4 REASONS TO ATTEND THE NMLA CONFERENCE IN THE 4 CORNERS

The NMLA annual conference will be from April 19-22 in Farmington. While there are so many important reasons to attend, we’ve picked out our favorite four:

1. FOUR DAYS – From pre-conference to post-conference, we’ve scheduled four days packed with the information you need for your library. The pre-conference will be on Wednesday, April 19th, with an emphasis on youth and teen services. You won’t want to miss the new member reception that night. During the conference on April 20th and 21st, there will be many activities for you to choose from, and you’ll have a chance to meet with your favorite vendors. Be sure to stay around for the post-conference on April 22, featuring valuable information for your building and remodeling project, tours of the local petroglyphs, and of area trading posts. It’s four days in the Four Corners you won’t want to miss!

2. FOUR STATES – This year, NMLA has invited professionals from growing library communities in Colorado, Arizona, Utah, and across the country to join us in our home state. In fact, the Four Corners area has 6 new libraries within 150 miles. This is your chance to share ideas with librarians from other areas, and get the answers you’ve been looking for. Community Connections, Community Collections is what it’s all about!

3. FOUR HOURS – You can get from Socorro to Farmington in just over four hours by car. And, just think how many libraries in Arizona, Utah, and Colorado are a mere four hours or less from the Four Corners. Because this year’s NMLA conference is so centrally located, you can be sure that you’ll get to see a lot of new faces.

4. FOR YOU – The NMLA conference is just for you! This is your opportunity to get the information you need as you plan your library’s fiscal year. We’ve got a lot of special treats planned for you throughout the conference that you won’t want to miss. There’s even some downtime where you can discover all that the Four Corners area has to offer, including an award winning library, world class fly fishing, and one of the nation’s top public golf courses. Make your plans today, to attend the NMLA Conference in the Four Corners area, April 19th through the 22nd. We’ll see you there!

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Program and registration information will mailed out February 1st and will be available on the website at http://www.nmla.org/Events/2006_Conference.html. Please remember to make your hotel reservations early and tell them you are attending the New Mexico Library Association Conference.
NMLA Officers and More

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The New Mexico Library Association
Newsletter (ISSN: 0893-2956) is published six times a year in February, April, June, August, October and December.
NMLA Officers and More

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Give a Warm Welcome to These New Members!

Tom Cabot, UNM Libraries
George Donoho Bayless, Santa Fe Trail Assoc.
James Burnett, Española Public Library
Pat Clark, Las Cruces Public Schools
Sandra Eichwald, Cuba Independent Schools
Sylvia Fink, Retired
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Holly Phillips, UNM Health Sciences Library
Candace Jordan Russell, Roswell Museum & Art Center
Lynette Schurdevin, Thomas Branigan Memorial Library
M. Perlinda Shelton, Sandia High School
Adrienne Warner, City of Albuquerque

In Memory Of ...

We are sorry to announce the passing of the following members:

Dorothy Dyke
Ken Wilkins
The Four R’s of Membership — Plus One

By Kathy Matter, NMLA President

**Recruitment:** (80 new members joined since July 1, 2005)
- We offered a 50% discount for introductory membership through February 2006.
- We encouraged members to sponsor new members with a letter of invitation.
- We sent a letter to conference attendees who were not members.
- We contacted new library employees.
- We have scheduled a new member reception at the annual conference.

**Retention:** (55 members did not renew)
- We added membership benefits.
- We collected and analyzed demographic data.
- We publicized legislative initiatives and victories.
- We implemented an enhanced database program.
- We collected reasons for not renewing.

**Recognition:**
- We honored members with awards and in feature journal articles.
- We provided an opportunity for members to be published.
- We offered a gateway to regional and national organizations.
- We encouraged leadership positions with committee and SIG participation.
- We collaborated to advocate for legislative support.

**Rewards:**
- We provided opportunities for grants, scholarships, and professional development.
- We offered membership and discounts with commercial businesses.
- We launched a partnership for an online accredited MLS program.
- We delivered a successful annual conference and mini-conference.
- We maintained an electronic communication tool to network with fellow professionals.

**Redo:**
The Membership Task Force is developing a new membership brochure with a streamlined dues structure for the Board to review. Three membership packets are being assembled for mailing: one to solicit new members, one to welcome new members, and one to thank continuing members for renewing.

Most importantly, we all need to take a shared responsibility for making personal contacts and for giving members the opportunity to become engaged and feel valued.

American Library Association Debuts Online Advocacy Resource

The American Library Association (ALA) launched its Advocacy Resource Center. Located at www.ala.org/issues&advocacy, the new online site is designed to provide members and advocates with easy-to-find tools and resources.

New sections include: "Getting Started," a motivational piece for the beginning advocate, and "Grassroots Resources," a bibliography of articles and Web sites pertaining to specific advocacy issues. Other new features include links to statistics and reports from the Office for Research and Statistics (ORS) and the Association of College and Research Libraries (ACRL) and the American Association of School Librarian’s (AASL) advocacy pages. To increase visibility of Library Champions, the Library Champions logo and associated text was added to the main page.

The site will continue to house key initiatives such as the ALA Strategic Plan for Advocacy; the Library Funding Web site; and advocacy publications including the new Action Kit, Key Messages and Best Practices database.

For more information e-mail advocacy@ala.org.
Library Legislative Day is January 25!

By Kathy Matter, NMLA President

Mark your calendars and plan your road trip to Santa Fe for Library Legislative Day on Wednesday, January 25th. The Legislative & Intellectual Freedom Committee has planned the day to begin with an organizational meeting at the State Library followed by gift-bearing visits to our legislators and then a lively press conference with a chorus of testimonials in the Rotunda. Please lend your helping hands and pealing voices in support of the 2006 Library GO Bond. Bring your library Friends! We need a posse!

Here is the preliminary agenda:

8:30 to 9:30—Library Legislative Workshop, New Mexico State Library, Room 2027. Light refreshments will be provided.

- Welcome and Introductory Comments from Richard Akeroyd
- Library Legislation for 2006
- Instructions for delivery of water bottles and parking
- Hand out name tags and "Support Library Buttons"

10:00 - Acknowledgement of Library Legislative Day at House and Senate

11:00 to 1:00—Distribute water bottles and talk with Legislators

1:00 to 2:00—Press Conference

Data Harmony Users Group Meeting - Albuquerque

By Linda Morgan Davis

Data Harmony, the software division of Access Innovations, is pleased to announce its second software users group meeting February 12 - 14, in Albuquerque. This 3-day event will cover software demonstrations and future product initiatives. February 12 is the pre-conference workshop and the opening reception will be that evening. Sessions begin the morning of the 13th.

Users of Data Harmony software, as well as those who are considering acquiring the software, are invited to join us for a program of training, lectures, presentations, and software demonstrations.

The purpose of this meeting is to give people the opportunity to network with other users and to learn about the latest developments in Data Harmony software.

You will have the opportunity to:

- Attend a full day seminar on the Data Harmony Suite including using Thesaurus Master and M.A.I. (also known as MAIstro) taxonomy development and metadata indexing, XIS for content creation, enhancing the portal offering with NavTree Persistent Clustering and MAIQuery for expanded search, configuring the Admin module and more - at no additional charge! Bring as many members of your staff as needed on Sunday, February 12
- Update your skills and re-learn the applications
- Network and share with other Data Harmony users, both experienced and novice
- Hear about recent Data Harmony features and upgrades
- Learn about the latest Data Harmony applications NavTree and MAIQuery
- Discover how Data Harmony works for Persistent Clustering
- Learn about the new Data Harmony business model
- Offer your input and discuss how the system can be used and improved
- Receive the latest program updates and user guides version 3.3
- Share your innovative uses with others

The meeting will be held at the Hotel Albuquerque at Old Town (formerly known as the Sheraton Old Town Hotel) next to the historic plaza of the original Albuquerque settlement dating from 1706. Join us for a taste of the old and modern Southwest!

If you need more details please contact me (Linda Morgan Davis — ldavis@cabq.gov or 505-897-8816). I have the agenda and registration materials.
**Position Your Library for Success**

by Stephen Mongelluzzo

NEWS FLASH!!! Because you have a good working relationship with the news media doesn't mean that you successfully deliver your library's messages. It means that you have a good working relationship with the media. Because you are relaxed during media interviews doesn't mean you successfully deliver your messages. It means that you are relaxed during media interviews. There is only one way to consistently deliver your library's messages—through preparation. And remember...

**Failing to prepare is preparing to fail.**

It always amazes me how library directors (and many other library spokespersons) who are very successful in their careers, who meticulously prepare for a board meeting, or who will anguish over every word as they prepare a speech, will just “wing it” when they do a media interview.

Do you usually drop everything to do an interview when a reporter calls? Going into an interview, do you feel you are the best person to do the interview because you know more about your library than any one else? Do you think to yourself, “I've done dozens of media interviews; I don't need to practice?” (Sure, and I don't ever need the help of a reference librarian because I've used a library dozens of times. In fact, I worked in my college library for three years.)

Do you develop messages for every interview? Do you develop messages for each program or service you publicize? Do you have talking papers with messages on reoccurring issues? Do you anticipate sensitive issues you will be asked to address, and prepare messages for each?

**Failing to prepare is preparing to fail.**

Yes, as famed UCLA basketball coach John Wooden constantly told his players, "Failing to prepare is preparing to fail." Did he mean that UCLA would lose every game? Of course he didn’t. What he did mean was that in the close games against good teams, his team could lose if they were not prepared. UCLA teams had great talent, but how many teams and athletes with great talent don’t win. UCLA won 10 NCAA titles in 12 years because it was also the best-prepared team.

The following are a dozen steps you can take to ensure that you and your library will shine in interviews.

1. **Develop a media policy.** Most libraries have some kind of media policy. But is your media policy in writing? It should be. Your policy should specifically identify who may talk to the media, what issues they can address, who handles sensitive and controversial topics, and who talks to the media in the absence of these individuals. If you have some employees who can talk to the media on certain issues but not on others, include examples in your policy. For instance, if department heads can talk to the media about programs and services offered by their department, but not about budget issues, specifically mention this limitation in your policy.

Finally, you should communicate your policy to all employees regularly (at least once every year). Emphasize to your employees that they should immediately refer all inquiries from the media to the designated persons so they can respond with the most up-to-date, complete and consistent information in a timely manner. Even seemingly innocent questions can become full interviews for the unsuspecting.

2. **Identify issues that the media may call you about.** What issues, especially controversial and sensitive ones, might the media contact you about? The time to prepare for these issues is not when a reporter calls, but when these topics are identified. Brainstorm with your staff. Are you prepared to talk about filtering or a reduction in library programs/services right now?

3. **Identify issues you want to discuss with the media.** Which programs and services do you want to talk to reporters about? Many of these are ones that you talk about every year. Others might be one-time priorities. If providing a wide variety of high-quality programs and services to local residents is an important goal for your library, be prepared to discuss how your library adds to the quality of life at every opportunity, not just when specifically asked about this issue.

4. **Develop messages for these issues.** Develop messages for each of the services, programs, or issues you have identified, and put them in writing. What actions do you want your readers, listeners, or viewers to take, and how will they benefit or prevent a negative consequence by taking these actions? Think of each message as the headline you want for the story.

5. **Develop talking papers on recurring subjects.** Prepare talking papers for those issues, services and
Position Your Library for Success (Continued)

programs that you will be discussing on a recurring basis. The talking paper should be a simple, one-page sheet with a bulleted list outlining the key points and your messages. You will find that many of these talking papers can be used from year to year with only minor updates. Do you have a talking paper for your library, for each department, as well as for each program or service?

6. Gather “memory hooks” on a regular basis. Are you currently gathering success stories, quotations from authoritative sources, examples, analogies, and other “memory hooks” on a regular basis? You and each department should gather these on an ongoing basis so you will have them ready to use at a moment’s notice.

7. Train your spokespersons, and this means you, too. Have you and other library spokespersons had media training? Or do you rationalize, “I’ve done dozens of interviews. I don’t need training”? The best way to identify problems and to see if you successfully deliver messages is to be taped during practice.

8. “Buy time” when a reporter calls. There is no rule that says you have to drop everything when a reporter phones. However, this is just what many library spokespersons do. Unless you have recently talked about an issue and have your messages already prepared, buy time. Even 10-15 minutes will help you to be better prepared.

9. Develop messages and anticipate questions for every interview. Obviously, you will not anticipate every issue the reporter wants you to discuss. After you buy time, use it to develop messages for these one-time issues and put them in writing; then, anticipate the questions the reporter will ask. Also, have you saved a “memory hook” you can use?

10. Practice. Sounds like the obvious next step, but how many times do you practice before an interview? After you have developed messages and anticipated questions, have someone ask you the questions, and see if you deliver your messages. Keep a cassette recorder handy in your office. Critique your practice.

11. Know what you can and cannot talk about. There are some issues you should not or cannot talk about. Do you have privacy rules, legal restrictions, political issues or policy questions to consider? Be familiar with them. Tell the reporter up-front if you cannot respond to certain questions. Don’t be swayed from this position.

12. Have your messages in front of you during interviews. Once you have made the effort to develop your messages and to put them in writing, use them. Keep messages in front of you while talking to the reporter. Briefly glance at them from time to time. The only exception would be during a live TV interview, when you want to maintain good eye contact. Most spokespersons forget to deliver their messages because they don’t refer to them during the interview. Also, don’t deliver your messages only once. Repeat them.

Yes, following these 12 steps will take time, and we all seem to be short of time these days. However, the up-front time that you spend in preparing for media interviews can save you time in the future and, more important, can help you successfully deliver your library’s messages. Remember, failing to prepare is preparing to fail!

Stephen Mongelluzzo (stevemong@poweruser.com) founded FIRST Communications of Mundelein, Illinois in 1997. Prior to that, he served as a public relations officer for the Internal Revenue Service for over twenty years. He has conducted numerous workshops for library systems throughout Illinois, Colorado, California and Wisconsin. In 2005, he published Winning Media Interviews: Sure-Fire Tactics to Get Your Messages
Children’s Book Festival in Las Cruces Receives Grant from the NM Library Foundation

The New Mexico Farm & Ranch Heritage Museum and the Branigan Memorial Library sponsored the First Annual Children’s Book Festival on December 3, 2005 in Las Cruces at the Museum. Attended by about 200 parents, children, teachers, book vendors, and authors we hope to have a second Festival in 2006. Twelve publishers and vendors offered books by our featured authors and much more. Santa Fe writer/reviewer Barbara Harrelson lead a panel discussion of the “uses of enchantment and children’s literature in New Mexico” while authors, Barbara Beasley Murphy, Vaunda Nelson, Lois Ruby, Daniel Powers, “Cheo Torres”, and Rob Hinton gave book talks or held workshops. Karen Taschek, Flo Dougherty, and Lisa Bear Goldman were in attendance with their books and more from their respective publishers. Jamie O’Hara and his three-person crew entertained the children with magic tricks and face painting as he announced festival events.

With some advance planning we were able to provide lunch for our authors and vendors. It was appreciated since our Museum restaurant was closed and the nearest restaurants are 2 miles away. Next time we plan on involving the local schools and perhaps having authors visit schools and/or have classes bussed to the Museum. Authors and publishers alike urged us to have more book festivals and to build on what we did the first time.

It would not have been possible to put on such an event without support from the NM Farm & Ranch Heritage Foundation and especially the grant from the New Mexico Library Foundation. Thank you so very much!

Claire Odenheim, Librarian
New Mexico Farm & Ranch Heritage Museum

Honors for Aztec Library

Leanne Hathcock, Director of the Aztec Public Library has been invited by the Bill & Melinda Gates Foundation to present at their upcoming workshop, "Promoting Public Libraries: Using Data to Effectively Build Support and Funding" to be held in conjunction with the Public Library Association Conference in Boston, March 21, 2006. Her topic will be: Needs & Assets Assessment Case Study: How to measure what your library needs to serve its community better.

The Aztec Public Library also received the distinction of being chosen as WebJunction's feature Library of the Month for January. http://webjunction.org/do/DisplayContent?id=12450

Harry Potter Winner

A Harry Potter Look A Like and a Wizard pulled the winning ticket for the autographed copy of Harry Potter and the Half-Blood Prince. The Mayor was on hand as a judge. The winner was Katherine Williams, a former librarian who recently moved to Albuquerque from Raton.

Katherine, who heard about the contest from her colleagues in Raton, was a Board member and Friend of the Arthur Johnson Memorial Library in Raton. Both Katherine and her son had tickets in the raffle. Her son, Daniel, is 15 and has grown up with Harry. He got his first Potter book at Christmas time and was excited to have the autographed copy arrive at the same time of year. When the family was in England he purchased an English version of Harry Potter and the Prisoner of Azkaban and was shocked to discover Harry used a torch to read under his bed covers.

A magical press release from the Friends of the Library brought Channel 7 News, AP wire service, and national attention to our contest. Last minute tickets were purchased from Maine to Florida with the majority of the tickets being bought by folks in Valencia County. A total of 3,569 tickets were sold.

A well-known auction house thought the book would make $3,000, so at $3,569 we did well. We were delighted to have the book go to the home of some real Harry Potter fans.

Beverly McFarland, Library Director
Belen Public Library
Los Alamos Exhibit Traces  
Santa Fe Opera's Fifty Year History

Mesa Public Library in Los Alamos is hosting an exhibit tracing the remarkable 50 year history of The Santa Fe Opera, January 4-30, 2006 in the upstairs gallery.

Joyce Idema, Opera publicist, provided this background information: “Summer 2006 marks the 50th anniversary season of the company. From its beginning in 1957, The Santa Fe Opera has been an American trailblazer. The goal of its founder, John Crosby, who first came to New Mexico as a student at the Los Alamos Boys School, was to establish an opera company where young American singers could further their training by learning and performing new roles, something most had to go to Europe to do. The repertory would be bold and original, combining the familiar with the new and unusual. The Apprentice Program for Singers was established to give aspiring young vocalists a chance to learn their art by working with established artists, conductors, directors and coaches. All this is now The Santa Fe Opera.”

The exhibit highlights the Opera’s memorable moments in photographs, along with lavish costumes, wonderful props, and set design by international artists. The display of images taken over the company’s fifty years gives viewers a picture of life at the opera ranch, as it is familiarly known. Included are photos of the three theaters, the devastating fire in 1967 that led to the building of the second, scenes and artists from spectacular productions. After it closes in Los Alamos, the exhibit will tour cities and towns throughout New Mexico in 2006. The Los Alamos exhibit opened with a gala public reception, hosted by the Los Alamos Opera Guild on January 4. Paul Horpedahl, Los Alamos native and the company’s Production Director, spoke expressing gratitude for his great good fortune, after working for companies around the country, to have been chosen for the top production job at the Santa Fe Opera, so close to home and family. Horpedahl and Opera docents gave tours of the exhibit throughout the evening. Three other gallery tours, conducted by Opera docents, were scheduled during January to give visitors all the fascinating behind the scenes details.

For information regarding the other exhibit tour sites and dates contact: Jill Heath, Santa Fe Opera, jheath@santafeopera.org or Joyce Idema at press@santafeopera.org.

Please contact the library at 662-8240 for more information about guided exhibit tours. The gallery is open during regular library hours: Monday through Thursday 10 AM to 9 PM, Friday 1 PM to 6 PM, Saturday 10 AM to 5 PM, Sunday 1 PM to 5 PM.

University Libraries’ Centennial Library  
A Year After the Flood

On Christmas Eve 2004, a graduate student walking by Centennial (CSEL), an underground library, hears sounds of rushing water. A flood is in progress: an electrical power outage on campus resulted in pipes bursting in the lower level of CSEL. UL employees were immediately alerted and were on the scene promptly. A recovery plan was put into action that saved many books, maps, and other documents. All materials were removed from the lower level and put into a nearby storage facility. Between January and March 2005, construction workers began removing damaged tiles, carpets, ceilings, and walls, and reconstruction began immediately. By Spring Break 2005,
UL employees were hard at work putting books back on the shelves and getting the lower level ready for student use. All levels were accessible to students by late March 2005.

As of January 2006, CSEL has recovered from the flood, but according to Bruce Neville, CSEL Director, work still needs to be done. The entrance to the library remains “naked”, or needs drywall and painting, and leaks in the Serials area and MAGIC, the map room, have not been repaired. Ninety-seven percent of the books are back on the shelves, however a few boxes of government documents are still in storage and some boxes require unpacking. Neville advises libraries to have an up-to-date emergency plan: include a good labeling system prior to removing materials for storage, investigate and have ready a list of contractors, and identify possible storage area(s). What stands out the most for Neville?: “The response from colleagues, in the UL and in the greater library community, in getting us back in shape and helping us maintain services and collections throughout the recovery.” Visit CSEL at http://elibrary.unm.edu/csel/.

Paulita Aguilar, University Libraries, UNM

UNM University Libraries Reorganization

On October 1, 2005, the University of New Mexico University Libraries, located on the main campus of UNM in Albuquerque, building on a legacy of excellence and innovation, implemented an ambitious reorganization of basic operations and services. In a strategically developed process, the University Libraries will re-engineer “procedures and processes in all library departments to ensure optimum functionality and service to customers.” The new organizational structure aligns decision-making with shared implementation and accountability, creating maximum flexibility to best serve the changing needs of customers. The reorganization was also driven by realistic assumptions about the fiscal and technological environment that all academic libraries find themselves in this new century.

The University Libraries’ leadership team received input and gleaned important facts from a dozen or more sources in preparation for this plan. These sources included focus groups, committees, surveys, reports, and other documents from both inside and outside entities on a variety of topics such as order-to-delivery, public services/reference, selection, collections, information literacy, instruction services, library space utilization, and preservation. Development of a “Customer-Focused Concept Map,” with the customer at the center, and all units, functions, and activities revolving around the customer, was the result of this collective wisdom.

The plan resulted in “customer-centered organizing principles” that recognize and emphasize the Libraries’ particular areas of strength, enhance efficiencies in staffing and service, create new groups to meet growing and changing customer needs, and focus energy and resources on expanding electronic resources and services as well as on emerging areas such as an Institutional Repository and on digitization needs. As part of the re-engineering process, the Libraries’ information technology (IT) unit was moved to the Administrative Services division, joining other Library infrastructure units (including budget and cost management, employee resources, facilities, and administrative support). The Libraries’ other divisions, Public and Research Services and Collections and Technology Services, were restructured and renamed Research and Instruction Services (RIS) and Content Acquisition and Access Services (CAAS), respectively. RIS includes the four branches (Centennial Science and Engineering Library, Fine Arts Library, Parish Memorial Library, and Zimmerman Library); Customer Technologies; Research Programs including the Division of Iberian & Latin American Resources (DILARES), Indigenous Nations Library Program (INLP), Chicano, Hispano, and Latino Program (CHLP or “Chipotle”) and Research Materials Bibliographic Access (RMBA); and UL-Wide Coordination & Quality Assurance. CAAS includes eResources; Print Resources Management (acquisitions, bindery, and copy cataloging); Extended Services; and the LIBROS Coordination Team.

The reorganization of the University Libraries is only the first step in the transition process. After a “settling” phase, the library leadership will evaluate the results of the reorganization and make any needed adjustments.

Frances C. Wilkinson, Nancy K. Dennis, and Johann van Reenen

Grantsmanship Training Program

Due to overwhelming demand, the UNM Development Office will host a second Grantsmanship Training Program, January 30-February 3. The program will be held at UNM's Continuing Education Conference Center, 1634 University Boulevard NE, Albuquerque, NM 87131. The Grantsmanship Training Program is a one-of-a-kind
workshop, widely recognized as the "gold standard" of grants training. The Grantsmanship Center (TGCI) produced the first grantsmanship training program ever offered, and in its 34-year history, it has earned a matchless reputation for excellence among nonprofit, academic, and government professionals worldwide.

The Grantsmanship Training Program covers all aspects of researching grants, writing grant proposals and negotiating with funding sources. More than 100,000 nonprofit and government personnel have attended this comprehensive 5-day workshop, which now includes a full year of valuable membership services.

During the workshop, participants learn TGCI's proposal writing format, the most widely used in the world. In addition to practicing the most advanced techniques for pursuing government, foundation, and corporate grants, they develop real grant proposals for their own agencies.

Upon completion of the training, participants receive free follow-up, including professional proposal review, access to TGCI's exclusive online funding databases, and an array of other benefits.

Tuition for the Grantsmanship Training Program is $825 ($775 for each additional registrant from the same organization).

To ensure personalized attention, class size is limited to 30 participants. To register online or for more information, visit http://www.tgci.com/training/tprogram.asp. Or call the

The Partnership for a Nation of Learners (PNL), a leadership initiative of the Corporation for Public Broadcasting (CPB) and the Institute of Museum and Library Services (IMLS), will sponsor a series of five, monthly one-hour professional development web casts designed to help local museums, libraries and public broadcasters work collaboratively to address local needs.

The web casts build on the highly successful Partnership for a Nation of Learners Community Collaboration Videoconference in November 2005. Approximately 2000 public broadcasters, librarians, museum professionals and community representatives participated in the video conference at 72 sites across the country -- all focused on how to work together to leverage their assets and address community needs. The schedule for the web casts is as follows:

January 19, 2006 1:00-2:00 PM, ET
PNL Professional Development Web Cast One: "Getting Started with Community Collaboration"

February 7, 2006 2:00-3:00 PM, ET
PNL Professional Development Web Cast Two: "Recognizing the Need"

March 9, 2006 2:00-3:00 PM, ET
PNL Professional Development Web Cast Three: "Gathering the Talent"

Visit http://www.partnershipforlearners.org for information about funding, a tutorial on partnership and more.

The Corporation for Public Broadcasting, a private, non-profit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,000 locally owned and operated public television and radio stations nationwide, and is the largest single source of funding for research, technology, and program development for public radio, television, and related on-line services.

The Institute of Museum and Library Services is an independent federal grant-making agency dedicated to creating and sustaining a nation of learners. It is the primary source of federal support for the nation's 15,000 museums and 122,000 libraries. The Institute fosters leadership, innovation, and a lifetime of learning. For more information: http://www.imls.gov.

CPB Contact: Michael Levy, press@cpb.org or (202) 879-9758
IMLS Contact: Mamie Bittner, mbittner@imls.gov or (202) 653-4630
MPLA News

By Valerie Nye, MPLA Representative

The Mountain Plains Library Association (MPLA) website has a new easy to remember web address: http://www.mpla.us.

MPLA will no longer be distributing job announcements via email. All job postings sent to MPLA are now posted online at: http://www.mpla.us/jobline/index.html

The 4th annual MPLA Leadership Institute was another success. The institute was held October 23-28, 2005 in Ghost Ranch, NM. New Mexico participants were Dexter Katzman (Director of the Sunland Park Community Library), Jenifer Brown (Librarian at Navajo Middle School), and Lizzie Eastwood (Library Specialist I at Mesa Public Library). MPLA Leadership Institute Coordinator, Mary Bushing, is currently contacting all of the people who have attended the Leadership Institute in the last 4 years in an effort to collect information that will gauge the Institute’s effectiveness.

The next deadline for the MPLA Professional Development Grant is February 2, 2006. MPLA sponsors a professional development grants program to improve library services in the Mountain Plains region by supporting continuing education and research experiences for individuals employed in the library or related professions. The program is administered by the Professional Development Grants Committee. Information about the grant and an application can be found online at: http://www.mpla.us/committees/profdev/grants.html

The MPLA Board will be holding its first distance board meeting via conference call on February 22nd.

The Best Time to Join is Now!

The best time of the year to join MPLA is right now. MPLA memberships run January-December of each calendar year, so joining now will maximize your membership dues.

The Mountain Plains Library Association is an association made up of public, school, academic, and special librarians in 12 states. Many of the mountain plains states are similar to New Mexico in population and funding making MPLA a large association of librarians working in libraries very similar to your own library. Joining MPLA will open up a world of networking to you and allow you to communicate your questions, curiosities, disappointments, and successes with librarians all over the mountain plains region.

Other important membership benefits include:
- Professional Development Grants
- Continuing Education Opportunities
- Recognition of Outstanding Contributions
- Joint Annual Conferences (2007’s Joint Conference is coming to Albuquerque!)
- An Informative In-depth Bi-monthly Newsletter

For more information about joining, visit: http://www.mpla.us/membership/index.html

Grant News

New Mexico Library Foundation Grant

The New Mexico Library Foundation’s deadline for submission of new grant applications is March 15th. The application form can be found on the Foundation’s web page at: http://www.nm-lf.org/application1.htm.

Amigos Board Announces Call for Fellowship Proposals

The Amigos Library Services Board of Trustees announces a call for proposals for the 2006 Amigos Fellowship Program. Fellowship winners will be announced at the 2006 Amigos Member Conference, May 10-11 in Dallas.

Amigos has added a step in the proposal process designed to help applicants be more successful. You may submit a draft proposal any time between now and January 27, 2006 for the Selection Committee to review and make suggestions to strengthen it. You can also find out early in the process if your proposal meets eligibility...
Blah, Blah, Blog…

By Twila Firmature, UNM University Libraries

Did you hear so much about blogs in 2005 that it drove you a little crazy? Did you mean to find a good one, but life and work got in the way? Well, happy 2006! If you haven’t already become a regular citizen of the land of the Weblog (a.k.a. blog), try a couple of these on for size:

Information Wants To Be Free—http://meredith.wolfwater.com/wordpress/index.php, written by Meredith Farkas

Description: She describes her blog subject as “A librarian, writer and tech geek reflecting on the profession and the tools we use to serve our patrons”

The Kept-Up Academic Librarian—http://keptup.typepad.com/academic/, written by Steven Bell

Description: His blog focuses on news and developments in Higher Education. This blog helps academic librarians keep current.

The Shifted Librarian: shifting librarians at the speed of byte—http://www.theshiftedlibrarian.com/, written by Jenny Levine

Description: This blog addresses the shift in librarianship that we are all experiencing. Wonder what a “Shifted Librarian” is? Check out Jenny’s (self-described information maven) explanation and presentation available on her site.

Tame the Web: Libraries & Technology—http://www.tametheweb.com/ttwblog/, written by Michael Stephens

Description: Just like the title says, current technology and technology related events and tips that might be of interest to librarians.

OH!Libraries: Spotlight on Ohio Library Services—http://ohlibraries.blogspot.com/, maintained by the staff of the Ohio Public Library Information Network

Description: All about Ohio public libraries. This is really geared toward an Ohio audience, but it is an interesting example of a public library blog.

These five blogs are five that I think are interesting. There are many more out there on pretty much any topic you are interested in. To find others go to Bloglines http://bloglines.com/ or Google’s Blog Search http://blogsearch.google.com/ and search on any topic that appeals to you.

Grant News (Continued)

requirements. Comments will be returned in two weeks.

Final applications must be received by Friday March 3, 2006, at 5:00 p.m. Central Time. Amigos urges interested persons to visit the Amigos Web site, http://www.amigos.org/fellowship.html, for complete application information, including guidelines and PDF application forms. Laura Kimberly welcomes questions about the Fellowship Program, its criteria and selection process. Just give her a call at Amigos, 1-800-843-8482 ext. 2864, or send an e-mail to: kimberly@amigos.org.

One Stop for New Library Grant Opportunities

The new Library Grants Blog, by librarians Pam MacKellar and Stephanie Gerding, provides a free resource for finding library grant and award opportunities. This blog is the only single online location where a librarian can find the latest grants from all types of sources - government, foundations, corporations, organizations, and professional associations - as well as additional opportunities for awards and internships.

Examples of current postings include government grants from the National Endowment for the Humanities and the Institute for Museum and Library Services, foundation grants from the Verizon Foundation and the For All Kids Foundation, awards from the National Library Commission and the National Commission on Libraries and Information Science, a corporate grant from the Bank of the West, an internship at Cornell University Library, and grants from the American Library Association.


Pam MacKellar, co-author, Grants for Libraries: A How-To-Do-It Manual. Send e-mail to phmackellar@comcast.net.
NMLA Bulletin

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New Mexico Library Association Members Can Earn an Online Master’s in Library Science at Special Tuition Rate!

NMLA has recently partnered with Drexel University to provide its valued members with the opportunity to earn an ALA accredited Master’s in Library & Information Science conveniently online while enjoying a special 20% tuition discount off of the regular Drexel University rate. Drexel’s highly interactive eLearning format makes it possible for our valued members to continue their education entirely online without compromising quality for convenience.

A pioneer in online learning since 1997, Drexel has become a leader in the integration of technology into academia. Drexel’s online programs have the same admissions criteria and follow the same curriculum as on-campus programs and are even taught by the same professors, thus leading to the same employer-respected degree students earn on campus in Philadelphia.

Online Program Benefits:

- Special rates for New Mexico Library Association members.
- Unprecedented convenience and flexibility for working professionals - no commute to campus, fixed class hours, or career interruption.
- Ranked by US News & World Report as one of the best national doctoral universities, Drexel is regionally accredited by the Middle States Association of Colleges & Secondary Schools and has been accredited by ALA for its Information Science & Technology programs since 1927.

How eLearning Works

NMLA members take courses online and have access to professors, lectures, exams, and classmates using a standard computer connected to the Internet. Interaction among classmates and instructors is done through email and web-based threaded discussions and students can take classes when and where they want; all materials are available online 24/7.

Drexel’s Initiative

Drexel’s College of Information Science & Technology, the newly named iSchool at Drexel, is a founding member of the iSchool Consortium. This Consortium consists of multiple colleges and schools within universities that focus on problems and domains emphasizing the intersections between people, information and technology. This cooperative initiative is underway by 25 iSchools nationally to brand the information science and technology field. Drexel, which offers the second largest program in the country, was also ranked 9th in the nation by U.S. News & World Report for their MS in Library and Information Science graduate degree.

Drexel is now accepting applications for its Spring term with classes starting in April. Take the next step in your career and apply today. To learn more, please visit www.drexel.com/nmla, call toll-free at (866) 440-1947, or e-mail your questions to librarians@drexelelearning.com.

When you apply make sure to use “NMLA” as your affiliation code to receive your special tuition rate!

REFORMA News

REFORMA’s Special Guest at the NMLA Conference

Oralia Garza de Cortés, Program Manager for Los Angeles Universal Preschool and REFORMA member, will be presenting “Developing a Culture of Literacy in the Community” at this year’s NMLA Conference in Farmington. The program sponsored by REFORMA de Nuevo México will be held on Friday, April 21st.

Oralia is a professional children’s librarian who has made it her life’s journey and mission to connect Latino children and their families to books and libraries. She is a co-founder of the Pura Belpré Award which honors Latino authors and illustrators of books that exemplify the best in Latino children’s books. In 1996 she received the Leonard Wertheimer Award from the Public Library Association for outstanding contributions that promote and enhance multilingual librarianship.

Details on time and place for the presentation will be forthcoming.
Book Reviews


Communities in New Mexico and around the United States are grappling with the problems created by traffic congestion. Passenger trains, a once antiquated form of transportation in most of the US, are once again being considered a viable option for dealing with too many cars on the roadway. Railroad historian, Walton Loevy, has published a book that artfully reviews the history of passenger railroads in the United States and provides information on modern commuter rail projects in California, Maryland, Illinois, Texas, Pennsylvania, Louisiana, Colorado, and Wisconsin. Recommended for public and academic libraries.

Valerie Nye, College of Santa Fe

Three Books by Harriet May Savitz. *The Lionharted, Run, Don’t Walk,* and *On The Move*

Again we are faced with young men and women returning from war without arms and legs. Again it is the attitude of the able-bodied regarding their disabilities that will make them feel disabled or valued citizens. Again the disabled are fighting for accessibility.

My three books (fiction) about the disabled have been reissued as Authors Guild BackInPrint Editions through iUniverse.com, Inc. Available also through Amazon.com. *The Lionharted, Run, Don’t Walk* and *On The Move.* I wrote these ground-breaking books about the disabled to tear down the attitudinal barriers of young people. (11 years and older). Now I would like to offer them again to young adults so new generations might better understand the needs of the disabled, as well as their dreams. The young adult readers will be the architects of tomorrow, the employers, the teachers. They will be faced with the disabled at their jobs, in their schools and in their communities. *The Lionharted, Run, Don’t Walk,* and *On The Move* tell the true story, portrayed through fiction. Rage. Frustration. Hope.

*The Lionharted:* The Kirkus Review reported: “We cheer a major victory. *The Lionharted* stirs an awareness of wheelchair occupants’ problems and of the wider implications of the word handicapped.” Listed in The University of Iowa’s Books for Young Adults 1975-76 poll as one of the most popular books read by older teenagers.

*Run, Don’t Walk:* An ABC Afterschool Special, adapted from the novel, was produced by Henry Winkler. *Run, Don’t Walk* was nominated for the 1983-1984 California Young Reader Medal in the high School Category.

*On The Move:* The Library Journal Review “The problems of paraplegics and their feelings of frustration and rage are realistically described.”

Please help these books reach the young reader. Feel free to contact me at hmaysavitz@aol.com or drop in at www.harriettmaysavitz.com. I would be glad to answer any questions you might have regarding these books.

Also just reissued by Authors Guild BackInPrint/iUniverse.com: *A Girl’s Best Friend* (fiction, subject: the blind, original publisher Scholastic), *The Bullies and Me* (fiction, subject: bullying, original publisher Scholastic), *Swimmer* (fiction, subject: pets, original publisher Scholastic)

REFORMA News (Continued)

Join REFORMA Now!

REFORMA de Nuevo México is offering half price memberships for all new, first-time members that sign up this year! Library Science Students also receive a discount, with the first year of membership being free, and only $5 thereafter. Memberships are by calendar year, so the 2006 membership renewals are due now. Forms and dues should be sent to chapter Secretary/Treasurer Dexter Katzman.

Visit the REFORMA de Nuevo México web page for more details (http://lib.nmsu.edu/reforma).

Do you have questions about REFORMA? Contact Dexter Katzman to get answers. He can be reached by e-mail (dkatzman@sbcglobal.net), phone (505-874-0873) or mail (984 McNutt Rd, Sunland Park, NM 88063).
Please check out the NMLA website at NMLA.ORG
You can find all sorts of information on NMLA —
Awards, Continuing Education, Events, Grants, Jobs, Scholarships, etc.

REMEMBER: NMLA is YOUR organization!
Let us know what you would like to see at conferences,
in the newsletter, and, above all, what we can do for you.
We want to make NMLA an association everyone can boast about belonging to!

The Membership Special is still going on!
Ask someone to join at 1/2 the normal dues.
The sponsorship letter is available on the website
or by contacting the NMLA Administrator.
The 1/2 price offer is available to NEW members only!