New Mexico State Library

LSTA Five Year Plan
2008 – 2012

For submission to the
Institute of Museum & Library Services

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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 took place in 2006 to discuss the needs and issues involved in implementing a union 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 analyzed to determine future directions for training needs and technology support. In the fall of 2007, the State Librarian met with public library directors to discuss a number of issues including the uses of LSTA funds in the state. Subsequent regional meetings of library directors provided feedback and direction on current LSTA funded projects and current and future needs.

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 priorities, and to develop a roadmap for collaboration with libraries across the state with emphasis on the role of LSTA in New Mexico.

2. There is a need for exploration into the impact of library resources and learning in New Mexico, its impact on the state's economy, and its impact upon the quality of life of residents, and to communicate these findings to various stakeholders.

3. NMSL needs to involve stakeholders in the planning, implementation, and evaluation of the LSTA program in New Mexico.

Programs
1. Conduct a needs assessment to determine the most effective ways that NMSL and LSTA can best serve New Mexico libraries and residents over the next 5 years. Timeframe: 2009 – 2011.

2. Partner with 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 accomplishing and evaluating the five year plan. Timeframe: 2008-2009.

Key Output Targets
1. 40% of public libraries will participate in the needs assessment.

2. LSTA Advisory Council will meet 4 times 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. New Mexico public libraries will have the data they need to understand their role in the state's economy. As a result, they will be better able to form strong partnerships with public and private organizations in the state and their communities. New Mexico libraries will report that these partnerships have resulted in a 25% increase in local support for their libraries.

LSTA Purposes Served
▪   Developing public and private partnerships with other agencies and community-based organizations;

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

Goal 2: Improve library service to rural, visually impaired, homebound, and underserved New Mexico residents.

Needs Assessment
1. Many New Mexicans do not have convenient access to public library services due to physical location or physical limitations. Of the 33 counties in New Mexico, two have no public libraries, and two other counties have only small developing libraries.

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. 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.

3. 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.

4. New Mexico has a diverse population. According to the 2005 U.S. Census Estimates, New Mexico's population by race was White 85%; Black 2%; American Indian 10%; Asian 1%; To or more races 2%. Persons of Hispanic origin may be of any race and stands at 44% of the total population. New Mexico is home to 23 federally recognized tribes and over 196,000 American Indians. New Mexico has the fourth highest number and second highest percentage of American Indians in the U.S.

5. New Mexico continues to rank below most states in the public library measures published by IMLS. In the 2004 report, New Mexico ranked 33rd in print materials per capita, 38th in audio materials, 47th in video materials, 42nd in serial subscriptions, and 39th in operating revenue per capita.

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

7. The National Library Service estimates that approximately 8,000 New Mexicans are eligible for services provided by the Library for the Blind and Physically Handicapped (LBPH).

8. In a survey conducted in 2007 by LBPH, 33% of respondents also reported visiting their local public library for audio books, large print books, and other resources.

Programs
1. Review and revise existing bookmobile and books by mail service guidelines. Implement changes to ensure that bookmobiles and books by mail services can continue to provide quality service to underserved populations. Time frame: 2008-2009.

2. Investigate and implement new bookmobile stops in currently underserved areas. Time frame: 2008-2010.

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 residents, 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.

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.

6. Provide reading materials in specialized formats, as well as playback equipment for recorded materials to eligible, enrolled users of the Library for the Blind and Physically Handicapped. Timeframe: 2008-2012.

7. Provide New Mexico public libraries with the support and resources to provide services to rural, visually impaired, homebound, and underserved New Mexico residents. 2009 – 2012.

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. 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.

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

4. 50% of eligible New Mexicans will be enrolled in LBPH membership on an annual basis.

5. Bookmobile stops that no longer meet the criteria for service will be reduced by 95% by 2009.

6. Bookmobile stops in currently underserved counties will increase by 25% by 2010.

7. 20% more youth will participate in Summer Reading Programs statewide. 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 interests by the end of this reporting period.

3. 75% of surveyed LBPH customers in 2010 will report that LPBH services improve and sustain their quality of life.

4. By 2010, 95% of New Mexicans will have access to quality library service to support their information needs either through NMSL's Rural Services or through local public library service.

LSTA Purposes Served
▪ 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.

Needs Assessment

1. 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.

2. 40% of New Mexico public libraries do not have web pages. Websites create a 24/7 online presence for libraries and showcase library information (hours, location, policies, collection details, programming calendars and descriptions), online resources, and links.

3. Many libraries lack sufficient funds to undertake new technology based services to provide users with improved access to information.

Programs

1. Train and assist library staff in using, developing and providing technology based programs and services to their communities. Timeframe: 2008-2012.

2. Implement a technology competencies program for public libraries to improve their ability to provide and support public computing services. Timeframe: FY2009 – FY2012.

3. Increase community access to local libraries through the development of public library websites. Timeframe: 2008 -2012.

Key Output Targets

1. 65% of participants in the technologies competencies program will be certified during the program's second year (2009-2010).

2. 80 % of public libraries will have web sites by 2010.

Key Outcome Targets:

1. Because of technology competency certification, public libraries will report an increased ability to troubleshoot standalone and/or networked PCs, software, and peripherals and will successfully introduce new technology services for patrons' use, based on pre- and post-certification training evaluations.

2. Increasing the number of New Mexico public library websites from the current 56 to the target 74 will increase patron access statewide to local collections and programs, as well as library-created online resources.

LSTA Purposes Served
- 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;

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

Goal 4: Provide New Mexico public libraries with the technology to support a statewide union catalog to allow access to materials not in the local library's collection, discovery of materials in other New Mexico library collections, patron-initiated borrowing, and a cost effective delivery mechanism.

Needs Assessment
1. 73% of New Mexico's public libraries do not have Internet accessible library catalogs, and consequently do not have tools to facilitate electronic resource sharing of monographs and serial publications.

2. Many public libraries do not have library catalogs, paper-based or electronic, which prevents access to many of the public library holdings within the state for the purposes of resource sharing. There is very little internet based lending.

3. There are holdings of known value in New Mexico public libraries that are not discoverable by residents who do not live within a particular public library's service area.

4. In February 2008, using NMCAT (a New Mexico based subset of OCLC's Worldcat database), 37.30% of requests submitted to the State Library were filled from other New Mexico libraries, the remaining 62.70% were filled from libraries outside of the state.

5. Most ILL transactions for public libraries in New Mexico require third party intervention such as the NMSL or OCLC, because the majority of library holdings are not accessible over the Internet. This practice is both expensive and inefficient.

6. Libraries in New Mexico do not have access to reliable technology and telecommunications systems. Even where "broadband" connectivity is available, it is not sufficient to support a fully functional integrated library system.

Programs
1. Partner with New Mexico public libraries to implement a uniform and easily accessible common library platform for circulation, cataloging, acquisitions, serials control, and resource sharing. Timeframe: 2008-2012.

2. Promote the means for enhancing New Mexico's current interlibrary borrowing and lending infrastructure allowing for the timely delivery of books, documents, and other information resources. Timeframe: 2008-2012.

3. Partner with private and public organizations to ensure that New Mexico libraries have the internet connectivity required to support a fully functioning statewide library system. Timeframe: 2008-2012.

Key Output Targets

1. The fill rate for ILL among New Mexico's public libraries will increase by 19% by 2010.

2. Public libraries with a functioning ILS will increase by 16% by 2010.

3. The number of fully compliant MARC21 records in New Mexico public libraries will increase by 11% by 2010.

4. Reduce the number of disparate integrated library systems in New Mexico by (non MARC structured records) 32% by 2012.

5. Fill 75% of New Mexico resident's ILL requests within the state.

Key Outcome Targets

1. By 2012, 42% of New Mexico's public libraries will utilize open source software to leverage the limited resources in their own collections and promote the use of resource sharing to residents.

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.

LSTA Purposes Served

- 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;

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

- Provide electronic and other linkages among and between all types of libraries.

Goal 5: Assist libraries in providing collections and services to meet the needs of their populations.

Needs Assessment

1. During regional meetings in 2007, public libraries reported the need for assistance in gathering and making effective use of public library statistics to evaluate and improve library services to their communities.

2. The library statistics program now managed by IMLS provides data and up to date information used to support the work of public libraries and to plan, administer, and evaluate the benefits of LSTA funded programs and services in New Mexico.

3. Many New Mexico public libraries do not have sufficient funds to support the needs of their communities.

4. During regional meetings in 2007, public libraries reported their interest in participating in a LSTA sub-grants program.

Programs

1. Coordinate the state funded public library grants programs to expand services for learning and access to information and educational resources through grants that support the acquisition of library materials in all formats, library technology, library staff training, and other programs to support the delivery of library services. Public libraries must meet established criteria and local financial support must be sustained. Timeline: 2008 – 2012.

2. Provide New Mexico libraries with the tools (Bibliostat Connect), training, and statistical data needed to evaluate and improve library services to their communities. Timeline: 2008-2009.

3. Partner with key stakeholders to develop, plan, and implement a LSTA sub-grants program to public libraries. Timeframe: 2009-2012.

Key Output Targets

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

2. 95% of public libraries will submit an annual report on an annual basis.

3. There will be 50% increase in the number of libraries using statistical programs like Bibliostat Connect by 2010.

Key Outcome Targets

1. By 2011, 75% of public libraries participating in the LSTA grants program will report that the supplemental financial support provided by these grants enabled them to expand and improve library service to their communities.

LSTA Purposes Served

- 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.

Goal 6:   Ensure that New Mexico's libraries have access to statewide subscription databases and are able to make the most productive use of them for their communities.

Needs Assessment
1. 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 the advantages to using Magazines Online.

Programs
1. Increase usage and awareness of statewide subscription databases for New Mexico libraries and residents. Timeframe: 2008-2012.

2. 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.

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.

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.

LSTA Purposes Served
- 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;

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

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 New Mexico 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. During the fall of 2007, regional meetings of public library directors took place. Each group provided the state library with a list of needs that they believe the state library should support. Those reports were used to develop this plan.

Communication and Public Availability

The Five-Year Plan is 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 New Mexico library community. We will also provide regular LSTA updates at future New Mexico 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.