New Mexico State Library

LSTA Five Year Plan
2008 – 2012

For submission to the
Institute of Museum & Library Services

Susan Oberlander, State Librarian
New Mexico State Library
1209 Camino Carlos Rey
Santa Fe, NM 87507

MISSION
The New Mexico State Library's (NMSL) mission is to provide leadership that empowers New Mexico libraries to support the educational, economic, and health goals of their communities. The State Library also delivers direct library and information services to support research, life-long learning, and cultural enrichment for all New Mexicans.

SUMMARY NEEDS ASSESSMENT
This plan responds to the needs expressed by NMSL staff and public library staff through public meetings and surveys that took place in 2006 and 2007. Libraries and the public were surveyed in 2006 regarding the use of the statewide electronic database service. Statewide meetings were held in 2006 to discuss the needs and issues involved in implementing the New Mexico Group Catalog. NMSL staff attended public library interest group discussions during New Mexico Library Association meetings. An outline of the LSTA plan with goals and basic programs was presented at the New Mexico Library Commission meeting attended by several public and academic libraries. Evaluations from NMSL workshops and conferences were also analyzed to determine future directions for continuing education and technology support.

Information from those surveys and meetings was compiled as background for developing the new plan. NMSL staff conducted the needs assessment using this information as well as census data and public library annual report data. As part of this plan, we have a goal to conduct a formal statewide needs assessment that would provide the State Library and the New Mexico library community with much needed information to plan and prioritize services and programs. As part of the implementation of the plan, the needs and data will be periodically reviewed to determine that goals and programs are aligned with current needs.

Many areas in New Mexico are experiencing significant growth and increased demand on local library services. Other areas remain very rural with limited local government and support services but the need for library service remains strong. Technology grants from the Gates Foundation have placed increasing demands on public libraries to maintain strong technical skills. New Mexico's changing demographics require a continued commitment for equitable library service throughout the state serving all New Mexico residents.

Goal 1: Establish benchmark assessments to improve and enhance shared statewide library information services and technology resources to meet the needs of New Mexico libraries, library customers, and special populations.

> **Needs Assessment**
> 1. New Mexico libraries and residents depend on the services of the NMSL. NMSL needs benchmark data and information to plan, allocate resources, identify management priorities, and to develop a roadmap for collaboration with libraries across the state with emphasis on the role of LSTA in NM.
>
> 2. There is a need for exploration into the impact of library resources and learning in New Mexico, its impact on New Mexico's economy, and its impact upon the quality of life of NM residents, and to communicate these findings to various stakeholders.

Programs
1. Hire an independent consultant to design two different survey instruments:
    a. To evaluate the most important ways that NMSL and LSTA can best serve NM libraries and residents over the next 5 years, and
    b. To give public libraries a tool to evaluate local patron needs and expectations about library services. Timeframe: 2010

2. Partner with the University of New Mexico, Bureau of Business and Economic Research and other private and public organizations to conduct a study on the economic impact that New Mexico public libraries have on the state and local economy. The study will be used to support the LSTA plan. Timeframe: 2010-2011

3. Create a LSTA Advisory Council to assist NMSL in setting the goals and objectives to accomplish the 5 year plan. Timeframe: 2008-2009.

4. Facilitate ongoing communication with state legislators, educating them about NMSL activities, public library achievements in their districts, and the role of LSTA in New Mexico. Timeframe: 2008-2012

5. Plan and implement a pilot project to establish a sub-grants program to public libraries. Timeframe: 2009-2011

Key Output Targets

1. 40% of public libraries will participate in the NMSL/LSTA survey.

2. NMSL will offer at least 5 sub-grants per year by 2011.

Key Outcome Targets

1. NMSL will have the data needed to plan and develop LSTA services and programs. As a result, in a survey in 2011, 75% of NMSL customers will report they are satisfied or very satisfied with our LSTA services and programs.

2. Each Legislative member knows how NMSL, public libraries and LSTA support impacts residents in their District. Each legislator will receive one NM Library Fact Sheet annually in the fall.

3. NM libraries will have the data they need to understand their role in the NM economy. As a result, they will be better able to form strong partnerships with public and private organizations in the state and their communities. NM libraries will report that these partnerships have resulted in a 25% increase in local support for their libraries

4. 75% of New Mexico library patrons surveyed will report that they found what they were looking for, learned something, or benefited from New Mexico library service they received in 2011.

LSTA Purposes Served (#4)

- Developing public and private partnerships with other agencies and community-based organizations.

Goal 2: Improve library service to rural, visually impaired, homebound, and underserved New Mexico residents by providing services tailored to address specific needs.

Needs Assessment

1. Some New Mexicans in rural areas receive the benefit of services provided by their local public libraries, but many rural New Mexicans do not have ready access to public library services. This is partly due to high rates of poverty and lack of governmental infrastructure. Thirty of New Mexico's 33 counties have a poverty rate at or above the national average of 12.7%, and 12 counties have a poverty rate above 20%. In addition, 14.3% of New Mexico families have incomes below the poverty line as compared to 10.2% for the United States.

2. In the 2000 U.S. Census, only 5 of New Mexico's 33 counties are classified as having urbanized populations. These 5 counties account for 47% of New Mexico's population. 28% percent of New Mexico residents live in urban clusters (2,500 people but fewer than 50,000), and 25% reside in rural areas.

3. The Census Bureau reports that New Mexico has an average of 16.1 persons per square mile, while the US average is 84.7 persons per square mile. New Mexico is the fifth largest state and is ranked 36th in population density, as of 2000. The bookmobiles and Books by Mail programs are necessary to provide library service where there is none and to augment library service as requested by small and developing libraries.

4. Regardless of location or physical limitation, New Mexicans who do not have convenient access to public library services should have ready access to a full complement of library services as close to home as possible.

5. Legally blind persons in New Mexico, who are fluent in the use of Braille, have limited access to a broad selection of Braille literature.

Programs

1. Review and revise existing guidelines, and implement schedule and stop changes if necessary to ensure that bookmobiles provide complementary rather than competitive services at stops that are near existing libraries. Time frame: 2008-2012

2. Enable rural and homebound New Mexicans to have cost effective access to a full complement of library services by completing implementation of an integrated library system (ILS). Time frame: by 2012

3. Ensure that the State Library offers Braille services to all eligible New Mexicans who may require access to Braille materials by identifying Braille eligible citizens, assessing their interest in participating in the program, and enrolling new patrons. Timeframe: 2009-2012.

4. Provide statewide e-mail reference service to supplement reference services provided by public libraries and provide New Mexico residents with assistance in navigating State of New Mexico websites and agencies. Timeframe: 2008-2012

5. Ensure that public and tribal libraries provide programs to encourage all children in their communities to read for pleasure by providing training and materials for summer and year round youth and teen reading programs. Timeframe: 2008-2011

Key Output Targets

1. Book requests and interlibrary loans from Bookmobile patrons will each increase by 5% per year through the end of this reporting period.

2. Rural and homebound New Mexico residents will have improved access to materials though faxed and scanned copies of print materials sent directly to the patron, Bookmobile Office, or to their public library. Delivery via these avenues will increase 25% between 2008 and 2011.

3. Library for the Blind and Physically Handicapped will contact 4000 patrons (800 per year) during the five year period to inform them of their option to enroll in the Braille reading program.

4. The number of Braille readers in New Mexico who use the Braille program will increase by 20% by 2011

5. Reference staff will develop four consumer-friendly guides to the web content of state, local, and nonprofit agencies for the NMSL website by 2009.

6. Bookmobile stops in communities with active public libraries will be reduced by 75% by 2011.

7. Reference questions from rural New Mexicans will increase 25% between 2008 and 2011.

8. 20% more youth will participate in Summer Reading Programs statewide and 50% of libraries will report an increase in circulation of youth materials by 2011

Key Outcome Targets

1. By 2011, 75% of youth and teen library users will report via survey that they are reading more voluntarily and for pleasure.

2. 25% of rural services patrons will report increased relevance of collections to their needs and/or interests by the end of this reporting period.

3. Email reference customers will report that they received a complete and accurate answer to their questions 70% of the time.

LSTA Purposes Served (#5, #6)

- Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and individuals with limited functional literacy or information skills;

- Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line.

Goal 3:   Ensure that New Mexico's libraries are equitably positioned to have the fullest access to current and emerging information technologies and statewide subscription databases, and are able to make the most productive use of them for their communities.

Needs Assessment

1. Many public libraries do not have web accessible library catalogs and do not have tools like OCLC to facilitate resource sharing. In 2006, only 14 of New Mexico's 89 public libraries added holdings to OCLC. 42 used OCLC for interlibrary loan. In 2004, New Mexico public libraries ranked 42nd among the states in the number of interlibrary loans received per 1,000 population. New Mexico public libraries received 12.59 interlibrary loans per 1,000 population, well below the national average of 105.88 and the median of 35.35.

2. A significant percentage of public (44%) and school (49%) libraries, though registered, do not use Magazines Online the State Library's statewide subscription database service. Reasons for this include a lack of a developed website to facilitate remote usage and public awareness, slow internet connections, and lack of awareness of advantages to Magazines Online.

3. In many rural communities in New Mexico, public libraries are the main provider of public Internet access. As user expectations rise, public libraries face supporting an increasingly complex network environment with minimal technical support and training. As noted in the "2006 Public Libraries and the Internet 2006: Study Results and Findings" providing "bare minimum public access computer and Internet access can relegate libraries to places of last resort and further digitally divide those who only have Internet access through their public libraries"   The lack of technology support impairs the overall access and success of public computing services.

Programs

1. Partner with AMIGOS Library Services to implement a uniform and easily accessible platform for cataloging and resource-sharing and a means for enhancing New Mexico's current ILL services and timely interlibrary delivery of books, documents, and other information resources. Timeframe: 2008 - 2011

2. Increase usage and awareness of statewide subscription databases for New Mexico libraries and out state's residents. Timeframe: 2008-2012

3. Investigate expansion of Magazines Online service to include full-text newspapers, electronic books, downloadable audio books and other needed resources by conducting a needs analysis of school, academic, and public libraries. Timeframe: 2008 - 2012

4. Implement a technology competencies program for public libraries to improve their ability to provide and support public computing services. Timeframe: FY2008 – FY2010

Key Output Targets

1. 75% of registered school and public libraries will report annual usage of Magazines Online by 2011.

2. 60% of public libraries will offer remote access to Magazines Online to their communities by 2011.

3. The total number of interlibrary loans conducted by public libraries will increase 25% by 2010. The total number of resource holdings by public libraries in the New Mexico Group Catalog will increase 15% by 2010.

4. 65% of participants will be certified during the program's second year (2010).

Key Outcome Targets:

1. The percentage of public, academic, and school librarians who are aware of statewide subscription databases provided by NMSL, understand their purpose and access options, and are confident in their use, will increase by 50% between 2008 and 2011.

2. New Mexico libraries will utilize newly available interlibrary loan technology to leverage the limited resources in their own collections and promote the use of interlibrary loan to their patrons. These resource sharing activities will be enabled and enhanced by the contribution of participating libraries to the New Mexico statewide group catalog so that library patrons throughout the state will be able to find resources not only at their own local libraries but statewide. The total number of interlibrary loans statewide will increase 25% by 2012. The total number of resource holdings in the New Mexico Group Catalog will increase 15% by 2012.

3. Because of technology competency certification and greater self-sufficiency in managing technology resources, public libraries will report 18% less local down time and the successful introduction and use of new technology services to patrons.

LSTA Purposes Served (#1, #2, #3 and #4)

- Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages;

- Developing library services that provide all users access to information through local, state, regional, national, and international electronic networks;

- Providing electronic and other linkages among and between all types of libraries;
- Developing public and private partnerships with other agencies and community-based organizations.

Goal 4: Improve reference service in New Mexico by providing interlibrary reference service to supplement rural libraries service and by training public and school library staff in effective reference skills.

Needs Assessment:
1. Many rural public libraries do not have the resources or skills to offer and support comprehensive reference service. There is a need to supplement rural library resources with staff and resources from NMSL. There is also a need to provide support and training to assist rural libraries in developing their reference skills to provide value-added" service to their communities.

Programs:

1. Provide interlibrary reference service to library staff in small and rural communities to supplement their own reference and resource capabilities.

2. Implement a Reference Services on a Shoestring training program to develop and expand public and school library staff's ability to answer reference questions effectively and accurately.

3. Conduct "Making Effective Use of State and Federal Government Resources" training program to develop public and school library staff's ability to answer reference questions effectively and accurately using state and federal government resources.

Output Targets

1. 50 rural public libraries will utilize interlibrary reference service to supplement their library's reference service.

2. 40 library staff from public and school libraries will be trained to answer reference questions effectively and accurately using the targeted resource set.

3. 40 library staff from public and school libraries will be trained to use state and federal government resources to answer reference questions effectively and accurately.

4. Four research guides targeted to public library needs will be published on the NMSL website by 2011.

Outcome targets

1. Public library staff will report a 50% increase in their ability to answer patron questions utilizing information resources in a variety of formats, especially those pertaining to state and federal government information between 2008 and 2011.

LSTA Purposes Served (#1, #2, #3 and #4)

▪   Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages;

Summary of Planning and Implementation Procedures

The following summarizes the stakeholder involvement, communication and monitoring procedures, which the New Mexico State Library put into place for the development, finalization, and implementation of the 5 year plan.

Stakeholder Involvement

The key stakeholders for the New Mexico LSTA Five-Year Plan are the New Mexico State Library and all types of libraries. A draft outline of needs, goals and programs was presented at the New Mexico Library Commission Hearing on April 27, 2007. In addition to the Commissioners, several representatives from public and academic libraries were present. Feedback and suggestions provided at the hearing were incorporated into the plan. The draft was posted on our website and members of several NM library listservs were notified and invited to provide input. In May of 2006, three statewide meetings were held to gather input on the New Mexico Group Catalog, an LSTA funded project.

A LSTA Planning Team developed the Five-Year Plan for the New Mexico State Library. The Team consisted of key members of the NMSL staff who are directly responsible for managing LSTA statewide programs. In 2006, NMSL conducted a survey of the New Mexico library community regarding the statewide database service Magazines Online. 99 responses were received and the data was used during the contract negotiation for the statewide database service renewal and incorporated into this plan.

Communication and Public Availability
The Five-Year Plan will be posted on the NMSL website and the library community will be notified. Library staff will be encouraged to provide comments and feedback. The LSTA Planning Team has determined to hold regular LSTA meetings, and results and benchmarks from those meetings will be made available to the NM library community. We will also provide regular LSTA updates at future NM Library Commission Meetings.

If significant revisions are needed in the Five-Year Plan, a revision will be submitted to IMLS according to the provisions of the LSTA, and to appropriate stakeholders. Revisions will be posted on the NMSL website. NMSL will publish achievements of important milestones and results of the Five-Year Plan as required for reporting purposes, as well as to meet stakeholder needs. NMSL is in the process of implementing appropriate web-based technologies including blogs, wikis and a new website that will be used to keep stakeholders and other interested parties apprised and involved in the Five-Year Plan.

Monitoring and Evaluation Procedures
The LSTA Coordinator has primary responsibility for monitoring and tracking the implementation of the Five-Year Plan. In addition, statewide project managers who are responsible for program implementation will monitor the programs through regular status reports and final reports on the progress of each project in relation to the plan. They will be responsible for working with the customers, libraries and the LSTA coordinator to evaluate the programs on an ongoing basis.

LSTA funded programs and projects will be evaluated using outcome based standards where appropriate. In addition, surveys, focus groups, evaluations, interviews and staff and customer assessments will be used to evaluate programs. NMSL staff will also invite ongoing input and assessment from public library directors and other members of the New Mexico library community to review accomplishments and progress on meeting the needs stated in this five-year plan.

An important element in implementing a sub-grant program will be to establish a strong monitoring process for all sub-grant projects. Project managers of sub-grants will provide regular progress reports and a final report. NMSL staff will conduct annual on-site monitoring visits for each project. If needed, corrective measures will be implemented in collaboration with sub-grant manager.

NMSL will be responsible for conducting the LSTA 5 Year Evaluation along with assistance from the LSTA Advisory Council. NMSL will establish and implement a measurement process in 2010 to evaluate the results of the plan in accordance with the 5 year evaluation guidelines provided by IMLS. The LSTA Advisory Council will play a key role in assisting NMSL with the Evaluation and ensuring that key Stakeholders in New Mexico are included in the evaluation.