



Department Annual Report for Reference & Research Services

July 01, 2009 to June 30, 2010

Submitted by Cindy Pierard, Department Head

Notes and Major Accomplishments:

- Personnel

-Mavis Johnson leaves the department [June 2010].

-Sylvia Ortiz retires with 25 years of service to NMSU [May 2010].

- Programs (see also Strategic Goals/Targets)

Collection Development: Coordinated rapid purchase of books ordered via InterLibrary Loan, allocating \$500,000 in response to user requests. Worked with NMSU community to identify \$600,000 in potential cancellations to the Library's Materials Budget.

Government Documents/Maps: Began pre-1976 documents cataloging project (w/ Tech Svcs). Carried out Centennial celebration.

Instruction: Developed Program Learning Outcomes for UNIV 150 and ENGL111. Expanded Workshop Series to offer 16 new sessions targeting graduate students and beginning researchers. Continued popular sessions for EndNote web users. Staff participants in the program taught 396 sessions—workshops, outreach programs, course-related sessions, two sections of LIB 311—reaching ca. 7,277 people. Library participated in Project Information Literacy, a national study about young adults and their information-seeking behavior.

Reference: Piloted use of *DeskStats* to facilitate online recording and reporting of question statistics. Statistics for Fall 2009/Spring 2010 sample periods for all reporting service points averaged 328 reference and 413 directional questions.

- Contributions to Strategic Goals (see also Programs)

ASSESSMENT: Have all departments do at least one assessment activity – Program Learning Outcomes [Westbrock]; Space Survey Follow-Up [Baldwin, Lee, Pierard]; new program reports [Kinesiology PhD—Beck, Baker; Water Resources MS and PhD—Beck, Watkins].

ASSESSMENT: Redesign public spaces in both libraries to better address library user needs. –Pierard [with Space Working Group members Baldwin and Lee] contributes to space enhancements and second round of assessments.

FACILITIES/SPACE: Provide effective space for Government Documents and Maps—Ormes, Pierard, and Government Documents & Maps Unit staff develop spatial plan proposal for Unit services and operations.

FISCAL MGT: Respond to Economic Constraints—Library subject specialists, led by Beck and Thompson, complete Library Materials Budget Reduction Project, identifying \$600,000 in potential cancellations. Coordinators and Pierard compile program reviews.

FUNDRAISING: Plan fundraising events. RRS staff contribute to fund-raising events, including Jett Letters [Pierard, Westbrock], Chile Peppers [Watkins], Celebration [Pierard], El dia de los niños/El dia de los libros [Baker, Mahaffy].

FUNDRAISING: Raise funds to add U.S./Mexico border-related collections to Archives—Molloy works with Hussman, Martinez, and Smith on NMSU Federal Initiatives proposal. Hussman, Martinez, and Molloy raise \$15,000 to process Esther Chavez Cano papers.

INFRASTRUCTURE/ORGANIZATIONAL EFFICIENCY: Develop a comprehensive digital program—Beck serves on Library task force and helps to develop plan.

PERSONNEL: Implement an e-portfolio system. Watkins serves on Digital Measures Task Force.

PERSONNEL: Ensure compliance with University P&T document-develop a faculty mentoring plan. Pierard, Ortiz, and Westbrock serve on Task Force to Develop a Library Faculty Mentoring Plan. Baker and Mahaffy serve on Faculty Mentoring Task Force.

PROFESSIONAL DEVELOPMENT: Provide opportunities for staff training and professional development – Friday Workshop Series coordinated by T. Westbrock [fall 2009/spring 2010]. Mahaffy coordinates Library Podcasting project [fall 2009/spring 2010].

SERVICES: Increase access to collections-Improve access to SciFinder Scholar. Gunapala works with other Library staff to achieve.

SERVICES: Create copyright/fair use website for campus community. Pierard and Lee complete <http://nmsu.edu/copyright>.

Significant Faculty and Staff Accomplishments:

- Grants Awarded

- *Mahaffy, M. and *Baker, S. 2011 El dia de los niños/El dia de los libros. Southwest and Border Cultures Institute. \$2,000.
- *Johnson, P and Smith, J. Engineering materials. Robert E. and Evelyn McKee Foundation of El Paso. \$7,500.

- Presentations

- *Baker, S. Weaving educational technology into meaningful interactions with students. Presented January 17 at the SIFF 5 Conference, Surin, Thailand.
- *Baker, S. & *Gonzalez, A. Graduate students perceptions of federated searching. Presented February 1 at the Electronic Resources and Libraries Conference. Austin, TX.
- Baldwin, D., Lee, N., & *Pierard, C. Looking through the keyhole: How users think about and use library space. Presented November 12 at the Access Services Conference 2009: Unlocking the 20th Century Library. Atlanta, GA
- *Gunapala, N., *Johnson, P., & *Watkins, C. Year of science comes to the library. Presented April 8 at the New Mexico Library Association annual conference. Ruidoso, NM.
- Lee, N. & *Pierard, C. Assessing and improving student spaces on a shoestring budget. Presented February 26 at the New Mexico Higher Education Assessment and Retention Conference. Albuquerque, NM.
- *Mahaffy, M. & *Westbrock, T. Designing and managing student research assignments. Presented October 12 at the NMSU Teaching Academy. Las Cruces, NM.
- *Ormes, D. Government documents tell a good story. Presented October 19 at the Depository Library Council Annual Conference. Arlington, VA.
- *Westbrock, T. The research continuum: Bridging the gap between high school and college. Presented October 23 at the NEA-NM & LCPS Fall Professional Issues Conference. Las Cruces, NM.
- *Westbrock, T., Bernstein-Haro, M., Marin T., Greenwald, R., & Melendez, M. Outcomes assessment practice for campus-life units. Presented February 26 at the New Mexico Higher Education Assessment and Retention Conference. Albuquerque, NM.
- *Westbrock, T., & *Gonzalez, A. Reaching out with LibGuides: A working set of best practices. Presented April 29 at the 14th Off-Campus Library Services Conference. Cleveland, OH.

- Publications

- *Baker, S. (2009). Academic library job search blues: An insider's notes for new librarians and library school students. *Library Journal* web exclusive: <http://www.libraryjournal.com>
- *Gonzalez, A. (2009). Using video as a promotional tool. *Marketing Library Services* 23(4), 1-3.
- *Mahaffy, M. (2009). In support of reading: Reading outreach programs in academic libraries. *Public Services Quarterly* 5(3), 163-173.
- *Molloy, M. (2009). Esther Chavez Cano wins cultural freedom and national human rights award *SALALM Newsletter* 36(6), 173-174.
- *Molloy, M. (2010). The woman who dared to stand tall on the border (memorial—Esther Chavez Cano). *Narco News Bulletin* <http://narconews.com/Issue63/article4005.html>.
- *Westbrock, T. (2009). Database du Jour. In Ryan Sittler & Douglas Cook (Eds.), *The Library instruction cookbook*. Chicago: Association of College and Research Libraries.
- *Westbrock, T. (2009). Sparking a brainstorm: Getting students organized. *LOEX Quarterly* 36(2).
- Bowden, C. (2010). *Murder city*. Chicago: Nationbooks. Translation and research by *Molloy, M.

- Other (e.g. awards, outreach programs, etc.)

- *Mardi Mahaffy. Faculty Research Award (\$880) for the project: *Student Use of Handouts Focus Group*.
- *Alisa Gonzalez and *Kathy Sowa (and others) were recognized through the Library's Staff Bonus Program "Team Award" for their work relocating materials from the Zuhl reference collection and making space available for student use.
- *Molly Molloy's work documenting deaths in Mexico profiled in the *Wall Street Journal* and on National Public Radio's *Weekend Edition*. Molloy's work featured in numerous national press stories during the past year.
- *Luci Ortiz awarded \$1,000 College Scholarship by the New Mexico Library Association.
- *El dia de los niños/El dia de los libros*. (coord. Mahaffy and Baker). Two programs. 96 attendees.
- *Government Documents Centennial Program* (coord. Ormes, Johnson, Ortiz, Pierard, Thompson). Seven programs. 154 attendees.
- *Hip Hop Celebration* (coord. Mahaffy). Program and film. 43 attendees.
- *John Ross Book Talk* (coord. Molloy). One program. 50 attendees.
- *Soul of a People Celebration* (coord. Mahaffy and Ortiz, ctd. From 2008-9). Two programs. 16 attendees.
- *Year of Science* (coord. Gunapala, Johnson, Watkins). Seven programs. 209 attendees.