



Department Annual Report for Library Development

July 01, 05 to June 30, 06

Submitted by Connie Loyd

Instructions:

- Deadline for submission is August 1, 2006.
- Submit no more than 2 pages.
- Use bullets.

Major Accomplishments:

- Organizational
 - Participated in the planning stages for the renovation of the Caroline Stras Reading Room because the renovation was initiated in response to an endowment received in honor of Ms. Stras.
- Personnel
 - Lorena Ramos, Administrative Assistant assigned to Development, hired and trained. Consideration is being given regarding the best use of Lorena's time to support Development.
- Programs
 - The Library's Rio Grande Historical Collection annual event was held April 24th, 2006 at the Farm & Ranch Museum with very favorable response from attendees.
 - Event being planned for the re-opening of the Caroline Stras Reading Room, which will be a donor recognition event to be held in the fall of '06 or spring of '07.
- Strategic Goals/Targets:
 - Three endowment agreements closed (Sears, Mandell, Myers)
 - Two endowment agreements under review (Rittenhouse, Townsend)
 - Several existing endowments grew by $\geq 10\%$
 - Library exposure in fall '05 Annual Fund letter increased due to having the Library as a check box on every college's giving request card. Discussion is on going regarding how the Library may be included in the NMSU spring annual fund letter as well; also consideration is on going regarding other mailings the Library may choose to do independently in order to increase donor contacts.
 - Library Endowments Brochure created and in use. Also, I initiated creation of a folder with NMSU branding requirements, for the purpose of making donor presentations. This folder is being used not only by the Library but by Advancement in general.

- RGHC calendar sales increased due to an increase in the number of retail outlets that carried the '06 calendar; themes for the RGHC calendar are being developed for the next several years so that the needed contacts and preparation for the calendar content may be done in advance of printing timeline. Also, themes planned in advance may coordinate with other Archives & Special Collections projects, such as a calendar which depicts Women of the Southwest, EBID, Native Americans, etc.
- Deeds of Gift for collections already acquired but not owned by the NMSU Library were received on many collections with more work to be done in this area. These deeds are being signed in conjunction with donor visits being made by DO.
- Gift requests, in conjunction with the Director of Corporate and Foundation Relations, NMSU Library Faculty, and Library Development Officer made to the Robert E. and Evelyn McKee Foundation, the PNM Foundation and Lockheed Martin/Sandia Labs, Inc. Also, the Library relationship with the El Paso Corporate Foundation was renewed with great potential through a visit to their headquarters in Houston, Texas.
- Collaborative efforts are under development regarding processing of the Dr. Frank Harary collection. The amount needed and to be requested from individuals is pending per the results of a grant proposal submitted to the American Institute of Physics by Martha Andrews, Archives & Special Collections Department.
- Strategy for fund raising efforts for two NMSU Library book projects: 1) Women of Southern New Mexico and 2) Letters of Dean Jett. Donor solicitation is underway to raise funds for both projects.

Trends/Issues:

- Attempting to implement those appropriate portions of information on Library Development acquired from the ALADN Conference in March, 2006.

Significant Faculty/Staff Accomplishments:

- Degree Completion
- Grants Awarded
- Presentations
- Publications
- Other (e.g. awards, etc.)