

## Annual Report for Grants/University Relations Office

July 01, 2010 to June 30, 2011 Submitted by Jeanette C. Smith,  
Grants/University Relations Officer

### Major Accomplishments:

- Organizational: No changes.
- Personnel: Gail Flynn, the unit's student assistant for four years, graduated in May 2010. The position has not been filled for a year and is missed.
- Programs:

Grants: 11 written grant proposals totaling \$446,082 were submitted. The library was awarded 7 grants totaling \$21,308.45 plus in-kind computer equipment valued at \$2,300.00. The "Library Grant and Gift Award" Web page was updated, as well as the more detailed grants spreadsheet organized by fiscal year for the Library Administration. The library faculty was regularly informed of grant announcements and opportunities for grantsmanship training.

University Relations: Public relations activity continues to increase. The library newsletter was distributed in electronic format to the Library and campus faculty and staff, and the statewide and regional library community through many electronic venues, reaching an audience of thousands. The newsletter continues to be well received. 300 color paper copies of both the Fall 2010 and Spring 2011 newsletters were printed and distributed to campus VIPs and major donors.

55 news releases were written, posted on the library news Web page and released through University Communications. Headlines for the most recent news releases were posted on the top page of the Library home page with a link to the library news page for the current semester. Several stories were published in the NMLA Newsletter as well. Major news stories included "NMSU Archivist's Book Makes List of New Mexico's 100 Best," "Library GO Bond B on November Ballot," "NMSU Library Announces Materials Budget Reduction," "NMSU Library Joins Multi-type Library Consortia," and "Molly Molloy Keeps the Count for Those Killed in Juarez."

Jeanette is working with Systems to implement a new Web editor for inputting news releases. When the system goes live (planned for Fall Semester 2011), it will enable users to subscribe to an RSS feed for news releases. Photos shot on Library Snapshot Day by staff members from several departments were used in an intensive PR campaign for the GO Bond B initiative. Many documents and media products from the campaign were provided to the NMCAL Web page as samples for statewide activity.

Jeanette continued to chair the Library Show team. She created and contributed numerous slides, marquee messages, and videos to the kiosk, as well as coordinated the activities of others. She continued to incorporate the submission of PR information to the monitor as well as to the Library Web site "Events" and "Exhibits" pages into her PR routine. Four of the six members of the Library Show team continued to create original videos that were shown on the monitor, including Jeanette, Liz Miller, Charles Stanford, and Alisa Gonzalez.

- Strategic Goals/Targets: The Grants/University Relations Office again met the objective of raising funds for El dia de los Ninos outreach programs with a Southwest and Border Cultures Institute grant award of \$2,000 to Mardi Mahaffy and Sarah Baker for the 2012 programming. It also met the objective of documenting organizational achievement by maintaining a chronological list of grant awards organized by fiscal year and making this available to the library administration. The same list organized alphabetically by agency is made available on the library Web page.

**Trends/Issues:**

- Trend: More library media products are being created, such as slides and marquee messages for the Library Show, as well as videos for the Library Show and the Web. The video “Libraries Change Lives” for the GO Bond PR campaign received statewide distribution.
- Trend: Social media projects for the library, including FaceBook and Twitter, are in the planning stages.
- Issue: Workload continues to be an issue with the many additional media types added to Jeanette’s PR routine. PIs need to be largely self-sufficient in conducting their grant activities.

**Significant Faculty/Staff Accomplishments:**

- Presentations: Jeanette did a well-received presentation, “Library Laugh-In,” previewing illustrations for her book on the history of American library humor, as per her Dean’s Faculty Research Award agreement, attended by 11 library staff members.
- Publications: Jeanette’s book on the history of American library humor was accepted for publication by McFarland. She submitted the manuscript on July 12, ahead of her July 31 deadline.
- Other: Jeanette was re-elected to the board of the Mesilla Valley Jazz and Blues Society and also continues to serve as Society Historian.