Shaver Company_Library Report
C.W. Shaver & Company, Inc.

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The Shaver Company has concluded that until this can be accomplished, the University’s ability to develop and launch a successful comprehensive capital campaign of any magnitude is severely compromised.

RECOMMENDATIONS

Thereby, C.W. Shaver & Company, Inc. presents these Summary Findings and Conclusions to the University of Maine’s Development Council and administration, and recommends they:

Building upon the work performed to date, appoint and convene a Presidential Library Planning Group to develop a comprehensive plan that will result in the design and development of the Library by the University of Maine. Create an environment of shared leadership for this project that will result in securing the resources and facilities needed by the University of Maine to meet the 21 Century needs.

2. Provide the presidentially-appointed Library Planning Group with the professional resources required to develop a comprehensive plan for the Library’s future. The services of a library technology planner should be secured as well as those of Robert A.M. Stern Architects once again to develop a building program that includes the following:

The Shaver Company recommends that the library planning process be highly public and well-publicized in order to position the project well in the minds of potential donors, alumni leadership and funding agencies. The Shaver Company has found the strategy of shared leadership around capital projects creates an environment in which potential donors respond favorably when ultimately solicited.
In the specific case of the University of Maine, this approach would go a long way to ameliorate the concerns of the University donors identified and explored elsewhere in this report and would create a strongly-motivated advocacy group for the project that extends beyond the Library’s professional staff and a small number of friends.

The Shaver Company further recommends that once the initial planning process yields enough information, the University administration and Office of University Advancement should be charged with developing a financial strategy and a fundraising plan specifically for the Library project—one that will underwrite the costs associated with designing and constructing, furnishing and equipping and staffing the new library facility. The financial strategy and fundraising plan should include:
It is further recommended that the President’s Development Council and/or the University administration allocate approximately $150,000 for the professional fees and direct costs of the library planning process as outlined above:

- Library Technology Planning $25,000
- Building Program $75,000
- Finance/Fundraising Plan $25,000
- Prospect Cultivation & Project Marketing $25,000

In addition to the actions recommended specifically for the library project, the Shaver Company also recommends that the University takes whatever actions are necessary to restore confidence in the University’s professional management and fundraising efforts by: