



Department Annual Report for Library Development

July 01, 2011 to June 30, 2012

Submitted by Kristina Martinez

Instructions:

- Deadline for submission is July 13, 2012
- Submit no more than 2 pages.
- Use bullets.

Major Accomplishments:

- Organizational
 - Created Centennial Notecards to be given as Library donor gifts and sold as a fundraising/ PR piece.
 - Exhibited Chile Book collection and Ag Digitization Project at the Fiery Foods show in Albuquerque with Ingrid Schneider. Sold posters of the Ag circular covers, centennial notecards, Pete flash drives and made 3 connections of people who want to distribute our posters and possibly give family papers to the Library.
 - Helped produce the Centennial Calendar, which sold out at 850 copies.
 - Helped facilitate communication and marketing with the Bulletin for *Las Cruces: A Photographic Journey*.
 - Submitted a new proposal to McKee Foundation for \$12,000 and the Library was awarded \$6,000.00
 - Served on the Library's Social Media Committee
- Personnel - NA
- Programs – NA
- Strategic Targets/ Goals
 - Created 4 new endowments in the Library –
 - Stuart and Betsy Meerschmidt Kinesiology Library Materials Endowment – (Created by Stuart Meerschmidt and his daughters, Marilyn Morris and Janette Brunt)
 - Library Endowed Fund (Created by Vincent Hallett)
 - Carroll Warren West Endowed Fund for the Fine Arts – (Created by Don West)

- Timothy Glenn Parker Endowment – (current use for Sunshine week and later planned gift – created by Tim Parker.)
 - Worked with Teresa Roberts on the redesign of the Library’s giving website.
 - Helped facilitate the publishing of the book, *The Casads: A Pioneer Family of the Mesilla Valley*.
 - Helped bring new collections into Archives & Special Collections Department
 - Aggressively promoted the Honor with books campaign
 - Acquired the Deed of Gift for the American Wall Collection, still working on getting the collection to the Library.
 - Key contributor to the preparation and presentation of the Library’s Student Fee Proposal

Trends/Issues:

- Attempting to implement relevant and appropriate ideas that I picked up at ALADN 2012.

Significant Faculty/Staff Accomplishments:

- Degree Completion - NA
- Grants Awarded – McKee Engineering Materials - \$6,000
- Presentations
 - Presented at ALADN 2012 – Transforming Fundraising Communication from Blah to Ahhh!
 - Presented to Alumni Executive Council on opportunities for partnerships, including Honor with books, the Calendar, Pistol Pete Drives, Reunions, etc.
- Publications – spring and fall newsletter articles
- Other (e.g. awards, etc.) – Recipient of the Library 2012 Team Award for my work with the team on *Las Cruces: A Photographic Journey*

