Libraries: the WOW! factor

2004 New Mexico Library Association Preliminary Conference Program

April 21 - 23, 2004
Las Cruces, New Mexico
WEDNESDAY, APRIL 21

1:00 pm - 5:00 pm  Conference Registration
Corbett Center, NMSU Campus

Pre-Conferences
Cost is $25.00 per program for NMLA members, $35.00 for non-members - except as noted below.

9:00 am - 12 noon

Bringing ACRL's Marketing Plan to New Mexico -- @ Your Library / Susan Deese-Roberts, Coordinator, Strategic Planning and Marketing, UNM General Library / Harry Lull, Zimmerman Library Public Services, UNM General Library / Julie Miller, University Librarian, Western New Mexico University
This session will introduce academic, research, school and special librarians to the Campaign for America's Libraries -- @ your library. Participants will complete a series of exercises to identify customer needs/views in relationship to library mission, vision, services and products - and then engage in the process of developing a marketing campaign for a particular service or product. The outcome of this session will be a process that participants can take back to their work environments, and apply toward specific marketing needs. ACRL materials will be available to attendees along with working documents for the preconference.

9:00 am - 4:00 pm

NMLA and the Rio Grande Chapter of SLA Present Communicating Value Through Outcome-Based Evaluation / Claudia B. Horn, President of Performance Results, Inc
►Note: Cost for this session is $55.00 for NMLA members, $70.00 for non-NMLA members. Fee includes $20.00 workbook and continental breakfast
What do you say when your funders ask "what difference does your library make?" How do you show the library's value so that it competes successfully each year for funding? "Outputs" merely count library services, but "outcomes" communicate benefits. Claudia Horn, nationally-known OBE expert and outstanding trainer, will teach all library types how to think, plan and evaluate using Outcome-Based Evaluation (OBE).

1:00 pm - 4:00 pm

Through presentations and practical exercises, this program will outline a full range of preservation options after covering the basics of book and paper structure and technology. The group will then discuss the conditions of sample books - plus those they see in their collections. After this overview, participants will break into smaller groups to evaluate sample book sets to determine condition and appropriate preservation options.

Library Advocacy Now! Lobbying for Libraries / Camila A. Alire, Dean of Library Services, UNM /
Panel of NM Legislators TBA
This program is co-sponsored by The New Mexico Consortium of Academic Libraries (NMCAL)
Lobbying is communicating to influence legislative bodies, policy makers and/or the general public. Library staff can play a vital role in delivering your message to influence key governmental, advisory or support groups. Learn how to "build your case" by showing how constituents benefit from materials, services and the other work you do. Strategies in the first part of this workshop will cover: framing the issue, preparing and communicating your message, and positioning libraries/librarians as essential to our information future. The final phase of the session will feature a panel of NM State legislators - who will provide advice and perspective on this process. Emphasis will be on academic libraries, but librarians from all settings are welcome.
Past Presidents' Reception
► 5:30 pm - 7:00 pm at COAS Bookstore, Downtown Mall, Las Cruces. Everyone is welcome to join us for hors d’oeuvres and entertainment. Browse the books, meet up with friends and honor the service of past NMLA presidents.

Dine-Around Dinner Event
► 7:00 pm Join one of three groups for a local taste adventure! Each group will be hosted by a Las Cruces colleague at a different restaurant. A great way to network and learn about the local food scene.

THURSDAY, APRIL 22

7:00 am - 4:00 pm Conference Registration - Corbett Center, NMSU Campus
Exhibits Open - Ballroom, Corbett Center

7:30 am - 9:00 am Continental Breakfast, Exhibits Area, Corbett Center
Breakfast with Your Amigos, Location TBA

8:30 am - 9:30 am NMLA Business Meeting, Auditorium, Corbett Center

8:30 am - 12 noon Job Fair

9:30 am - 10:30 am All-Conference Program - KEYNOTE ADDRESS
NMLA welcomes Carol Brey-Casiano, El Paso Public Library Director and ALA President-Elect

10:30 am - 11:00 am Exhibits - No Conflict Time

11:00 am - 12 noon PROGRAMS

ALA Forum / Carol Brey-Casiano, El Paso Public Library Director and ALA President Elect

NM Politics 101 / Linda Siegle, Director, Resources for Change
Who elects our public officials and how can you really have influence? How does a bill become a law in NM? Do you really have input to the process? Come away from this quick one-hour discussion with more that you ever wanted to know about the NM Legislature!

Bestsellers and Popular Titles: They’re Not Just for Wal-Mart and Costco Anymore!
Kelly Darnell, Branch Manager, Albuquerque / Bernalillo Co. Library System / LeeAnne Ogletree, Branch Manager, Albuquerque / Bernalillo Co. Library System / Anne Lefkofsky, Collection Development Manager, Albuquerque / Bernalillo Co. Library System
Provide your customers with bestsellers and popular materials on the "street date" that titles go on sale in bookstores and retail sites. This session will explore the tools and approaches that A/BCLS has used to focus on "popular" materials, improve responsiveness to customer interests, increase circulation, anticipate which titles will go "bestseller," and select material without reviews.

What’s The Big Deal about XML? / Bill Walker, Imaging Field Services Office, Amigos Library Services
XML has become a widely recognized standard for transmitting and preserving digital information of all types. This session briefly describes XML and presents three current applications/standards in libraries and archives: EAD (encoding archival finding aids), TEI (encoding humanities texts), and METS (virtually binding the components of complex digital objects associated metadata). A demonstration of XML parsing and HTML transformation using a style sheet will be included.

Putting the WOW! Factor into Your Plans and Policies / Valerie Nye, Public Library Consultant, NM State Library / Pam MacKellar, Technology Consultant, NM State Library / Stephanie Gerding, Continuing Education Director, NM State Library
Learn more about new templates for plans and policies offered by the New Mexico State Library. See examples from the field that made our consultants say WOW! This session will outline plans covering: collection development, staff development, community assessments, technology and long range planning.
Mobilizing Your Friends to Advocate for Your Library / Jeff Bantly, Board Member and Advocacy Committee Member, FOLUSA
This program will provide you with a toolkit for developing a comprehensive advocacy initiative for your Friends group. We’ll discuss the need for effective advocacy in today’s world of shrinking municipal revenues, and develop a hands-on approach for getting the word out about library services and programs to your community and leaders. Additional keys to a successful advocacy campaign—such as a businesslike infrastructure, will be included.

When Cultures Meet / Sherry York, Retired Librarian, Reviewer and Writer
Booktalks of selected children’s and young adult books by ethnic authors will be presented. Themes addressed will include historical and contemporary clashes, immigrants and migrants, multicultural authors and characters, plus cross-cultural learning. A bibliography will be provided.

If I Can Read, I Can Do Anything: New Mexico Participates in a National Reading Club for Native Children / Dr. Lorie Roy, School of Information, University of Texas at Austin
Begun in 1999, “If I Can Read, I Can Do Anything” was tested as a pilot program at Laguna Elementary (NM), and has since expanded to include 20 schools or libraries in 8 states. Learn about how this program has helped tribal schools and libraries build collections, deliver reading promotion events, and garner over $100,000.00 in new book donations.

Starting from Scratch... Online Services at No Cost! / Valerie Valdez, Reference Librarian, TVI Community College Libraries / Barbara Lovato-Gassman, Reference Librarian, TVI Community College Libraries
The TVI Libraries have created new virtual library services at literally no cost to the libraries. Find out how you can create services such as an electronic reserves service, an online request form for database searches, an online suggestion box and ILL processing for your library using dynamic HTML effects, online forms and e-mail.

Librarian’s Role in a Literacy Program as Part of the Team / Sumiko Leeper, Librarian, Dolores Gonzalez Elementary School / Sandy Verzosa, Reading Specialist, Dolores Gonzalez Elementary School
This session will detail the process and benefits resulting from adoption of a balanced literacy program at Dolores Gonzalez Elementary School three years ago. The librarian’s role in working with students, teachers and assistants has been key to this initiative. Presenters will outline the materials and approaches they used to support this successful project.

12 noon - 1:30 pm  NMLA TAILGATE PARTY - Corbett Center
Everyone will find something savory to enjoy at this Western-style cookout.
(No charge)

1:30 pm - 2:30 pm  PROGRAMS

READiscover New Mexico! / Kathy Barco, Youth Services Coordinator, NM State Library
Welcome to the 2004 statewide Summer Reading Program: READiscover New Mexico/Leído descubra Nuevo Mexico! Creative youth services librarians from various libraries will demonstrate how they plan to bring the theme to life. See the World Premiere of animated video spots scheduled to begin airing in May 2004 on PBS. The program poster, bookmark and characters will also be on display.

WOW! Kid Power! / Robin Rodar, Library/Technology Coordinator, Santa Clara Day School / Students at Santa Clara Day School: Daniel Tafaya (5th grade), Jenny Trujillo (5th grade), James Pedro (6th grade), Taylor Vigil (5th grade), Sheena Nelson (6th grade)
New Mexico school libraries have traditionally been understaffed. Join us to examine the innovative role Kid Power plays in the library education program at Santa Clara Day School. The workshop will include a PowerPoint presentation, brochures and handouts. Audience questions welcome!

QuestionPoint: Reference in a Digital World / Ramona Madewell, Senior Amigos/OCLC Services Representative, Amigos Library Services
As a collaborative reference service developed by OCLC and the Library of Congress, QuestionPoint provides libraries with access to a growing network of reference libraries in the US and worldwide. Learn how QuestionPoint can connect your library patrons to staff through web-based forms and chat
capabilities, manage all reference services and route unanswered questions to other QuestionPoint users around the world.

Online Consumer Health Information: Web Health Resources from the National Library of Medicine / Sarah Knox Morley, UNM Health Sciences Library and Informatics Center Designed for librarians who provide health information to consumers, this presentation will demonstrate free web health resources available from the National Library of Medicine. Learn how to locate reliable full-text health information using MedlinePlus and MedlinePlus en Español, plus non-technical information resources for chemicals and common environmental hazards via the NLM Tox Town database.

Library Curriculum Standards - Making Them Work / Laddie Ward, Librarian, Church Rock Academy / Jennifer Brown, Librarian, Navajo Middle School / Barbara Van Dongen, School Libraries Coordinator, Albuquerque Public Schools, Kathy Matter, Librarian, John Baker Elementary School This panel discussion will focus on implementation of the statewide library curriculum. Topics covered will include activities to meet standards, facilitating integration into the classroom curriculum, collaboration suggestions and the research process. Dialogue among librarians on the document's success and stumbling blocks is encouraged.

En Español: Partnering with Vendors to Build an Excellent Spanish Language Collection / Kathleen Sullivan, Collection Development Coordinator, Phoenix Public Library / Diana Calice, Director, Spanish Products, Baker & Taylor Become acquainted with strategies for partnering with vendors to identify and purchase quality Spanish language materials. Current marketplace conditions, publishing trends, and vendor programs will be discussed.

A Sense of Value - Library Services for the Blind and Physically Handicapped / John Mugford, Regional Librarian, NM Library for the Blind and Physically Handicapped / Judy Bates, School Librarian, NM School for the Visually Handicapped This presentation will provide a brief history and overview of the services provided by the NM Library for the Blind and Physically Handicapped (NMLBPH) and the NM School for the Visually Handicapped (NMSVH). Information on collections, alternative formats, service eligibility, and emerging technologies will come together to show how these key providers enhance the reading experiences for the visually and physically disabled.

Web-Based Digital Documents: How to Locate, Use and Preserve Them / Marcia Smith, Documents Librarian, NM State Library / Laurie Canepa, Regional Federal Documents Librarian, NM State Library / Patricia Hewitt, Director of Technical Services, NM State Library Note: This session runs until 3:00 pm This presentation will provide an introduction to documents in two parts. Part I will explore the best state and federal websites for locating information on water issues, NM statistics, and online maps. Part II will explore the NM Digital Archive - and ways to provide permanent access to digital resources.

E.O. Wooten: A Victorian Scientist in New Mexico / Dr. Kelly Allred, Department of Animal and Range Science, NM State University Presented by Local and Regional History SIG How did a turn of the (19th) century scientist provide the basis for scientific understanding of New Mexico's landscape? Professor Allred will enliven your knowledge of our land and its plant life by discussing the contributions and impact of E.O. Wooten's work and observations.

2:30 pm - 3:00 pm Exhibits - No Conflict Time

3:00 pm - 4:00 pm PROGRAMS

The Nuts and Bolts of Licensing Agreements / Linda Lewis, Director of Collection Development, UNM General Libraries / Paulita Aguilar, Public Services Librarian, UNM-Zimmerman Library / Roberta Innan, Coordinator for Consortia, UNM-Zimmerman Library / Bruce Neville, Collection Development Coordinator for Science and Engineering, Centennial Science and Engineering Library
Most electronic products require that subscribing libraries sign a licensing agreement, contract or terms of conditions before affording access to content. This presentation will address the issues and concerns attendant to this legality, paying particular attention to publisher terms that libraries should reject - and conditions that libraries should request.

Library Legislative Update / Stephanie Eagle, Librarian, Belen Middle School / Panelists TBA

WOW Them with the Battle of the Books / Robin Rodar, Library/Technology Coordinator, Santa Clara Day School / Lori Stepetic, Librarian, Double Eagle Elementary School / Dinah Jentgen, Librarian, Southern New Mexico Correctional Facility

A panel of librarians who have experience in implementing the Battle of the Books - a statewide reading incentive program - will provide suggestions for getting started at your site.

Plugging into Connexion™: An Update / Kay Vincent, Library Liaison Officer, Amigos Library Services

OCLC Connexion™ is the new integrated cataloging service replacing Passport. This program will update technical services staff and library administrators on enhancements to the Connexion browser, implementation of the Connexion client, and migration issues to be considered as Passport is retired.

Opening the Vault: Manuscript and Photographic Archives Bolster Library Holdings and Community Outreach / Stephen Hussman, Department Head - Archives & Special Collections, NM State University Library / Dennis Daily, Reprographics Manager, NM State University Library / Bill Boehm, Curator - Unpublished Materials, NM State University Library

Materials found through unpublished sources offer an excellent addition to research data found through conventional library facilities. Archives offer a vast array of resources for contemporary researchers pursuing writing and scholastic endeavors. Learn how photographic and manuscript resources enhance the profile of many library facilities.

Qualitative Research, Quantitative Research and Crystal Balls: Understanding and Planning for the Needs of Present and Future Online Patrons / John Chadwick, Office of Information Technology, NM State University / Sue Sturtevant, Director of Statewide Partnerships, State of NM Department of Cultural Affairs / Nancy Dennis, Director of Library Information Technology (LIT), UNM General Libraries

Although technology changes, people's basic needs for obtaining information stay the same. This session will introduce librarians, administrators and computer specialists to current methodologies for understanding how to effectively deliver content in new ways while still allowing for customers to browse and discover the WOW factor. We'll look at planning online services for the future, with attention to technological and human factors.

Putting the WOW! Into Your Own Life: Techniques for De-stressing and Re-energizing / Stephanie Gerding, Continuing Education Director, NM State Library

Feel like you have too much to do and that nothing is going right? Are you having headaches and fatigue? Do your dreams seem beyond reach? Find out how you can make little changes in your life to reduce stress and have a happier, healthier life. Librarians do too much good in the world not to have a good life themselves!

MPLA Leadership Institute: Successful Leaders in the Making / Cassandra Osterloh, Instruction/Reference Librarian, UNM-Zimmerman Library

Are you an emerging leader? Do you have an MLS (or equivalent degree), less than 10 years post masters work in a library, and a membership in NMLA? If so, come learn about the MPLA Leadership Institute from someone who's recently attended (Nov 2003). This could be the experience you've been searching for!

Gale's Online Electronic Databases / Juanell Marks, Training Consultant, Gale Group

Note: This session will be also be offered at 1:30 pm on Friday

Selecting from a lineup of Gale databases subscribed to by the NM State Library, this presentation will highlight the features and benefits of these electronic resources. Search functions, tips and techniques for improving utilization of the databases will be featured.
Making History Come Alive: National History Day and Your Library / Leslie Bergoff, Archivist, NM State University / Kate Manuel, Instructional Coordinator, NM State University
National History Day is a year-long educational program for secondary students that provides an excellent collaborative opportunity for public, school and academic librarians. This session describes how libraries can participate in and support the student research required by the program. Practical suggestions will touch on promoting library resources, developing students' research skills and fostering engagement in reading and research.

4:00 - 5:00 pm

Programs

Public Library Issues Roundtable / Charlie Kalogeris-Chattan, President, NM Municipal Librarians Association / Elizabeth Haskett, Vice-President, NM Municipal Librarians Association
This will be an informal group discussion about public library issues. There will be an agenda, but no obligation to stick to it! Please bring ideas.

Social Hour Mixer
➤ 6:00 pm - 7:00 pm at the Farm and Ranch Heritage Museum. Enjoy cocktails and live music before the banquet.

NMLA Awards Banquet
➤ 7:00 pm - 9:00 pm at the Farm and Ranch Heritage Museum. Celebrate the accomplishments of NMLA colleagues at this festive and lively dinner event. Cost per ticket is $30.00.

Friday, April 23

7:00 am - 1:00 pm
Conference Registration
Corbett Center, NMSU Campus
Exhibits Open - Ballroom, Corbett Center

7:30 am - 9:00 am
Continental Breakfast - Exhibits Area

8:30 am - 9:30 am
NMSU Library Coffee for Academic Librarians at Zunl Library

8:30 am - 9:30 am

Programs

Support Staff Make a Difference! / Panelists TBA
Presented by the Support Staff SIG

Getting Faculty into the Library and the Librarian into the Classroom: A Brainstorming Session
Presented by NM Academic and Research Librarians (NMARL) / Mark Emmons, Head of Instruction, UNM-Zimmerman Library / Dennis Davies-Wilson, Library Director, UNM-Los Alamos Campus Learning Resource Center
In this session we will explore the variety of methods librarians are using to make teaching faculty partners in teaching information literacy. Bring your own ideas and examples of successes to share with your colleagues from across the state.

Titlewise: Online Collection Analysis / Michael Kocurek, Account Manager, Follett Library Resources
Now available from www.Titlewave.com is Titlewise™, the quickest, easiest and most comprehensive collection development analysis service available. Follett Library Resources will show you how Titlewise™ makes it easy to identify strengths or weaknesses of your school or district library collections, and provides reporting tools for tracking.

Bringing Focus to the Information Universe - The WOW Factor / David Turner, Senior Account Manager, Sagebrush Corporation / Karen Mortensen, Sagebrush Corporation
Information matters, and today's patrons are looking for a new kind of library experience that extends their search for information beyond library walls. This presentation demonstrates how the next generation of online search tools will help all customers find relevant information using one easy-to-use access point.
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| 9:30 am - 10:30 am | All-Conference Program - KEYNOTE ADDRESS II  
The Sum of the Parts: A National Agenda from Local Library Initiatives  
NMLA welcomes Dr. Deanna Marcum, Associate Librarian, Library of Congress |
| 10:30 am - 11:00 am | Exhibits - No Conflict Time                                                                      |
| 11:00 am - 12 noon | PROGRAMS                                                                                         |

**Get Middle Schoolers to Read? It CAN Be Done!**  
Heather Erlandson, Rio Vista School  
When you have 30 minutes every other week to entice 10-14 year olds to read, what do you do? Learn how one school uses pumped-up book talks, read aloud, basketball, contests, mini-lessons and family nights to motivate reluctant readers. All programs are accomplished on a low-to-reasonable budget and run by one librarian. Get lots of ideas to "wow" your students… and bring your ideas, too!

**Practical Privacy: Protecting Your Customers**  
Elizabeth Haskett, Branch Manager, Albuquerque/Bernalillo Co. Library System / Anne Lefkowsky, Collection Development Manager, Albuquerque/Bernalillo Co. Library System  
*Presented by Legislative and Intellectual Freedom Committee*  
Issues surrounding the library customer’s right to privacy and open inquiry have intensified in the post-9/11 environment. Although libraries are in the throes of larger issues such as the U.S.A. Patriot Act, significant day-to-day privacy issues merit attention and action. This session will explore what can be done through local policies and practical action to ensure that the privacy and rights of library customers are protected.

Barbara Myers, Reference Librarian, NM State Library / Tracey Kimball, Legislative Council Service Library / Thaddeus Bejnar, NM State Supreme Court Law Library  
This program will present an overview of available sources to answer law-related reference questions for public librarians. Panelists knowledgeable about NM statutes, courts and administrative law will focus discussion on: the legislative process taking a bill from introduction to published law, the Legislature’s website and bill finder feature, and using the State Supreme Court Law Library’s website to answer law and court-related questions.

**The Interlibrary Loan Revolution: Going Paperless**  
Joseph Lane, Library Information Specialist, UNM General Libraries / Wendy Roberts, Library Information Specialist, UNM Health Sciences Library and Informatics Center  
Presenters will explore the use of current online tools such as OCLC, ARIEL, ILLiad and Prospero for electronic ordering and delivery of interlibrary loans. The basics of ILL copyright, and electronic delivery of articles will also be featured. The range of borrowing and lending operations central to the ILL office will be covered.

**The Electronic Vertical File**  
Jim Veatch, Technical Services Librarian, Thomas Branigan Memorial Library / Justine Honeyman, Consultant, Justine in Nashville  
Almost everything that was wrong with the traditional vertical file is solved with the electronic version. Based on the development of an extensive file of small electronic publications, presenters will discuss the selection, organization and presentation of the electronic vertical file concept and its potential for outreach.

**Bonds '04: Strategies for an Optimal Outcome**  
Eileen Longsworth, Director, Albuquerque / Bernalillo Co. Library System  

**Dancing on a Shifting Carpet 2004: Pt. 1 - Elementary School Focus**  
Alison Almquist, Wherry Elementary School, Albuquerque Public Schools / Ellie Keaton, Mescalero Apache School  
Inspired by the quotation "instead of seeing the rug being pulled out from under us, we can learn to dance on a shifting carpet,” highly resourceful elementary and secondary school librarians discuss the job demands they face everyday. Learn how to successfully master the challenges that face school librarians. This is a repeat of a highly successful program from last year with fresh faces and viewpoints.
Applying for a NM Historical Records Preservation Grant / Julie Miller, NMHRAB Board Member, Western New Mexico University / Erica Garcia, NMHRAB Grant Administrator, NM State Records and Archives Center

Do you have a special collection of historical documents? Are you worried about preservation or access issues? Learn how to apply for a NM Historical Records Advisory Board (NMHRAB) grant. NMHRAB encourages projects that identify, preserve, increase accessibility to, and promote the use of New Mexico's historical records and documentary sources. Find out about grants for collection assessment, training and historical preservation.

Cheap Labor with a Smile, or Student Library Aides / Billie Dixon, Librarian/Media Specialist, Portales Jr. High School Library

This librarian shares her failures and successes in training student library aides to provide friendly, efficient services to students and staff. Topics to be covered will include training students through PowerPoint presentations combined with practical exercises - plus the use of a Responsibility Matrix to ensure that students understand their tasks and follow through on them each day.

Every Student Succeeds @ Your Library: An AASL Advocacy Campaign / Frances Roscello, President, American Association of School Libraries

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<tr>
<td>12 noon</td>
<td>Youth Services Luncheon - Corbett Center</td>
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Boxed Lunches Option - available in Exhibits area (no charge)

Mr. Harrah; author of the new Carolrhoda title, Blind Boone: Piano Prodigy, as guest speaker. Cost per ticket is $20.00.

1:30 pm - 2:30 pm


Presented by the Education Committee

NOTE: This session continues from 2:30 pm - 4:00 pm

Keith Curry Lance’s collaborative studies on the impact of school libraries on student test scores beg discussion. Points to be addressed in this session will be: the major factors that improve scores, evaluation of scores, comparison of NM scores with other states regionally and nationally, and ways that academic and public libraries can benefit from these studies. Take advantage of this special opportunity to hear Keith Curry Lance speak to these topics and more.

Native Americans and the Internet / Speakers TBA

Presented by NALSIG

What’s Bugging You? / Shelby Sanett, Imaging and Preservation Services Manager, Amigos Library Services

Discover how to prevent mold and control pests often found in libraries, archives and museums. Emphasis is on options for preventing and controlling these biohazards. We'll discuss cleaning mold plus initiating and managing an Integrated Pest Management program of monitoring and response.

Building Reference Knowledge Through Peer In-Service Training and Instruction / Kathleen Keating, Librarian, UNM-Zimmerman Library

Trying to stay current with hardcopy and electronic resources is a daunting task in today’s ever-changing information society. In order to facilitate continued education for librarians at the UNM General Library, a peer in-service training program has been in place for the past three years. This presentation will include several design models for in-service training, staff involvement, scheduling options and elements of success and expected outcomes.
Video-on-Demand: Integration into the Curriculum / Joan Fallis, Regional Manager, AIMS Multimedia/Digital Curriculum
This session explores the use of Video-on-Demand as a teaching tool. DigitalCurriculum, the #1 video-on-demand system in the nation, will be demonstrated. The service integrates full length video, key concept video clips, still images, teacher guides, lesson plans and interactive elements into a comprehensive teaching and learning tool.

Oh No, A Law Question: Law Reference for the Public and Academic Librarian / Eileen Cohen, Associate Law Librarian for Access Services, UNM Law School Library / Sharon Blackburn, Head of Reference and Instruction, Texas Tech University Law Library
Note: Session continues from 2:30 pm - 4:00 pm
Designed to ease the fear and panic librarians feel when asked a legal reference question, this presentation will introduce you to basic legal reference resources for finding NM and federal laws, cases, regulations and resources for locating forms on the web. We'll provide a basic overview of legal bibliographic tools and their use, and touch on steps for conducting a legal reference interview. You'll walk away with new skills - and contacts for help and back-up.

Dancing on a Shifting Carpet 2004: Pt. 2 - Secondary Focus / Nancy Carlson, Camino Real Middle School, Las Cruces / Marolynn Griffin, Desert Ridge Middle School, Albuquerque Public Schools / Pam Rishel, Los Lunas Middle School, Las Lunas Schools
See description for Pt. 1, at 11:00 am

Community Involvement: A Discussion Presented by Reforma / Carol Brey-Casiano, El Paso Public Library Director and ALA President-Elect / Richard Akeroyd, NM State Librarian / Linda Chavez-Doyle, National President of Reforma, West Regional Office of Los Angeles County Library
This accomplished and respected panel of library leaders will address the importance of community involvement - sharing their vision and experience as they address the positive difference libraries can make.

Gale's Online Electronic Databases / Juanell Marks, Training Consultant, Gale Group
See description for Thursday, 3:00 pm - 4:00 pm.

2:30 pm - 4:00 pm PROGRAMS

NM State Library Commission / Richard Akeroyd, State Librarian/Division Director, NM State Library

Note: For description, see Friday 1:00 p.m.

How to Plan, Prepare, Practice and Present Programs That Will WOW Them! / Mary C. Bushing, Ed.D, Library Consultant and Educator
Successful presentations do not spring full-blown from the mind of the presenter. Careful and informed planning and preparation are as essential as an "authentic" presenter. This program explores the steps of taking a presentation from inception to evaluation. Practical aspects and philosophical underpinnings that contribute to a program's success or failure will be covered. Adult learning styles and practical hints will round out the session.

3:00 pm - 4:00 pm PROGRAMS

Censorship Issues in Classrooms and School Libraries / Lois Ruby, Author
This program will focus on a variety of rights that are in conflict with one another (e.g. academic freedom vs. school/community policy; parents' rights to monitor their children's reading vs. curriculum needs). Join the presenter for a lively, hands-on debate workshop on identifying issues and problem solving.
Animal Magic / Jessica Palmer, Author
Animal Magic will take the concepts introduced in the Animal Wisdom talk given in at the 2002 NMLA Conference one step further. The definitions, historical significance and regional/tribal variations of Native American power animals were covered. This time, we’ll discuss the "how" behind power animals in order to answer the questions: how does one find and work with their power animal?

Show 'Em What You're Worth! / Mark G. R. McManus, Associate Director of University Libraries, State University of West Georgia / Shirley O. Lankford, Head of Instructional Services, State University of West Georgia
Effective leadership, strategic deployment of staff, innovative programs, continuous assessment and active involvement in campus politics are successful components of a strategic plan to maintain the academic library’s worth and central role in the academic enterprise. This program will look at the steps taken by the Ingram Library, State University of West Georgia, to convey its value to constituencies - and feature methods that can be used by all academic libraries.

Oh No, A Law Question: Law Reference for the Public and Academic Librarian (Continued) / Eileen Cohen, Associate Law Librarian for Access Services, UNM Law School Library / Sharon Blackburn, Head of Reference and Instruction, Texas Tech University Law Library
Note: For description, see Friday, 1:00 pm

Shelfready - Or How to Outsource Cataloging: An Analysis of Results from UNM’s Pilot Project / Claire-Lise Benaud, Head - Catalog Services Department, UNM General Library / Sever Bordeianu, Database Maintenance Section, UNM General Library
The UNM General Library started a pilot project to outsource cataloging in 2000. This presentation will discuss the reasons why this decision was made, the parameters used for deciding which titles to outsource, the implementation process, evaluation of outcomes, and the future scenarios for outsourced cataloging. We'll look at authority control, quality control, staffing issues and discuss outsourcing as an alternative to hiring staff.

Using Technology to Access New Mexico Legal Information / Elizabeth Romero, NM Area Representative, American Legal Publishing Corporation

Reference services in academic libraries are under enormous pressure to keep up with the rapidly changing information environment and the dynamics of user needs and preferences. The presenters will review innovative and interesting approaches to reference services practice in academic libraries, including techniques and strategies in use at NMSU and UNM libraries.

WOW! Successful Fundraising / Panelists TBA
Has your library experienced any reduction in funding? In these times of budget cuts, libraries are turning to creative sources in order to encourage donations. Learn tips you can use from a panel of public librarians who've had successful fundraising programs in their NM communities.
Official 2004 NMLA Conference Hotel --- Hilton Las Cruces
705 Telshor Boulevard, Las Cruces, NM 88011
Reservations: 505-522-4300. Fax: 505-521-4707
e-mail: hiltonlascrucies@buynm.com

The nights of April 21, 22, 23, 2004 are reserved for the conference.

  King non-smoking is $70/night, single or double  
  Double non-smoking is $75/night, single or double  
  There is a $15/night charge for a rollaway bed.

  Tax is 11.5%

  * To get this rate, reservations must be made no later than 4-7-04. Reservations after that
date will be accepted only on a space available basis. Please mention that you are attending
the New Mexico Library Association Conference when booking your room.

Notes: