The Webb School Library and Archives –
Frontline Advocacy Plan 2014-15

The Webb School Library is currently housed in this outstanding 10,000 sq. ft. facility named for the prominent 1903 alumnus William West Bond, architect, and designer for Holiday Inn hotels. The building was dedicated in February 1993. The library has space for 30,000 books and provides access to print and electronic resources. The entire library building is wireless and our students can use network printers. We also have 30 student computers including a wireless laptop classroom with a SmartBoard.

GOALS (What are we trying to accomplish?)

- **Teaching and Learning** – Ensuring that Webb School students are prepared for college, career and life – “This librarian takes responsibility/blame for any kid who manages to graduate from school without being a first-rate data shark.” - Seth Godin
- **Overall Fundraising** - Raising essential funds for materials and technology required for the 21st century school library program
- **Library Environment** - Making use of the physical space and the library programming so that it is most effective for our students, faculty, and community [families, alumni, and donors]
- **Maintenance and Repairs** - Maintaining the building so that the space is viable for many years to come
- **Archives and Preservation** – The preservation and organization of the archives for an historic school with nearly 150 years of valuable primary documents
- **Outreach** – Inviting not only The Webb School Community, but the town of Bell Buckle to the library.

OBJECTIVES (Why is it important?)

- **Teaching and Learning** – Why? for tomorrow. “If we teach today’s students as we taught yesterday’s, we rob them of tomorrow” – John Dewey
- **Overall Fundraising** – Planning fundraising is important because the Used Textbook Sale [which profited between $15-20,000 each year] heavily subsidized the library budget. Since Webb has moved to electronic textbooks this year, we will need to find an alternate funding opportunity immediately.
- **Library Environment** - The library environment could use some updated spaces. The building is 20 years old and undoubtedly, in the early 1990’s, the direction or exponential growth of technology was not known. Our philosophy for the future will lead to a Learning/Information Commons facility and program.
- **Maintenance and Repairs** - The facilities are in excellent shape, guests to the campus cannot believe the building is over 20 years old. The completed facility maintenance and repairs include the flooring project that is near completion with the carpet 90% complete, and the hardwood was refinished in the summer of 2013. In 2012, we had a complete lighting overhaul, and in 2013, the pitched portion of the roof was re-shingled. However, there was a major need in the flat roof replacement [approx. $40,000]. I am happy to report that these flat roof repairs were approved by our board and completed in 2014.
- **Archives and Preservation** – In April of 2012, the Library Department established the official Webb School Archives. In 2013, we have transitioned our full-time cataloger to work also as our

school archivist. Our school will be 150 years old in 2020 and we feel that it is more important than ever to preserve our rich history.

- Outreach – We are blessed with resources that we should share with the community

STRATEGIES (the activities we’ll do to accomplish our goal)

- Teaching and Learning –
  - MAD skills - The library staff is collaborating with a team of school specialists [librarian, psychologist, special educator, technologist, health and wellness teacher, college counselor, etc.] to provide in the form of a guidebook, developmentally appropriate skills to all faculty members as an overlay to their curriculum and a resource for instruction. This will be an ages and stages manual for information literacy and technology skills, child development, learning differences, learning styles and adolescent health. [The team is calling this project “MAD skills” – manual of appropriate developmental skills]
  - Transitions - Assisting student transitions with the 6th grade transition to middle school with the Focus 6 curriculum, 9th grade transition to high school with study skills resources, and especially the 12th grade transition to college through the Capstone research project and the senior’s college and career transition conference.

- Overall Fundraising – Brainstorming phase for fundraising with our development office. Some ideas include:
  - Making lists of grants for which Independent Schools are eligible, and lists of deadlines for these grants so that there is time to provide evidence necessary to win the grants.
    - ALA / AASL Grants http://www.ala.org/aasl/awards
    - Follett Challenge http://www.folletchallenge.com/
  - Starting a “Friends of the Library” group
  - Possibly planning a Library Gala fundraiser event
  - Once complete selling the Arcadia Press book compiled by the Library Director & Archivist

- Library Environment –
  - Collaborating with our technology director to support e-textbooks, BYOD, and technical support on our campus by testing e-texts, and all different devices.
  - Develop more “maker spaces,” group study areas, and more comfortable reading areas. Maximizing the effective use of our space as a “third place” for our patrons including hosting events like coffee house, tea ceremonies, dances, clubs, gaming, and makerspace.
    - Two big items on our wish list:
      - Digital scholarship lab like the lab at Brown University Library http://library.brown.edu/dsl/ their room is slightly larger than our seminar room // Dedicated video editing workspace for students http://designrfix.com/design/workstations
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- **Maintenance and Repairs** – Continually advocate with the Board of Trustees “Buildings and Grounds Committee” to ensure that repairs and maintenance occur when needed.

- **Archives and Preservation** – Visit other school archives, and obtain training in archival methods. The Library Director & Archivist are working towards a fully functional archive, museum displays, a web site, and a book published through Arcadia press all in time for the school’s sesquicentennial celebration in 2020.

- **Outreach** – A new children’s section of the library was developed in the summer of 2014. Also, the library opened its doors to the community for special library days throughout the summer.

**What is our message? (15 words or less)**
The Webb School - Investing in Libraries for nearly 150 years

**What data (or stories) support this message?**

**Looking Back** - Because the majority of our donors are alumni, stories of the legacy and tradition of the school strike a chord with this group. Therefore, our work in the preservation of the archives is helpful.

> A favorite fact quoted in several older documents is helpful in explaining that libraries and books were important to the founders -- “In 1886 William R. “Sawney” Webb and his brother, John, brought the school from Culleoka to Bell Buckle. They came with $12,000 to invest in education. Of their original investment, $2,600 was expended for buildings and $8,000 was used to purchase books.”

**Looking Forward** - For the donors who are motivated more by progress than nostalgia we have much to present about the transition to eBooks, our Bring Your Own Device [BYOD] program, our OverDrive library platform, and our use of the Gale Virtual Reference Library as well as college databases like JSTOR.

**Who is our target audience?**
Board of Trustees, Alumni, Parents, Grandparents, Students, and other donors

**Why should they care?**

- **Board of Trustees and Administrators** - The Library is not only a place, but also a program, and according to data, the library is essential to the success of an independent school
- **Parents, Students, and others** - “The Library is here for you”

**How are we going to reach them? What will be our best tools?**

- **Board of Trustees** - Quarterly Board Reports and Annual Presentations [also connect on LinkedIn]
- **Parents, Students, and others** - Electronic Newsletter, Social media like Twitter, and Facebook