ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2005

Area or Unit Name: EXTERNAL RELATIONS
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Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: Assist in the recruitment and retention of academically prepared culturally and ethnically diverse library faculty, staff and patrons.
  • Employed a full-time minority staff person

  • Produced and distributed newsletter to 9,500 potential donors and/or stakeholders
  • Produced and distributed four-color, multi-page constituency development publication
  • Celebrated coach Bob Knight has become a national spokesperson for the Libraries.
  • Achieved increased state-wide and national exposure resulting from Texas Digital Library consortium.

Goal 3: Goal 3. Engagement: Build community connections that enhance awareness of the libraries and the services they provide.
  • Produced and distributed 41 press announcements promoting programs, events and accomplishments.
  • Coordinated 34 outreach events involving the university and Lubbock area communities.
  • Completed at least 149 projects relating to community outreach, education and program promotion.
  • Successfully coordinated the Faculty Academic Contributions Exhibit which showcases the work of approximately 50 faculty representatives.
  • Promoted numerous exhibits and displays reflecting the Libraries' unique holdings and collections.

Goal 4: Goal 4. Partnerships: Build strategic partnerships and alliances with campus, community and professional organizations.
  • Partnered with the Office of Institutional Advancement to complete a successful student-run phonathon.
  • Partnered with the Men's Basketball program and coach Bob Knight to launch an effective awareness and fundraising drive.
  • Partnered with the Development Communications Director and Central Development, placing a feature article and display ad in the TTU alumni magazine, The Techsan.
  • Partnered with Men's Basketball and the Athletic ticket office to include a Libraries fundraising solicitation piece in season ticket packets.

  • Assisted with the production of a high-end publication supporting fundraising and constituency development.
  • Developed a direct mail solicitation brochure for the Coach Knight Library Fund.
  • Developed display ads for the Coach Knight Library Fund that were placed in the Texas Techsan alumni magazine and mailed to men's basketball season ticket holders.
Placed a feature article, which makes the case for funding the Libraries, in the alumni magazine.

- Crafted a professional looking “leave behind” development piece that has garnered positive comments from all who see it.
- We have launched a newsletter that serves as an outreach/stewardship publication. The piece was mailed to current and prospective donors and stakeholders.
- Annual Fund student callers demonstrated this year that the Libraries resonate sufficiently with alumni and they will respond to giving opportunities.
- The Libraries has employed an experienced proposal writer in its Director of Communications and Marketing and it will exploit opportunities for funding from non-profits.
- We boldly submitted a grant proposal to the Sybil Harrington Trust. Although not funded, the move is an indication of our ambition to secure new funding sources.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
EXTERNAL RELATIONS

Area/Unit Specific Information

Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

There is no qualitative information for the current year.
Section 4. Strategic Planning Update.

Goal: Because the ER 2001 New now is appropriate time to revise the external relations strategic plan.

- The strategic plan should be revised to reflect the scope of the new Director of Communications and Marketing

Commentary:

There is no commentary for the current year.

Implementation Plan:

There is no implementation plan for the current year.