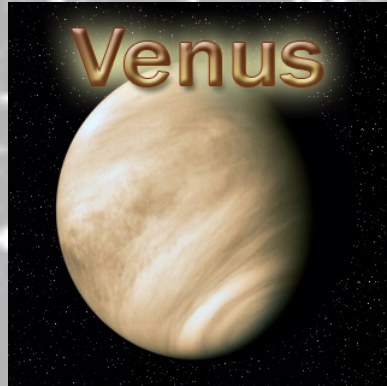
Development Directors are usually extroverted people...but we don't LOVE events for events sake.



Deans can find development and fundraising intimidating at first, and maybe for longer than that!



Development Directors aren't nearly as "Sexy" as the Deans in a donor's eyes.



How can Deans from Mars and  
Development Directors from Venus align?

Open for Discussion and Best Practices