People News

**DAVID BALDWIN NAMED ASSOCIATE DEAN OF THE NMSU LIBRARY**

Jeanette Smith
NMSU Library

David Baldwin has been named Associate Dean of the University Library. He begins work by July 1.

Most recently, Baldwin was the Associate Dean for Reference and Instruction at Iowa State University. He has also worked at the University of New Mexico Libraries as the director of administrative services, the director of the Fine Arts Library and the director of Zimmerman Library.

Baldwin's most recent book is "The Complete Guide for Supervisors of Student Employees in Today's Academic Libraries," (2007) co-authored with Daniel Barkley, and he has published several other books on library human resource management. He received his master's degree in library science from the University of Iowa in 1974.

Library Dean Elizabeth Titus said, "I am delighted that David Baldwin will be joining the NMSU Library. He is an experienced and accomplished administrator. Both he and his wife are excited about becoming part of the NMSU and Las Cruces community."

For more information, contact Titus at (575) 646-1508.

**LIBRARIANS SUCCEED IN RAISING FUNDS, AWARENESS**

Valerie Nye

A team of 18 librarians gathered with over 19,000 walkers on the last Sunday in April for the Making Strides Against Breast Cancer walk in Albuquerque. Thank you to all who walked and supported this important issue!

The Librarians Fighting Breast Cancer team earned over $1200 in donations for the walk. Donations will support breast cancer research, advocacy, education, and patient services programs. The top fundraisers were Diana Daleo (President Elect of the Rio Grande Chapter of the Special Libraries Association and Legal Librarian at Miller Stratvert), Fay Yao (Rio Grand High School), and Stephanie Wilson (New Mexico Supreme Court Law Library).

Along with fundraising, the walkers raised awareness about breast cancer. Detecting breast cancer early, when it is at its most treatable stage, can mean the difference between life and death for some people. The American Cancer Society recommends that all women 40 and older get a mammogram every year, in addition to a breast exam by their doctor or nurse as part of their regular health check-ups. If you have questions or concerns, please visit your doctor. For more information visit: www.cancer.org
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Newsletter Editor:
Eileen O’Connell, eoconnell@cabq.gov
I hope this message finds everyone keeping cool and enjoying a few moments of the lazy days of summer. Before we know it school will be starting up again and many of us will be forced into the rhythm of those crazy school days whether it's at work or at home.

I had the opportunity a few weeks ago to attend the annual conference of the American Library Association (ALA) in Anaheim, California. Being that it was very near the "Happiest Place on Earth", I took along my six-year old daughter, Alex. In order for her to go, Alex had to promise to accompany me to all my meetings and traipse through the exhibit hall before entering the hallowed Disney grounds.

She did wonderfully, and I have to admit that seeing an ALA Conference through a six-year-old's eyes was quite fascinating. We are told so often to not take things for granted and to take time to "stop and smell the roses". This is true, and I often feel that I am taking the time and not taking things for granted, but then a six-year-old comes along and knocks me right down. How attentively she listened to the speakers and how astute her observations and thought provoking her questions she asked of me later. This alone made me realize that sometimes I, and perhaps many of us, fall into bad habits even at workshops, meetings, and at work. Taking a moment to step back and really get all that you can from it all (even if you think you've heard it all before), is definitely worth the effort.

Next time you attend a workshop or conference, take along someone who's never been. It's amazing what a new and fresh perspective, and one that is excited for that first experience, can do for you and those around you. Six-year olds are not necessary to take along, but if you need one, you can borrow mine! I can tell you this, vendors love children, and many gave more time, attention, and goodies to mine than I might normally get from them myself. Perhaps it was that young enthusiasm or look of excitement that drew them in. Whatever it was, I will never go to another workshop, conference, or meeting with the same old attitude as I have in the past.

I think we must try to often give that same enthusiasm and excitement to celebrating and cheering on our colleagues, co-workers, and fellow association members in their never-ending labors and the tenacity with which they pursue them. I hope that the articles in this edition will help us all to see that. Have a wonderful end of the summer and keep the excitement going!

It is with profound regret that we acknowledge the deaths of Molly Morris and Helen Saunders.

They will be dearly missed.
**NMLF News**

**FOUNDATION AWARDS FOUR GRANTS IN JUNE**

Valerie Nye

The New Mexico Library Foundation has been working with libraries in New Mexico to serve as a community partner for a grant given by the Libri Foundation, a foundation that provides funding for children’s books. The Libri Foundation matches the community partner donation on a 2 to 1 ratio, giving each library a total of $1050 for new books. We are proud to announce the Questa Public Library and Capitan Public Library both received these partnership grants and will be able to purchase approximately 70 children’s books for their collections.

The Library Foundation awarded a Foundation Grant to the Virden Public Library in southwestern New Mexico. The $615 grant will be used to upgrade the library’s catalog and circulation system.

The Mesa View Middle School in Farmington was awarded $950 Foundation Grant to support a writing workshop for students. The library will host a visiting author who will make presentations and offer critiques of students’ writings. Teachers in the school will lead class discussions and conduct activities in conjunction with the visiting author’s activities.

The New Mexico Library Foundation’s mission is to support identified needs of New Mexico libraries by providing grants to libraries to build and maintain their collections, update information access technology and enhance library programs. The Library Foundation is supported entirely by donations made by individuals. If you are interested in supporting programs similar to those listed above, please consider making a donation. For more...
A Special Thanks to Our Sustaining Members!

These members give extra each year because they believe in NMLA. Thank you, sustaining members! Your confidence is contagious!

Vicki Chavez
Elizabeth Rhine Egelhoff
Wendy Hitt
Kathy Matter
Kathleen M. Puffer
Susan M. Sheldon
Barbara VanDongen

A Warm Welcome to Our New Members!

Michael Edwards, Albuquerque
Helen Robertson, Albuquerque
Nancy Schummer, Roswell
April VanBuren, University City, MO

NMLA Honorary Life Members

Paul Agriesti
Alison Almquist
Thaddeus Bejnars
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Joseph D. Sabatini
Ellanie Sampson
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Cheryl Wilson

Since 1992 the New Mexico Library Foundation has been a tax deductible foundation serving the libraries and library organizations of the state by providing grants and services. Your donations are welcome in your name or to honor another person. Make checks payable to “NMLF.” For grant information, visit www.nm-lf.org.

New Mexico Library Foundation
P.O. Box 30572
Albuquerque, NM 87190-0572
People News

REPORT FROM THE CANADIAN LIBRARY ASSOCIATION CONFERENCE

Sandra Cowan
Central New Mexico Community College

I think I was the lone New Mexican in attendance at the Canadian Library Association Conference this May, so I thought I would report back on some of the interesting things that went on there. The CLA, which was held this year in beautiful, green Vancouver, British Columbia brings librarians from all across the country (and a few from foreign lands) for several days of presentations, discussions, debates, meetings and proceedings. The pre-conference session on Collection Development was the most interesting part of the conference for me. One speaker drew attention to the fact that many Native American writers are published by small presses which in effect ghettoizes their work due to the mainstream bias of the book distribution industry; this is true for many materials by and about diverse peoples. One small step librarians can take toward diversity in collections is to support small presses, even though they may not be represented by our major book distributors. On the other hand, it was clear to me that most college libraries in Canada rely on collection development approval plans for both print and e-books, and that cost-benefit analyses support this method of acquisition. Just one of many dichotomies to balance.

There was also much discussion throughout the conference about embracing the evil twins of copyright and open access. University of Calgary librarians described new initiatives of partnering with publishers (as opposed to being customers of publishers) in order to free information; of open access online journals (for example, the Canadian Journal of Sociology at http://ejournals.library.ualberta.ca/index.php/CJS/index), and of developing open access knowledge-sharing through collaborations such as the Public Knowledge Project (http://pkp.sfu.ca/about).

Two of the sessions that I missed out on but sounded very interesting were “Next Slide, Please,” a presentation questioning the ubiquitous use of PowerPoint at library conferences, and the annual Great Debate: “Be it resolved that social software is not what users want from the library.” If you would like to find out more about what your colleagues to the north are up to, the CLA post-conference website now has links to several of the presentations and handouts that were presented at the conference.

Book Review

Sandra Cowan
Central New Mexico Community College


Sonny Baca is a small time PI who investigates his cousin’s murder against the wishes of both her husband and the chief of police. As he drives his truck around the city, from the North valley to the South valley (even making stops at the downtown public library where Ruth the Librarian helps him with research), he unravels an eco-terrorist plot and a Zia sun cult and eventually puts his cousin’s ghost to rest. Anaya writes in a version of Spanglish that somehow manages not to alienate unilingual Anglophones, although a glossary would be welcome. However, much as you might not really be well acquainted with Albuquerque without knowing some Spanish, you might miss a few things in the novel. This reprint of Anaya’s 1995 mystery novel is worth a re-read. Recommended for all Albuquerque libraries, and beyond.

Some books you read for the beauty of the writing, some for the captivating story. I found that I was reading Zia Summer in order to become better acquainted with a city. The alma of the city of Albuquerque shines through as the story plays out within it. The city’s atmosphere, history, mythologies, flavors, cultures, and streets are as richly evoked as any of the characters in the novel, and it gave me a new depth of feeling for this town I live in.
Library News

THOMAS BRANIGAN MEMORIAL LIBRARY LAUNCHES BOOKS-BY-MAIL!

Kathleen Teaze writes to announce that starting on 1 July 2008, Branigan Library will provide a Books-by-Mail service. We present the following Q&A about Books-by-Mail:

Q: What is Books-by-Mail?
A: Books-by-Mail is one more way that Branigan Library is being creative in its determination to provide you with the best possible library services we can. With rising gas prices and increasing demands on our time it can often be difficult to make it to the Library. Now, you don’t have to. You can request that the Library send you the books you want in the mail.

Q: Who can use this service?
A: Residents of Doña Ana County who have a valid Library card from Thomas Branigan Memorial Library (“the Library”) can use Books-by-Mail.

Q: How much will this cost me?
A: Nothing, nada, zilch, zippo, nought, goose eggs, did I mention nothing?! The Library will pay the postage both ways!

Q: How will the Library know what books I want to get in the mail?
A: There are two ways, and both are easy! First, you can call the Books-by-Mail desk and tell the person who answers what books you want the Library to send to you. Second, you can go to the Library’s online catalog (http://library.las-cruces.org) and search for the book(s) you want. When you find that book or books, there will be a button on the screen with a check mark and the word Request. Click on that and the screen to appear next has a place for you to type in your name and library card number (the 14 digit number on the back of your card). Then you click on the Submit button, which brings up a screen that has a dropdown window for you to use to tell us where you want to pick up your book(s). Choose Books-by-Mail and you will soon receive your book or books in the mail.

Q: Is Books-by-Mail replacing the Library’s Homebound service?
A: No. Books-by-Mail is a separate service. If you are a user of the homebound service and want to use the Books-by-Mail service also, you can. You will, however, need to sign up for Books-by-Mail.

Q: Will I have to choose between using Books-by-Mail and coming to the Library to check out books?
A: Absolutely not! You can come to the Library, check out items and at the same time, use Books-by-Mail. This is just another method to meet your library service needs. It is not an either/or kind of service, but a both/and option if you want.

Q: You keep talking about books, are they the only kind of items I can receive in the mail?
A: No. Any kind of item that you can check out at the Library--music CDs, movies, recorded books--in addition to books, you can have sent to you in the mail.

Q: What are the limits to the number of items I can get in the mail?
A: A more helpful way to think of that is that it doesn’t matter how you check out an item; the limits on the total number of items you have checked out on your card are the same. No more than 4 DVDs, CDs or magazines out at one time, and a maximum of 30 total items can be checked out at any one time.

Q: How long can I keep items out, when are items due back?
A: The same as the regular library. Videos and music CDs are 1 week. Books are 21 days. You are responsible for returning the items on time. If you would like to renew them, you can call the Books-by-Mail department or go online and renew. There will be a seven-day grace period before fines are assessed. Books-by-Mail items can be returned to the library as well.

Q: What are the fines for overdue items?
A: Again, the same as if you had checked out the items yourself, in person at the Library. That is 10¢ per day for books and magazines & 50¢ per day for videos, DVDs, audio books, and CDs.

Q: How can I sign up for Books-by-Mail?
A: Simple! Call the Books-by-Mail department at 575.528.4029. Forms are available on the Library’s Web site (http://library.las-cruces.org) that you can either print out and mail to the library or send in electronically right from the site.

Q: What if I have more questions about Books-by-Mail, how can I get answers?
A: You can call the Books-by-Mail department at 575.528.4029 and ask, or you can e-mail your
In the July/August 2006 issue of the NMLA Newsletter, I wrote an article on “Local Service Areas – Definitions and Equity,” about formulas for state aid and bond fund distributions for public libraries. My good friend Don Dresp assured me that it was the single most boring article he had ever read in the NMLA Newsletter, to which I plead “nolo contendere.” And yet the issues raised during the 2006 struggle to rewrite the State Aid rules have not gone away. Instead, they have become more complex. The Rural Library Development Act (RLDA) was passed in 2007 without funding. It was funded at a nominal $1,000 in 2008. This act would fund communities with less than 15,000 people, and gives lower priority to communities located less than 20 miles from a municipality with a census population over 50,000. (What happens to funding for Zia Pueblo when Rio Rancho passes 50,000 in the 2010 Census?) Although this fund would provide operational support for up to three years for developing libraries, this was unsatisfactory to a group of librarians who advocated direct legislative operational appropriations for the smallest libraries (the RAIL bill). Add to this the budget shortfall for the State Library Bookmobile, with the painful cancellation of fourteen stops in communities deemed to have good access to local public libraries. Then consider our failure to increase the amounts provided for libraries in the 2008 General Obligation Bond Issue, except for the surprise addition of $2 million for tribal libraries as a new and distinct category. I have characterized public library funding in New Mexico as a crazy-quilt. It has now become a multi-dimensional chessboard, with varying amounts of municipal, county, tribal, foundation, state and federal funding going to almost a hundred local government, tribal and privately-funded library entities. Each entity is in competition for funding in its community and for state resources.

It is time to take a broader look at how we support public library service in New Mexico. My previous article suggested a methodology for determining local service area populations using Census and regional planning figures, based on where people reside. But given the increased mobility of our society, municipal and county boundaries are increasingly irrelevant to the way library customers access our resources. Elected and appointed officials, regardless of their understanding of the benefits of library service, have to answer to voters and taxpayers on how they allocate public resources. Our job is to provide service outlets and delivery systems which maximize library access for every person in New Mexico.

With that in mind, let’s take another look at estimating a public library’s local service area. Every person lives within a “mobility zone” which can be mapped. Each person’s mobility zone is unique, but when you map the zones of each member of a community, you can make effective decisions about where to locate library service outlets. Try it for yourself by answer the following questions:

If I live at/in (location);
Where and how do I travel to work?
Where do I go for minor shopping? (e.g., "milk runs")
Where do I go for major shopping?
Where do my children go to school, and how do they get there?
Where do I access financial, medical and repair services?
Which restaurants, churches, recreational and entertainment venues do my family and I regularly use?

Map this out, and you will find that ninety percent of your life occurs within a definable geographic area. If you look at your own personal mobility zone, how many public libraries are within that zone? What services do they offer? Your decision to use a particular outlet would be affected by the size, breadth and depth of its collections, the availability of electronic resources, and the scope and frequency of adult and children’s program and educational offerings. Retail businesses make decisions about store location using aggregate data on mobility zones of potential customers. We can use the same logic to plan the location of library service outlets, whether those outlets are bookmobiles, developing rural libraries or city branches. It is important to do this from a regional basis, because every outlet we create will require public resources to deliver effective service.

In my previous article, I used Valencia County as my
Advocacy

guinea pig to allocate their current population to the three public libraries there. The involved parties used a completely different method to develop a workable arrangement for allocating bond funding. Here is an exercise analyzing Santa Fe County using both Census data and the mobility zone concept to define local service areas. Santa Fe is exemplary in having all the possible types of public libraries we recognize. Using the State Library’s categories, people in Santa Fe County are served by one municipal library with three branches (Santa Fe), one non-profit municipal library (Edgewood), one developing non-profit unincorporated area library (Vista Grande in Eldorado), one tribal library (Santa Clara Pueblo), one developing tribal library (Pojoaque Pueblo), and another municipal library (Espanola) where most of the customers are in another county.

Santa Fe County had a Census population in 2000 of 129,292. The 2006 Bureau of Business and Economic Research estimate is 142,407, an increase of 10.1%. The 2006 BBER estimate for the City of Santa Fe is 72,056, or 50.6 % of the total County population.

Two Census Tracts enumerate Eldorado at Santa Fe. The populations in 2000 were

CT 106: 6,307
CT 107: 4,875
Total: 11,182

CT 107 also includes Lamy.

The bulk of the population south of Eldorado is in CT 103.06: 10,755

This tract encompasses Glorieta south of I-25, Galisteo, Madrid, Golden, most of Cerrillos, Cedar Grove and Edgewood.

Using the mobility zone criteria, I would allocate the county population to libraries as follows.

Santa Fe Public Library is credited with its municipal population.

Santa Fe Public Library is credited with everything in North Santa Fe County, except for Santa Clara Pueblo, Pojoaque Pueblo and that portion of the City of Espanola within Santa Fe County.

The following tracts are relatively equidistant from Vista Grande and Santa Fe Public, but are assigned to Santa Fe by application of the mobility zone test.

CT 108: North Glorieta, Canada de Los Alamos (2,912)
CT 103.04: La Cienega (2,453)
CT 103.05: State Penitentiary (884)
CT 103.07: South La Cienega (1,892)
CT 103.08: South Hiwy 14 above the BNSF Tracks (2,880)

The allocation of CT 103.06 needs to be split.

People living at the south end of the County seldom have either Eldorado or Santa Fe in their mobility zone. They would use libraries at Edgewood, Moriarty and Tijeras (The East Mountain Branch of the Albuquerque/Bernalillo County Library System). For purposes of local service area counts, the entire area should be credited to Edgewood.

There are few people and no communities in the area starting about five miles north of Interstate 40 and east of the Ortiz Mountains. Galisteo and Lamy are credited to Vista Grande. Cerrillos and the Turquoise Trail are credited to Santa Fe, although this could be an appropriate area for bookmobile service.

Madrid is credited to Santa Fe, although there is some use of the East Mountain Branch in Tijeras. Golden is also credited to Santa Fe, although people in Golden are even more likely to be traveling to Tijeras for their services. Again, these communities are appropriate for bookmobile service. I would therefore allocate CT 103.06 to

Edgewood, 50%
Santa Fe, 25 %
Vista Grande 25 %

The Town of Edgewood had a Census population of 1,703 and a 2006 estimate of 1,810. However Edgewood is experiencing rapid growth as an exurb of Albuquerque.

(Continued on page 10)
For purposes of allocation, let’s divide the recent growth into library service areas. These 13,115 new people (from the BBER 2006 estimate), based on my guess about new housing growth, would go to:

Santa Fe and the northern and western county: 55% (6,223)
Eldorado: 20% (2,623)
Edgewood/I-40: 25% (2,829)

There may be better numbers than this. The North Central New Mexico Council of Governments does not offer population information on its website.

Taking the above data, I would credit Vista Grande with a library service area of

CT 106: 6,307
CT 107: 4,875
Growth: 2,623
CT 103.06 (pt): 2,689
Total: 16,428

Edgewood would be credited with

CT 103.06 (pt): 5,378
Growth: 2,829

the information whenever they want, wherever they want, and however they want it. Basic steps and suggestions on how to make a podcast will be covered and participants will be able to enjoy hands-on practice using popular audio recording and editing software to make their first personal podcast! The number of attendees is limited due to the hands-on nature of the workshop. There are a few seats remaining for the morning session from 9:00-12:00 and, if there is sufficient interest, an afternoon class will be added from 1:00-4:00.

If you are interested in attending or for more information, please contact Barbara Nail-Chiwetalu, Distance Services Coordinator, at BNail-Chiwetalu@salud.unm.edu or 505-272-0757 by July 30.

For purposes of this model, let’s credit the following populations to the three north county libraries. These are “ballpark” estimates.

City of Espanola: 1,000
Santa Clara Pueblo: 2,500
Pojoaque: 2,000
Total: 5,500

This leaves Santa Fe Public Library with service area population of 112,272. This is 78.3% of the 2006 BBER Santa Fe County population estimate of 142,407. The Town of Edgewood would have 5.8%, and Vista Grande would have 11.5%. The three north county libraries would have 3.9%

I believe that this hypothesis could be supported by an analysis of the zip codes of registered borrowers at the six libraries. But I’m sure that the involved parties will work out something different, with varying degrees of satisfaction about the equity of bond funding and state aid distributions. And, repeating what I said in 2006, NOBODY GETS ANY HELP UNLESS WE SUPPORT THE PASSAGE OF BOND ISSUE B.

SEND YOUR CHECKS NOW TO Bonds For Libraries, 2008: 1380 Rio Rancho Blvd. SE #172, Rio Rancho, NM 87124 (Phone: (505) 988-4751;
GRADUATE AND UNDERGRADUATE ONLINE LIBRARY COURSES THIS FALL

It’s not too early to sign up for convenient online courses starting in August and October!

New Mexico State University will be offering the popular course: **Foundations for School Library Specialists**, which covers elements of librarianship, introduction to the history, purpose and role of the school library, and gives an overview of current issues and legislation affecting school libraries. This online course is 3 credits and runs from August 21 – December 12.

EMD 411 M70 (CRN#38776)  Foundations for School Library Specialists  
EMD 511 M70 (CRN#38777)  Foundations for School Library Specialists

They are also offering a 3 credit short course, starting October 15 and ending December 12:

EMD 413 M70 (CRN#38781)  Curriculum Role of the School Library Specialist  
EMD 513 M70 (CRN#38782)  Curriculum Role of the School Library Specialist

In addition, NMSU - Doña Ana Community College will also be offering several 3 credit, 8 week courses online:

Courses Scheduled August 21- mid October 14:

L SC 100 D01, D02 (CRN#37450, 37454)  Introduction to Library and Information Services  
L SC 111 D01, D02 (CRN#37458, 37459)  Introduction to Information Literacy  
L SC 120 D01, D02 (CRN#37465, 37466)  Cataloging Basics I: Descriptive Cataloging  
L SC 130 D01, D02 (CRN#37467, 37469)  Introduction to Technical Services in Library  
L SC 150 D01 (CRN#37471)  Library Services for Children & Young Adults  
L SC 203 D01 (CRN#37478)  School Library Media Specialist

Courses Scheduled mid October 15-December 12:

L SC 100 D03, D04 (CRN#37456, 37457)  Introduction to Library and Information Services  
L SC 111 D03–D07 (CRN#37460-37464)  Introduction to Information Literacy  
L SC 125 D01 (CRN#38499)  Cataloging Basics II: Classification & MARC Cataloging  
L SC 160 D01, D02 (CRN#37473, 37475)  Intro. to Public Services in Library & Information Centers  
L SC 204 D01 (CRN#37479)  Special Libraries & Information Centers  
L SC 210 D01, D02 (CRN#37480, 37481)  Computer Application Library/Information Center  
L SC 240 D01 (CRN#37487)  Internet Resources and Research Strategies

There is also a great line up of **new one credit courses**, which are 4 weeks in length and require no textbook:

L SC 145 D01 (CRN#37470)  Marketing Your Library (September 2-29)  
L SC 155 D01 (CRN#37472)  Award Winning Books for Children (October 6-31)  
L SC 236 D01 (CRN#38503)  Banned Books (October 6-31)  
L SC 261 D01 (CRN#37488)  U. S. Government Documents (October 6-31)  
L SC 281 D01 (CRN#38504)  Grant Writing for Libraries (October 6-31)  
L SC 211 D01 (CRN#38502)  Electronic Privacy (November 3-21)  
L SC 234 D01 (CRN#37486)  Libraries, Access & Intellectual Freedom (Nov. 3-21)

You’re welcome to take one class or several!! Non-degree seeking students who desire single classes for professional development or for the state Library Media Specialist Endorsement are always welcome, however students may also choose to complete coursework leading to an Associates Degree in Library Science or a Certificate of Completion in Library Science.

It’s easy to be admitted and enroll in our reasonably priced online courses. For further information, please visit us online at: http://dacc.nmsu.edu/bis/libtec or contact either Susan Pinkerton at 575-527-7567 or 800-903-7503, ext. 7567 or spinkert@nmsu.edu or Nora Bernal at nobernal@nmsu.edu or 575-528-7338.
Please check out the website at www.NMLA.ORG

You can find all sorts of information on NMLA — Awards, Continuing Education, Events, Grants, Jobs, Scholarships, etc.