

“CASE STUDY” OF THE JESÚS T. PIÑERO PRESENTED AT CASE CONFERENCE IN WASHINGTON, D.C.

by María I. de Guzmán

Assistant Vice-chancellor for Institutional Development, UNE



**Mrs. María I de Guzmán offers her
conference at the annual CASE District II
Convention.**

In 2014, the Universidad del Este (UNE) surpassed its fundraising goal of \$3,000,000 for the Capital Campaign for the construction of the Jesús T. Piñero Library, and as of today the institution has achieved 70% of the projected construction. Enthusiasm for the achievements of this project motivated Mrs. María Isabel de Guzmán, Assistant Vice-chancellor for Institutional Development, to represent the UNE in Washington, D.C. in the Annual Convention of District II of the Council for Advancement and Support of Education (CASE) in the presentation of a conference entitled “In House Partnering: A Study of a Capital Campaign Success: Building the Jesús T. Piñero Library”. Mrs. De Guzmán made the presentation before a group of 675 universities with fundraising professionals for the northeast United States, Canada and Puerto Rico.

As a highlight of her presentation, María Isabel began with a few important words about team work, connections, balance and synergy, complemented by a yoga position of equilibrium. “In order to be effective we need to achieve harmony with our interior world and the universe.” stated Mrs. De Guzmán. El Dr. Jaime Partsch, historian of the Piñero Collection participated in the presentation by way of a video that had been recorded at the studio of the Social Communication program of UNE. Through this presentation, Dr. Partsch was able to show items from the Piñero Library Collection that served as content for promotional material for prospects and donors. Among these were included film clips, photographs and newspapers from the Collection.

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The core of the conference revolved around the importance of colleges and universities capitalizing on the development of alliances between academic units. This facilitates the process of fundraising for specific projects. Philanthropy in Puerto Rico, followed by team work and the best practices necessary for fundraising, present in the Capital Campaign for the Jesús T. Piñero Library served as the introduction of the talk. Among the points discussed were the “Case for Support”, aligned with key aspects of the Library and how these are defined by the work and legacy of Piñero. In addition, there was a discussion of the importance of the work undertaken by a volunteer committee for fundraising. Furthermore, the importance of the use of social media and special events and their relationship to networking and donor cultivation for the Piñero Library was underlined.

Presentation of book by Dr. Carlos Pabón



On February 5th, the Piñero Reading Room at the Universidad del Este hosted the presentation of the most recent work of Dr. Carlos Pabón, *Polémicas: política, intelectuales, violencia*. Professors Guillermo Rebollo Gil and Manuel Almeida highlighted different aspects of the work in their respective presentations. The dialog that followed their presentations included a wide range of topics from definitions of “left” and “right” in contemporary political analysis to the interpretation of everyday violence in Puerto Rico.

Activities in March in the Piñero Reading Room



**Presentación y conversatorio
Ghana:**
una experiencia esclavista
en el siglo XXI.
Crónicas de un viaje
Prof. Lara Caride Alonso,
*estudiante doctoral del programa
graduado de Historia, UPRRP*



Esta charla está enfocada en la visita a los castillos de esclavos en Ghana como parte de un viaje de investigación. Si quieres viajar a África, se dará información para el próximo viaje.

jueves, 5 de marzo de 2015, 11:30 a.m.
Sala Jesús T. Piñero, Universidad del Este, Carolina

Auspician: Colección Jesús T. Piñero, Instituto de Investigación Transdisciplinaria, la Escuela de Ciencias Sociales y Humanas, y la revista *Ámbito de Encuentros*.



"Farmer's daughter, near Caguas", 1941.
by Jack Delano

Book presentation

**El regalo de Prometeo:
ensayos sobre fotografía**
by Jorge L. Crespo Armáiz

Friday, March 20th
10:00 a.m.

Jesús T. Piñero Collection

Presenters:

Dr. Lanny Thompson,
Graduate Sociology Program UPR—Río Piedras

Dr. Jaime Partsch,
Historian of the Jesús T. Piñero Collection

Our second season continues



During the month of March, “Utopística”, our program of interviews and analysis will continue on the Internet. This month’s programming includes:

March 5 . . . *“The world of comics in Puerto Rico”* with Aníbal Quiñones, co-author of “Pepito”

March 12. . . *“Creativity and Innovation as Tools for Success”* with Angiemille Latorre, co-founder of “Seriously Creative”

Utopística is available on line through our page on [Facebook](#), our channel on [YouTube](#) and our web page, www.utopistica.com.

Piñero House Museum



Museum Hours:

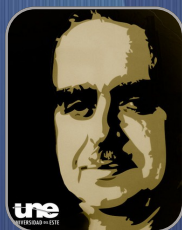
Wednesday through Sunday

8:30 a.m. to 4:00 p.m.

Telephone: 787-876-0562



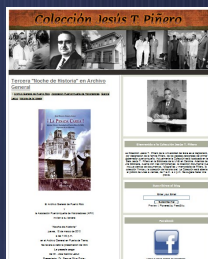
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