



**LSTA Five Year Evaluation
2003-2007**

I. Introductory Statement and Summary of Impact of IMLS funds to Support State Library Services

Our chief goal in utilizing LSTA funds is to ensure that all New Mexicans have equitable access to quality library service. New Mexico is a large state with many geographic, cultural and economic challenges that present barriers in providing basic services to residents. There are many areas of the state that have no local library service, or what service exists is supported by volunteers and without municipal support. LSTA funding allows the New Mexico State Library (NMSL) to alleviate many of those barriers and to equalize library service whether through direct library services or through programs that support and enhance library efforts.

NMSL uses LSTA funds to expand statewide resource sharing, improve and expand local library capacity, deliver direct library service to underserved and rural populations, and to support a strong foundation of library service in New Mexico.

LSTA funds play a vital role in the delivery of full public library service to rural and underserved New Mexico citizens. Two counties, Harding and Mora, have been unable to sustain public libraries; several other counties have only one or two libraries serving large geographic areas, and other counties have only small community libraries staffed by volunteers, which receive little or no financial support from local governments. Through the Rural Services program funded primarily with LSTA funds, NMSL delivers quality library service through four regional bookmobiles and a books-by-mail program to communities and residents who would otherwise fall through the gaps of local library service. LSTA funds ensure that everyone in New Mexico has equitable access to a full array of library services. Several rural communities and counties contributed a small level of funding to support collection expenditures; two new bookmobile vehicles were purchased with state funds and are both scheduled to be in full operation in March 2007. Two more bookmobile vehicles have been approved for purchase in 2008 with state funds. Without LSTA funds to support Rural Services, many New Mexico residents would not have access to library services.

NMSL's Library for the Blind and Physically Handicapped program serves 4,000 New Mexico residents who are blind, visually impaired, physically handicapped or reading disabled. LSTA funds have helped to expand the program to support a Braille service and supplement staffing for the service.

While we have not offered direct sub-grants to libraries, LSTA funding supports and supplements a variety of services that are critical to a strong statewide library service in New Mexico. LSTA funding expands the capacity of New Mexico libraries to provide service to their communities through continuing education activities, statewide summer reading programs, library development and consultation, and access to electronic resources for library patrons and staff.

Magazines Online, the statewide electronic database service that is primarily supported with LSTA funds has experienced significant growth since its inception. The service has

expanded from three databases in 2002 to thirty seven databases in 2007 and from 350 registered libraries in 2003 to over 580 in 2007. Magazines Online provides school, academic, and public libraries with resources they could never afford on their own. It supplements their journal collections and allows them to leverage their own funds to provide access to additional databases. We know that Magazines Online makes science fair projects possible, helps school libraries prepare their students for college, and assists public libraries in addressing health and economic as well as recreational needs of their customers.

Very few regional library consortiums or networks exist in New Mexico, and many libraries do not have the financial resources or infrastructure needed to support the full array of current library services. The New Mexico Library Portal seeks to change that dynamic by developing a statewide resource-sharing infrastructure using web-based technology to expand the delivery of information services to New Mexico libraries and their communities through WebJunction New Mexico and the New Mexico Group Catalog. WebJunction New Mexico is an online community designed for library staff to obtain professional development through sharing ideas, solving problems, and participating in online coursework. This successful program was implemented in 2004 and continues to be supported and maintained with state and LSTA funding. OCLC Group Services is being used to create a New Mexico Group Catalog for all New Mexico libraries through a cost sharing plan. Through WorldCat and the NM Group Catalog, library users will have "one-stop shopping" access to library holdings not only statewide, but throughout the world. LSTA funds support statewide access to OCLC World Cat and the New Mexico Group Catalog, all training activities and the first year of unlimited access to cataloging and interlibrary loan for all libraries not currently using OCLC.

LSTA funds make an enormous difference for New Mexico libraries and residents. NMSL uses federal funds to enrich and complement local, state, and private funding for library services in New Mexico. Without LSTA funds, many of the statewide services would not be possible. LSTA funds are vital to provide broad-based resources and to ensure equitability in library services for all New Mexico library and residents.

II. Overall report of results in achieving goals and objectives based on Five-Year Plan.

Goal 1: All New Mexicans have access to library service

Progress toward this goal: Met the goal

Strategy 1: Rural Services

LSTA funds support most of the operating costs of the rural services program. In 2004, NMSL began the implementation of a library management system for Rural Services that is expected to improve access and delivery of library services, expand capacity, and provide more tailored services to address the specific needs of rural and homebound customers. With the support of LSTA funds, 80% of retrospective conversion and database creation was completed and implementation is well under way. New Mexicans without access to locally

funded libraries will be provided with a network to connect them to a full array of library services at both regularly scheduled bookmobile stops and the Books by Mail (BBM) program. The ultimate vision and outcome of this emerging service model will be to have a network of library and related services that covers all of rural New Mexico. As a complementary rather than competitive service, this new model will enable rural New Mexicans to access quality library services in a variety of ways such as: via enhanced automated services on each vehicle and in BBM, via Internet, via increased access to NMSL services, collections and databases as well as augmented interlibrary loan. As the automation process goes live, survey tools will be employed to assess and document its use and value.

LSTA funds also support the provision of rural interlibrary loan service, reference service, and bilingual assistance, especially in Spanish. Two new bookmobiles were purchased in 2006 with state appropriated funds. Both bookmobiles were delivered in February 2007 and scheduled to be in service by March 2007. State funding for two more bookmobiles was just approved in 2007. Participation in the statewide summer reading service enhanced the reading experience of an average of 7629 children in New Mexico's rural areas each summer.

On average 20,772 patrons visit the bookmobiles each year at 139 stops in 29 of the 33 counties. The combined circulation averages 134,000 items per year. Each bookmobile carries between 3,500 and 4,000 volumes which are rotated on/off the vehicle to provide the widest possible selection for its clientele. The Books by Mail (BBM) program serves over 1370 households per year in all 33 New Mexico counties and averaged 4,270 patrons served each month. BBM circulates approximately 36,000 books per year.

Patrons report that the bookmobiles have a significant impact on their quality of life. Self-employed people have access to materials that support their businesses, children have access to reading and educational materials, and Spanish speakers have access to materials that allow them to learn English. Of the 29 counties served by the bookmobiles, the average poverty rate is 21.3% which is 8.9% higher than the national average. NMSL believes that the investment in rural services is critical to the provision of quality library service in New Mexico, and that it provides access to learning opportunities and life enrichment possibilities for our poorest rural citizens. Without this service, many New Mexico communities would have none or very limited access to any kind of library service. During the dedication for the new bookmobiles, one of our NM State Representatives who supported the purchase of bookmobiles stated, "I wouldn't be where I am today without those mobile units". He is an example of the impact that this service has on the lives and future of New Mexico's rural children. The high level of funding from the legislature for the program's vehicles is additional evidence of this impact and the value that is placed upon it.

Strategy 2: Expand the capacity of public libraries to provide library service in their communities.

The State Grants-in-aid and the Native American Libraries Development and Enhancement Project are included our LSTA 5 Year plan, but are primarily funded with state funds. While the programs compliment and support our use of LSTA funds, the actual programs are not supported with LSTA Funds.

Continuing Education (CE)

Continuing education positively impacts public library workers throughout the state. LSTA funds have supported this program by paying for trainers, educational materials, and travel for NM State Library staff to host or present training sessions.

The State Library provided an average of 94 workshop sessions per year, with a per year average of 1520 participants attending trainings and workshops. Feedback and evaluations indicate that workshop topics covered by the CE program are timely, of interest, and responsive to training needs identified by the library community.

CE participation gives library workers the tools they need to create responsive library services, which in turn increases library awareness and use in local communities. In New Mexico, options for professional education are limited. When library workers apply the training they've received through CE workshops, they are better able to create and manage improved collections, expand access to services, and provide greater access to electronic resources.

The State Library's Continuing Education program enhances the ability of libraries to meet community information needs by providing training that focuses on core library competencies developed by the Western Council of State Libraries "Continuum of Library Education" project. These competencies are increasingly used in preparation for librarian certification tests administered by NMLS plus workshops that support professional development. Workshops are held at sites throughout the state.

Statewide Summer Reading Program (SRP)

The Summer Reading Program runs from late-May through July each year. This program supports youth literacy and intergenerational reading by encouraging continued development of reading enjoyment and skill building during summer vacation months. The State Library sets the SRP theme, produces and distributes support materials (manual, posters, bookmarks) for libraries. NMSL also partners with local media and nonprofits on workshops and PSAs to promote SRP. The local public broadcasting station, KNME Channel 5, has produced and broadcast PSAs annually in support of SRP.

LSTA funds support this program by paying for educational materials and activities that promote and sustain summer reading. Funds have been used to pay

for SRP training workshops, plus production and provision of the supporting manual.

SRP is one of the State Library's most visible popular programs – reaching children in more than 100 communities throughout the state each year. On average 35,569 children participated in SRP each summer and read 326,714 books. Although the annual averages in each area of evaluation indicate robust participation, annual totals for participation, program attendance and books read have declined slightly each year.

SRP has a positive impact on the lives of NM children and teens. Participation in SRP creates an opportunity for interaction among generations, with family members and caregivers supporting and reading to children during the course of the program. SRP also becomes a tool to build community involvement, with businesses and elected officials contributing to the effort.

Internet Access and Training

The core funds of this project were originally funded by a grant from the Bill & Melinda Gates Foundation. LSTA funds provided staff time to support the project. A technology consultant on staff at the State Library was hired in 2003 to provide technology consulting support for tribal and public libraries. Due to staff turnover, NMSL has been without the technology consultant for several months at a time. A new consultant started in 2007. LSTA funds also supported a contractor who provided automation and technology support to tribal libraries. In 2004, a professional instructor traveled around the state to 33 public libraries, presented 68 classes, and trained 234 librarians on Microsoft Word and Excel.

A statewide technology institute was held in the summer of 2002 and three regional institutes were held in the spring of 2003. Ninety-two participants representing 51 public libraries from all over New Mexico were selected to attend the Institute. From the evaluations that were received, 92% of respondents gave the Institute an overall rating of "above average" to "excellent." Ninety-seven percent agreed that they acquired knowledge they can use. One hundred twenty-eight participants attended the regional institutes.

Library staff gained practical skills which helped them create library web pages, manage budgets, complete reports, etc. Staff of small public libraries without local technology support needed the consulting assistance provided by the New Mexico State Library to develop and implement technology projects to improve patron services.

Strategy 3: Interlibrary (ILR) and e-mail reference service

LSTA funds have allowed the New Mexico State Library to sustain a statewide interlibrary reference service. New Mexico public libraries have access to this service via a toll-free number and via e-mail to the State Library's Reference

Service desk. More than 40 libraries have used the service during the past year. Seventy-two percent of the public libraries in New Mexico are staffed with people who do not hold MLS degrees, 15 libraries have less than one full-time person. Interlibrary reference interactions have been used to coach and instruct library staff in the use of available resources, which aids in the professional development of library staff throughout the state and empowers them to better assist their patrons.

NMSL receives frequent expressions of gratitude from libraries that reflect the impact and value of the ILR service. One statement by a library supported by our ILR service is typical, “We have been using the reference department there for many years and have gotten much needed information. You all do a good job and (I) am looking forward to working with you in the future.” Another satisfied librarian said, “Our patron has been waiting for a couple of weeks while we painstakingly went through everything in our own library without success, so we really appreciate your help.”

The ILR program was expanded in 2002 to include statewide e-mail reference service to provide residents assistance with navigating the State of New Mexico website or with information needs. Questions are submitted via an “Ask a Librarian” links on the State Library website and the State of New Mexico Portal.

From October 2003 through December 2006 we responded to 744 Interlibrary reference inquiries. This averages out to 19 inquiries a month, or close to 1 per day that the State Library is open. Many requests are answered within an hour of receipt and the majority within one business day. Patron demand for the statewide e-mail reference service remained strong. We received a total of 11,431 e-mail reference inquiries and estimate that approximately 20% of these questions came from rural citizens.

E-mail reference averaged more than 300 requests per month during 2004 and 2005. Immediately following the launch of the new State of New Mexico Portal and much improved search engine in mid-April of 2006, monthly e-mails dropped below 200 for the first time in 2 years. E-mail continued to decrease, falling below 100 in December 2006. Although e-mail reference has decreased, the complexity of the inquiries has increased substantially. Patrons can search the Internet and State Portal to find answers to straightforward questions themselves, but need guidance in researching and solving more complicated and nuanced problems. Examples include situations that involve local, state, and federal laws and regulations; the need to access state agency personnel or information that is not published or posted online; endeavors, such as starting a business, which involve numerous state agencies; or referrals to organizations, associations, and institutions with staff expertise on innumerable subjects. NMSL continues to provide interlibrary lending but no federal funds are spent on the service.

Strategy 4: Cooperation with literacy coalition

This project was included in our LSTA 5 Year plan, but no LSTA funds were spent on this project during this evaluation period

Strategy 5: Library for the Blind and Physically Handicapped (LBPH) Braille Service

The New Mexico LBPH is a joint federal-state program and is one of 57 regional libraries of the Library of Congress, National Library Service for the Blind and Physically Handicapped. The library is responsible for meeting the reading and information needs of more than 4,000 New Mexico citizens who are blind, visually impaired, physically handicapped, or reading disabled. LSTA funds allow for the provision of Braille materials for eligible and interested New Mexico LBPH patrons. NMSL maintains a contract with the Utah State Library, one of the largest Braille material depositories in the United States, to provide Braille reading materials to eligible New Mexicans. The New Mexico State Library does not have the funds or storage space to purchase and store Braille materials.

During the reporting period an average of 91 patrons utilized 2,049 Braille materials through the Utah State Library. Overall the LBPH program served about 4,000 individual and institutional patrons who borrowed 155,933 audio books through the NMSL Library for the Blind and Physically Handicapped.

Without LSTA funding, NMSL and the New Mexico Library community would not be able to provide Braille service to New Mexico residents. The Braille service ensures that Braille readers have access to library and information needs. Patron comments concerning benefits of Braille subscription with New Mexico Library for the Blind and Physically Handicapped include: a patron of the library since 1979, and a user of the Braille service since 1983 reports that the use of and accessibility to Braille, “Has had a real significant impact in my life.” Blind since birth, he was encouraged by his mother to learn and use Braille at an early age. He now reads Braille everyday, both at work and for recreational reading. He states “Without Braille, I do not know how I would be able to function. It helps me in my everyday life.” Another patron reports that Braille has enabled her to be more independent. She appreciates having the option of being able to read in Braille in addition to listening to recorded books.

Goal 2: New Mexicans have access to an array of electronic resources which addresses the varied information needs of the users.

Progress toward this goal: Met the goal

Strategy 1: Provide statewide access to proprietary databases to meet the information needs of New Mexicans.

In 2006, with the use of state bond funds, NMSL was able to extend access to Magazines Online to all K-8 schools in New Mexico. School library access has previously only been available to high school libraries. Now, all school libraries, public libraries, and academic libraries are eligible to use Magazines Online. In 2004, there were 219 schools registered with Magazines Online, in 2007 there are 449 schools; an increase of over 100%. In 2007 Magazines Online was expanded from nine databases to thirty six databases containing academic and K-12 level materials, general reference topics, and specific subject collections such as computer, history, education, and local newspapers. By the end of 2007, access will be available to all New Mexico citizens via a link on the NMSL website. NMSL has sponsored annual training sessions in conjunction with the database vendor since 2002.

In 2006, the vendor InfoTrac implemented a power search feature which allows users to search multiple databases simultaneously. That feature combined with an increase in the number of participating libraries has resulted in a significant increase in searches, retrievals, and full text articles retrieved. Full text retrievals increased 145% and the overall number of searches increased by 638% since 2004. Usage as measured in sessions has increased over 116% since 2004. With the addition of the K-8 schools, school usage has seen the most dramatic increase. In 2004 there were 33,804 sessions from schools; in 2006 that grew to 86,280. Overall the percentages of usage were: 54% academic libraries, 33% school libraries, and 11% public libraries. These numbers emphasize the need and value for Magazines Online for the educational institutions in New Mexico.

While larger academic libraries have many other electronic resources, Magazines Online allows them to leverage their available financial resources to purchase subject specific research databases and electronic journal collections. For smaller academic libraries, Magazines Online may be the only electronic resource available.

Magazines Online has a significant impact on libraries and schools in small, rural areas of the state. Without the thousands of journals in Magazines Online, many school and public libraries would have access to very few journals because of their very limited budgets. The databases provide full-text access to many journals that libraries could not afford to purchase, help with homework at all ages and grade levels, and keep libraries and library patrons up to date in fast changing fields. The State Library's statewide contract provides an opportunity for libraries to add databases needed locally to the base coverage. High school libraries have access to research and academic journals that support their curriculum and prepare students for college research.

Strategy 2: Assure that information about government will be available to citizens through local libraries and the Internet.

Find-It New Mexico, a project supported with LSTA funds, was established to create an official search engine for the State of New Mexico website. The Find-It New Mexico search engine was designed by five pilot state agencies for meta-tagging and benchmarking measures. Find-It went online after 5 months of development and was adopted as the official search engine for the State of New Mexico in 2000. NMSL continued to work on this project until 2002/2003. However, the multi-agency collaboration failed to produce a stable and effective tool. NMSL recognized the inadequacies of the venture and withdrew from the project in 2002/2003. The state continued to support and maintain Find-It-New Mexico until 2006 when it was replaced by another search engine and a new statewide portal. The search engine never achieved what we envisioned. However, it did provide the State Government and New Mexico residents with search access to state government web sites and laid the foundation for the new State of New Mexico Portal.

Lessons learned from the initiative resulted in involvement on a national level to identify a viable a solution to common challenges faced by all state depository libraries nationally. NMSL was involved in the planning of a multi-state conference on archiving electronic documents in 2002 and continued leadership with numerous state and national presentations pertaining to web capture and archiving including ALA mid-winter, 2004; the Federal Depository Library Conference, 2004; Computers in Libraries, 2004; NEDCC in 2005; Five –State Documents Conference and NASIG in 2006.

NMSL also used the lessons learned from this project to explore other ways of enhancing access to government information for New Mexico residents. Using state funds, NMSL created a digital archive of state documents to capture, preserve, and make web-based publications permanently accessible for State Library researchers as well as library patrons statewide. Over 2,500 objects have been captured in the digital archive and are made permanently accessible through the NMSL sponsored multi-agency catalog SALSA (System Access to Libraries in State Agencies). NMSL has also maintained a central presence on the State Portal for referral to our reference services from the portal page. NMSL implemented “New Mexico News Plus” in March of 2004 to respond to the immediate information needs of New Mexico’s librarians, students, teachers, citizen activists, and federal/state government policy makers. NMSL librarians identify newspaper articles with references to federal resources, and provide direct links to the full text of documents mentioned in the news on a daily basis. As a result of these proactive efforts, librarians and researchers throughout the state who might be less skilled in the workings of government are able to retrieve high-demand documents and information with accuracy. In large part due to “New Mexico News Plus,” and other innovative efforts to extend access to federal government information, the U.S. Government Printing Office named NMSL the Federal Documents Depository Library of the Year in 2005.

The Find-It-New-Mexico search engine was a flawed tool that never met the expectations and the collaborative effort among state agencies was not sustainable. However, the LSTA supported project laid the foundation for the current state portal and for many successful state funded projects. If it were not for these efforts, much of the history of state and regional federal government would be lost in New Mexico. Current and future researchers would simply not have access to information that is unique to our state.

Goal 3: All libraries participate in a statewide network of libraries that provides New Mexicans with local access to global information.

Progress toward this goal: Made progress toward that goal

Strategy 1: LSTA funding will be used to assist the state’s library community to meet other priorities of the act through local projects.

The State Library has chosen not to issue sub-grants for local library projects. Instead LSTA funds have been directed to support WebJunction New Mexico and the New Mexico Group Catalog; the first two phases of the New Mexico Library Portal.

WebJunction New Mexico (WJNM)

New Mexico was one of five pilot states to participate in WebJunction, an initiative funded and orchestrated by the Bill & Melinda Gates Foundation and OCLC. As a Community Partner, NMSL joined other state libraries in creating an online information clearing house, learning center and community space targeted to all types of libraries. Membership costs were initially paid for through a Gates Grant, subsequent membership costs were funded by LSTA funds.

Implementation of WJNM was begun in the summer of 2004. A successful signup campaign took place (funded with state funds and supported by Web Junction) during the New Mexico Library Association Conference in 2005. WJNM was also featured at the NMSL booth during the 2006 New Mexico State Library Association Conference. NMSL presented seven “Web Junction 101” training sessions which were attended by 82 public, school, and academic library staff in 2005 and 2006. The WJNM team is led by NMSL staff that coordinates the activities of tab editors who work at a variety of libraries throughout the state. Tab editors focused on providing timely content with an emphasis on New Mexico issues and resources and bring the experience in public, school and academic libraries to the New Mexico library community. New Mexico library workers participate in WJNM through membership, submitting content and ideas, contributing to discussion forums, and taking online classes.

In 2006, a number of local discussion forums dealing with tribal and rural library services were created and a special section on “New Mexico Libraries” has been

added as customer feature of the website. Over the course of the evaluation period, 727 people in NM have registered as WJNM users. Since the WJNM site launched in May 2004, “Learning Center” users have taken 202 WJ courses, using 513 units (credits) of an available 719.

WJNM has given the New Mexico library community a needed and timely networking and information sharing tool. This service provides a dynamic resource that can be used by people from all library settings for research, current awareness, learning or discussion. WJNM provides a common space where NM library workers can meet and learn regardless of distance or library specialization. This tool has been of particular impact through the eLearning component, and through the discussion groups. Users are able to enhance their skills by accessing training in their own time, at their own pace. WJNM users profit not only from having access to content created with NM needs in mind, but also from having access to the WebJunction Global and Community Partner sites. In 2006, NMSL’s WJNM Coordinator was recognized as Web Junction Member of the Year for her pioneering and innovative work in the on-going development of WJNM.

New Mexico Group Catalog

In July 2006, NMSL implemented the New Mexico Group Catalog using OCLC Group Services. All New Mexico libraries now have access to the NM Group Catalog and OCLC World Cat. The holdings for libraries already using OCLC services make up the current NM Group Catalog. Libraries will be added over a four year period beginning with 63 in the first year. Eventually, by the end of the fourth year, over 400 school, academic, public, and special libraries should be represented in the NM Group Catalog. Libraries that do not have holdings in World Cat already also have the option of having a one-time batch load of retrospective records with no limit on size.

LSTA funds are being used to fund the statewide annual subscription costs to OCLC World Cat and the New Mexico Group Catalog. LSTA funds will also fund the first year of OCLC membership, cataloging, and resource sharing costs for new libraries as they are added to the group catalog as well as the training being conducted by Amigos Library Services. Fourteen training sessions on World Cat Searching and an orientation to First Search were held in the fall of 2006 and spring of 2007 for 156 participants. Five more are scheduled for 2007. Three training sessions on OCLC Cataloging and Resource Sharing were held in the fall of 2006 and spring of 2007 for 17 participants. Three more training sessions are scheduled for 2007.

The number of searches being conducted statewide in OCLC World Cat has increased from 6,154 in July 2006 to 13,076 in January 2007. Use of the NM Group Catalog is growing steadily as libraries receive training and holdings are added. The project is new enough that we cannot report any direct impacts yet, nor do we have much data. As libraries receive training, set their holdings in

OCLC and begin using all the OCLC services, we expect to see an increase in the number of holdings and an increase in resource sharing activity. The project seeks to expand access to the catalogs of all New Mexico's libraries, to expand access to electronic and networked information resources, and to develop an easy-to-use, reliable, and sustainable means to assure the uniform availability of these information resources in every library in New Mexico. Eventually, the project will also establish a means for enhancing New Mexico's current ILL services and timely inter-library delivery of books, documents, and other information resources.

III. Results of In-Depth Evaluation

Magazines Online

This program began in 2000 with three databases from Ebsco and ProQuest funded by both LSTA and state funds. In 2002, due to subscription costs the contract was shifted to Thomson Gale's InfoTrac Service. Eight databases were initially available in 2002 and in 2004 the service was expanded to nine databases with the addition of the Business and Company Resource Center. The switch from Ebsco and ProQuest to InfoTrac was initially not well received by the library community. There was a perception that InfoTrac was less intuitive and more difficult to use and teach and that the content was not as deep. The change to InfoTrac took place in October in the middle of the fall semester, which had a negative impact on school and academic library service. As a consequence there was a drop in the number of sessions and searches early in 2003. But as libraries have become familiar with the InfoTrac databases, usage has continued to climb and many libraries have subscribed to additional InfoTrac databases. The InfoTrac search interface has also been improved and libraries seem reasonably satisfied with the content and with the interface. In 2007 the contract was renewed with Thomson Gale and the number of databases was increased to thirty-nine including access to a New Mexico newspaper. There are currently 7,429 full text journals included in Magazines Online.

Magazines Online was initially available only to public, academic and high school libraries. In 2003 there were a total of 350 library accounts; 43 for academic libraries, 1 consortium, 87 public libraries and 219 school libraries. Of those accounts, 46% of the public libraries conducted at least one search, 74% of the academic libraries conducted at least one search and 59% of the school libraries conducted at least one search in 2004. In 2006, Magazines Online was also made available to K-8 school libraries and the number of school library accounts increased to 449. While the number of accounts has grown since 2004, the percentage of those accounts actually being used has not changed very much. Libraries initially register for the service, but may not follow through on actually using the databases.

Overall usage has increased dramatically from 2003 to 2006. The number of searches conducted each year has increased by 600%, the number of sessions has increased by 116% and the number of full text retrievals has increased by 146%. We believe this is due to several factors. InfoTrac's Power Search allows users to search multiple databases

simultaneously and that has contributed to the dramatic increase we see in 2006. Adding access for the K-8 school libraries in 2006 has increased the number of libraries using the service by over 40%. As libraries have become more comfortable with InfoTrac they are using it more. It has become integrated into the curriculum of school and academic libraries.

Three surveys were conducted in 2006. A survey of library staff was sent to all NM libraries to investigate the success of the service, to determine how well the InfoTrac databases were meeting library needs and to assist NMSL during the contract renewal process. A link to a user survey was posted on the InfoTrac page to investigate user satisfaction with the service. An additional survey was sent to library in the fall of 2006. We also conducted extensive analysis of statistical data from 2002 to 2006.

Staff survey

Ninety-eight responses were received, 41.8% came from public libraries; 23.5 % came from secondary school libraries; 22% from academic libraries and 11.2% from other libraries. Of the libraries responding 60.8% were from libraries outside the three metro areas in New Mexico. 63 % of libraries reported they are able to answer a greater number of reference questions than before. 96% report they use the databases to give users access to full text articles that their library does not own in print and can not afford to purchase and 57% report the databases give users easier access to articles that their library owns in print. The biggest barriers reported by library staff were that patrons would rather use Web search engines (i.e. Google or Yahoo!) for research, 61.6% and 34% reported that there wasn't enough publicity about the databases and 20% reported that staff has trouble selecting which database to use. Seventy-five percent of the libraries provide their users with remote access and 87% provide access of public workstations in the library. Fifty-one percent of libraries report the databases are used on a weekly basis and 24.7% report daily use. Seventy-eight percent of the respondents reported that their library subscribes to other online databases.

Several issues came out of this survey. Libraries need assistance and training in understanding how and when to use the databases. As a result NMSL staff developed a workshop to help libraries with techniques for teaching database use, the differences between the Web and subscription databases, and basic searching. However, due to staff turnover, those classes were cancelled. NMSL needs to provide more publicity and follow through about the service to libraries through our Development work with public libraries and through some direct marketing to school libraries. Libraries are using statewide pricing to purchase custom journal collections and other database from InfoTrac and in some cases cancelling journals included on Magazines Online. This allows them to leverage their collection budget effectively.

A survey was also sent to NM libraries in the fall of 2006 asking how the libraries are using Magazines Online and the difference that having the databases make for their users. Twenty-one responses were received; 11 from public libraries, 8 from school libraries and 2 from academic libraries. The most common response was that having the electronic databases expands the resources that libraries and their patrons have access to.

The databases provide full text access to many journals that libraries could not afford to purchase, helps with homework at all ages and grade levels, and keeps libraries and library patrons up to date in fast changing fields. Without these databases, many small public and school libraries would have little or no access to any research level resources.

User survey

A link to a user survey was posted on the InfoTrac page. We received 61 responses and 84.7% reported they were using Magazines Online for school or academic research. 53.4% of users reported the databases were easy or very easy to use; 48.3 % reported that the databases were somewhat difficult or difficult to use. 41.4% reported their search produced results that answered their question; 29.3% reported that the search produced some results but did not completely answer the question and 27.6% reported the search produced no useful search results.

The user survey is more difficult to gauge since we did not ask them what type of library they were using, what their previous experiences with electronic databases were or other information that would have provide some context for the responses.

We know that Magazines Online has a significant impact on library service in New Mexico. For the McKinley County and Albuquerque School Districts that purchase their own subscriptions to InfoTrac databases, it means that their funds can be used to support additional databases not included in Magazines Online. New Mexico State University can focus their electronic resource funds on discipline-specific databases because their student's basic needs are met by the Expanded Academic and Business databases included in Magazines Online. Rural schools in Catron County, a sparsely populated county with only one small incorporated community and two very small public libraries has access to resources they would not otherwise be able to afford. Los Alamos Public Library, a well funded library serving a relatively small but highly educated community, is able to assist patrons with research needs, leverage their funding for interlibrary loan and become even more of a full service library. Rio Rancho High School in one of the fastest growing communities in New Mexico uses the databases extensively and has added titles and other databases to support the required senior thesis. Anecdotal evidence from librarians and college students suggests that Magazines Online helps high school students prepare for college because they learn skills that are easily transferred and necessary for success in the academic environment. Science fair and technology fair projects are improved and small rural libraries have access to research level medical journals for their patrons.

Our overall goal in utilizing LSTA funding is to alleviate the geographic and economic barriers to library service and to ensure that all New Mexico libraries have access to information resources and services on par with the largest libraries in our state. We believe that Magazines Online is an effective investment toward that goal.

IV. Progress in showing results of library initiatives or services

For the NM Group Catalog, NMSL has begun to develop strategies and baselines for measuring the impact and outcomes of this service. But the service is too new to provide any useful data or outcomes.

V. Lessons Learned

Rural Services Automation Project

Converting to an automated system for Rural Services has presented major challenges to each office's small staff because they have had to complete collection analysis, weeding and then retrospective conversion while maintaining consistent service levels and completing all other necessary duties in the remote bookmobile and Books by Mail offices. Bookmobiles were brought to Santa Fe so Santa Fe-based staff could assist with retrospective conversion. This succeeded in getting each bookmobile's vehicle collection converted in one week. Santa Fe-based staff traveled to bookmobile offices to assist with retrospective conversion. In order to complete this process in a timely manner, services and stops were suspended for short periods of time. Approximately 5,413 hours of staff and volunteer time were dedicated to this process along with funds, equipment and other resources. The bulk of the retrospective conversion was completed in less than 11 months, the patron database is completed, Rural Services staff have been trained, and the full system implementation is on schedule. This intensive approach caused some short term disruptions in service and required a concentrated effort by library staff. The investment of staff time and some service disruptions is well worth the effort because project is about 60% complete and expeditious completion means that rural service customers will receive more effective and customized library service in the near future.

Interlibrary Reference (ILR)

Availability of free resources via the Internet and access to statewide databases has reduced reliance upon the reference materials and assistance from the State Library. Staff at New Mexico libraries are often unaware of the unique expertise available from Reference staff at the State Library. We have extensive expertise in navigating state agency programs, publications, and websites; researching federal, state, and local laws and regulations; and finding elusive and detailed statistics. With access to an online library science database and extensive journal collection, we also provide support in all aspects of librarianship. Due to high staff turnover at public and school libraries, as well as the New Mexico State Library, continuous promotion is needed to develop and maintain an awareness of the ILR service.

WebJunction New Mexico (WJNM)

The number of registered users continues to grow, and the website has recently undergone a significant re-design. To sustain and grow this service, increased marketing, current awareness and education are needed. Aside from continued efforts to build up WJNM's profile through the provision of timely, engaging and useful content – we must also work harder and creating an allied outreach effort. This will ensure that registered

users continue to visit the site, while new users are constantly learning about WJNM resources and making consistent use of such.

Continuing Education (CE)

Library workers consistently take advantage of CE offerings, but would benefit from a number of changes in the program. We are in the process of updating and strengthening our certification process. Distances and logistics challenge our ability to provide CE opportunities statewide. Given the geography of NM, we need to integrate technology solutions (eLearning) into our traditional approach of in-person, on-site training. Concurrently, we need to revisit how we evaluate indicators of success in the CE program with the intent of designing workshops and trainings that lead to a particular level of mastery or attainment. This means being more responsive to local library needs, conducting continued assessments, and identifying new ways to make time and logistics work for all.

Summer Reading Program (SRP)

The State Library's Summer Reading Program reaches thousands of children throughout the state each year. In the past 5 years, though, our program has placed too much emphasis and funding on the creation of the SRP manual and theme. While the unique themes often had a New Mexico focus and were appreciated by the libraries, it is questionable whether the investment in time and money achieved better results. Other trends that tie in with SRP – literacy training and programs, early childhood programs, community outreach and young adult services have been neglected. Our current program can be strengthened by shifting emphasis away from the creation of SRP tools, and by offering training and services that more closely support librarians and the SRP activities they plan.

Magazines Online

The time of year that new statewide contracts begin is very important. In November 2002, we selected a new vendor to provide our most heavily used databases, which happens to be the middle of the fall term at universities and schools. A number of librarians notified NMSL that changing the databases in mid-semester caused problems in retraining students and faculty and reorganizing and redesigning their websites. The timing of our statewide contract has been adjusted to begin in the summer. This also illustrated for us how important Magazines Online is to school and academic curriculums.

VI. Brief description of evaluation process

Individual project managers at NMSL were responsible for evaluating their projects, providing data and other appropriate information including the annual LSTA State Program Reports. The evaluation process began in the spring of 2006 and concluded in the spring of 2007. The LSTA coordinator worked with each project manager to provide historical data, guidelines and to ensure that the structure of the evaluation met the requirements. Library staff in school, public and academic libraries, as well as

Magazines Online users were surveyed in 2006 regarding their use and experiences with Magazines Online. A NMSL committee of five staff representing reference, continuing education, electronic resources, technical service and the LSTA coordinator wrote and analyzed the survey. SurveyMonkey was used to gather and analyze the survey. Another survey was sent via e-mail to NM library staff in the fall of 2006 by the LSTA Coordinator who collected and analyzed the results. Approximately 175 hours of staff time valued at \$6,125 was dedicated to this evaluation.