

Course Number & Name: LIS 688 – Fundraising and Entrepreneurial Strategies for Library and Information Services

Description: Resource development, that is the identification and successful recruitment of new sources of funds to advance the library and information services program, is an essential aspect of leadership and strategic progress. This course addresses two aspects of resource development: fundraising and entrepreneurial strategies. The conditions and trends in the environment of libraries and information services which drive resource development will be identified. The cultural, organizational, and programmatic elements of successful library fundraising programs will be reviewed and debated, with a particular focus on the role of the library leader. The function of innovation, risk-taking, competition and business planning in enabling and promoting entrepreneurial thinking and action in library and information services will be discussed, with an emphasis on income-generating projects.

- **Prerequisites:** LIS 676 – Fiscal Management
- **Audience (level, environment/setting):** mid-level PhD; all settings
- **Student Learning Outcomes:** (see models document for definitions of leadership competencies – www.simmons.edu/gslis/phdmlip/program)
 - community orientation
 - financial skills
 - strategic orientation
 - written communication skills
 - LIS domain knowledge
 - accountability
- **Topics:**
 - overview of development and fundraising
 - annual fund programs
 - grants
 - capital campaigns
 - soliciting major gifts
 - diverse strategies
 - planning

▪ **Suggested Textbooks/Readings:**

- Association of Research Libraries. (2006). *Library development*. Washington, DC; Association of Research Libraries. (SPEC kit 297)
- Hilenski, F.A. (2002). *The unit development officer's handbook*. Washington, DC: CASE.
- Kihlstedt, A. (2002). *Capital campaigns: Strategies that work*. Washington, DC: CASE.
- Martin, S.K. (ed.). (2000). Development and fundraising initiatives. *Library Trends*, 48, 523-637. (Issue devoted to wide range of development topics)
- Neal, J.G. (2001). The entrepreneurial imperative: Advancing from incremental to radical change in the academic library. *portal: Libraries and the academy*, 1(1), 1-13.
- Supported by additional reading from the current literature.