Duke University Libraries Partnership with Duke Athletics

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Duke Athletics Will Donate Part of Ticket Sales to Library

Deborah Jakubs, vice provost for library affairs at Duke University, was at a dean's retreat one Saturday in February when she fell into conversation with the university's athletic director, Kevin White. The two agreed that they should find a way to connect their worlds.

A few weeks later, Jakubs got a phone call from athletic officials—who had been contemplating where to invest in the academic side of the university—with a proposal. What if the Blue Devils donated \$1 from every ticket sold at home sporting events to a special fund for the library system?

"I couldn't find anything not to like about it," Jakubs said in an interview on Thursday. "I think it's a great step forward."



Joint announcement by Athletics and the Libraries

"The backbone of all great universities is a strong library system. As the Department of Athletics developed plans to invest in the larger institutional mission, the library system became the clear and appropriate benefactor. Our excitement about this partnership cannot be overemphasized."

Kevin White, Duke University Vice President and Director of Athletics

"From now on, when you show your support for the Blue Devils, you're also supporting every school, academic department, faculty member, and student at Duke. The Duke Athletics Library Fund is a perfect example of the kind of innovative thinking that makes Duke a top-ranked academic institution."

Deborah Jakubs, Rita DiGiallonardo Holloway University Librarian and Vice Provost for Library Affairs



Alabama 62, Duke 18 Sept. 18, 2010*

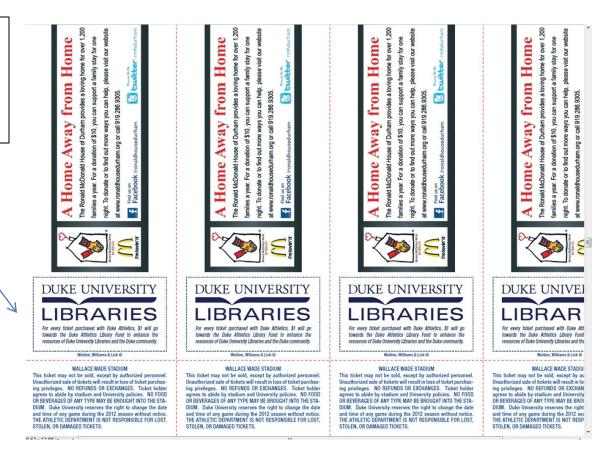


^{* 20,000} Alabama fans bought Duke football season tickets in 2010 just to attend this game!



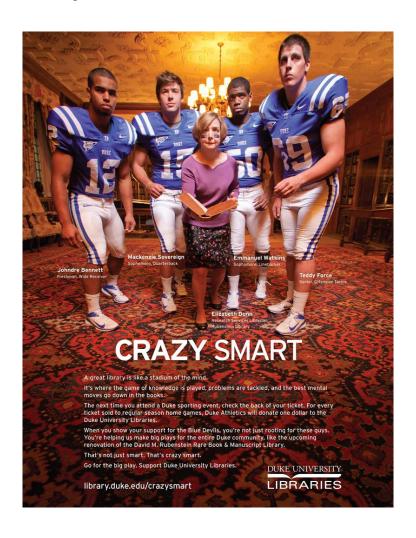
Blurb on the back of every ticket

For every ticket purchased with Duke Athletics, \$1 will go towards the Duke Athletics Library Fund to enhance the resources of Duke University Libraries and the Duke community.





Duke Magazine advertisement A Great Library is like a Stadium of the Mind





Applicability

- Must have an Athletics Department that sells tickets to sporting events
- Negotiations need to be at senior level
- Invested in each others' success
- Great public relations for Athletics, which are greatly valued, but often controversial
- Funds don't come out of pocket of Athletics
 Department, but from ticket holders
- Opens the door for additional partnerships

