



# Albany County Public Library Foundation

## Caitlin White FY25 Self-Evaluation

April 2025

The executive director's self-evaluation included here is based on a list of priorities outlined by the Personnel Committee and myself for fiscal year 2025. The priorities are outlined by section, under which I have listed specific goals and the self-evaluation of each goal. Goals for FY26 are included at the end of this document.

### Administrative

1. Convert ACPL Foundation QuickBook desktop company to QuickBooks online company. Train and update to smoothly transition from desktop to online.

**This goal was completed successfully.** Jacque took the lead on this project, working with QuickBooks to move from desktop to online. Over the fiscal year, Jacque and I worked on adapting reports to keep them similar to the reports generated from the desktop version. There are a few tasks that were easier to complete in desktop, but we worked on work arounds and make these changes work.

2. Provide more consistent training/information about the ACPL Foundation to library staff and the Friends of the Library.

**This goal was completed successfully.** For new ACPL staff members, I have started a brief orientation meeting to introduce them to the basic responsibilities of the ACPL Foundation. I also take new staff on a library to point out projects that the ACPL Foundation has supported. Jacque and I continue to try to make Restricted Fund purchases easy for library staff. This was slightly more difficult this year, since it was almost an entirely new set of selectors. For the Friends of the Library, I have provided more in-depth reports at their board meetings. I try to meet new volunteers when they come in to work downstairs. I have expressed to the FOL board that the ACPL Foundation is interested in having more communication and a physical attendee at our board meetings.

### Board of Directors

3. Develop board development schedule and provide development at all board meetings in FY25, including training on financial statements.

**This goal will be completed by the end of the fiscal year.** At the July annual meeting, the board reviewed expectations, set committee assignments, and reviewed personal contributions and volunteer opportunities. At the September meeting, the board reviewed the annual report and reviewed wealth management practices with First Interstate Bank. At the November meeting, the board reviewed the current employee handbook, reviewed financial practices, and reviewed Restricted Funds. In January, the board had a legislative session update and took a tour of the library. In March, the board did a fundraising and donor recognition

brainstorm. One other important board development task accomplished over the last year was nominating two new active board members to join the team.

4. Provide opportunities for the three library boards to get together, as well as an opportunity for the boards to meet and mingle with staff.

**This goal was accomplished successfully.** In October, the ACPL Foundation hosted a get together for the three boards and staff. The event was held at Bond's Brewing. The ACPL Foundation board had great attendance! There were also a few members of the ACPL board and the FOL board, as well as staff and guests. The event was a nice way to get everyone together and to chat and mingle. For the ACPL holiday party, board members were invited to attend the party. While we had a fairly low turnout of board members, the staff had a good time and enjoyed seeing those that were able to attend.

### Financials

5. Revisit sale or lease of Agnes Milstead mineral rights by June 2025.

**This goal will continue into FY26.** Terri has been very helpful on this task. She was able to track down the landowners above the mineral rights. We contacted each of the landowners by letter. We had two landowners interested in acquiring the 50% share of rights for the minerals below their land. Unfortunately, I had difficulty finding a mineral rights company that would give us an assessment on value. I did reach out to David Kling with FIB about this issue. He did not have much for us to go on, except for noting that the mineral rights are unlikely to assess for much. This is because of a couple reasons:

- Since Milstead's death in 2010, the mineral rights have been sitting. They have not been working under a lease agreement to earn a profit.
- The mineral rights are a 50% share.
- The mineral rights are not currently in a hot spot for interest from companies interested in leasing the rights

With construction and other projects, I have not been able to explore where to go from here. The goal will be pushed to FY26 in hopes we can figure out a plan to move forward.

### Planned Giving

6. Determine purpose, solicit family input, and implement Anne Mears' bequest (contingent on receiving funds in FY25).

**This goal will continue into FY26.** The ACPL Foundation received a subsequent round of paperwork from the law firm working on Anne Mears' estate in FY24. This paperwork noted that there were still several trust and accounts to go through before any type of distribution would be available. In FY25, I worked with attorney for Mears' estate and other beneficiaries to file a Petition for Reformation of the Anne C. Mears Trust. This is a petition to allow us to receive the full amount of Mears' intended bequest - \$235,000. The petition passed Wyoming's Chancery Court in August 2024. It was then sent to probate in Massachusetts. If the petition

is also passed in Massachusetts, we will receive full funding. If not, it is possible our funding will reduce to \$156,943. I have not heard any other updates on the situation in FY25.

7. Develop planned giving prospect list and prepare mailing by June 2025.

**This goal is on track but will not be completed in FY25.** I have been tracking potential donors for planned giving over the past couple of years. One way I do this is by noting on each donor account if the donor chooses to provide a donation from an IRA or an investment account. We also have a donor survey where a few donors have noted wanting more information about planned giving. While I did track potential donors for this list, I think the timing of a planned giving mailing does not work in the current financial climate. We tend to see less donations during times of economic uncertainty, and as the majority of these planned gift would be working with donors on bequests from their estates, I do not think this particular ask will go over well with the stock market being so low. I will revisit in FY26, in hopes the climate is more favorable to this type of ask.

### Special Projects

8. Manage bookmobile major gift project with donor and library staff.

**This goal made progress in FY25.** The major gift is \$30,000 for a specific list of items the donor was interested in providing for the bookmobile. In FY25, the ACPL outreach staff that oversees the bookmobile was entirely new. ACPL spent the majority of FY25 training these staff members on regular bookmobile tasks. I started meeting with the team in December to acquaint them with the major gift specifications and make plans for the off-season. The bookmobile did receive regular maintenance, have new door hooks installed, and get a lighting issue fixed. I worked with the team to discuss ideas of updating the bookmobile's interior. We identified one Colorado location that handles interior renovations on RVs, but the business did not have space in their schedule to take ALBY this winter. We will get her in during the off-season in FY26. The major gift donor was recovering from cancer this fiscal year, so they had no issue with the slight slowdown on the project. I did visit the donor in their home to check in, with a custom-made bookmobile stuffie for them to take to chemo appointments. We both enjoyed the visit.

9. Project manage \$1 million infrastructure grant.

**This goal is on track and will continue into FY26.** I serve as the project manager for the infrastructure grant project. Over FY25, I spent a significant amount of time ensuring the project is on track and that ACPL is complying with all grant guidelines. In July, Rachel and I finished two additional applications for the project, as additional funding became available. One application was for inflation on any costs associated with Phase 1 of the project, and the second application was for Phase 2 of the project. ACPL was able to receive the requested funding for both applications. We also heard from the grant committee that out of all the applications, our project was the one they felt the strongest about funding.

After receiving notification of the additional funding, I worked with Rachel and the project engineer on finalizing the architecture plans and opening a formal bid process for the construction contractor. From this process, ARCON, Inc. was selected to do the construction. After the team was put together, there has been consistent progress on the progress. During the project, I have had weekly project management meetings, bi-weekly construction meetings, and monthly budget meetings. Jacque has done an outstanding job of managing the vouchers and other financials for the project. We also worked on several areas of procurement including: the audiovisual system, technology, security, porta potties, and the large exterior sign. Rachel and I also spent time picking out all the interior and exterior finishes for the project.

There were three other areas of success for the infrastructure grant project that were coordinated by the ACPL Foundation. In October, the ACPL Foundation hosted the construction kickoff event with support from the Sally Dieterich Fund. I coordinated with local artist, Favian Hernandez, to have construction characters created for each space and to do a basic line mural for the event. The event was well attended and created great memories for patrons. Since the event, the construction characters have been used on construction signage and to positively advertise portions of the project. In May, the ACPL Foundation will start the first of three naming contests for the characters to take place during construction. We will start with the Activity Center characters.

In November, the ACPL Foundation hosted a garage sale. ACPL is not permitted to sell items, but is able to donate the items to the ACPL Foundation and we can then sell the items. The majority of items in the sale were from the three spaces ACPL is renovating. These items were not going to be incorporated into the project after construction and ACPL did not have storage to hold items. The garage sale made \$962.

Lastly, I coordinated communication and public relations during construction. My goal is to keep the public understanding and patient during construction. To do this, I wanted communication to be consistent and for the public to feel informed about the project. There has been publicity on the project in the newspaper and on the radio. I also coordinated messages from the library director to distribute on different channels. I also handled the signage and information related to closing the main entrance and moving to the temporary entrance. I do a weekly Construction Corner update online and have included an update in each newsletter. I have also brought business sponsors in to tour the project and offered one-on-one tours to monthly donors.

## **Marketing**

10. Brainstorm and develop plans to increase individual giving during FY25.

**This goal is ongoing.** There were a few successes with plans to increase individual giving in FY25, but we did not accomplish brainstorming ideas for a new donor drive. One plan that succeeded was donor recognition for

WyoGives. I wrote a WyoGives letter that included photos and statistics. These were then signed and had an individual note added from a board member. I think the board member participation made an impact. I gave to other organizations during WyoGives, and our donor recognition was more personal and informative than other organizations. We will continue this practice of having board members help with thank you notes during WyoGives. I would also be interested in incorporating personal phone calls during WyoGives.

For monthly donors, Jacque and I made the decision to transition donor recognition online, after six months of physical mailings. This is because we had a couple monthly donors ask for this and because electronic recognition means we can do more with the donation. For our monthly donor that provides \$5/month, a physical thank you reduces that donation to about \$3.50. Instead of a thank you note in the mail, I started an exclusive email update from the executive director, and I invite monthly donors in for tours or just to chat. It seems to be going well.

I appreciated the board coming up with a few ideas for individual giving at the March board meeting. The “friendraiser” idea is intriguing and one I would like to pursue. One hurdle I think we should think through is how to educate members of the public about library funding. I think the general public does not know the significant funding needs of ACPL. I think education and outreach could help encourage more donations. The upcoming reduction to ACPL funding may be a good time to start some of this education.

11. Alter the Giving Tree fundraiser to provide more opportunities for donors to give toward special projects and purposes.

**This goal was not accomplished in FY25.** With construction and other projects, Jacque and I did not have time to alter the Giving Tree significantly. This was a goal in FY25 because the Giving Tree had started to decrease in funds raised. There are a few reasons for this, but one of them is because of reduced foot traffic. The majority of Giving Tree donations come from donors who visit the library and decide to pick a project or purpose to support. It is far less common for a donor to donate to Giving Tree online. When ACPL started closing for an entire week at the holidays, we noticed a drop in donations for that week.

This goal will move into FY26. I appreciated the ideas related to Giving Tree at the March board meeting. I thought the idea of something related to the APCL Foundation’s birthday in September may work well. I will work with the Fundraising Committee to see what we can come up with to rejuvenate this fundraiser.

### **Continuing Education**

12. Attend at least one continuing education or activity that furthers the organization task per month related to ACPL Foundation job duties by June 2025.

**This goal was successfully accomplished.** Each month I have a few continual continuing education tasks. These include weekly attendance at Rotary, monthly board chair meetings, monthly ACPL board meetings, monthly Wyoming Library Association board meetings, and monthly WLA Legislative Committee meetings. The meetings below are additional:

- July – WyoGives planning and participation with nonprofits
- July – Laramie Rivers Conservation District board meeting presentation
- July – Lunch with ANB Bank representatives
- July – Construction marketing brainstorm with ACPL board member Jessica Perry
- July – Board orientation with ACPL board member, Deborah Miller
- August – Construction art meeting
- August – Rotary Park ground breaking
- August – Board orientation with Maggie Glos
- August – Link Tree meeting
- August – Friends of the Library meeting
- August – Donor meet-ups
- August – Meeting with engineer
- September – Joined the Laramie Young Professionals board – focusing on creating relationships with potential younger donors
- September – FIB volunteer day
- September – Pre-bid walk through
- September – The Laramie Boomerang interview about the infrastructure project
- September – American Library Association legislative chair meetup
- September – Contractor bid opening meeting
- October – AVX24 Conference – touring AV and technology for the infrastructure project
- October – Hits106 construction project interview
- October – Construction Kickoff Celebration
- October – Wyoming Library Association Conference attendance and presentation
- October – Engineer meeting
- October – Smile Doctors, Summer Reading partnership meeting
- October – State grant availability webinar
- November – Donor meet-ups
- November – Consultation to advise Sheridan County Library System Foundation
- November – Computer management demo system meeting
- November – Facilitate Laramie Young Professionals board retreat
- November – Infrastructure grant committee meeting

- November – Engineer meeting
- December – Donor meet-up
- December – Marketing webinar
- December – Start of bi-weekly construction meetings
- December – Laramie Chamber Business Alliance building tour
- December – Grant compliance webinar
- January – Donor meet-ups
- January – Legislative session duties
- February – Legislative session duties
- February – WLA Legislative Reception
- February – Friends of the Library board meeting
- February – Wyoming Community Foundation grant meeting
- February – Donor database webinar
- February – AV/tech system tour
- March – Legislative Session
- March – Donor database demo
- March – Donor meet-ups
- March – 20 Under 40 selection committee work
- April – Smile Doctors collaboration
- April – Legislative interim session meeting
- April – Community nonprofit volunteer fair
- April – Donor database promo info
- April – County town hall discussion of property tax cuts
- May – 20 Under 40 Luncheon (served as a judge for applicants)
- May – Interim legislative meeting on obscenity in Torrington

## Fundraising

13. Maintain public support income and fundraising event income for FY25.

**Table 1: Fundraising Goals and Outcomes (As of April 16, 2025)**

<b>Fundraiser:</b>	<b>Fundraising Goal:</b>	<b>Fundraising Actual:</b>
WyoGives 2024	\$25,000 (including match)	\$19,338.17 (before match) \$8,313 (match) \$27,651.17 total
*Donations before the match were \$3,053 higher than last year. Match funds were \$3,794 lower than last year. This was because new match parameters were put in place that made it more difficult to qualify for the match. Overall, WyoGives made \$741 less in 2024 than in 2023. However, the increase in individual donations was very positive.		
Grant Funding	Total: \$60,927.52	Total: \$76,427.52
Annual Report	\$3,000	\$3,367.34
October (email only) Newsletter	N/A	\$2,422.78
*This is a significant increase in donations for the email-only newsletter compared to last year. Our open percentage rate for the email also increased by 2% over last year.		

Giving Tree/ Holiday Appeal	\$20,000	\$18,703.86
Monthly Donors	N/A	\$3,032.49
*We have 10 consistent monthly donors that give between \$5-\$50 per month.		
Blind Date with a Book	\$6,000	\$6,232.04
Cupcake Ball	\$500	\$0
*While included on the original schedule, Cupcake Ball did not happen in FY25 due to construction.		
March Newsletter	\$3,000	\$1,050
June Newsletter	\$2,000	*In progress
Toyota of Laramie Cares	\$1,500	\$0
*Based on our eligibility that is dependent on when we lost won Toyota Cares, the ACPL Foundation as not eligible in FY25 to win, but is eligible to try for this funding again in FY26.		
General Sponsors	\$15,000	\$14,743.75 (Business appeal still in progress)
Limited Edition Library Cards, Tote Bags, T-shirts	\$500	\$91.55
*These items were available at the holidays. After the holidays, the items have been stored and not advertised, due to lack of space at the front desk during construction.		
Donation Boxes	N/A	\$1,129
Lapsed Donor Appeal	Re-engage 15% of donors solicited	*In FY25, the ACPL Foundation had 13 lapsed or expected to lapse regular donors *This is 12 less than last fiscal year
Planned Giving	Engage a minimum of 2 new agreements	-1 new bequest in FY25; provided 5% of donor's estate -2 donors notified the ACPL Foundation that we are included in their estate plans

**Table 2: Outreach Goals and Outcomes**

<b>Outreach Event:</b>	<b>#s/Goal:</b>	<b>#s/Goal Actual:</b>	<b>Notes:</b>
Summer Reading Bash	\$750 250+ participants	\$750 274 participants	*This partnership with Smile Doctors is going well. In FY25, ACPL and Smile Doctors partnered to put on the Summer Reading program.
Appreciation Night	\$1,000	\$0	*Due to construction, the ACPL Foundation will push this event to take place in FY26.



**Albany County Public Library Foundation**  
**Caitlin White Goals for FY26**  
**May 2025**

The goals listed below are grouped by category. For FY26, I have included a measurable goal and as needed, the reasoning behind the goal. The focus for this year's goals is split between organizational management and marketing.

**Administrative**

1. Reevaluate ACPL Foundation vendors to ensure that the organization is receiving a quality product at a reasonable cost, as a part of the strategic planning process.

**Board of Directors**

2. Develop/update 5-year strategic plan, with assistance from board by June 2026.
3. Improve board engagement and build greater capacity for assistance with fundraiser.

**Financials**

4. Revisit sale or lease of Agnes Milstead mineral rights by June 2026.
5. Explore new grant funder possibilities to address an expected decrease in grant funding in FY26.

**Planned Giving**

6. Determine purpose, solicit family input, and implement Anne Mears' bequest (contingent on receiving funds in FY26).
7. Develop planned giving prospect list and prepare mailing by June 2026, contingent on economic climate being favorable.

**Special Projects**

8. Manage bookmobile major gift project with donor and library staff.
9. Project manage \$2.6 million infrastructure grant, with the goal of having the project completed by June 2026.

**Marketing**

10. Brainstorm and develop plans to increase individual giving during FY26.
11. Alter the Giving Tree fundraiser to provide more opportunities for donors to give toward special projects and purposes.
12. Develop and implement ideas to educate the community about ACPL's need for funding assistance. Increase awareness of the impact of property tax exemption reductions on ACPL.

**Continuing Education**

13. Attend at least one continuing education related task per month related to ACPL Foundation job duties by June 2026.

**Fundraising**

14. Maintain public support income and fundraising event income for FY26. Monetary goals related to each fundraising area and plans for outreach activities are included in the Fundraising/Outreach Plans for FY26. This has been approved by the Fundraising Committee. It is subject to change throughout the fiscal year. Board members can review this document [here](#)