

150: April 19, 2006

**New Mexico Library Association  
Executive Board Meeting  
April 19, 2006 1:00 – 4:00 pm  
Civic Center, Farmington, New Mexico**

Present: Kathy Matter, Anne Lefkofsky, Joe Becker, Lorie Christian, Julia Clarke, Omar Durant, Leslie Chamberlain, Heather Gallegos-Rex, Thaddeus Bejnar, Charlene Greenwood, Alison Almquist, Louise Bolton, Cassandra Osterloh, Betty Long, Dinah Jentgen, Richard Akeroyd, Linda Morgan Davis, Barbara VonDongen, Marian Royal, Phyllis Reed, Valerie Nye, Lori Grumet, Jennifer Brown. Guest: Wayne Hanway, MPLA

President Kathy Matter called the meeting to order at 1:03 p.m. Attendees were welcomed, new Board members were introduced and the hard work of the Local Arrangements Committee was acknowledged.

It was moved and seconded that the agenda be approved as presented. The motion passed.

**Secretary's Report:**

It was moved and seconded that the minutes of the January 27, 2006 Board meeting be approved as presented. The motion passed.

Electronic Votes entered into the record are:

It is moved that we accept the Albuquerque Convention Center contract and the revised Doubletree Hotel contract with the recommendations for changes made by Thaddeus to enter into agreements for the MPLA/NMLA Conference in 2007. The motion passed on March 23, 2006.

It is moved that the Board approve the conference theme and colors for the 2007 NMLA/MPLA Conference as detailed in Valerie Nye's report.

[The Conference theme is: Libraries: Launching the Future; The Conference colors are: turquoise and red/coral; Logo: designed by Cassandra Osterloh] The motion passed on April 18, 2006.

On April 9 2006 Kathy Matter announced the appointment of Mark Pendleton to fill the Member at Large Board position vacated by Naomi Miles. This appointment is effective immediately and does not require a motion.

**Treasurer's Report:**

The 3<sup>rd</sup> Quarter financial report shows the operating fund/checking account balance of \$51,247.81. Income for FY 2006 year-to-date is \$85,491 and expenses are \$28,207.37. The spreadsheet budget report gives the breakdown for these amounts. The budget picture seems to be very healthy at this point. Income from dues is above our budget projection, and has already exceeded the total of FY05. The income for annual conference 2006 is very close to the budget projection. Most expenses for the conference have not yet been posted, but given current expectations these costs will be significantly less than projected. It seems clear that net income from the annual conference will significantly exceed the budget projections.

The typical tax filing of Tax Form 990, (Return of Organization exempt from Income Tax) has been submitted in this quarter. I have also received from the accountant the annual compilation report, which shows reconciliation for FY2005 fiscal activity.

Please note that the deadline for submitting FY07 budget requests to the treasurer is May 12.

Respectfully submitted, Joe Becker  
NMLA Treasurer

**Administrative Contractor's Report:** Lorie Christian reported that NMLA currently has 652 members. We believe that the "all time high" for membership was 680. At the next Board meeting, conference data and an analysis of the membership data will be presented.

**FINAL REPORT – 2006 NMLA ANNUAL CONFERENCE  
NMLA BOARD MEETING – FARMINGTON, NM  
APRIL 19, 2006**

Theme: *Community Collections, Community Connections*  
Dates: April 19-22, 2006  
Location: Farmington, NM

The 2006 Annual Conference showcases leading currents in library trends, technology, management and general practices. NMLA's partnership with the Farmington library community has been valuable – affording the opportunity to blend the best traditions of past conferences with fresh approaches. As is evident each year, the conference provides an unparalleled opportunity to network with colleagues, to learn about new products and services directly from exhibitors. The goal of this conference is that attendees will leave with a sense of both new and renewed connections to the library community. The following summaries provide an overview of all that has come together to make the conference a success.

**CONFERENCE TEAM**

Program Committee:

Donna Cromer, Heather Gallegos-Rex, Keeta Harnett, Karen McPheeters, Val Nye, Pam Rishel, Alice Robledo and Marian Royal

Local Arrangements:

Karen McPheeters and the Farmington Public Library staff – esp. Jim Carpenter, Jenny Lee Bingmann and Mary Lee Smith

Louise Bolton and San Juan College

Heather Erlandson

► Special acknowledgement goes to the City of Farmington and the local library community for inviting NMLA to site the 2006 conference in their area, and for their generous provision of resources and support. And, to Lorie Christian for her expert management of registration, exhibitors, logistics and communications.

## **1. REGISTRATION AND EXHIBITORS**

As of Monday, April 17, totals are:

*Registrations:* 374 total

- 309 attendees for both days
- 14 attendees for pre-conference only
- 17 attendees for 4/20 only
- 26 attendees for 4/21 only
- 8 attendees for post-conference only

*Exhibitors:* 58

## **2. PROGRAM**

*A number of new approaches to presenting programs are evident in this year's conference offerings.*

- Farmington Public Library is sponsoring and underwriting all pre-conference programs, as well as an added bonus of post-conference sessions. Topics that focus on youth services and "library as place" are featured.
- General program tracks have been introduced to define presentations by area of interest, and to congregate such programs in a proximate space. Fewer programs have been scheduled, thus allowing for longer time slots, and more concentrated sessions.
- The Program Committee has assembled an engaging mix of local, regional and national talents to speak on a range of timely issues. Conference goers will have access to a wide array of topical sessions, including: consumer health information, government documents, online social networking tools, grant writing, library security, cash handling, customer service, community leadership, disaster response, Native American cultural traditions, legal reference, graphic novels, and publishing.
- Keynote speaker is John Y. Cole. Dr. Cole is Director of the Center for the Book at Library of Congress.

### **SUMMARY**

Pre-conferences (4/19): 4

Post-conferences (4/22): 2

Poster sessions (4/20): 2

Special topics (4/20): 3

Total programs across all tracks (4/20 – 4/21): 42

Public: 7

Academic / Special: 6

School / Youth Services: 7

Marketing, Advocacy and Communication: 4

Technology: 4

Management: 6

General: 8

Major venues employed: Farmington Civic Center, San Juan College, Totah Theatre, Farmington Public Library

### **3. MEETINGS**

*Summary: NMLA's annual conference is host to a number of key gatherings, where the Board and membership report on and continue the business of the association.*

4/19 – Final 2005-2006 NMLA Executive Board Meeting  
4/20 – Annual NMLA Business Meeting  
4/20 – New Mexico State Library Commission Meeting  
4/20 – SIG Meetings (3)

### **4. EVENTS**

*Networking and social opportunities are expanded with this year's conference. NMLA's traditional events, in combination with the best of Four Corners local flavor and culture, make for engaging social opportunities.*

#### **SUMMARY**

► **Library Tours:** 7 Farmington area libraries are providing walk-in tours – featuring new buildings, interesting environments and architecture, and innovative programs.

Organized by: Heather Erlandson

► **New Members / NM Library Foundation Reception** – Gateway Museum & Visitors Center, 4/19

Featured event: Wine-tasting – Wines of the San Juan

Sponsors: NMLA, NM Library Foundation and Farmington PL

► **NMCAL Breakfast – San Juan College, 4/20**

► **Awards Dinner** – San Juan College, 4/20

Featured event: Award to Rep. Tom Udall

Organized by : Louise Bolton, Heather Erlandson and Dinah Jentgen

Sponsor: Thomson Gale

Attendance estimate: 180

► **Amigos Breakfast** – Courtyard by Marriott, 4/21

Sponsor: Amigos Library Services

► **Youth Literature Luncheon** – Totah Theatre, 4/21

Featured author: Kimberly Griffiths Little

Organized by: Marian Royal, ASL SIG, Farmington PL

Sponsor: 3M

Attendance estimate: 130

► **Evening at Sandstone**, 4/21

Featured events:

“Burgers and Beer Sampling” – Three Rivers Brew Pub

“Storytelling Under the Stars”: Sunny Dooley, Sid Hausman and Joe Hayes

Organized and sponsored by: Farmington PL

## **5. LOCAL ARRANGEMENTS**

Thanks go to the Farmington PL for: design and printing of the conference program book, providing volunteers to help at the registration desk and as room monitors, supplying conference bags for attendees, organizing room set-ups for presentations, and finalizing a myriad of details on the local front to ensure all attendees enjoy a great time in Farmington.

## **6. NMLA EXPENSES**

► NMLA's main expenses for the 2006 Conference are speaker re-imbursements/fees and the 4/19 Board meeting lunch.

The Awards Dinner, Youth Literature Luncheon, box lunches for attendees on 4/20 & 4/21 will be covered by ticket sales, plus sponsorships by 3M (\$750 for Youth Literature Luncheon) and Thomson Gale (\$2500 for Awards Dinner).

► Farmington PL is comping, or paying for:

Use of the Civic Center

Use of the Totah Theatre

Use of the Gateway Museum (plus wine tasting)

Lions Wilderness Amphitheater (space, plus food service and performances)

Box lunches for exhibitors on 4/20 & 4/21

Refreshments in exhibits area on 4/20 & 4/21

Pre-conference and post-conference expenses

Addition underwriting of select speakers

## **7. SPONSORS PROVIDING ADDITIONAL UNDERWRITING**

3M

EBSCO

Hayes Software

PermaBound

Salina Bookshelf

Thomson Gale

TLC – The Library Corporation

UNM Press

*Respectfully submitted, Anne Lefkofsky*

*2006 Annual Conference Chair*

*NMLA Vice-President / President Elect*

**Approval of the Annual Business Meeting Agenda:** The motion to approve the corrected agenda for the April 20, 2006 NMLA Business Meeting was seconded and the motion passed. The purpose of the Committee Reports at the Business meeting is to make the membership aware of the individuals who do the work of the organization.

### **2007 Conference Taskforce Report**

Members: Valerie Nye (chair), Wayne Hanway (MPLA vice-president), Anne Lefkofsky (arrangements), Cassandra Osterloh (program), Linda Morgan Davis (publicity), Joe Becker (treasurer), Lorie Christian (administrator), and Louise Bolton (incoming NMLA Vice President).

Louise Bolton, being the only candidate for NMLA Vice President, was added to the Taskforce as soon as the slate of candidates was announced.

The contracts with the Albuquerque Convention Center and Double Tree Hotel have been signed. The final contract with the Double Tree Hotel is for 100 rooms at a rate of \$89 per night. The same rooms NMLA used for the 2005 conference at the Albuquerque Convention Center have been reserved for the 2007 conference. The 2007 Conference will be in Albuquerque March 14<sup>th</sup>-16<sup>th</sup>, 2007.

The Taskforce investigated the Albuquerque Balloon Museum for a possible venue for the opening reception. The Taskforce has recommended that the Awards Dinner be held at a location other than the Albuquerque Convention Center. The Taskforce is investigating the Hispanic Cultural Center as a venue for the opening reception or awards dinner.

The Taskforce is recommending that two formal lunches be held at the Albuquerque Convention Center during the conference. One lunch will be the traditional youth service lunch. The second lunch's theme and content have yet to be determined.

The Taskforce sent email solicitations for ideas and volunteers. Emails went out to the NMLA Board and NMLA Membership. The ideas submitted by the NMLA membership were wide ranging and added a lot of depth to the ideas that were generated by the Taskforce. The ideas and volunteer names gathered via email have been compiled and forwarded on to Louise Bolton for her direction.

The Taskforce spent the end of March and early April discussing the 2007 Conference themes, mottos, and colors via email. After many ideas and email discussion the motto "Libraries: Launching the Future," and the colors red and turquoise were chosen by the Taskforce.

The 2007 MPLA/NMLA Conference website is: [www.nmla.org/abq2007/home.htm](http://www.nmla.org/abq2007/home.htm)

**Conference Site Committee Restored:** President, Kathy Matter announced that effective April 20, 2006, the 2007 Conference Task Force will dissolve and the Conference Site Committee is restored.

#### **Membership Task Force Report:**

**Robust record: 646 members.**

**Recruitment:** 170 new members joined since July 1, 2005.

We offered a 50% discount for introductory membership.

We encouraged members to sponsor new members with a letter of invitation.

We rewarded sponsors with a complimentary conference registration drawing for both.

We sent a letter to conference attendees who were not members.

We contacted new library employees.

We scheduled a new member reception at the annual conference and sent personal invitations.

**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 listed new members in the electronic newsletter.

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.  
We offered the Survey Monkey tool to members for polling constituent groups.

**Recommendations:**

We used the Survey Monkey to explore opportunities for adjusting the dues structure: members value the graduated fee scale and seem to support an increase in dues.  
We suggest continued conversations in encouraging members to develop and promote the benefits of membership.  
We urge the development of a new membership brochure.  
We suggest adding a vendor category to the membership structure.  
We advise continued mailing of three membership packets: one to solicit new members, one to welcome new members, and one to thank continuing members for renewing. We strongly recommend continuing the 50% discount for first year membership.

Respectfully submitted: Kathy Matter, President

It was moved and seconded that NMLA extend the 50% discount for the first year's membership until the Executive Board meeting before the 2007 Conference. The motion passed.

At the 2007 Executive Board Meeting, Lorie Christian will be asked to report how many membership renewals occur from the group that received the 50% discount.  
During this discussion, the Board also covered Survey Monkey. NMLA has an annual subscription to this web-based tool and it may be used by all members to conduct NMLA related business. As Public Relations Chair, Linda Morgan Davis, will inform the membership about Survey Monkey and will encourage wide usage. All surveys conducted through Survey Monkey are archived.

It is to be noted that the Membership Task Force ends with this meeting and the continuing effort to increase membership is in the hands of the Membership Committee. The Membership Committee is charged with the task of examining the dues structure and of developing a vendor category. Betty Long will study the bylaws to see if a change in the dues structure would need to occur at the 2007 Business meeting or if another process is allowable.

**INTELLECTUAL FREEDOM TASK FORCE**

**Rationale:** In anticipating future initiatives for the Legislative and Intellectual Freedom Committee, it becomes clear that not only will the demands of legislative communication and advocacy continue to grow – but also that the call to address intellectual freedom awareness will become significantly more pronounced. In coupling these areas under the umbrella of one committee, NMLA has allowed intellectual freedom issues to be of lesser priority to those dealing with legislative outcomes. Both are areas, nonetheless, are of extreme importance to the New Mexico library community. And, that IF should have a heightened role in NMLA's agenda is supported by the fact that nearly all other state library associations have a separate IF committee, and by the emphasis ALA places on intellectual freedom.

Coming into the new business year, there is a felt need to re-define NMLA's focus on IF issues – a need that begs expanded training opportunities, increased member participation, and a united voice with which NMLA can respond to issues. To this end, an Intellectual Freedom Task Force will be established at the 2006 Annual Business Meeting to investigate and address this need

**Task Force Leader: Charlie Kalogeros-Chattan.**

Charlie is active on the L&IF Committee, and has recently completed intensive IF training through ALA. She will be conducting IF training workshops based on the ALA session throughout the next two years.

**Charge:** The Task Force leader will assemble a team to research and report on the following points, with the goal of recommending whether or not a separate committee should be created to address, and focus on, intellectual freedom awareness.

1. Assess the current level of communication on IF issues from L&IF, and NMLA generally.
2. Assess the level of education about, and activities pertaining to, IF awareness currently being offered by L&IF and NMLA generally.
3. Has NMLA consistently taken a leadership role in addressing priority IF issues and activities? Do the USA Patriot Act, CIPA, banned books, censorship and challenges that need fuller attention and discussion within the NM library community? How could an IF Committee contribute to the improvement of such?
4. Can the aforementioned issues be effectively addressed under the current L&IF configuration? If not, how would a stand-alone IF committee accomplish this – based on findings for the points above? What would the mission, goals and structure of the committee be?

**Timeline:** Task force begins work immediately following NMLA Conference in Farmington. Progress reports will be presented at the July 2006 and October 2006 Board Meetings. The Task force recommendation and proposal are due at January 2007 Board Meeting. The Executive Board will vote to approve the proposal, thus allowing it to go to a vote of the membership at the 2007 Annual Business meeting.

The Board supports this initiative.

**Legislative Phone Tree:** Richard Akeroyd is interested in resurrecting the Legislative Phone Tree that was used in the past to inform stakeholders about pending legislation and encourage them to contact their legislators. During discussion, it was suggested that this be called the Legislative Action Network. The Board supports pursuing this concept.

**Editorial Policy Task Force**

**Rationale:** NMLA's official newsletter and website are accessed by hundreds of people within and beyond the New Mexico library community. To ensure that all official NMLA communications media (e.g. newsletter, website or any future allied publications) maintain consistency in style, standards and mission, the establishment of guidelines communicated through a formal editorial policy is indicated.

**Task Force Leader:** Linda Morgan Davis, As Publicity Committee chair

**Charge:** Assemble a team that will research, write and propose an editorial policy to govern the content and presentation of material appearing in NMLA's newsletter, on the association's website, or in other future allied publications.

1. Review representative policies governing newsletters, journals and websites from other professional organizations, groups or concerns
2. Identify critical characteristics and standards to be applied by the policy (e.g. timeliness, factuality, requirement of attributions, relevance)
3. Recommend who should be the final arbiter for editorial decisions
4. Define function and point of view for communications media
5. Define the format in which submissions should be contributed

**Timeline:** Task force begins work immediately following NMLA Conference in Farmington. Progress reports will be presented at the July 2006 and October 2006 Board Meetings. The task force's proposed policy will be due at January 2007 Board Meeting. The Executive Board will vote to approve and implement the proposal.

This can be added to the NMLA procedures without a change to the Bylaws.

**Logo Development:** President Kathy Matter distributed a memo from Jonathan Duran with prototypes of possible designs for a new and more dynamic NMLA logo. This work was done as the result of an agreement between the State Library and NMLA through which Mr. Duran would work on the logo design as an employee of the State Library and NMLA would waive the vendor fee for the State Library booth at the 2006 Conference.

Anne Lefkofksy and Richard Akeroyd will formalize collaborative ventures in the year ahead and include the logo design in this process.

The Board expressed strong support for developing a new logo. Kathy Matter and the Public Relations Committee will be in charge of this process and will bring up to three designs from which the Board can select. Dinah Jentgen asked that a design be selected that can be easily and accurately replicated on awards.

**State Librarian's Report:** Richard Akeroyd, State Librarian, reviewed current activities at the State Library. Mr. Akeroyd accepted a three year appointment to the Depository Library Council and his participation will benefit libraries throughout New Mexico.

#### **Annual Committee Reports:**

##### **Archivist:**

In September, 2005, I started working as the official Archivist for the New Mexico Library Association. Since that time, I have received some Treasury records from Kathy Albrecht which she had during her term as NMLA Treasurer (2003-2004). Lorie Christian sent the NMLA conference files for 2004 and 2005 plus other NMLA files for 2000-01 on CD's. She also sent two Quicken CD's plus my copy of the Grey Book which I have kept updated. The other filing cabinets of NMLA records which were in Santa Fe remain in Santa Fe.

Respectfully submitted, Barbara Edwards, NMLA Archivist

#### **Awards Committee Report**

The Awards Committee, consisting of Kathryn Albrecht from Socorro, Marilyn Belcher from Clovis, and Mary Lee Smith from Farmington had a successful year.

From an exciting field of ten nominees we selected recipients for the five regular NMLA awards:  
Community Achievement – Marilyn Fifield  
Library Amigo – Bernice Boyle  
Library Leadership – Kathy Barco  
Honorary Life – Charlene Greenwood  
New Mexico Legislator of the Year – Sen. Carroll Leavell

The Board proposed a special award, New Mexico Library Treasure, and that goes to U.S. Representative Tom Udall.

At the Awards Banquet on April 20, we also will recognize the recipients of the Follett School Awards, and the Marion Dorrah winner, the College Scholarship winner, and Continuing Education Grant winners.

Respectfully Submitted: Dinah Lea Jentgen; Chair, Awards Committee

### **Bylaws Committee Report**

The Amendments to the Bylaws passed and revisions have been made and distributed via the website. All updates to the Procedural Manual are on the website. I am attaching a copy of the table of contents to this report so that each member of the Board can update their Procedural Manual prior to passing the Manual on to the person replacing them or if they are remaining on the Board their Manual will be updated and ready for a new year.

The 2006-2007 Board Calendar is ready and will be soon be available on the website. A few more committee assignments need to be made and the 2006-2007 Board Directory will be available on the website.

This has been a productive year for the Bylaws Committee and I want to thank fellow committee members Mark Adams and Alison Almquist for all of their work on the committee.

Betty Long, Chair, Bylaws Committee

### **NMLA Education Committee**

The committee met twice this year in person, first at Valencia (UNM Branch Library) in November and then again in Santa Fe in conjunction with the Legislative Day.

In November on reviewing the applicants it was felt that none of the candidates met the basic requirements. They were advised to review the criteria and re-submit their applications for the next round.

On reviewing the applications in January, there was a successful candidate for the Marion Dorrah award (Victoria Minnick) and Elsie M. Tapia, met the criteria for the College Scholarship. In addition, Kathy Albrecht submitted a request to attend the conference and that request was approved.

A discussion was held whether the criteria should be re-looked at to encourage more persons to apply. It appears that some persons who are interested in Pursuing library science programs may not know of them as they are not members of NMLA. The committee felt they need to do a better job of getting the word out to all interested people in New Mexico.

Respectfully submitted: Louise Bolton, Education Chair

### **LIF Committee Report:**

The Statewide GO Bond 2006 sponsored by Representative Miera and Senator Nava passed for a total of \$9m for all three library requests: \$3M for public school libraries, \$3M for public libraries, \$3M for public school libraries and \$3M for academic libraries.

The School Library Materials Fund was approved by the governor for 3 million through LESC efforts.

The Capitol Projects bill was approved at with 63 individual library project appropriations totaling \$7,910,500.

Geri Hutchins continues to send out ALA updates and other intellectual freedom and legislative information.

Dividing the Legislation and Intellectual Freedom Committee into 2 separate Committees will be discussed at the Board Meeting.

Respectfully submitted: Elizabeth Haskett and Omar Durant, Co-chairs

**Nominations and Elections Committee:**

The Nominations and Elections Committee met on March 17, 2006 at the Belen Public Library and counted 213 ballots. Here are the results of the election for 2006-2007 NMLA Officers:

President- Elect, Vice –President:	Louise Bolton
Secretary:	Phyllis Reed
Members at Large:	Jennifer Brown Valerie Nye
Retained as Member at Large until next election:	Naomi Miles (note: Ms. Miles has since resigned due to an out of state move)

Both By-Laws amendments passed. [The Committee recommended that: 1) the Article II, the Mission Statement of the New Mexico Library Association be removed from the Bylaws and become a standalone document, allowing changes to be made without revising the Bylaws and 2) Article IV, Section 4 reflect a change in terminology from Administrative Assistant to Administrative Contractor.]

I would like to thank the Nominations and Elections Committee members Leslie Chamberlain, Bev McFarland, and Cheryl Wilson for their conscientious and thoughtful work on this committee. I very much appreciate all their contributions to making this a fair, open, and representative election process.

Heather Gallegos-Rex, Nominations and Elections Committee Chair 2005-2006

**2006 NMLA ANNUAL CONFERENCE PROGRAM COMMITTEE REPORT**

**Program Committee:**

Donna Cromer, Heather Gallegos-Rex, Keeta Harnett, Karen McPheeters, Val Nye, Pam Rishel, Alice Robledo and Marian Royal

**SUMMARY OF CONFERENCE PROGRAMMING.**

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- customer service, community leadership, disaster response, Native American cultural traditions, legal reference, graphic novels, and publishing.
- Keynote speaker is John Y. Cole. Dr. Cole is Director of the Center for the Book at Library of Congress.

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 School / Youth Services: 7  
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 Technology: 4  
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Major venues employed: Farmington Civic Center, San Juan College, Totah Theatre, Farmington Public Library

*Respectfully submitted: Anne Lefkofsky  
 2006 Annual Conference Chair  
 NMLA Vice-President / President Elect*

#### **Public Relations Committee Report - April 2006**

##### **Membership Taskforce**

As a result of discussion at the January Board Meeting, the Committee created a survey on the Dues Structure. The survey was created and disseminated to the membership using the online resource, *Survey Monkey* in late February. This was sent to the Board for comment and updating before sending out to the membership. The survey was active for 10 days beginning on March 1. There were 110 responses to the survey. Broad results are:

1. Do you like the current NMLA dues structure using a sliding scale...

Yes	<b>79.1%</b>
No	13.6%
Not certain	7.3%
Other	1 response

2. Would you be interested in a flat fee structure...

Yes	34.5%
No	<b>45.5%</b>
Not Certain	17.3%
Other	9 responses

3. Is the current NMLA dues structure a value for the benefits of association membership?

Yes	<b>53.6%</b>
No	8.2%
Not certain	37.3%
Other	3 responses

There were 2 additional questions that were open ended response in character. Responses will be provided in a handout at the Board Meeting.

**Working On:**

- New communication tools/resources for the membership with the Chair of the Membership Committee and the incoming President
- Irregular email updates to membership on topics of interest, meeting and workshop announcements
- Publicity and press releases throughout the State for Annual Award winners and the upcoming annual Battle of the Books

Respectfully submitted on behalf of the Committee: Linda Morgan Davis, Chair

**Representative and Councilor Reports:**

**NEW MEXICO LIBRARY FOUNDATION REPORT**

The Foundation will be co-hosting a reception with the Farmington Public Library at the NMLA Farmington Conference Wednesday, April 19 from 5:30pm – 7:30pm at the Gateway Museum. It will also be for the new members of NMLA.

Some of the grant recipients will be briefly speaking and there will be a display of pictures of various grant projects that have been funded.

The Foundation will also be having a table in the exhibit area for our drawing for:

- Two Grey Hills rug
- Sterling silver storyteller necklace and ring set
- Basket of great goodies donated by Carmen Forsee of Blackstone Audio, Inc
- Paul Horgan's Great River: The Rio Grande in North American History

The tickets will be at the exhibit area table as well as the Wednesday and Friday evening receptions. They will be \$5.00 each or six for \$25.00.

The latest grants awarded in March were:

- Country Club Elementary School Library, Farmington – "On Eagles' Wings Storytelling Festival"
- Embudo Valley Library and Community Center – "Lasting Impressions: A Summer Reading Program for Youth, 2006"
- Edgewood Community Library – "Narrowing the Digital Divide Between Spanish-Speaking and English-Speaking Public Access Users"

There will be a first time special donor reception held Saturday, June 3 at Brooke Sheldon's home in Santa Fe. Among the invited guests are the authors Tony Hillerman, Rudolpho Anaya and Pat Mora.

The Foundation will be working further on its Development Plan this summer.

**MPLA Representative Report:**

MPLA is now taking applications for the 5<sup>th</sup> annual MPLA Leadership Institute. It will be held at Ghost Ranch October 29<sup>th</sup> - November 3<sup>rd</sup>, 2006. 30 candidates will be selected from MPLA's 12 state region. Applicants that will be considered will have an MLS or equivalent master's degree relevant to the library field, 2 to 12 years post-master's work in a library related job, be employed in a library organization in MPLA's 12 state region, be a current member of one of MPLA's 12 affiliated state library associations, and have a record of experience (including non-library) that demonstrates leadership potential.

2006 Leadership Institute mentors will be Joe McKenzie, Director, Salina (KS) Public Library; Roseanne Siemens, executive secretary of Kansas Library Association & former public library and system director; Carol Hammond, Director, International Business Information Centre; Jan Elliott, small public library director in Arizona and has worked in the state library, special libraries and academic libraries; and Mary Bushing, Institute Coordinator & Mentor.

The MPLA Executive Board held its first ever conference call board meeting on February 22<sup>nd</sup>. 21 board members attended the conference call. The meeting was orderly and very productive. In the report of the 2005 joint MPLA/WLA conference, it was mentioned that there was confusion over specifying a membership organization on the conference registration form. The organization affiliation is very important for both organizations because it determines how profits from the conference are divided. In order to clarify organization affiliation there should be the following check boxes: Member of NMLA, Member of MPLA, Member of Both NMLA and MPLA, Member of Neither Organization.

The 2006 budget was approved. Bylaw changes were approved. MPLA's organizational structure is currently in transition, but the transition is a head of schedule. Plans are moving smoothly.

The next MPLA board meeting will be held in-person in Denver on July 14<sup>th</sup>. Laurie Canepa is the New Mexico Rep Board Choice Award Winner for 2006. Board Choice Award Winners receive a free membership and are recognized at the MPLA annual meeting.

Respectfully Submitted: Valerie Nye

### **AASL Annual Board Report**

In June, 2005, three concerns were brought from the Affiliate Assembly to the AASL Board of Directors. The concerns dealt with funding school library programs, a request to update the national standards, and low voter turnout by AASL members in ALA elections.

The ALA Executive Board approved a Special Task Force on School Libraries, to report back to Council and the Board at the 2006 Midwinter Meeting. The concern is "despite growing research documenting the positive impact of school libraries staffed by qualified professionals on student achievement, a number of recent media stories have reported the elimination of school library programs and the "de-professionalization" of school library media centers through the elimination of school library media specialists".

Terri Kirk, a high school library media specialist from Paducah, Kentucky, was reelected to the ALA Executive Board. This is important because it allows school librarians to continue to have a voice on the ALA Executive Board.

There will be a Fall Forum on Assessing Student Learning the School Library Media Center in Warwick, RI on October 13<sup>th</sup> - 15<sup>th</sup>, 2006

AASL Innovative Reading Grant is a new award adopted by AASL. The "purpose of this award is to support the planning and implementation of a unique and innovative program for children which motivates and encourages reading, especially with struggling readers. There is a \$2500 award for the winner.

Cassandra Barnett, from Region VI is running for AASL President. Cassandra is the School Library Media Specialist at Fayetteville High School in Arkansas. Region VI consists of New Mexico, Oklahoma, Arkansas and Texas.

Two groups in Arkansas have been working on completing their affiliation with AASL this year. They are AAIM, the Arkansas Association of Instructional Media and ArASL, the Arkansas Association of School Librarians.

AASL is directly involved in assisting school librarians in states that are faced with the 65% solution. The "65% solution" is a recommendation by First Class Education, a nonprofit group, to formalize how much money must be spent on the classroom. They are requesting that all 50 states require school districts to spend at least 65% of their budgets on direct classroom instruction. The group uses the National Center for Education Statistics (NCES) definition of what is classroom activity. Using the NCES definition School Library Media Specialist are considered outside of the 65% funding formula. The URL for the NCES definition is: [http://nces.ed.gov/pubs2004/h2r2/ch\\_6\\_4.asp](http://nces.ed.gov/pubs2004/h2r2/ch_6_4.asp) Scroll down to see the definition for library media. There is further information in the January 2006 issue of American Libraries, pp. 19–20. The ALA Council passed a resolution at the 2006 Midwinter meeting calling for a national effort to stop school officials from passing laws in each state that would require school districts to spend at least 65% of their budgets on "classroom instruction." AASL is working in alliance with the National Education Association in a nationwide effort to prevent the "65% solution". Recently, Georgia's governor signed the 65% solution into law. Media Specialists and media expenditures were not included as "in classroom" expenditures in Georgia. School librarians are to be included in the proposed 65% solution in Texas.

Respectfully submitted: Alison Almquist, AASL Region VI Director

### **Annual SIG Reports**

#### **Advocacy for School Libraries SIG: Annual Report 2005-2006**

**Librarian-Teacher Competencies**: The librarian-teacher competencies were approved October, 2005. This school year was a "transition" year. Next school year, they will be in full force and will be used to evaluate librarian-teachers. The committee that helped develop the competencies will be meeting soon to participate in reviewing and providing feedback for the Professional Development Dossier for Librarian-Teachers. This is the next step to implement the competencies and the handbook should be ready when school starts in the fall.

**Professional Development**: This year ASL-SIG offered "Librarian-Teacher Competencies—The Basics" in Los Lunas (Sept), Tucumcari at the NMLA Mini-Conference (Oct), Silver City (Dec) and Espanola (Mar) and at the Annual Conference. "How Do You Assess Students in a School Library?" was offered at the Mini-Conference and the annual conference.

**Legislature**: The SIG representatives worked tirelessly to obtain much needed funding for school library materials. The results of the 2006 Legislative session ended with two funding sources.

1. HB2 provides 3 million for the School Library Material Fund for the 2006-2007 school year.
2. SB301 is the 2006 GO Bond and will go to the voters this fall. If passed, it specifies a \$3000 base per school and an approximate \$2.00 per student to be distributed over 2 years.

**Outstanding School Library Awards**: The ASL-SIG is pleased to present the winners of the School Library Award for 2006. They will be recognized at the Awards Banquet at the NMLA Annual Conference. They are:

- New Mexico Elementary School Library of the Year Award--  
Arroyo Del Oso Elementary School, Librarian-Teacher: Becky Murray
- New Mexico Secondary School Library of the Year Award Co-Winners--  
James Monroe Middle School, Librarian-Teacher Cristi Bikhazi  
Socorro High School, Librarian-Teacher Marian Royal.

Follett Library Resources provides a \$500 prize to each category annually. .

**NM Coalition of School Administrators**: The ASL-SIG sponsored a school library informational booth in the exhibits area of the conference. It allows us to give administrators input on the value of school libraries.

**Youth Services Luncheon at the NMLA Annual Conference**: The ASL-SIG will sponsor the luncheon on Friday at the NMLA Annual Conference. The speaker will be New Mexico author Kimberley Griffiths Little, author of Breakaway, Enchanted Runner and The Last Snake Runner. The latter was a Land of Enchantment nominee last year.

**Membership**: The ASL-SIG membership lists are growing. We have more members than any other special interest group of NMLA.

**Listserv**: This forum continues to be a venue for questions of your peers and to keep up to date on what is happening in the school library field in New Mexico.

NMLA's Advocacy for School Libraries group, working in partnership with the New Mexico Task Force for School Libraries, has accomplished an impressive array of achievements in the four years of its existence—thanks to the dedicated voluntary contributions of the many New Mexico school librarian-teachers.

Officers:

Chair—Pam Rishel  
NMLA Executive Board Liaison—Barbara VanDongen  
Successor Chair—Dora Trudell  
Recording Secretary—Maggie Reysen  
E-Group Manager—Judy Hulsey  
Legislative Coordinator—Stephanie Eagle  
Task Force Liaison—Omar Durant  
AASL Liaison—Alison Almquist

Committee Chairs

Conferences—Maggie Reysen/Marian Royal  
Professional Development—Laddie Ward  
Public Relations/Advocacy—Barbara VanDongen  
Land of Enchantment Liaison—Marian Royal  
Awards—Jennifer Brown  
Membership—Laurie Kastelic

Respectfully Submitted: Pam Rishel, ASL-SIG Chair

Report of the Battle of the Books Special Interest Group

This year the Statewide Battle of the Books, the culminating event for our SIG, occurs after the NMLA 2005 Conference. We are submitting this as our annual report but many details of the event will be reported at a later date through our Member at large and through the NMLA Newsletter.

We began the work for the 2006 literacy event immediately following the 2005 Statewide Battle of the Books last April. Our Steering Committee established the leadership for the various responsibilities:

Sarah Geiger and Jan Pfaff, Co-Chairpersons  
Site Chairperson, Melanie Templet  
Registration, Lorrie Stepetic and Peggy Mace  
Web site, Cindy Hoffstodt  
Elementary Booklist, Sally Storrs  
Middle School Booklist, Stephanie Eagle  
Elementary Questions, Rise Pappas, Diana Zavitz and Cheryl Inskeep  
Middle School Questions, Kirsten Johnson  
Volunteers for Reading and Timing, Charlene Greenwood  
Snack Arrangements, Jan Pfaff  
Awards and Prizes, Sarah Geiger  
Books Sale Arrangements, Sarah Geiger  
T shirt vendor, Sarah Geiger  
Tallying, Peggy Mace and Lorrie Stepetic  
Hotel/Motel Information, Charlene Greenwood, Lorrie Christian  
Awards Presentation and Entertainment, Corinne Stapp and Robin Rodar  
Liaison to State Library and Land of Enchantment, Kathy Barco  
Awards Program, Helen Stein, Corinne Stapp

This group works and meets throughout the year.

We established our deadline for sponsor (Library or School) registration, names of the participants and the registration fees as April 5. Registration is through the U.S. mail using the postmark for deadline.

We have identified a new provider for our T-shirt provider. We are working with the new owner of the Clovis business that was used for many years. The vendor is Sir Logo, Duane Chase. We do not want to be in the T-shirt business. Finding a provider who would do small orders and receive small amounts of money including purchase orders has been a difficult task.

The site for the 2006 Battle is ideal. Thanks are extended to Scott Affeltranger, Principal and Melanie Templet for being willing to host again. The Rio Rancho Mid-High is large enough for many young people to participate and for their families to come watch. We have outgrown most venues.

This year (2006) looks like it will be about the same level of participation as last year. As of this report, there were 73 Elementary teams and 29 Middle School teams who had registered by the deadline (There were some who registered but sent incomplete information so, as we get their data, our final figures may change). Delta Kappa Gamma, Gamma Chapter will spend an evening assembling all of our needed packets: registration, exit, reader/timer, and packets for each round

Registration will begin at 8:00 am. The Battle will consist of four rounds. A snack will be served to participants between Rounds 3 and 4. Concessions will be set up by the Rio Rancho Mid-High Food Science Department to provide food for the spectators.

In the Library/Media Center the Book Sale (provided by Page One Book Store) of next year's titles will operate continuously. Kathy Barco will provide information regarding the Summer Reading Program there as well. The Battle of the Books banner will hang there as a background for team photos.

As we finish Round 4, the Watermelon Mountain Jug Band will provide entertainment while we tally the final scores. The awards will be presented for first, second and third place teams at each level. There are usually some ties as well.

All participants will receive a certificate, a ribbon, and a State Library bookmark. Winning team members will receive a medal and a book from next year's list. We should be finished by 1:00.

Funding for this event is provided through a major donation from an anonymous donor, registration fees, and book sale profits. We receive funding from NMLA to support our sig. Thanks primarily to the generosity of our donor, we have been able to manage without additional support

We have resolved our payment patterns and are no longer placing a paperwork burden on NMLA or a financial burden on our Committee members.

Our SIG has submitted a renewal application. We appreciate being a part of NMLA.

#### **Reforma:**

REFORMA is working on building our membership up and improving communication between National REFORMA and our chapter. We also will be trying to finalize the bylaws that were being worked on last year, and electing new officers. It has been a real challenge to continue the chapter - we don't even know what our quorum number is. Bernice Martinez from Albuquerque Public Library will be taking over as President up in Farmington.

Respectfully submitted: Irene Shown

Members at Large reported that the Local History SIG is working hard.

Because of the vacancy in a Member at Large position on the Board, the opportunity for SIG renewal was extended to the next Board meeting.

It was moved and seconded that the following SIGs whose paperwork was submitted will be renewed: Battle of the Books, Advocacy for School Libraries, Paraprofessionals, Reforma and Northern New Mexico Youth Services. The motion passed.

It was moved and seconded that the deadline for the Preservation Alliance to renew its SIG status be extended to May 12. The motion passed.

Members at Large were assigned SIG responsibilities:

Jennifer Brown: Native American Libraries and Northern New Mexico Youth Services

Valerie Nye: Preservation Alliance, Local and Regional History, Paraprofessionals

Mark Pendleton: Interlibrary Loan, Reforma

Barbara VanDongen: Advocacy for School Libraries

Gray Books were passed to the new Board Members and Committee Chairs. All Board members are responsible for updating the Gray Book throughout their tenure of service.

#### **New Business:**

Barbara VonDongen expressed concern about electronic voting. Lorie Christian will research whether or not our new ISP is preventing some Board Members from receiving e-mail. In the interim, e-mail will be sent to individual e-mail addresses and not to the board listserv.

#### **INTRODUCTION OF 2006-2007 INITIATIVES TO NMLA BOARD**

##### **ANNE LEFKOFSKY, INCOMING NMLA PRESIDENT**

On the morning of our July 14 Board meeting, I've asked Betty Long to calendar a retreat that will focus on self-study -- with attention to leadership, vision and change. The session will introduce my goals for the year, and involve Board members in actively brainstorming and charting the ways in which we'll accomplish the work ahead. Once we've discussed and improved upon the objectives -- the group will determine appropriate outcomes. At the end of the year, we will be able to gauge success and progress (did we achieve the outcomes we targeted?).

For initiatives in **bold** type, we'll do a "guided planning session" at the retreat. The discussion for each planning segment will be led people from the Board (or membership) who have particular expertise or interest in the topic. To lead off the brainstorming, a number of "starter" objectives are listed for each goal. These are intended to inspire, but not necessarily define, discussion. We'll end discussion of these points with the assignment action items to facilitate achievement of our objectives.

Please come to the July 14 meeting ready to work -- our time is limited, but our ideas will be big!

#### ***GOAL 1: ENHANCE LEGISLATIVE ACTION AND INTELLECTUAL FREEDOM AWARENESS***

**Objective: Investigate how NMLA can best sustain high quality, concurrent efforts that fulfill both legislative and IF needs**

- Continue L&IF's strong efforts in developing and supporting library-positive legislative initiatives
- Build community support passage of 2006 GO Bond for Libraries
- Increase communication on emergent, critical legislative issues -- revive "phone tree"
- Increase participation in Library Legislative Day planning

- Establish Intellectual Freedom Task Force to access the need for creating a separate IF committee

**GOAL 2: GROW MEMBERSHIP**

**Objective: Continue to build and enhance membership values and benefits that attract and retain members**

- Attain higher levels of involvement in NMLA activities (conference participation, committee / SIG membership)
- Increase outputs that invite membership

**GOAL 3: GROW LEADERSHIP**

**Objective: Develop a 1-2 day annual leadership institute for NMLA members**

- Partner with NMSL and other larger NM library institutions
- Develop an annual program that can tie in with conferences or stand alone
- Session will give NMLA members a chance to gain leadership skills, and have access to a professional development program that is local, noncompetitive, and needs-based
- Content should be general enough to be inclusive, speak to current issues, and provide an excellent networking opportunity
- Look at feasibility of converting annual mini-conference to leadership institute
- Seek funding sources and underwriters to fund the effort (Friends groups, vendors, donations...)

**GOAL 4: CREATE TRAINING AND OUTREACH OPPORTUNITIES FOR THE MEMBERSHIP STATEWIDE**

**Objective: Bridge the gap of distance – take NMLA out to the membership. Build value/benefits -- enhance communication, networking and personal contact.**

- Plan and conduct 2-3 workshops during 2006-2007 business year -- "Lunch and Learn" (as Linda Morgan Davis termed it), offered in various regions throughout the state
- Focus on current issues and needs (survey membership) -- e.g. Patriot Act, intellectual freedom, advocacy, internet "reference" sites...
- Partner with NMSL and other larger NM library institutions (talent, space, sponsorship)
- Include a "town hall" component, where NMLA leadership is present for the day, and can take questions, talk about association plans, and gather feedback
- This would be free to attendees -- with minimal overhead being covered by partnering groups
- Look at replacing mini-conference with multiple training/networking days throughout the year

**GOAL 5: GO LIVE WITH NMLA/WJNM PARTNERSHIP**

**Objective: Create a virtual community for NMLA's members that enhances the content and information available to all WJNM users. Formalize and proceed with this collaboration.**

- Add value through increased use of discussion forums
- Post articles, features and links specifically targeted to needs of the NMLA community
- Enhance communications by bridging the gap of distance, and combining resources to improve the reporting and flow of information throughout the New Mexico library community.

**GOAL 6: CONDUCT ORGANIZATIONAL SELF-STUDY**

**Objective: Survey and research needs/interests of membership; build a body of research from which the Board can analyze current direction toward the end of addressing change**

- Establish task force to survey membership -- based on questions/research needs from Board
- Task force will employ Survey Monkey to gather information for the Board, plus execute any surveys desired by committees or SIGs

***GOAL 7: DEVELOP A LONG-TERM APPROACH TO ENHANCING NMLA'S REVENUE STREAM***

**Objective: Find ways to grow income – making NMLA less dependent on revenues from conference activity or member dues**

- Finance Committee will research and recommend ways in which NMLA can diversify and improve current levels of annual income

***GOAL 8: CONTINUE TO EVOLVE AND DEVELOP COMMUNICATION STRATEGIES***

**Objective: Standardize and fine-tune communication tools, to further the timely, accurate and equitable sharing and reporting of information**

- Develop editorial policy/guidelines for NMLA newsletter, website and allied publications or communication vehicles
- Publish semi-annual journal in conjunction with NMSL
- Move to a fully electronic, more timely newsletter -- ala American Libraries Direct
- Plan and launch NMLA/WJNM project (see Goal 5)

The next Board meeting is July 14, 2006 in Socorro.

The meeting adjourned at 4:40 p.m.