



## 2017 NMLA Mini-Conference

April 6-7, 2017 Las Vegas

New Mexico Highlands University Las Vegas, NM 87701

### Preliminary Conference Program

#### Libraries Transform New Mexico!

Let's continue the conversation that started with the 2016 assessment of our state's libraries. The fact that our library landscape is unique, rich and diverse was confirmed and we learned that we are facing funding issues. Who knew, right? Librarians across the state want to know what you are doing in your library and in your community to transform the landscape. Are you collaborating with other entities? Are you defining new roles to meet new needs? Are you finding innovative ways to fund programs and services? Join your colleagues and share your ideas!

#### Conference Site

New Mexico Highlands University Student Union - 800 National Ave., Las Vegas, NM 87701  
(See the NMHU campus map on pg. 8 of this program.)

#### Lodging

**Plaza Hotel** = (Thursday only) \$65 for a 1 bed room, \$75 for a 2 bed room, plus taxes and fees.

230 Plaza Street, Las Vegas, NM 87701 | Website: <http://www.plazahotellvnm.com/>

Phone: 505-425-3591 | Email: [info@plazahotellvnm.com](mailto:info@plazahotellvnm.com)

Call the hotel at 505-425-3591 and mention the group "New Mexico Library Association Room Block" to receive our discount. Reservations must be guaranteed with a major credit card, and credit card is required upon check in. Make your reservation by Thursday, March 23, 2016, to obtain the special rate.

Experience the history of Las Vegas with modern comforts. The historic Plaza Hotel was built in 1882 and overlooks Old Town Plaza. Amenities include free Internet access, the Gilded Age Victorian dining room and saloon, complimentary coffee, tea, hot chocolate, and fruit every morning in the gift shop, and a pet-friendly atmosphere. Thursday nights are karaoke nights in the saloon, from 7:30 p.m.-11:00 p.m.

#### Other Hotels in Las Vegas

Best Western, 2020 N. Grand Ave., 1-505-426-8000

Comfort Inn, 2500 N. Grand Ave., 1-505-425-1100

Days Inn, 2000 N. Grand Ave., 1-505-426-1967

Holiday Inn, 816 Grand Ave., 1-505-426-8182

Super 8, 2029 N. Grand Ave., 1-505-425-5288

# Thursday, April 6, NMHU Student Union

**Registration at NMHU Student Union 1<sup>st</sup> Floor 8:00a.m. – 1:00p.m., 4:00 p.m – 5:30 p.m.**  
**Vendor and Conference Set-up at NMHU Student Union 1<sup>st</sup> Floor 12:00p.m. – 5p.m.**  
**Opening Reception with Vendors, Chocolate Tasting, and Auction at NMHU Student Union Ballroom 5:30p.m. – 7:00p.m.**

## Meetings

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12:00 p.m. – 4:00 p.m. - NMLA Board Meeting, SU Rm. 211, LUNCH PROVIDED

4:00 p.m. – 5:00 p.m. NMCAL Board Meeting, Library Rm. 218

## Preconference Activities

### **Project Outcome: Outcome Measurements Made Easy!**

Emily Plagman, American Library Association and Kathleen Moeller-Peiffer, New Mexico State Library

Time: 9:00 a.m. – 11:00 a.m.

Free, preregistration required

[Location TBD]

Wherever public libraries are working, possibility lives. Project Outcome is a **FREE** toolkit designed to help public libraries understand and share the true impact of essential library services and programs by providing simple surveys and an easy-to-use process for measuring and analyzing outcomes. Project Outcome also provides libraries with the resources and training support needed to apply their results and confidently advocate for their library's future.

While many public libraries collect data about their services and programs, what is often lacking are the data to support what good they are providing their communities, such as programs serving childhood literacy, digital and technological training, and workforce development. With Project Outcome, patron attendance and anecdotal success stories are no longer the only way libraries can demonstrate their effectiveness. Developed by library leaders, researchers, and data analysts, Project Outcome is designed to give libraries simple tools and supportive resources to help turn better data into better libraries.

Measuring outcomes helps libraries answer the question, “What good did we do?” An outcome is a specific benefit that results from a library service or program. Outcomes can be quantitative or qualitative, and are often expressed as changes that individuals perceive in themselves. Project Outcome helps libraries measure four key patron outcomes—knowledge, confidence, application, and awareness—in seven key library service areas:

- Civic/Community Engagement
- Digital Learning
- Economic Development
- Education/Lifelong Learning
- Early Childhood Literacy
- Job Skills
- Summer Reading

## **Guided Tour of Two Harvey Hotels in Las Vegas**

Time: 1:30 p.m. – 5:00 p.m.

Price \$20, preregistration required

Meet at 1:30p.m. behind the NMHU Student Union Building to board the bus.

In the tradition of the Harvey Southwest Detours, visit two of the old Harvey Hotels in Las Vegas. The Montezuma Castle, a 90,000-square-foot, 400 room Queen Anne-style hotel building erected just northwest of the city of Las Vegas, was built in 1886 and now houses United World College. The Castenada Hotel a 25,000 square foot building done in Mission Revival style as the first gem of the Harvey House chains, was built in 1898 and has begun an extensive renovation. Tour will begin behind the NMHU Student Union building (to get on the bus) at 1:30pm till about 5:00pm. Bring a sweater or jacket, as the buildings can be chilly.

## **Opening Reception with Vendors, Chocolate Tasting, and Auction at NMHU Student Ballroom**

Time 5:30 p.m. – 7:00 p.m.

Learn how to taste chocolate and sample 12-15 different kinds of chocolate, with a chocolate bar auction to follow. Auction proceeds will go to the Thomas C. Donnelly Library's NMHU Foundation Account to be used to provide services and special material for NMHU students and faculty.

## **Preliminary Schedule of Programs**

### **Friday April 7, NMHU Student Union**

*(Schedule is subject to change)*

#### **7:00a.m. – 8:00a.m.**

Vendor/Hospitality Set-up at NMHU Student Union 1<sup>st</sup> Floor.

#### **7:00a.m. – 12:30p.m.**

Registration at NMHU Student Union 1<sup>st</sup> Floor.

## **Meetings**

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8:00a.m.-8:45a.m. – ASL-SIG

8:00a.m.-8:45a.m. – Assessments & Statistics SIG

8:00a.m.-8:45a.m. – Digital Collections SIG

8:00a.m.-8:45a.m. – NAL-SIG

8:00a.m.-8:45a.m. – Tech Services SIG

## **Programs**

**9:00 a.m. – 10:00 a.m.**

### **Opening Address**

NMLA President Lynette Schurdevin

### **Keynote Address—Deborah Ford, Director of Library Outreach at Junior Library Guild Tooting Your Librarian Horn: Increasing Awareness and Perception in Your Stakeholders**

Today's libraries are critical in the instruction and implementation of books, media and technology. Yet, myths of what librarians do continue to perpetuate. How can you increase awareness of your library program while enlightening the community's perception of what you do? Join Deborah B. Ford, Director of Library Outreach at Junior Library Guild, in this inspiring, practical keynote of four easy strategies for better communication of your message.

**10:15 a.m. – 11:15 a.m.**

### **Hablando con Ganas; Estableciendo una Biblioteca Santuario: Being an Ally Post-Election**

Arminda Sandoval, Western New Mexico University Miller Library

Miller Library at Western New Mexico University held a series of events to enfranchise students during the 2016 election. Since the election there has been an increase in hate crimes and harassment of marginalized groups. A statement released by American Libraries Association President Julie Todaro notes that the ALA will, "continue to support efforts to abolish intolerance and cultural invisibility ... and promote understanding and inclusion through our work". In that spirit this presentation notes our success in engaging students politically, as well as the creation of a resource LibGuide to aid our campus response for those that are affected post-election. The LibGuide is a response to the reoccurring issue of language discrimination on WNMU's campus, a Hispanic Serving Institution. In similarity to other university guides, ours advises library patrons on how to be an ally when they witness discrimination and harassment.

### **Booktalk Tips ... Getting Young Adults Hooked on Reading!**

Kim Barany and Jackie Dean, Las Cruces Public Schools

Two school librarians will booktalk several new YA novels. We will focus on youth from sixth through twelfth grades. In addition to hearing about many brand new books you will receive ideas to help you share these books with the youth in your library. What is the best way to get them talking about books? How can you encourage reluctant readers? Join us for answers to these questions.

### **Community Film Series**

Sharon D. Jenkins, New Mexico State University - Alamogordo

This presentation will showcase a program that is transforming non-library supporters into library boosters. Townsend Library at New Mexico State University Alamogordo, in partnership with a local civic organization (Alamogordo Chapter of the NAACP) hosts a movie once a month for the community. The library director and chapter members jointly choose the films and the chapter promotes the event in the community. The films are seen as both a service to the community and as a way to engage and involve them in the mission of the college and the library.

## **Create Excitement with Digital Resources and MackinVIA!**

Bobbi Craig, Mackin Educational Resources and Lorie Mitchell, Carlsbad Public Schools

Harness the power of eresources to engage learners, create excitement and align with Common Core and NM Standards! MackinVIA is a free, open digital management system designed for students to access all eresources in one place with one username and password. Emphasis will be on strategies to effectively use digital resources in your school and motivate students to take control of their own learning in a media-rich environment. Lorie Mitchell, district librarian for Carlsbad Schools, NM, and Bobbi Craig, Mackin Educational Consultant, will share how to use digital tools and eResources to empower students, provide differentiation, and support instruction and assessment of fundamental skills. Use features such as highlighting text evidence, taking notes for close reading, and building constructed responses in an ebook to help your students prepare for the PARCC! Come away with a toolbox of ideas on how to use digital resources more effectively in your school!

## **Library Adventures**

Flo Trujillo and David Florez, Farmington Public Library

Farmington Public Library Youth Services provides an annual planning meeting in early August and invites teachers, educators and group leaders to gather and provide input on improving the Library Adventures experience. Library Adventures requires online registration and is offered from September to May. Experience “Library Adventures” and discuss ideas on how to increase summer reading, getting library cards to students and offer a PTO at your library. Review ideas on various drop down selections for early childhood and afterschool programs with 3D printing, Makey, Makey, iPad Scavenger Hunt and more. Have you considered a Renaissance Faire? Handouts and surprise giveaways at this program, just like at “Library Adventures” annual presentation.

**11:30 a.m. – 12:30 p.m.**

## **Understand how Back-end Technology Initiatives Improve End-user Successes**

Christopher Holly, EBSCO Information Services

Discovery is more than a simple search box. In reality, library management systems are evolving, and in today’s world there is a lot to consider. From discovery and delivery of the content made available to your users; to the ability to tailor solutions for specific research needs; to the ability to choose solutions that best address back-end workflow and end-user outcomes. Ultimately, a library’s success hinges on both the back-end and front-end working together to improve the user experience. In this session, you will learn how EBSCO is partnering with other technology industry leaders to improve seamless access to users, expand access to the library resources, and revolutionize back-end workflows. You will also hear more about EBSCO’s part in a new community project called FOLIO, an initiative bringing together libraries, service providers and developers from across the globe to work together to imagine and develop a new open-source library services platform built for innovation.

## **Passive Programs, Active Participation!**

Kathy Campbell, Rio Rancho Public Library

Passive programming is an excellent way to get your adult library community involved. The programs are fun, creative, and best of all easy to plan and execute. You will see a lot of participation while spending very little money. This workshop will give you some logistics of how to do them, along with some ideas you can try.

## **Google Products Overview – Lightning Fast!**

James Britsch and Amanda Wier, New Mexico Junior College

Google has an amazing collection of free products that all libraries can take advantage of. This workshop will provide fast overviews of several of their most useful products. These will include Analytics, Books, Calendar, Docs, Earth, Forms, Groups, Hangouts, Mail, Maps, News, Scholar, Sheets, Sites, Slides, and YouTube.

## **Transforming Consumer Health Information**

Patricia Bradley, UNM Health Sciences Library and Informatics Center

The National Library of Medicine (NLM) provides freely available and reliable resources on consumer health to be used by the general public. Come and learn about MedlinePlus, NIHSeniorHealth, Pillbox, Drug Information Portal, Genetics Home Reference, NLM 4 Caregivers, ClinicalTrials.gov, Household Products Database. This one hour overview will cover how to find these resources, how to navigate the sites and the major content in each. Bring your favorite mobile device for hands-on practice.

## **New Titles in Young Adult Literature and How to Get your Community Engaged**

Heather Dahl, Ph.D. Follet School Solutions, and Misty Horning, Ph.D., Albuquerque Public Schools

This presentation will whirl through some book talks of new titles in young adult literature (YAL). Participants will leave knowing enough about the books to engage a new, adolescent reader. You will also receive a list of titles for some books for your PD library that will help your independent reading goals and initiatives take hold in your school community. Heather Dahl is currently the K-12 Follett sales rep for Northern New Mexico and West Texas, and Misty Horning is a teacher (and a very new librarian) in APS. Besides a frequent visitor of school libraries, and an avid reader of YAL, Heather recently received her Ph.D. from UNM based on her research concerning reader response theories and the benefits of independent reading. Misty, a self-proclaimed book addict, also has a Ph.D. from UNM, with a focus on the transactional theory of reading, fan fiction, and participatory cultures.

## **12:30p.m. – 1:30p.m.**

**Lunch is** provided in the Student Union Ballroom.

## **Libraries Transform New Mexico: Next Steps**

The Libraries Transform New Mexico Steering Group

Time: 12:45p.m. – 1:00p.m.

The Libraries Transform New Mexico Steering Group will give a brief update on the “Next Steps” and recommendations crafted at the LTNM conference, as well as issue a call for volunteers to participate in turning the recommendations into reality.

NMHU Student Union Ballroom, during lunch.

## **1:30 p.m. – 2:30 p.m.**

## **Using Your Cool Brain to Deal with Emotion in a University Library**

Leah Boetger and Dr. Steven Rugala, UNM University Libraries and Learning Sciences

This presentation will share how a university library is transforming the workplace by using Emotional Intelligence to help employees better handle difficult situations.. The UNM University Libraries has conducted Emotional Intelligence training to help employees handle challenging workplace situations. The training focused on using “real life” scenarios to find ways to use the five skills of Emotional Intelligence to build skills and confidence. This session will provide an overview of the skills used and share ways employees are finding ways to use the skills to create positive results in the workplace.



## **Libraries Transform the New Mexico Statewide Database Package**

Lori Thornton and Kathleen Moeller-Peiffer, NM State Library

The State Library spends a significant amount of New Mexico's Library Services and Technology Act federal money per year on statewide databases. Department of Cultural Affairs Secretary Veronica Gonzales and State Librarian Kathleen Peiffer would like to hear your perspective on the value of the three database packages purchased for El Portal – the Gale/Cengage InfoTrac, In Context, Chilton, and Kids InfoBits databases; Newsbank NM newspapers database; and Brainfuse HelpNow & JobNow tutoring and testing service. What benefit is realized in your community through these purchases? Shall we make changes to the packages? If changes are made, what resources would be most useful to your community? Come and be a part of the statewide databases assessment and transformation conversation!

**2:45 p.m. – 3:45 p.m.**

### **Oral Histories: Best Practices**

Kevin Comerford, University of New Mexico Libraries

An oral history is a sound or video recording that is provided by an eye-witness informant through an interview that preserves their perspective about personal or historical events. When oral histories are collected carefully, they can be an excellent resource for explaining and preserving the historical record. This session will discuss the best methods and technological tools for conducting oral history interviews, focusing on how to plant interviews, set up recording equipment, perform interviews, process recordings and publish them online.

### **When the Avon Flows Into the Rio Grande: Public Library Programming through Partnering and Outreach**

Joseph McKenzie, Rio Rancho Public Libraries

Are you a programming librarian with big ideas and a not-so-big budget? Come and glean some useful lessons on partnering and outreach for a series of programs presented in collaboration with the Folger Shakespeare Library's National First Folio Traveling Exhibit. Avoid our disasters, achieve our successes, and ponder our questions thanks to this fascinating presentation.

### **10 Ways a Professional Learning Community Can Help Improve Your Library**

Sara Cook, Laurie Lacey, Ranell Cox, and Vanessa Williams, Albuquerque Public Schools

Professional learning communities can be a vital force in creating successful library programs. Our community of middle school librarians has worked for the last two years on creating a culture of reading at our schools. Come find out how we learn from each other to assist special needs populations, mentor new librarians, collaborate, market our libraries and more. You will leave with useful ideas to put into practice right away.

### **Transforming Ourselves Through Professional Development**

Aubrey Iglesias, New Mexico State Library

Looking for professional development opportunities to stay up to date in the profession? Are there skills you would like to refresh or entirely new skills you would like to learn in order to proactively support patrons in your library's community and meet new needs? What are your go-to sources for skills development? We are stronger when we collaborate! In this program there will be an opportunity for you to share and discuss your professional development ideas with fellow participants. The resources and ideas will be compiled into a LibGuide on the New Mexico State Library website so everyone can access our information hub on professional development.

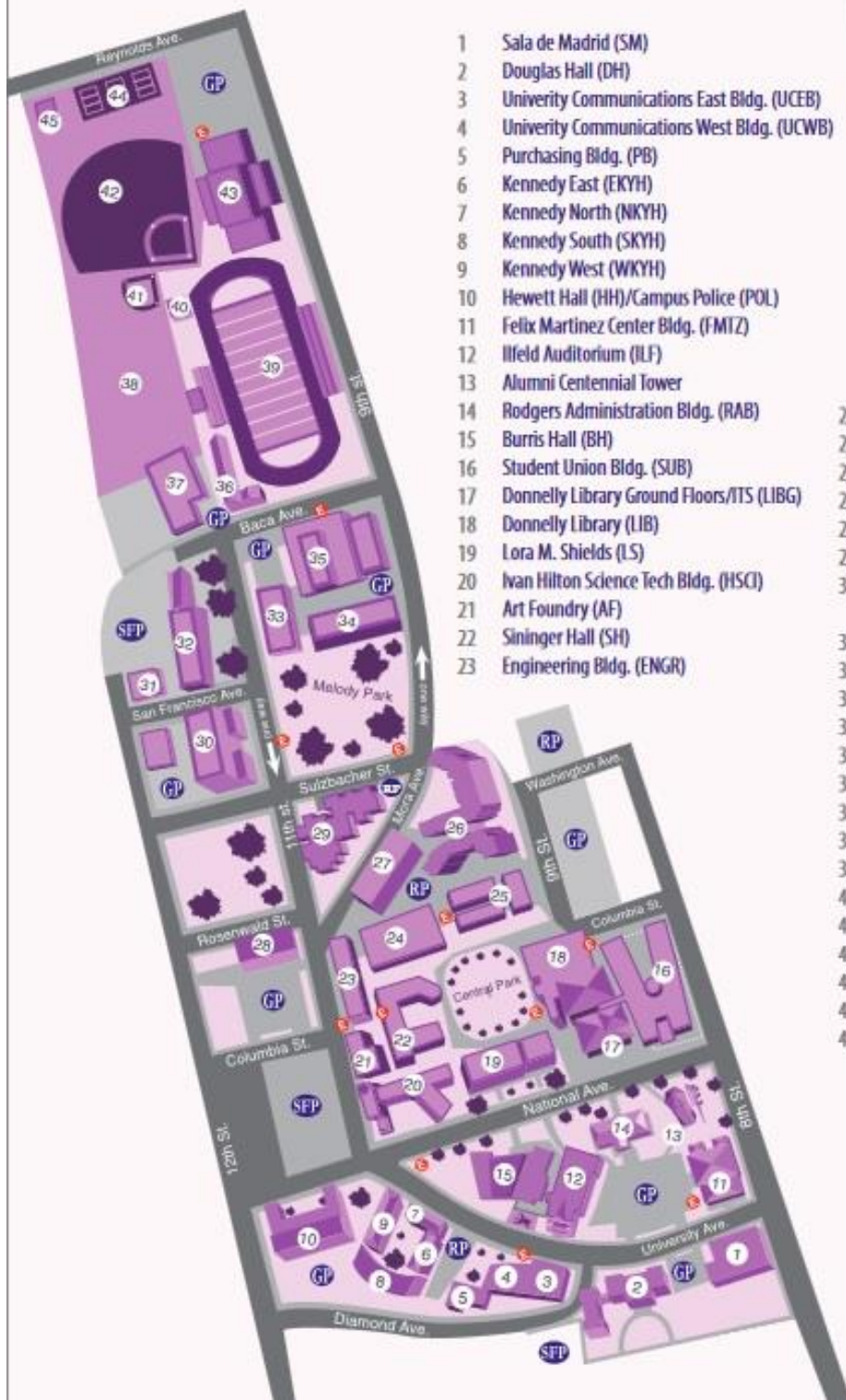
**3:00 – 5:00 p.m.**

Vendor and Conference Clean-up



# NEW MEXICO HIGHLANDS UNIVERSITY®

## CAMPUS MAP



- 1 Sala de Madrid (SM)
- 2 Douglas Hall (DH)
- 3 University Communications East Bldg. (UCEB)
- 4 University Communications West Bldg. (UCWB)
- 5 Purchasing Bldg. (PB)
- 6 Kennedy East (EKYH)
- 7 Kennedy North (NKYH)
- 8 Kennedy South (SKYH)
- 9 Kennedy West (WKYH)
- 10 Hewett Hall (HH)/Campus Police (POL)
- 11 Felix Martinez Center Bldg. (FMTZ)
- 12 Ilfeld Auditorium (ILF)
- 13 Alumni Centennial Tower
- 14 Rodgers Administration Bldg. (RAB)
- 15 Burriss Hall (BH)
- 16 Student Union Bldg. (SUB)
- 17 Donnelly Library Ground Floors/TTS (LIBG)
- 18 Donnelly Library (LIB)
- 19 Lora M. Shields (LS)
- 20 Ivan Hillton Science Tech Bldg. (HSCI)
- 21 Art Foundry (AF)
- 22 Slinger Hall (SH)
- 23 Engineering Bldg. (ENGR)
- 24 Archuleta Hall (ARCH)
- 25 Connor Hall (CONH)
- 26 Viles & Crimmin Hall (VCH)
- 27 Arrott House (ARRH)
- 28 Industrial Arts Bldg. (IA)
- 29 Melody Hall (MELH)
- 30 Victoria D. de Sanchez Teacher Education Center (STEC)
- 31 Trolley building(TB)/Media Arts
- 32 Facilities Services (FS)
- 33 Champ Tyrone Music Bldg. (MU)
- 34 Gregg House (GREH)
- 35 Stu Clark Bldg. (STU)
- 36 Field House (FLDH)
- 37 Natatorium (SWMPL)
- 38 Football Practice Field
- 39 Perkins Stadium
- 40 Concession Stand
- 41 Softball Field
- 42 Harold K. Brandt Baseball Field
- 43 John A. Wilson Physical Education Complex (PE)
- 44 Tennis Courts
- 45 Recycling Center

- Emergency Station
- General Parking
- Resident Parking
- Staff/Faculty Parking