

**NMCAL Retreat – August 2, 2007**  
NM Tech Socorro, NM

**Members Present:** Ruben Aragon (NMHU); Jose Aranda for Molly Morris (Dona Ana CC); Gilda Baeza Ortega (WNMU); Martha Bedard (UNM); Holly Buchanan (UNM-HSLIC); Dennis Davies-Wilson (UNM-Los Alamos); Nancy Dennis (UNM); Owen Ellard (NMTech); Carol Frick (UNM-Gallup); Clyde Henderson (Navajo Technical College); Rachel Hewett-Beah (UNM-Gallup); Louise Hoffman (San Juan CC); Sharon Jenkins (NM Junior College); Dan Kammer (NMSU-Alamogordo); Kathleen Knoth (UNM-Taos); Ed LeBlanc (IAIA); Barbara Lovato-Gassman (CNM); Janet Maes (Luna CC); Lawrence Martinez (Luna CC); Sylvia Medina (SFCC); Leslie Monsalve-Jones (Southwestern College); Carol Parker (UNM-Law); Isabel Rodarte (NNMC); Esther Shir (UNM-Valencia); Cecilia Stafford (NMSU Grants); David Stevick (Dine College); Beth Titus (NMSU); Ben Wakashige (National American University); Melveta Walker (ENMU-Portales)

**Guests Present:** Patricia Brkich, UNM Development Officer; Joe Sabatini, Albuquerque Special Collections Library; Susan Oberlander, State Librarian

Meeting called to order at: 1:05 p.m.

**Introductions**

Kathleen introduced Susan Oberlander, the new State Librarian. Susan gave some of her background and talked a little about the beginnings of NMCAL, as she was instrumental in its inception. Each member of NMCAL introduced him/herself, said where he/she is from, and said how long he/she has been a member of NMCAL.

**GO Bonds: From Beginning to Legislative Bill and Beyond – Joe Sabatini and Ben Wakashige, presenters.**

The New Mexico Library Association has requested a Bond Issue as a legislative priority in the 2008 Legislative Session to be placed on the ballot in November 2008. A Steering Committee (Omar Durant, Chair; Ruben Aragon Vice Chair; Joe Sabatini, Secretary) and a Political Action Committee (David Giltrow and Ben Wakashige, Co-Chairs; Kitty Sherlock, Vice Chair; and Linda O'Connell, Treasurer). have been formed. Handouts explaining the purpose and responsibilities of each committee were distributed to the membership.

Joe talked about the role of the Steering Committee. The Steering Committee is an advisory committee to the Political Action Committee, and makes recommendations to the Legislature as to what should be in the Bond Issue in terms of language and the amounts of funds being requested. The Steering Committee is made up of members of NMCAL, New Mexico Municipal League Librarians, Advocacy for School Libraries interest group of NMLA, each of which get three votes at the table. Joe briefly summarized the process and the purpose of GO Bonds for libraries, and explained that

they are not intended to be a permanent fix for inadequate funding. Joe explained that the amount of money proposed and the amount actually granted are two different things, giving examples from past GO Bond issues. In fact, the identified amount for libraries this time around exceeds the bond capacity for the State of New Mexico. A discussion ensued regarding the disparities in GO Bond funding. Joe explained that it is largely based on populations served. Ben then explained that it is also a matter of where the greatest need lies (i.e. public school libraries in the 2002 Bond Issue), which could change from year to year. Ultimately, the over-riding politics will determine the final amounts. Joe explained some of the political process, including the importance of targeting library-friendly legislators. The amounts proposed for the various library types and the language to go into the Bond Issue will be determined at a meeting of the Steering Committee on August 17, 2007. Further discussion ensued regarding the wording of the Bond Issues, and the importance of choosing language to allow libraries to purchase what we need (e.g. not just books) as well as to ensure that the money actually comes to the library and isn't used somewhere else in the institution. Joe wrapped up his portion of the presentation talking about the role of lobbyists. NMLA has hired lobbyists, Tom and Larry Horan, who can represent NMLA on legislative issues concerning libraries.

Ben briefly summarized the work of the Steering Committee. The Steering Committee puts together the legislation, gets it through the legislature and through the Governor's Office. The work of the PAC begins after the bill has received the Governor's signature. PAC membership includes concerned citizens and retired librarians. The responsibilities include:

1. **Fundraising for passage of the GO Bond.** \$50,000.00 for marketing has been determined. Friends of Libraries, NMCAL, and private donations are all possible sources of funding. Non-profit organizations such as NMCAL can fund non-advocacy.
2. **Development of the web page.** The web page is already up. \$1,400.00 was donated by NMLA for the web page.
3. **Strategize for the passage of the GO Bond.** A higher percentage of votes helps the passage of future bond issues. Ben encouraged 2-year and regional 4-year institutions to take a leadership role in organizing area librarians and citizens.
4. **Work collaboratively with the 2008 GO Bond Steering Committee.** The PAC will also be seeking alliances with PTA organizations, literacy groups, and municipal leagues. Ben also mentioned that we are fortunate to have Susan Oberlander as the State Librarian, as she knows the political process very well.

Discussion ensued regarding the possible danger of always going back to the voters for support. Ben suggested that a strategic plan needs to be put in place so that libraries can get out from under the GO Bond "bandaid" and be able to operate under library funding formulas, public school supplies budgets, etc. Joe said that in strategic planning, to be sure to mention that we are no longer just asking for books.

Kathleen mentioned that she would like to learn more about how to effectively acknowledge the voters and the legislators for the passage of the 2006 Bond Issue.

**“New Mexico Academic Libraries and New Mexico’s Library Funding Formula: A Chronology” – Dr. Elizabeth Titus, New Mexico State University Library, presenter.**

Beth’s presentation addressed two over-arching questions:

- 1) How are academic libraries funded in the State of New Mexico?
- 2) How is Higher Education in New Mexico funded?

Packets were distributed with two lengthy handouts regarding these two questions.

Beth highlighted a number of important points in the funding for academic libraries chronology including:

- The “I” dollar (Credit generated enrollment driven dollars) funding formula in 1975 came into being.
- The elimination of a library funding formula in 2003.
- The new funding formula for higher education that occurred in 2003 did not include sustained funding for inflation factors. That year libraries along with utilities only received a 1.59% inflationary increase.
- The lack of automatic funding for inflationary adjustments under the HED structure created in 2005.
- Libraries do not have a presence with HED as we did with the CHE.
- The 6.2% inflation factor for libraries passed in 2007 is for one year only.
- Progress toward a performance-based funding model for Higher Education in New Mexico is being made. How do libraries do performance-based measures?

Beth also talked about the sources of funding for libraries:

- I & G (Instruction and General) budgets for each institution as funded by the legislature are where library funding comes from.
- Administrative Support is funded by I & G budgets, and libraries are sub-components of Administrative Support, competing with other units (eg Provost’s Office) for those funds.
- All legislative funding comes to each respective campus; however funds designated for the library do not necessarily make it into library budgets.
- One of the biggest problems with library budgets is inflation, especially because there is no data to determine the inflationary factor for electronic resources. Without an inflationary increase, sustaining an established level of operation on flat or decreased budgets from year to year is impossible.

The following solutions were highlighted:

- More fund-raising efforts on the part of libraries
- Continued GO Bond initiatives
- Increase institutional funding for libraries
- Reinstate an actual funding formula for libraries

- Write legislators to protect library funding (build-in an inflationary factor and make it illegal for institutions to withhold funds designated for the library).
- Be persistent
- Continue to educate administrators, campus lobbyists, and other constituents.
- Collaborate with other campus units in student success/value-added ventures.

Beth talked about other possible sources of funding:

- BR&R (building renewal and replacement) funds – libraries can compete for this funds internally (remodels, repairs, etc.)
- ER&R (equipment renewal and replacement) funds – (computers, shelving, security gates, etc.)
- Capital Projects – new buildings (ITT is under this)
- Private dollars – raising money
- Research dollars overhead (4-year institutions only). Libraries are identified as appropriate uses for research overhead.
- There are not a lot of grants for libraries. They are very hard and time-consuming and take a lot of money.

Discussion ensued regarding whether or not the inflationary increase amount of 6.2% was based on total operating expenditures or total acquisitions expenditures. Ruben has a copy of the language of the legislation, and will send it out to everyone. It is very important that we communicate with and educate our budget offices and controllers regarding these issues.

### **Library Fundraising - Patricia Brkich, Development Officer, UNM - presenter**

Patricia Brkich was introduced. Information packets were distributed. She mentioned that there is an AFP (Association of Fundraising Professionals) website, that has all kinds of useful information. Patricia pointed out the various handouts in the packet. She then began the presentation by pointing out the “Donor Bill of Rights,” highlighting #1. She emphasized how important it is that we inform donors of how we intend to use the money they are donating.

Patricia highlighted and passed around a number of periodical publications associated with fundraising, including *Currents*, *Non-Profit Times*, *Advancing Philanthropy*, and *The Chronicle of Philanthropy*. She suggested that one should start prospecting fund raising beginning with periodicals about the state.

Prospecting for donors:

- If you already have donors, you want to move them up in their donor status. Create an excel spreadsheet of donors and what their donations have been each year. Act 2, a sales software, is also very good to use for creating a database of donors. Record all information from the donor’s check.
- Websites and handouts in folder:
  - National Philanthropic Trust website – has lots of fundraising statistics – private donations make up the biggest piece of the pie in fundraising

- *Can Net Worth Be Determined?* – article regarding how to determine if someone is a prospective donor.
  - Biographical Research database – ways to determine assets of individuals, corporate records, etc.
  - *Suggestions from a Major Gifts Officer* – article about how to determine what is a major gift for your organization.
  - Foundation Center website – can search for organizations that have given to libraries.
  - Grantsmanship Center – specializes in training
  - Glossary – fund raising terms
  - List of websites – the most important tool in the packet. “They Rule” site was highlighted. Finds who is connected to whom and how.
- When prospecting for donors, you want to find out what real estate they hold, and what job or businesses they own. The resources in the packet will help you find that out.
  - Position yourselves as the catch all, in order to capture the interest of individuals (e.g. disgruntled alumni) who may not want to donate to a specific program, person, or area of the university.
  - Planned gifts through wills and bequests – provide prospects with information about how to make a planned gift, and provide them with sample bequest language. Partnering with financial advisors so that they are guiding their clients to put your library in their will. (Patricia knows a lot of them, and can provide us with a list of people in our geographic areas). There are huge tax incentives for people to make planned gifts.
  - Relationship building is how you get donors. When you meet somebody, email or call them at least three times, and send five pieces of written correspondence, then send them a solicitation. Don’t be afraid to ask for things. Timing and culture are important factors in cultivating donors.
  - It is important to establish and maintain an up-to-date database of donors and their personal information so that there is legacy data on donors for the next person in your job. Send birthday cards, sympathy cards, etc. as appropriate to your donors to maintain the relationship.

The presenters were thanked for making their presentations.

The meeting adjourned at 5:00 p.m.

Respectfully submitted by Dennis Davies-Wilson, NMCAL Secretary