



EARL GREGG SWEM LIBRARY

The College of William & Mary

September 4, 2015

Dear Carrie,

If you haven't been to Swem Library lately, walking through the front doors today may surprise you.

The first surprise comes from the newly renovated, state-of-the-art Charles W. Reeder Media Center which opened in March. Specifically designed for active and creative learning, the technologically advanced space on Swem's ground floor is the first step in creating an innovative center for education.

The second surprise depends on you.

I'm reaching out today to ask for your help in bringing a new level of collaboration and learning to the rest of Swem's ground floor by making a gift to the Swem Make a Difference Fund.

Your gift will help redefine an essential space on the ground floor — the Botetourt Gallery. Since the opening of the Reeder Media Center, we have seen a dramatic increase in ground floor traffic, including in the gallery as this space becomes an extension of the adjacent classrooms and labs.

With this refresh, the gallery will foster flexibility to support a full spectrum of activities — from academic events to break-out sessions to student and faculty-curated exhibits. The potential impact of the gallery renovation is great, providing another much-needed teaching facility and space for public programs.

With nearly 750,000 visitors a year, Swem Library offers a place to connect — with the campus community, with world-class resources and with your own thoughts. To better support the incredible diversity of Swem patrons and the pursuit of knowledge, **please consider offering your support with a gift of \$50 to the Swem Make a Difference Fund today.**

With your help, each new cohort of future William & Mary graduates to arrive on campus will be surprised to discover Swem's innovative and inspiring space to connect with each other and the world — thanks, in part, to you.

Sincerely,

Carrie L. Cooper
Dean of University Libraries

P.S. We can't make these important improvements without support from donors like you. Every gift to the Make a Difference Fund is vital and appreciated. Please give today — it is quick and easy to do so at impact.wm.edu/swem.

INVESTING IN COLLABORATION

P.O. Box 8794, Williamsburg, VA 23187
impact.wm.edu/swem

