



Communications, Cultural Affairs & Donor Relations (CCADR)

Annual Report 2010-2011

Prepared by

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From: Terri Berns, *Director of Communications, Cultural Affairs & Donor Relations (CCADR)*

Highlights of accomplishments completed during appraisal period based on priorities, goals and objectives for Communications, Cultural Affairs & Donor Relations are listed below by department subdivision.

Department includes 4 full time staff.

COMMUNICATIONS

Develop and coordinate consistent communications, publications, and public relations efforts in conjunction with the University's Department of Communications.

The Libraries' communications and public relations efforts were expanded on many fronts as we identified new and creative ways to secure a wide-range of media coverage for the Libraries' activities and services, even with the ever growing challenges of a diminishing media market. As a result, the Libraries have experienced a significant increase in local, regional and national press and web coverage. These accomplishments were achieved by building an efficient "team setting" while maintaining the internal requirements set by FAU Media Relations and other administrative departments.

- Of particular note is the considerable ***increase*** of media releases written and distributed in 2010-2011. This included **26** full press releases and **32** calendar releases, which resulted in securing **49** feature stories covering FAU Libraries' special collections, outreach programs, donors, resources and services. These stories ran in local and regional media outlets with a **substantial increase in national publications** including:
 - • *The Chronicle of Higher Education* • *American Libraries* • *Arizona Daily Star* • *Chicago Tribune*
• *San Diego Jewish Journal* • *Tucson Weekly* • *Arizona Jewish Post* • *Moment Magazine* •
The Jewish Chronicle • *Hartford Current* • *Philadelphia Daily News* • *Butler Eagle* • *The Jewish Daily Forward* • *Boca Raton Magazine* • *The News Sheet of The Grolier Club* • *Miami Herald*
• *Sun-Sentinel* • *Palm Beach Post* • *Boca Raton Tribune* • *Jewish Journal* • *Forum Publications* • *City Link* • *TC Palm* • *ArtMumur Guide* • *Happy Herald* • *Palm Beach ArtsPaper*.
- FAU Libraries stories and events were featured over **300** times on **25** local and national websites. In addition, we have increased publicity submitted to a growing list of on-campus media outlets including FAU.com, FAU Today, True Blue, MyFAU and more; resulting in greater visibility within a more diverse FAU community.
- In cooperation with LibSystems, we continued to create branded "flash" rotating slides for the Libraries' home page that link to feature stories, department activities and services, event information, etc.

- In 2010-11, **50** “branded” slides were created and posted on the Libraries’ home page.
- Over **70** “branded” slides were created for the lobby monitor to promote services, resources, events, etc.; most with flash components that used multiple rotating slides.
- Weekly updates of Libraries’ News and Events “top stories” on homepage sidebar
- Redesigned and continuous updates on “News and Events” webpages:
 - The <http://www.library.fau.edu/news/news.htm> page was updated with moving graphics, right-hand sidebar links, current calendar notices and icon links to E-mail, Facebook, YouTube, Twitter, and RSS Feed.

Produced a wide variety of branded print and electronic materials for a broad-spectrum of library service departments on multiple campuses including:

- Designed *Conversation*, *Quiet and Silent Zone* campaign to accommodate student studying needs; working in conjunction with Public services.
 - Produced **15** general libraries signs/posters (Emergency signage, directional signage, Freshmen information, LibSystems information, etc.).
 - Created and updated: PowerPoint templates, informational brochures, flyers, flyer templates, logos, screen icons, screensavers, bookmarks, etc.
 - Assisted Jupiter and Treasure Coast Libraries in creating 4 branded web and print materials
 - Registered and designed Dean’s blog. Trained Dean on administrative functions. Installed FeedBurner so people could subscribe to receive updates via email.
- Fall 2010 kicked off a successful READ poster campaign that featured a portrait of President M.J. Saunders with a book she donated to the Library titled, *The Flying Circus of Physics*, by Jearl Walker. **14** posters were put on display at multiple colleges, divisions and campus Libraries during the fall 2010 semester.
- Effectively converted our large mailing list of over 12,000 from Excel *into* Access, allowing for easier updating and navigation, as well as a more efficient system for removing duplicate addresses. Update the mailing list throughout the year with information provided by box office and ongoing requests from patrons.
- Over the past year, our e-mail contact list has continued to grow with a higher standard of performance (limited bounces, increased opens and clicks).

CULTURAL AFFAIRS

Facilitate public events/outreach and VIP receptions for Libraries programs and activities.

“Increase awareness and access to the Libraries’ unique collections, services, and programs for the local, regional, national, and international communities by developing creative programming, encouraging public engagement, and forming cultural alliances.” ~ FAU Libraries’ mission statement

2010-2011 brought many new challenges including the demands that come with facilitating over **50 diverse outreach programs** that celebrated and promoted awareness of the Libraries’ unique collections and services; a **20% increase** in what was presented in the previous year. We take great pride in the fact that even with an ever-growing workload and more diverse responsibilities; we managed to successfully respond accordingly with a high degree of professionalism. The result of these efforts is a broader awareness of FAU Libraries’ high profile, innovative programming which **garnered substantial support** from both internal and external audiences, as well as significant participation and accolades from the President’s Office, Academic Affairs, Advancement, donors and donor groups.

- Created a detailed data report as requested by Provost's office regarding Libraries Cultural Outreach events for Fall 2009 through Summer 2010 for presentation to FAU Board of Trustees.
- Continuing to streamline workflow program management and support procedures based on identifying specific needs for each event/lecture/concert/exhibition, while assisting appropriate staff and outside departments as needed. In addition to publicity for each event, a variety of *creative projects* were accomplished for outreach programs based on need and budget including:
 - 3 direct market mailings and design of 2 postcards and 1 large format brochure to **13,000** patrons each for Kultur Festival 2011 and Spirit of America Concert 2011
 - 2 professionally printed trifold KCO concert programs with fundraising inserts
 - 23 event related slides for homepage
 - 42 promotional slides for lobby electronic bulletin board
 - 8 event programs printed and folded in-house
 - 4 Print ad campaigns
 - 2 TV ad graphics for large TV spots
 - 4 exhibition brochures, 1 exhibition bookmark
 - 18 PowerPoint 1-4 slides presentations
 - 6 long-format PowerPoint for lectures/presentations
 - 1 **90-minute** PowerPoint presentation used as backdrop for Spirit of America Concert
 - 35 events, photographed and videotaped
 - 8 poster designs, created 20 printed in-house and mounted for various events
 - 3 large format poster designs printed by outside printer
 - 13 event print flyers
 - 10 E-flyers & 10 E-blasts sent to e-mail list of 1,900 addresses

Additional creative items designed for Donor Relations/outreach events are listed in that sub-division below.

Highlights of Libraries' 2010-11 outreach activities:

Beyond creative and marketing needs for Outreach/Cultural Affairs the department managed: event budgets (when applicable) with accountant, worked directly with FAU Box Office for ticket sales, Student Union for all concert technical needs for **2 sold-out concerts** (in role as production staff), coordinated all catering requirements, supervise merchandise sales, room set-up and tear down, performed as production/technical crew, greet patrons and VIPs, coordinate guest speakers' needs, set up and take down of traveling exhibitions and staff each outreach event as needed.

- Kultur Festival 2011: A Celebration of Jewish Music & Arts, March 5-11, 2011
The only festival of its kind in South Florida, the third annual celebration of Jewish culture included **12** events over six days including concerts, educational presentations, theatre, song, film and book arts. The festival showcases FAU Libraries' Special Collections through the talents of guest artists, distinguished scholars and critically acclaimed musicians. The Main Event concert KlezmerOlogy featured the 27 piece Klezmer Company Orchestra (KCO), under the direction of Aaron Kula.

These efforts resulted in raising enough net revenue from ticketed events to be **self-sustaining**, and do not require use of state funds to produce. Revenue from these outreach events fund the future productions.

- KlezmerOlogy concert and Kultur Festival 2011 combined net revenue (Includes donations):
\$19,780.18

Over **3,000** patrons attended the 12 diverse programs with additional support was provided by Jewish Cultural Society at FAU, Sephardi Federation of Palm Beach County and WXEL Radio and TV.

- **“John Adams Unbound” Traveling Exhibition, Lecture Series and Rare Books Display**
January 6 through February 17, 2011, a traveling exhibition was made possible by a major grant from the National Endowment for the Humanities. A companion exhibition showcased rare books and pamphlets from FAU Libraries’ *Marvin and Sybil Weiner Spirit of America Collection* featured materials related to Adams, his time and the thematic areas of the traveling exhibition. It includes works by Cicero, William Blackstone, Thomas Paine and Mary Wollstonecraft, and highlight law, theology, American Revolution and other critical aspects.

Lecture Series included: FAU professor Anna Lawrence, Ph.D., kicked off the lecture series with a presentation titled “John and Abigail Adams: Love and Marriage in the New Nation,” dramatists William and Sue Wills explored the lives, career and sacrifices of John and Abigail Adams, using speeches, letters and diaries in a presentation titled “John and Abigail Adams Dramatically Speaking,” and the final lecture featured FAU Professor Kristen Block, Ph.D., who presented a lecture titled “Giving Meaning to the Revolution: Celebrations and Counter-Celebrations in the First 50 Years of America’s Nationhood.”

Attendance: over 400 to lectures/events

- **"Stories on the Skin: Tattoo Culture at FAU"** is an unique ongoing multi-faceted research project on tattoo culture co-sponsored by the Jaffe Center for Book Arts and Dr. Karen Leader of the Department of Visual Arts and Art History.

"Stories on the Skin: Tattoo Culture at FAU" began with the premise, posed by Arthur Jaffe, that tattooed bodies are a form of book that can be read and interpreted. The goal is to engage FAU's diverse student population in an exploration of the social, cultural, and artistic phenomenon of tattooing, specifically drawing out the relationships between the images themselves and the complex histories and narratives associated with them.

While it involves research, the project is primarily creative, and interpretive. We don't necessarily have preconceived notions about the final outcome. A film and a book are our goals, but the shape of these is part of the exploration itself.

Our team is based, physically, in the Jaffe Center, where a growing collection of tattoo-related books, articles and ephemera is being gathered. It also has an online headquarters, storiesontheskin.org, where one can find updates on the project and links to other creative tattoo endeavors.

- **Phase 1** Student Survey was completed in fall, 2010. An anonymous survey, was open to all students, tattooed or not, on all campuses, administered via MyFAU. **1,147** responses were recorded, collecting both demographic information and opinion data. With the survey and the events leading up to it including photo shoots, classroom visits and interviews, we started a conversation about tattooing as something much more than a fashionable trend.
- **Phase 2**, we posted the results of the survey in early 2011 with some comparative analysis on www.storiesontheskin.org, where the FAU community can discover the diversity of opinions about tattoos. Shortly thereafter a ‘Call for Participation’ invited students to send in their own ideas and to share a story. This could be about choosing the art or its symbolism, about getting a tattoo, showing it off, hiding it, others reacting to it, and anything else meaningful or memorable. It could be in the form of a narrative, a poem, a song, a dialogue or screenplay, or any other creative interpretation. Random

entries will be awarded prizes, and the most creative submissions might be chosen to be developed into our film: "Stories on the Skin".

- Our exhibition of students and their tattoos *Student Body Art*, by visual artist Z. McCarthy-Koppisch, was on view in the 1st Floor West Gallery of Wimberly Library, on the Boca Raton Campus, May 3 - August 10. McCarthy-Koppisch, an FAU alumna, is a photographer and senior designer at FAU Libraries.
- **Phase 3** (fall 2011) will invite a group of those who submitted ideas for Phase 2 to participate in a series of seminars with our creative team to develop vignettes, scenarios, animations, performances, any number of creative interpretations for a film called *Stories on the Skin*. Each vignette will be something like a chapter in this filmic book.

The origins of our project stem not from any hypothesis or opinion about the practice itself. Instead, we are creative people, who believe that a university should offer opportunities to explore identity, perception, and personal choice, in an environment that is shaping the individuals our students are becoming. Our focus is on a visual medium, the tattoo, which through interpretation and performance will offer a deeper understanding of the artful presentation of the self to the world, with the body as canvas.

DONOR RELATIONS

Work in conjunction with University Advancement to act as liaison to current and potential Library donors, support Library fundraising groups, planning and coordination of events related to donor collections.

The Libraries' Donor Relations efforts for 2010-2011 continued on to identify new and creative ways to provide support and to be responsive to individual donors and donor groups, while working conscientiously to solicit financial support for FAU Libraries. The Donor relations staff worked in conjunction with University Advancement, FAU Foundation, and Library Administration and with staff managing donor collections. In this year of economic downturn, we focused on targeted fundraising efforts resulting in a combined total value of **\$185,208** which includes cash donations, gifts-in-kind, memberships, donor group fundraising events and in-kind sponsorships. ***This figure only represents gifts that I personally procured or had a role in ultimately fulfilling. This does not include ticket sales for 2 sold-out KCO concerts.***

Donor Relations highlights for 2010-2011:

- **Arthur Jaffe's 90th Birthday & Retirement Celebration:** This important milestone for one of the Library's most beloved donors/staff member; ultimately turned into a multi-dimensional celebration and unique fundraising campaign.
 - This was a **team effort** that started in early fall 2010 when I approached Dr. Miller to ask if he might submit an official request for Arthur Jaffe to be given an Honorary Doctorate at the Spring 2011 commencement. This request was approved.
 - In late fall 2010 I worked with John Cutrone and Randy Talbot, V.P. of Advancement, to create a JCBA "Wish List" for use in reaching potential donors for both naming opportunities and non-named opportunities to give to JCBA.
 - In March, a targeted list of prospective donors were sent a letter of solicitation, "Help Us Celebrate Arthur Jaffe and His Legacy." In this letter, we informed the prospective donors and friends about Arthur's upcoming milestone and kindly requested donations to the Jaffe Center for Book Arts Education Fund. I followed up with personal phone calls to each prospect and the result was remarkably successful.

- Additional requests were made and received including an **\$800** donation from the University Club to cover the cost of KCO musicians to perform, and **\$1,000** cash from FAU Business Services to go towards catering costs.
- Jaffe Center and Communications staff worked together to create the many items and tasks needed to produce this high profile, complicated 3-hour party held on May 7, 2011 on 3 floors of the Wimberly Library. These included the following:
 - VIP Party Invitations with JCBA “Wish List” list insert, printed in-house, created mailing list
 - Created, printed and folded: Color coded gate-folded event programs
 - Assembled and packaged Library/JCBA gift items for attendees
 - Created 90 minute PowerPoint presentation for event and set up projection systems and monitors.
 - Managed RSVPs for the event and maintained an accurate guest list.
 - Processed and tracked all donations
 - Worked with University Traffic and Parking to coordinate parking for guests.
 - Worked with outside vendors and other university departments to coordinate: catering, table delivery, linens, decorations, decorative plants and a projector for the lobby.
 - Provided physical setup of the 5th and 3rd floors and the atrium lobby
 - Greeted guests upon entry and provided them with programs, nametags and souvenir items.
 - Photography of event
 - Cleaned up after event and worked with vendors to make sure all rentals were returned in a timely fashion and in good condition.

The end result was that the May 7th VIP birthday celebration raised over **\$70,000** in cash and in-kind donations to benefit the Jaffe Center for Book Arts Education Fund. The event garnered great accolades from the President’s office, donors, family members and staff, and most importantly from Arthur Jaffe. Besides monetary gifts, book artists from around the world contributed 100 artists’ books and broadsides in honor of Jaffe, which the center’s staff has valued at approximately **\$40,000**.

- **Chodorkoff Collection:** Continued to develop my relationship with Chodorkoffs in a variety ways including:
 - Photographed and documented the entire collection on multiple visits to donors home.
 - Secured a storage room and shelving for collection and promised gifts while not on display.
 - Worked with professional Fine Arts Mover, supervising pick-up, delivery and billing of 84 works of art
 - Acted in the capacity of “fine art mover” to properly pack and transport fragile items selected by donor
 - Updated Collection inventory document that includes images, artist information and dimensions of each item in the entire collection
 - Frequent communication and home visits with donors
 - Made recommendations for appropriate areas to install 2 large scale pieces (as per 2010 agreement) to be sited in the Library and assisted with installation
 - Worked with Donors and other exhibitions planning staff to organize 2011-2012 Library-wide exhibition of Chodorkoff collection and open house.

Results: 2010 Gift-in-Kind donation \$83,000

- **University Club:** I have continued to serve as an honorary Board member and staff liaison for the University Club. In addition, I serve on the UC events planning committee. Successfully solicited funds for Jaffe event and Spirit of America Post Concert reception. Our goal has been to get the Club more involved with Library for programming, expert speakers and better knowledge of our collections. This

proved successful the addition of 2 Library based events on the Club calendar. Our department also provided a variety of marketing, PR, printing and staffing assistance including:

- 7 - Flyers designed and printed for monthly events, cookbook sales, Save the Date for Holiday party
- 1 – Bookmark with program schedule designed, printed and cut in-house
- 1 – PowerPoint presentation, and tech assistant for Aaron Kula presentation at Club dinner meeting
- Created a variety of items for University Club Spirit of America VIP reception including:
1- e-flyer, 150 piece VIP invitation mailing, VIP tickets, signage and photography.

Results: \$2,000 for Spirit of America VIP reception and \$800 for Jaffe 90th Birthday Celebration

- **Jewish Cultural Society:** Now in its third year, this Library donor support group has had many challenges, but they have met them head on and succeeded by hosting successful events while increasing membership, cash donations and underwriting. In 2010-11 JCS donated the **\$10,000** to become lead sponsor of the ***Kultur Festival 2011***, as well as donating the dollars needed to hire a Student employee to design the new **“Shelf to Stage” webpages**. In addition to attending board and event planning meetings, the department also provides a variety of marketing, PR, printing and staffing assistance including:
 - Staffed 6 on campus JCS programs where tasks included: room set up and breakdown, reservations and ticket sales, booking of musicians and guest speakers, printing and display set up of membership and program information, audio, photography, video recording and PowerPoint slides
 - Creative: JCS Bookmark, 6 event flyers, 3 PowerPoint slides,
 - Wrote and posted 6 calendar releases and 1 society release regarding JCS activities
 - Created a variety of items for JCS KlezmerOlogy Post-concert VIP reception including:
1- e-flyer, 150 piece VIP invitation mailing, VIP tickets, signage and photography
 - Processed all advanced payment and signups for all programs.
 - Worked the door at all programs held in the library to handle will call lists and collect money from those who did not pay in advance.
 - Worked with any lecturers or performers to get the necessary paperwork in order to get them paid.
 - Created all membership materials for the 2010-2011 season, including a two-page program description document, a program sign up form and a membership form which was updated monthly to reflect upcoming events.
 - Helped to train newly elected treasurer and answered monthly questions from her regarding the Jewish Cultural Society account with FAU Foundation.
 - Created 20 book plate dedications. Sent thank you notes out to the donors and notification letters to the recipients.
 - Filed paperwork with FAU Foundation to inform them of the 2010-2011 scheduled of programs.
 - Ordered permanent nametags for the board members and ‘JCS Events’ ground signs to help direct people to the library for programs.

Results: JCS increased its fundraising results from **\$23,408 in 2009-10** to over **\$30,000 in 2010-11** from memberships, cash donations and program fees. **\$10,000** was given to help underwrite the **2011 Kultur Festival**, up from the prior year’s donation of **\$6,800**.

ADDITIONAL IN-KIND SUPPORT

- **\$6,000** WXEL Radio and TV in-kind advertising (Media Sponsor) for Kultur Festival and Spirit of America concert

