

Development Committee Report August 2015

The Development Committee Co-Chairs summarized the survey results (see below). Only 2 survey responses were received, which was disappointing; however, the responses received were thoughtful and detailed so that was very much appreciated.

Survey responses received from:

- Conference Committee
- Public Libraries Section

The following sponsors have been approached in the past by these committees:

- EBSCO
- Gale
- Tensco/Esty (Tensco has been approached by both Conference and Public Libraries)
- Vinson and Vinson/Eason Associates
- ProQuest
- TSLA
- Learning Express
- Baker and Taylor
- Davidson Titles
- Other sponsors are mentioned in general, but no specific names/ details were provided

Amounts Received:

- Approximately \$8,000 total cash,
- \$750 in scholarships,
- Other gifts were in-kind

Methods of solicitation:

- personal email, (reported by both Conference and Public Libraries)
- phone,
- letters

Benefits / Materials Provided to Sponsors:

- Conference Signage,
- Naming Rights,
- Drawings with targeted customers information,
- Other (no specifics provided)

This data is a start, but not comprehensive. Prior to the next board meeting, the development committee co-chairs will use the data received to suggest next steps.

Respectfully submitted,

Kelly Lee and Chantelle Swaren
Development Committee Co-Chairs