Proposed $35,000,000 Bond for New Mexico Libraries

The State Library, under the leadership of Ben Wakahighe is organizing a legislative effort to improve public, school and academic libraries in New Mexico. As a result of initial discussions, a Task Force for a Statewide Bond Issue for Libraries was selected and I was “volunteered” to serve as chair of the Steering Committee. This task force is a group of public, school and academic librarians working together on this effort. We are working to have the Legislature support and the Governor agree to allow a $35 million bond package on the 2002 ballot to purchase books and other materials, such as periodicals and electronic databases. The last statewide library initiative “Connections and Collections” was passed in 1994.

This proposed 2002 Bond would break down as follows:

1. $9 million for New Mexico public libraries to be distributed on a per capita basis to New Mexico public libraries as supplementary funding to purchase books, electronic information resources and the tools needed to share information. Statewide, this is about $5 per capita, or less than the cost of one paperback book.

2. $18 million for publicly funded school libraries to be distributed both with a minimum per school amount and a per student allocation. On average, this amount will purchase 3-4 new books per student. School libraries are woefully under funded and most science and other dated books are over 10 years old.

3. $8 million for academic libraries to be distributed on a formula basis to all academic libraries in the state. This amount will purchase approximately 2 library books for each full time student in a New Mexico college or university.

The NM Municipal League has passed a resolution in support of the public library bond in their committee on June 23. This will go to the Resolutions Committee later this month. We expect to have their support.

Beverly McFarland, Chair of NMLA’s Legislation and Intellectual Freedom Committee presented the proposed bond information to the NMLA Board on July 6. The Board voted to support this effort.

Julie Miller, WNMU, is working with the Commission for Higher Education to secure their support for this effort. Omar Duran, APS; and Charlene Greenwood are working with the schools community to encourage support for this project.

We will also approach other groups such as the New Mexico Association of Counties on this same effort. We have already met with several legislators and will be continuing that effort this summer. Our other goal is to work with the Governor’s office to ensure that if this passes through the legislature, it gets on the ballot.

This bond has the potential to make a huge difference to all New Mexico libraries, big and small. Getting it on the ballot, however, is an uphill effort. If you are interested in working on this project, please contact Beverly McFarland and volunteer. If you have any kind of connection with any legislator or the Governor, (For example, the Governor’s wife is your cousin) please let Beverly know. We need all the help we can get. If you would like more information about the planned bond, distribution, purpose or our plans, please contact me and I will be happy to relay what I know.

Eileen B. Longworth, Director
Albuquerque/Bernalillo County Library System
501 Copper Ave. NW
Albuquerque, NM 87102
505-768-5134, 505-768-5191 (fax)
www.cabq.gov/rgvis

Do you know someone who should be a member of NMLA?

Personally invite them with the flyer inside this newsletter!
NMLA Officers and More

President: Kay Krehbiel
NM Tech Library, Campus Station
Socorro, NM 87801
Phone: 835-5615; Fax: 835-5754
kkrehbiel@admin.nmt.net

Vice President: Earl Phillips
6050 Shadow Hills Rd.
Las Cruces, NM 88012
Phone: 527-6065; Fax: 526-1941
ephillip@cps.k12.nm.us

Secretary: Claire Odenheim
715 Sundown Court
Las Cruces, NM 88011
Phone: 527-9430; Fax: 527-9429
odenheim@lib.nmsu.edu

Treasurer: Carol Frick
3301 Blue Hill Ave.
Gallup, NM 87301
Phone: 863-7608; Fax: 863-7624
cfrick@gallup.unm.edu

ALA Councillor: Thaddeus P. Bejnar
P.O. Drawer L
Santa Fe, NM 87504-0318
Phone: 827-4850; Fax: 827-4852
thaddeus@trail.com

Members At Large:

Norice Lee
1945 Gladys Drive
Las Cruces, NM 88001
Phone: 527-7675; Fax: 527-7636
nlee@lib.nmsu.edu

Kathy Matter
2 View Drive
Cedar Crest, NM 87008
Phone: 298-7486; Fax: 299-1495
Matterkathy@aol.com

Olivia Newfield
293 Grover Lane
Los Alamos, NM 87544
Phone: 662-8265; Fax: 672-0334
newfield@lac.losalamos.nm.us

Barb Rosen
4016 Anderson SE
Albuquerque, NM 87108
Phone: 277-0676
brosen@unm.edu

Administrative Services: Linda O’Connell
P.O. Box 26074
Albuquerque, NM 87125
Phone: 800-890-6652 or 505-899-3516
Fax: 505-899-7600
nmla@rt66.com

NMLA homepage: http://www.nmla.org
NMLA e-list: nmla@nmsu.edu To subscribe, see the e-list page at our site.

New Mexico Library Association Newsletter

The New Mexico Library Association Newsletter (ISSN 0893-2956) is published six times a year (February, April, June, August, October, and December). The next deadline is July 15, 2001. The editor reserves the right to edit contributions. Electronic format is highly preferred.

Send newsletter submissions to:
Lorie Mitchell, Newsletter Editor
1412 Ortega
Carlsbad, NM 88220
E-mail: mitchell@pcnnm.com
Fax: 413-826-2306
Phone: 505-887-9585

Send newsletter advertisements, address changes; back issue requests and other requests to:
Linda O’Connell, Administrative Services Contractor
C/O NMLA
P.O. Box 26074
Albuquerque, NM 87125
E-mail: nmla@rt66.com
Fax: 505-899-7600
Phone: 505-890-6652 or 800-890-6652

New Mexico library association
Newsletter
From The President's Desk

What is a GO Bond and what can you do to help pass this multi-type library bond issue? Your NMLA Executive Board voted unanimously at its July 6 meeting to endorse and support the Library Bond, or General Obligation Bond (GO Bond) initiative for 2002. Beverly McFarland and Sarah Henderson, co-chairs of the Legislation and Intellectual Freedom Committee are working with the Library Bond Steering Committee, chaired by Eileen Longsworth, Director of the Albuquerque/ Bernalillo Library System. Other members of the steering committee are: Jan Barnhart, Julie Miller, Kris Warmoth, Clara Rey, Teresa Naranjo, Melanie Temple, Charlene Greenwood, Omar Durant, Beverly McFarland, Heather Gallegos-Rex and Ben Wakashige. In addition to NMLA the steering committee is coordinating with New Mexico Municipal League Librarians and New Mexico Consortium of Academic Libraries.

After preliminary meetings with several state legislators and representatives of library organizations the steering committee has established a goal of $35 million to be distributed among school, public and academic libraries. Beverly McFarland of the LIF Committee reported that school libraries are requesting $18 million to replace time-sensitive materials, public libraries are requesting $9 million to be distributed on the basis of population and academic libraries are requesting $8 million to be distributed on the basis of FTEs.

The Library Bond campaign will be carried out in two phases, first to build support for the bond among our state senators and representatives this summer and fall in preparation for the January 2002 legislative session. The second phase begins once the legislature and governor have approved the bond. Between March and November 2002 our task will be to educate our communities about the critical importance of libraries along with their desperate deficiencies. Though November 2002 is more than a year into the future, now is the time to begin the first phase.

How can NMLA and its members support the bond? My goal for NMLA members is to make personal contact with every single state senator and representative by inviting them to our libraries and showing what today's library can do for them. Each one of us should begin educating our own state senator and representative no later than the end of August to lay the groundwork. Though precise plans are still being developed, you will be hearing more about the bond and will be able to obtain talking points about each element of the bond and suggestions for meeting with your representatives.

NMLA members, who represent all types of libraries, can make a difference in the success of the bond campaign.

-Kay Krehbiel, President of NMLA

Program Proposals for NMLA 2002 Conference

The Conference Program Planning Committee is accepting proposals for the 2002 Conference in Las Cruces, April 18th and 19th. The theme is: "Libraries: The Human Factor." The proposal form is on the NMLA web site. Please fill it out as completely as possible and send it in before August 10th. The committee and Vice-President Earl Phillips will be filling in most of the schedule for the conference at the August and September meetings. The committee has already been sending out proposals concerning topics requested in the Albuquerque evaluations.

There will be two Pre-Conference Sessions at the Hilton, the conference hotel, on Wednesday, April 17th. The "Small Libraries" session will consist of panel discussions, the first on collection development and the second on bibliographic instruction. There may be a guest speaker as well. The other session is not confirmed yet, but we are hoping for a "Youth Services" topic.

Please send in those proposals before August 10th!

-Tracie Antonuk, conference program chair
The MPLA Conference Is Coming

Have you been to a Mountain Plains Library Association (MPLA) Conference? Having been to three, I can highly recommend them. They are informative, well organized and enjoyable. Each year MPLA joins with one of its member states for a joint conference. The next one will be in Phoenix, December 5 - 7, 2001.

In the coming months, the website 2001 AZLA-MPLA Conference Website (www.azla.org/2001/index.html) will provide all the information needed to make your conference attendance productive. For out of state MPLA members, your visit to Arizona will be a memorable one. The Arizona Library Association is looking forward to networking with out of state colleagues and making new friends. Visit the website regularly as more information is added on travel, places to visit, special events and of course, conference programs.

Southwest Airlines is offering a 10% discount on most of its already low fares for air travel to and from the conference. For details see under "Airlines" on the Transportation page on the website.

Here are some special events to look forward to:

- **Wednesday Night**
  Hop a free bus from the Convention Center, up Central Ave., to the internationally acclaimed Heard Museum. The Heard specializes in the culture and art of the Native Americans of the Southwest. The museum, including all exhibits and the gift shop, will be open just for us.

- **Thursday Night**
  Dinner and other festivities at the Convention Center.

- **Friday Lunch**
  Join Bob Boze Bell, historian and artist.

- **Saturday - It's Special Tour Day**
  See the Desert Up Close!
  Spend a few hours on a "jeep tour" exploring the Sonoran Desert north of Scottsdale. The spectacular trail overlooks Camp Creek Wash and the Verde River. Guides make the adventure exciting and interesting with information about the flora and fauna. You may even hear a few tales of the old west.

- **Need Holiday Gifts?**
  Come and "Stop and Shop" at Scottsdale Fashion Square. A bus will take you from the Convention Center to the Mall and back.

One of the nation's premier shopping centers, Scottsdale Fashion Square is home to over 225 renowned retailers including Dillard's, Neiman Marcus, Nordstrom, Robinsons-May and 70 stores located nowhere else in Arizona. In addition, they offer a variety of unparalleled customer services to enhance your shopping experience. You will be provided with a mall directory, paper shopping bag, discount coupon book, store sample, and souvenir luggage tag.

-Chariene Greenwood, NMLA Representative to MPLA

What's New with the New Mexico Library Foundation!

At the Board of Trustees Meeting July 16, 2001 mini-grant deadlines were adjusted to reflect input from people making inquiries. They will now be January 31 and September 15 of each year. This will begin with September 15, 2001. For a copy of the guidelines, go to the NMLA website (www.nmla.org) and the "soon to be" new NMLF website or contact Chariene Greenwood at gwgchariene@qwest.net / 505-256-1379 (Albuquerque).

Mini-grants were awarded to two projects:
- **Western New Mexico University Library for "Promotion of Library Services to Distance Students 2001-02" - $560.**
- **Advocacy for School Libraries Special Interest Group for "The Promotion of School Library Services" - $650.**

The winners of the last raffle were:
- **Kathy (Flannary) Ayers** won the Opening Night at the Santa Fe Opera and overnight and breakfast at the St. Francis Hotel.
- **Dora Trudell** won a weekend at the Columbine Inn Bed and Breakfast in the Taos Ski Valley.

Future raffles (by popular demand) will include Southwest Airline tickets. These will be offered at both the NMLA annual conferences and mini-conferences. Look for your tickets in the mail sometime around the end of September or beginning of October if you are on our mailing list. If you are not on our mailing list, contact George Marr at signalblind@aol.com / 800-545-0934 / 505-922-0116 (Albuquerque). They will also be sold at the conferences. The proceeds from this fundraiser go to the mini-grants awarded twice a year.

The Library Legacy Exhibit that has been traveling throughout the state is currently scheduled through November 2001. If you are...
interested in scheduling it, please contact Charlene Greenwood at gwgcharlene@qwest.net / 505-256-1379 (Albuquerque). This pictorial exhibit reflects the history of libraries in New Mexico. It will be on display at the NMLA Mini-conference October 26 at San Juan College in Farmington.

-Charlene Greenwood, Chair

Your Organization Is Looking for Good People

Many people think of conferences when thinking of the New Mexico Library Association. However, NMLA has been involved in many exciting activities beyond the conferences in the last few years.

Ongoing is the Legislation and Intellectual Freedom Committee working throughout the state for many library project. Upcoming will be the issue of Library Bonds for school, public, and academic libraries. (See the article in this newsletter.)

The organization has worked closely with the NM Task Force for School Libraries and has endorsed the standards prepared by this group. They are on our website. There is an "Advocacy for School Libraries" Special Interest Group actively working to increase awareness of the importance of school libraries.

We have a great working relationship with the NM Coalition for Academic Libraries especially for the annual Legislative Day sponsored by both organizations.

We have supported ongoing legislative efforts for funding for public libraries over the years.

With all these great efforts being conducted, we (the organization) need nominations for the Executive Board for 2002-03. These terms will start in April 2002. The positions open are:

- Vice-President / President Elect (2-year term)
- Secretary (2-year term)
- Members-At-Large (Two people for 2-year terms)

If you know of someone who would like to be more involved in this dynamic organization, please contact Charlene Greenwood at gwgcharlene@qwest.net / 505-256-1379.

-Charlene Greenwood, Chair, Nominations & Elections Committee.

NEW, IMPROVED MINIGRANT DEADLINES!

Submit your applications for a NMLF minigrant on or before September 15, 2001 and January 31, 2002. Our website (now under re-construction) contains details: www.nmlf.org.

Or try www.nmla.org or e-mail Charlene Greenwood at gwgcharlene@qwest.net.

And, yes, we would be pleased to accept all or part of your IRS windfall tax rebate to assist in the programs of the Foundation. Checks payable to "NMLF" at address above.

new mexico library association newsletter
Your Library Can Win a John Cotton Dana Library Public Relations Award!

The NMSU Library recently received a John Cotton Dana (JCD) Library Public Relations Award for its "Dino-mite" campaign. The campaign celebrated our $3 million Zuhl Library naming gift, honored the donors and capitalized on the public relations power of an associated dinosaur skull and geological collection. Your library has the potential to receive this award, too. As the JCD tip sheet says, "It is not the size or type of library that matters, but the quality of the public relations campaign. Set your sights high, and submit your programs for consideration!"*

History: In 1946, the Library Publicity Honor Roll evolved into an award named for John Cotton Dana, the eleventh president of ALA. Dana is famous in library circles for his innovations in library promotional activities. In contrast to the passive orientation of librarians of his time, he used an active approach, using newsletters, posters, flyers, exhibits, newspaper announcements, speeches and special events to publicize his libraries. Private sector support for the contest has come from co-sponsor Wilson Library Bulletin (1946-1970) and the H.W. Wilson Company (1970-present). American Library Association co-sponsorship has come from the ALA Public Relations Committee (1946-1958) and the ALA Library Administration and Management Association (1959-present).**

Originally, three types of awards, the JCD Award, the Special Award and Honorable Mention, were given. In 1996, the awards were consolidated and only the JCD Award has been given since. There are about 150 entries each year.

Contest: The JCD contest ** is open to all libraries, media centers and information service agencies and associations in the world (except institutions represented by JCD judges and organizational units of ALA and H.W. Wilson). Entries typically consist of a scrapbook and documented descriptions of the public relations program. More and more libraries are also submitting videocassettes, web pages and other multimedia formats.

The award honors outstanding public relations efforts for such events, campaigns or programs as a summer reading program, centennial campaign, fundraising for a new college library, an awareness campaign or an innovative community partnership. The emphasis is on promotion of the program, not the program itself. Entries must reflect an event, campaign or program completed during the year that the contest is entered. Entry forms are available from ALA or H.W. Wilson, or go to http://www.ala.org/lama/awards/jcd. It is important to get your own copy of the guidelines and to follow them exactly. The deadline each year is at the end of December. It is also important to plan ahead; preparing the application is time consuming.

Entries *** must include two copies of the application form; two copies of a concise summary of the project in 100 words or less; and two copies of a concise description of the project, including sections on needs assessment, planning, implementation and evaluation phases. One copy of each of the above items should be stapled together so that it can be pulled from the entry for use by the judges. The main part of the entry consists of a binder or scrapbook that includes selected photos and promotional materials, and media formats such as ¼" videocassette. A statement of permission is necessary for any copyrighted and trademarked materials included in the submission. The scrapbook is organized with sections supporting each of the criteria for judging: needs assessment, planning, implementation and evaluation. Judges reserve the right to disqualify incomplete entries. Be sure that your scrapbook is very sturdy, as it will undergo a substantial amount of travel if it wins an award. Be sure that each separate item in the package is labeled with your name and address.

Although all entries are eventually returned to the entrant, it is important to make copies of your entry for your records. Neither the JCD...
Award Committee nor ALA is responsible for materials lost or damaged in transit or during the judging process.

Judging: Members of the JCD Award Committee are appointed from the ranks of former award winners. Judging *** is based on the four sections of the entry, as well as the overall creativity of the public relations effort and the presentation of the entry. Judging of needs assessment (15%) is based on your statement of the process or method used to determine the need for the public relations effort. Judging of planning (15%) is based on your presentation of the target audience, goals, measurable objectives, strategies and communication tools and budget. Judging of implementation (35%) is based on your statement of techniques, activities, materials and resources used to meet your goals and objectives, as well as descriptions of print and electronic media used, how outside organizations and individuals participated, and what graphics were used. Judging of evaluation (15%) is dependent on having measurable objectives in the planning stages. Also considered in the judging are overall creativity (15%) and presentation of the entry (5%). The judges appreciate high quality entries that focus on the program requirements. * They look for all the required elements presented in an easy-to-follow and attractive manner. While entries must include all required elements, the inclusion of excess and irrelevant material will not improve and may hurt your chances of success. Deliberations are confidential and decisions of the judges are final.

Award: Award winners are requested to provide a display on their public relations effort for the JCD booth at the ALA Annual Conference and to help staff the booth. This year's scrapbooks and displays were exhibited both at the booth and the LAMA Public Relations Section Swap and Shop. Award winners are also invited to a tea at which the citation certificate and a $2,500 cash award are presented to each award winner and publicity photos are taken. Winning entries are housed at ALA Headquarters for two years and circulated through interlibrary loan upon request. Good luck in your pursuit of a John Cotton Dana Library Public Relations Award and in your way, stop in at the NMSU Library for a look at the Zuhl Geological Collection and the famous dinosaur skull. After two years we will also be able to show you what is left of our well-traveled scrapbook!


*** "John Cotton Dana Library Public Relations Awards, 2002 Rules and Regulations" (http://www.ala.org/lama/awards/jcd/contest.html ) -by Jeanette C. Smith, Grants/University Relations Officer, New Mexico State University Library

NMLA Committee Reports

Annual Report

White House Conference Special Interest Group

The White House Conference on Library & Information Services Taskforce (WHCLIST) met in Omaha, Nebraska during October for its 2000 annual meeting. Betty Long and Susie Sonflieth attended the meeting to represent New Mexico. Betty Long serves as the Chair of the Awards Committee. The WHCLIST meeting was held in conjunction with a 2000 Tri-Conference made up of the Mountain Plain Library Assn., Nebraska Library Assn., and the Nebraska Educational Media Assn. It was deemed by the WHCLIST membership that future meetings could only be financially feasible if they are held in collaboration with other groups such as the October meeting. The 2001 meeting will be a one-day meeting held on April 29, 2001 in conjunction with ALA Legislative Day in Washington, D.C.

There was much discussion on the possibility of a third national forum but it is clear that costs are prohibitive to conduct similar conferences held in 1980 & 1991; therefore a national teleconference model holds the most promise. Martha Gould and Bob Willard, Chair & Executive Director from the National Commission on Libraries & Information Services (NCLIS) spoke to the membership. Although they both support some sort of national forum in an alternative format neither speaker presented any planning next steps or was willing to commit NCLIS to a leadership role. This may have been because of the pending change in the White House or the outspoken "non-support" by some members of the Council of State Library Agencies (COSLA). ALA also supports an alternative-format national forum as recommended by its Legislative subcommittee and accepted by its board at the
1998 ALA Midwinter meeting but once again no action steps have been taken since then. It is this WHCLIST member's opinion that until the White House shows interest in a national library forum, no matter what format, a third national conference will not take place. A grassroots advocacy campaign could be effective in bringing this to his attention.

Other presentations were about the status of state funding for libraries, filtering, the new strategy for the e-rate, and the new copyright law. Awards were presented to DuBose Porter, a state representative in Georgia, Thomas M. Menino, Mayor of Boston, MA and the Daniel W. Casey Memorial Award for dedicated service to the betterment of libraries went to Renee Becker Swartz of New Jersey.

Betty nor Susie will be able to attend the April Washington D.C. meeting. WHCLIST does have a website with information on membership and the upcoming meeting; it is www.whclist.sailorsite.net.

Submitted by S. Sonfileth 3/7/01

NMLA Awards 2001

In a departure from awarding the work of individuals, the Awards Committee decided this year to recognize the work of a hard-working and highly effective group, the New Mexico Task Force for School Libraries. Organized in 1999 under the leadership of State Librarian Ben Wakashige and Patricia Froehlich from the State Library, the Task Force is comprised of over 30 people, including librarians from schools, public, law and academic libraries, as well as Representative Danice Picraux and Steve Sanchez of the Department of Education. The Task Force was honored with the Library Leadership Award for their groundbreaking work, which has brought awareness of the serious plight of school libraries in the state to the attention of state legislators, school boards, administrators and the public at large. Further, the Task Force created standards for school libraries, which will undoubtedly lead to their improvement statewide. The standards are available on the NMSL website.

A second Library Leadership Award was presented to Mary Alice Tsouli for her dedication and enthusiasm in leading the Native American Libraries Special Interest Group of NMLA. Cited for her ability to bring diverse people to work together with unity on various projects, Mary Alice was praised by her colleagues at the awards dinner for her hard work and inspiration.

Patricia Froehlich, who has recently left her post as Youth Services Director at NMLS to lend her talents to library development in Colorado, was honored with the Community Achievement Award. Patricia’s vision, dedication and focus will be missed by all in New Mexico who have benefited from her outstanding consulting services and leadership on the NMLA Conference Program Committee. Patricia has lead the statewide Battle of the Books and Summer Reading programs, worked and traveled tirelessly on behalf of the Task Force for School Libraries, and was instrumental in the success of the Roadrunner Reading Program.

Joe Sabatini praised Representative Edward Sandoval of Albuquerque at the banquet for his consistent support of libraries during his tenure in the New Mexico Senate and the House of Representatives. A model citizen legislator, Representative Sandoval was a leading advocate for the 1994 Connections and Collections legislation package and was the prime sponsor of HB803, the Public Library Bond issue. He has introduced NMLA-sponsored library appropriations bills and bond issues in 1996, 1998, and 2000 and has worked for passage of appropriations for individual community and public libraries in New Mexico.

Mystery Write Tony Hillerman was honored with a special award at an author talk and gala co-sponsored by NMLA and the Friends of the Albuquerque/Bernalillo County Library System on Friday night of conference week. In accepting the award for his outstanding contributions to the genre of Southwest mystery writing and for his inspiration to other authors, Hillerman graciously said that for a writer there can be no higher praise than to have his work recognized by librarians.

Toni Beatty, Awards Committee Chair

New Mexico Task Force for School Libraries Members: Together They are a Thunderstorm

- Deborah Anderson, Director of Clovis Community College Library
- Ruben Aragon, Director of Donnelly Library, NM Highlands University
- Kathy Flanary Ayers, Librarian at White Mountain Middle School
- Rogers Barde; Librarian, Bloomfield High School
- Rhen Busch, Rio Rancho Public Library
- Christine Cantrell, Gladstone Independent Schools
- Leslie Chamberlin, Director of Tireman Library, UNM
- Mike Costello, Librarian at Capital High School
Santa Fe
- Omar Durant, Library Services Manager, Albuquerque Public Schools
- Terry Franklin, Librarian, Lovington High School
- Carol Frick, Co-Director, Zollinger Library, UNM Gallup
- Patricia Froehlich, Youth Services Director, NMSL
- Milda Goodland, Librarian Coordinator, Moriarty Public Schools
- Charlene Greenwood, retired school librarian
- Lora Harlan, Board Member, Clovis Board of Education
- Sarah Henderson, Library Services, Albuquerque Public Schools
- Reba Herman, Librarian, Hobbs High School
- Ellie Keeton, Ruidoso High School
- Norice Lee, Dona Ana Community College
- Melissa Marlin, Librarian, Hatch High School
- Alana McGhattan, Librarian, Santa Fe Indian School
- Earl Phillips, Director of Library Services, Las Cruces Public Schools
- Representative Danice Picraux, Albuquerque
- Melissa Polaco, Librarian, Dulce High School
- Eddie Richardson, Member of State Library Commission
- Isabel Rodarte, Library Director, Northern NM Community College, Española
- Joe Sabatini, Albuquerque/Bernalillo County Library System
- Steve Sanchez, NM Department of Education
- Carol Sarath, Director of Library Services, Gallup McKinley Co. Schools
- Kathryn Sherlock, Consultant, NM State Department of Education
- Kirsten Shields, Albuquerque/Bernalillo County Library System
- Flo Starkley, District Librarian, Roswell Public Schools
- Gloria Trujillo, Espanola Public Schools
- Barbara Van Dongen, Libraries Coordinator, Albuquerque Public Schools
- Rita Pino Vargas, Tohajilee Community School
- Ben Wakashige, NMSL
- Laddy Ward, Librarian, Thoreau High School
- Mara Yarborough, Librarian, San Juan Pueblo

Minutes of the Advocacy for School Libraries SIG

Our purpose and goals were stated. Our purpose is to support the Task Force for School Libraries and to advocate for school libraries. Our objectives, related to the goals of NMLA are:

1. Provide leadership to initiate, maintain, and enhance library legislation and act on political issues affecting school library personnel.
2. Provide and support educational opportunities for school library personnel.
3. Communicate the role and value of school libraries and librarians.
4. Support and undertake networking among school librarians in New Mexico.

Members of the Task Force were introduced and recognized. Sharon Dogruel from the State Department of Education was recognized. The Task Force has asked the SIG to be partners with them as they work to accomplish their goals in a five-year plan for helping New Mexico school libraries achieve minimum program standards. The six identified areas were described and the chair of each committee was introduced. The area and the chairs are:

1. Program Standards Status: Identify exemplary New Mexico school libraries, recognize those responsible for the achievement, and disseminate information to other schools and districts in the state about these model programs. Chair: Charlene Greenwood.
2. Collection Development: Update New Mexico school library collections to maintain standards in size and currency by 2006. Obtain sufficient annual statewide funding for library materials to maintain school library collections at minimum size and currency - approximately the average cost of one book per student per annum. Chair: Ben Wakashige.
3. Facilities: Ensure that new school library facilities in New Mexico be build to at least minimum standards and encourage the renovation of substandard school library facilities. Chair: Omar Durant.
4. Staffing: Obtain financial compensation for school library media specialists as teachers. Increase the number of certified library media specialists working in New Mexico to one per school library by 2006. Define the certification requirements, work to meet the training needs, and improve the compensation levels of library technicians and library assistants. Chair: Barbara Vandongen.
5. Curriculum Integration: Develop a template for curriculum guidelines for library instruction that school districts and their library media specialists can adapt to meet their local curriculum needs and EPSS. Chair: Dora Trudell.
6. Library Management: Develop a collaborative relationship among school districts, higher
education institutions, the State Department of Education and the State Library to address the need for mentorship and ongoing support of school library personnel in the field. Chair: Maggie Reysen

SIG members signed up for the committee they were interested in working on. The first scheduled meeting is June 9, Saturday from 10 a.m. to 2 p.m. at St. Francis Cathedral School. Judy Hulse is making the arrangements. Meetings are scheduled for September 15, in October at the mini-conference, January 5 or 12 before the legislature meets, and at the spring NMLA conference. Places will be announced.

Mary Ruddy reported on a survey of school librarians concerning a post-conference session designed for school librarians. The survey indicated there is definite interest in a post-conference hands-on session. A motion was made and seconded to propose to the conference program committee and the NMLA board to have a post-conference session geared for school librarians. The motion carried.

It was suggested that before the annual conference that there be a mailing to school librarians outlining sessions that would be of interest to school librarians. Such a list of sessions would be useful to librarians seeking release from school to attend conference.

Members supported the idea of having a booth at various conferences in the state. There are usually fees for informational booths, but it could be money well spent. (Note: The SIG budget proposed to the NMLA Board was for $1090 which included two bulk mailings, paper and supplies, lunches for SIG/Task Force meetings, and $250 for booth fees. Budget adoption will be July 6. I’ll keep you posted.)

There is an e-list including SIG members and members of the Task Force. Please let Judy Hulse know if you are interested in being on the list. jkhulse@prodigy.net

-Rogers Bardé, Judy Hulse, and Claire Odenheim

ALA Library Legislative Day
May 2001

Each year in May, the American Library Association, Washington, DC office sponsors a day in which representatives from each state association visit their legislators to ask for support on issues that would benefit the libraries in their state.

This year Marcie Cates from Center of the Book joined Ben Wakashige and me for the visits. Before the visits, ALA presents details of the issues that should be brought to the legislative attention and gives us folders for each of the legislators with information on the bills that need their support.

The two issues we emphasized were:

- LSTA (Library Services and Technology Act) – This is the only federal program exclusively for libraries and in New Mexico is used to support, among other things, the bookmobile program and magazines online (ProQuest) for 25,000 school libraries.

- ESEA (Elementary and Secondary Education Act) – Both Senate and House are working to reauthorize this act. Senators Jack Reed (R) and Thad Cochran (D) have introduced an amendment to “Improve literacy through School Libraries.” Representative Major Owen (D) has introduced a bill for “Improving school library resources” which is comparable legislation to the Senate Bill. These are the two items we mentioned in detail to the administrative assistants. We actually talked to Senator Bingaman and Representative Udall along with their assistants. The purpose of the visits is to personally emphasize the information that we think most necessary for New Mexico. These visits really do focus their attention to the details of legislation that impacts libraries.

This year each legislator received from Ben a poster from the State Library and NMLA showing the Farmington Public Library and the book One Book at a Time: a History of the Library in New Mexico. I gave them a bouquet of bookmarks from around the state. The bouquet idea was from ALA and was well received. Thanks to all of you who contributed bookmarks.

-Sarah Henderson, NMLA Legislation and Intellectual Freedom Committee

ALA News

An Invitation to Explore Community Partnerships for Lifelong Learning

Washington, DC: As the Federal agency that provides support for both libraries and museums, the Institute of Museum and Library Services has a primary focus on lifelong learning, partnership and technology. In FY 2003 IMLS anticipates awarding over $2 million* for partnerships that address the needs of 21st century learners.

As part of its 21st century learner initiative IMLS will host a conference in Washington, DC November 7 - 9 to examine actual experiments in creating community partnerships for lifelong learning.
leaning and to explore innovative ideas and resources.

The Concept: Communities must take responsibility for fostering a learning culture in the information age. Continuing developments in technology and the increasing mobility and pluralism of populations present and demand opportunities to increase skills, knowledge, and understanding. As trusted stewards of the artifacts of history, culture, science, and the natural world in communities across the country, libraries and museums are among the most vital providers of new learning opportunities.

Who should attend: All who have an interest in, or experience with, creating community partnerships for lifelong learning are welcome from libraries, museums, colleges and other educational institutions, to representatives of the broadcast, technology, and research fields, and the funding and public policy sectors.

Registration is free. To register for the conference or for more information, contact Elizabeth Lyons at the Institute of Museum and Library Services, 1100 Pennsylvania Avenue, Washington, DC 20506, (202) 606-4649 or elyons@imls.gov.

Conference participants are eligible for special room rates at the Hyatt Regency Hotel Washington on Capitol Hill, 400 New Jersey Avenue, NW, Washington, DC 20001. For hotel reservations at the special rate, please telephone the Hyatt before October 9, 2001 at 1-800-233-1234 or 202-737-1234 and indicate you are participating in the Institute of Museum and Library Services 21st Century Learner Conference.

* Subject to Congressional Appropriation.

**3M/NMRT Professional Development Grant Committee Invites Applications**  
Deadline: December 1, 2001

Attending an ALA annual conference can be a tremendous career boost to a new librarian. Opportunities abound for continuing education, information exchange, and networking. 3M Library Systems continues its generous support of the 3M/NMRT Professional Development Grant program this year, by providing funding to cover the cost of registration fees, airfare, lodging and some incidental expenses for recipients to attend the ALA Annual Conference in Atlanta, GA in June 2002.

The application deadline is December 1, 2001. The selection of grant recipients will take place at the ALA Midwinter meeting in January 2002. To apply for the grant, go to the NMRT website at http://www.ala.org/nmrt/awards/3m/index.html, or contact:

- Christine DeZelar-Tiedman  
  Chair, 3M/NMRT Professional Development Grant Committee  
  University of Minnesota Libraries  
  160 Wilson Library  
  309 19th Ave S.  
  Minneapolis, MN 55455  
  Phone: (612) 625-0381  
  FAX: (612) 625-3428  
  dezel002@tc.umn.edu

- Christine DeZelar-Tiedman  
  Special Collections/Archives Technical Services Librarian  
  University of Minnesota Libraries  
  160 Wilson Library (612) 625-0381 PH  
  309 19th Ave. S. (612) 625-3042 PH  
  Minneapolis, MN 55455  
  dezel002@tc.umn.edu

**Now online @ your library**

**The Campaign For America's Libraries Launches New Web Site At ALA Annual Conference**

There are more than 17 million Internet sites, with close to 3 billion Web pages. Millions of new Web pages, by businesses, advocacy organizations and individuals, are introduced every day. Many might say that there's just too much information out there. So, is there really a need for another Web site about libraries and librarians?

The research resoundingly says "yes." Through surveys, telephone interviews and focus groups, the American Library Association (ALA) has learned that while people say they love libraries, they take them for granted. The research also indicates people do not have a full understanding of what a library and a librarian can offer them in today's information society.


The Web site is designed to target various populations of library users, including kids and parents, teens, adults and seniors. The site showcases how they can take advantage of the myriad of programs and services offered at our nation's 120,000+ libraries.
"Libraries and librarians provide an invaluable community service to people -- whether it's completing a dissertation or selecting a college, looking for a job, getting homework help or planning their next vacation," Campaign Manager Deborah Davis said. "Libraries are the source that people rely on to help them through life's critical moments. The campaign's new Web site enforces that idea."

Recruiting librarians is a key goal of the campaign. According to a recent study by the U.S. Bureau of Labor Statistics, librarians are among the occupational groups most likely to be affected by the retirement of the Baby Boomers in the next several years.

In addition to providing information about how to become a librarian, the recruitment section of the Web site will feature several 21st Century Librarians, individuals who demonstrate the diversity and wide-ranging skills of today's librarian.

"We haven't reached a staffing crisis yet," said ALA President John Berry. "But it's important that we address recruitment with this campaign. We want people to recognize that today's librarians are trained professionals who are thriving in our electronic age and serving their communities."

The Web site will feature academic, special, school, and public libraries; ways to make the best use of a library card; how people can support their library, and more.

Libraries of all types are encouraged to help promote the new site. Ideas include:
- Linking to the new Web site from your homepage.
- Featuring the site on a list of helpful online resources.
- Publicizing the Web site by printing the address on flyers, brochures and other promotional materials.
- Modeling your library's own Web site on the campaign's site.
- Sharing content on the site with your own library's users (please attribute to ALA if appropriate).

The public Web site is the latest effort in The Campaign for America's Libraries, a five-year public education campaign designed to inform the public about the value of libraries and librarians in the 21st century. The campaign officially launched to the public during National Library Week, April 1 - 7, 2001, at an event involving First Lady Laura Bush in Washington D.C. 3M Library Systems, the Center for the Book in the Library of Congress and Major League Baseball are founding partners in the campaign.

For more information about The Campaign for America's Libraries and how your library can get involved, see the internal site for the library community at: http://www.ala.org/@yourlibrary.