NEW MEXICO HISTORICAL RECORDS
ADVISORY BOARD
STRATEGIC PLAN
2009-2014

New Mexico Department of Tourism Photograph Collection, Image No. 002070, Detail of Yucca Plants

STRATEGIC PLANNING AND FACILITATION FUNDED
BY A GRANT FROM THE
NATIONAL HISTORICAL PUBLICATIONS AND RECORDS COMMISSION
NEW MEXICO HISTORICAL RECORDS ADVISORY BOARD
STRATEGIC PLAN 2009-2014

EXECUTIVE SUMMARY

This strategic plan expresses the continued efforts of the New Mexico Historical Records Advisory Board (NMHRAB) to preserve the State’s historical patrimony. The Board adopted its first five-year strategic plan, Capturing Four-Hundred Years of Recorded History, in 1998 and since that time has reviewed strategic initiatives and goals every five years to ensure the strategic plan continues to serve as viable tool for advancing the Board’s vision. The 2009 - 2014 Strategic Plan articulates a long-range vision by identifying obstacles, establishing strategic initiatives, strategies, and action steps that provide the Board with the direction required to achieve its mission. The Board will continue periodically to review priorities to determine if changes, additions, or deletions are required based on the needs of the archival and records management community.

Recognizing that historical records are cultural resources that provide documentation of New Mexico’s rich cultural heritage, and that historical records located across the state are at risk, the goal of this plan, akin to previous plans, is to improve the care and accessibility of historical records throughout the state. In order to accomplish this goal, the Board seeks to:

- **build an awareness** of the importance of the preservation of records as a means of strengthening and preserving a link to the cultural and historical past;
- **enhance the preservation and care** of records maintained by local and tribal governments, state agencies and private records repositories by helping them to understand their responsibilities as records custodians; and
- **establish a direction** that will enable future interest and collaboration in collecting and preserving the record of the ongoing history of the state and its people.

Funding for developing and printing the 2009 - 2014 Strategic Plan was provided by the National Historical Publications and Records Commission (NHPRC).

**New Mexico Historical Records Advisory Board (NMHRAB)**
The NMHRAB was established in 1975 to serve as the central advisory body for reviewing grant proposals submitted by state and local governmental entities or private record repositories to the NHPRC. The Board is an adjunct to the Commission of Public Records – State Records Center and Archives (SRCA), and staff support is provided by the SRCA. Seven of the eight Board members are appointed by the Governor and serve staggered terms. The Director of the State Records Center and Archives (SRCA) serves ex-officio as the State Historical Records Coordinator and Chair of the Board.
The composition of the Board has contributed significantly to its success. All of the members are passionate about the NMHRAB mission, and together they bring a rich mix of professional and user perspectives and expertise. Moreover, there is continuity of membership.

Board Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sandra Jaramillo</td>
<td>Chair and State Historical Records Coordinator, Santa Fe</td>
</tr>
<tr>
<td>Diane Bird</td>
<td>Archivist, Laboratory of Anthropology, Museum of Indian Arts and Culture, Santo Domingo Pueblo</td>
</tr>
<tr>
<td>Christopher Chavez</td>
<td>Assistant Director, City of Albuquerque Economic Development Department, Albuquerque</td>
</tr>
<tr>
<td>Lisa Johnston</td>
<td>Assistant City Clerk, Artesia</td>
</tr>
<tr>
<td>Robin Martin</td>
<td>Editor and Publisher, The Santa Fe New Mexican, Santa Fe</td>
</tr>
<tr>
<td>Terry Ortega</td>
<td>Legal Assistant/Independent Historian, Santa Fe</td>
</tr>
<tr>
<td>Ulysses Reid</td>
<td>Language and Cultural Programs Coordinator, Zia Pueblo</td>
</tr>
<tr>
<td>Beth Silbergleit</td>
<td>Archivist, Center for Southwest Research, University of New Mexico, Albuquerque</td>
</tr>
</tbody>
</table>

Over the last ten years the Board has realized a number of noteworthy accomplishments. For example, New Mexico was one of only ten states in 2008 with an active re-grant program. The NMHRAB implemented the New Mexico Historical Records Grant Program in March of 1999 with funding provided by the NHPRC and the state Legislature. The Board funds excellent preservation projects and provides scholarships and training, including funding, to underserved communities (such as county clerk offices, historical societies, tribal governmental offices and irrigation districts). Since 1999, a total of $528,828 in federal and state funds has been awarded to 134 organizations comprised of state, municipal, county and tribal governmental offices, irrigation districts, educational institutions, museums, libraries, and historical societies.

ACHIEVEMENTS - 2004-2008

Highlights of Board accomplishments for the period 2004 through 2008 include activities for each of the five strategic initiatives identified in the 2005-2009 Strategic Plan and listed below.

1. Preserve New Mexico’s Historical Records.
2. Increase Public Access to Historical Records.
4. Strengthen Funding and Support for Records Programs.
5. Promote Life-long Learning and Documentation of New Mexico History.
**Preserve New Mexico's Historical Records**
The Board received an award of $58,979 from the NHPRC in FY 2002 to conduct assessments of local and tribal governments. A total of 51 repositories from 26 local and tribal governments and one diocese participated in this project. Targeted efforts to promote records preservation issues resulted in the participation of five tribal governments. Assessments included pre-assessment surveys, on-site visits, and written reports, detailing observations and recommended action plans. Work began in January 2002 and final reports for each of the repositories were completed in FY 2006. Plans for most participants reflected the need to establish firmly records management programs and preservation programs for permanent records, including strategies to train staff in management of current and historical records. Through the assessment surveys, the NMHRAB was able to make the participating local and tribal governmental offices aware of NMHRAB grant and scholarship programs. The success of this effort was demonstrated as the number of local government applications rose by fifteen percent.

**Increase Public Access to Historical Records**
The NMHRAB implemented the Historical Information Network Tracking System (HINTS) in FY 2003. This is a dynamic on-line resource ([www.nmcpr.state.nm.us/nmhrab/nmhrab_hints.htm](http://www.nmcpr.state.nm.us/nmhrab/nmhrab_hints.htm)) that allows the public to locate information regarding records in public and private repositories throughout the state. Funded by an NHPRC grant and State funds, this resource provides access to information that is often difficult to locate. The HINTS is updated regularly through e-mail links and allows repositories to update their information or request to be added to the database. Repository information that is viewable and searchable includes organizational name, location, holdings, contact person, and organizational type.

Many repositories throughout the state, despite their best efforts, are not able to provide access to their holdings. In its endeavors to support efforts of records holders to provide access to records in local repositories, the Board funded regrant projects that sought to organize collections and create finding aids. Twenty-nine projects were funded that either developed finding aids or catalogued records.

**Support Archival and Records Management Training**
The Board fulfills its mission to advocate for the preservation of and enhanced access to the historical records of New Mexico through its re-grant and scholarship programs. The Board implemented the Scholarship Program in 2001 to provide funding for staff and volunteers from historical repositories to attend archival and records management workshops. During the period 2004 through 2008 the Board awarded over $20,000 to individuals representing various organizations and institutions to attend archival and records management workshops sponsored by the New Mexico State Records Center and Archives, the Society of American Archivists, and the National Archives and Records Administration, including the Modern and Western Archives Institutes. Scholarships were also awarded to attend professional conferences such as the National
Association of Government Archives and Records Administrators, the Society of
American Archivists and Council of State Archivists annual meetings.

**Strengthen Funding and Support for Records Programs**
Funding from the NHPRC and State general fund support from State legislative
appropriations allowed the Board to implement the *New Mexico Historical Records Grant
Program* in 1999. The purpose of the re-grant program is to strengthen and support
records programs in New Mexico. Grants are awarded annually to applicants who
demonstrate need, financially and programmatically, and show commitment to solving
problems associated with the preservation of and access to their historical records.
Grant guidelines as well as funding priorities are reviewed and updated annually by the
Board. Another achievement in this area has been the increase in State general fund
support for the grant and scholarship programs. In the 2004 through 2008 period, the
amount of support rose from $25,000 to $40,000; the Board also received NHPRC re-
grant funds in the amount of $60,000. Increased funding has allowed the Board to
strengthen its ability to support the preservation of and access to historical records.

**Promote Life-long Learning and Documentation of New Mexico History**
A concerted effort was made by the NMHRAB to work with various organizations such
as the Center for Land Grant Studies, the Historic Preservation Division of the New
Mexico Cultural Affairs Department, and the New Mexico Humanities Council to
promote life-long learning and documentation of New Mexico history. Historical
records are cultural resources that provide documentary evidence of the heritage and
culture of the people of New Mexico. To accomplish this initiative, the NMHRAB
supported and participated in History Day competitions sponsored by the Humanities
Council. The History Day competition provides an opportunity for middle- and high-
school students to express their ideas about selected aspects of history, through
performances, exhibits, websites, documentaries, or in a research paper. Members of the
Board have participated as judges for the competition and have worked with educators
to encourage the use of primary materials in the classroom. The Board and the grants
administrator also participated in Preservation Month events sponsored by the Historic
Preservation Division of the State’s Cultural Affairs Department. Each year the Historic
Preservation Division mounts a statewide outreach program to highlight community
preservation events and achievements and highlights of NMHRAB grant projects are
included in the publicity.

**The Next Five Years - 2004 through 2014**

**Mission Statement and Practical Vision**
Following are the mission statement and practical vision, including key components of
that vision, that will guide the Board in its work over the next five years.
Mission Statement
Recognizing the cultural diversity of the state, the NMHRAB serves the people of New Mexico by advocating preservation of historical records, promoting a broad range of training and stimulating public access to the state’s historical records.

Practical Vision
The practical vision identifies key elements of the long-range plan that the Board would like to bring to fruition in the next five years. It is a description of the preferable future. There are five major components:

1. best practices,
2. information sharing,
3. collaborations,
4. increased visibility and stature, and
5. increased resources.

Best Practices
The Board will adopt, promote, and support statewide standards and best practices that ensure the preservation of and access to New Mexico’s historical records in both public and private repositories. Further, all NMHRAB grantees will have an emergency and disaster preparedness plan in place as a result of participating in the Intergovernmental Preparedness for Essential Records (IPER) web training.

Information Sharing
The Board will sponsor an annual conference for grant recipients to discuss methods of increasing and improving communications, and to identify common goals and objectives as well as collaborative efforts to achieve them. It will also have created an online clearinghouse of information on best practices, training materials, and resources pertaining to historical records access and preservation.

Collaborations
By 2014, the Board will have established collaborations with many local and tribal organizations to further its mission. The NMHRAB will partner with other interested organizations such as the Preservation Alliance to develop a training program that will instruct records custodians on proper procedures for preserving historical records.

Increased Visibility and Stature
The Board’s work will be highly visible throughout New Mexico. The awareness of local government officials of the value of records will have increased significantly as a result of these efforts and visibility. To build statewide support for the preservation of historical records, the NMHRAB will routinely distribute press releases and other publications promoting the Board’s mission, its web resources, training opportunities, and scholarship and re-grant programs.
Increased Resources
An increase in staff is vital to support of the Board’s work. This component of the vision includes 100 percent state funding support for all positions (including the Grants Administrator) and an expansion of technical assistance in the field.

Obstacles
Obstacles are the barriers or contradictions that are likely to make it difficult or even impossible for the Board to realize its practical vision. These obstacles are systems, policies, procedures, or practices that, if unaddressed, could prevent implementation of the vision. When the Board’s strategic planning process began in 2008, four core issues were identified that the Board felt must be addressed for it to move forward effectively. A fifth issue has since emerged - an issue that, in effect, underlies and controls the others. That issue is the economy.

Issue 1: Under-funded records and archival management programs
The quality of records and archival management programs instituted in state agencies and tribal governments, political subdivisions (from municipalities and counties to acequia and land grant associations), and community museums and libraries varies significantly. Many of these programs are under-staffed, under-funded and ignored. The Advisory Board recognizes the need for establishing effective records and archival programs at all levels; however, resources are often scarce and records programs cannot compete effectively with other needs. For example, many local and tribal governments as well as smaller political subdivisions such as land grant and acequia associations simply do not have the resources - whether those are financial, human or infrastructural - to institute successful records programs. An on-site assessment of 51 local and tribal government offices and one diocesan archives conducted by the SRCA in 2002 demonstrated that weak or nonexistent records management programs, improper storage conditions, lack of environmental controls, and a need for training were, and unquestionably continue to be, the most pressing problems for these repositories. Underserved communities also require assistance evaluating the preservation and storage needs of records in their custody and often require training to understand how and why best practices are important. Although the NMHRAB offers regrant and scholarship funds, some organizations are intimidated by the grant and scholarship application processes and are fearful of cost-sharing commitments.

Issue 2: Lack of awareness of the importance and value of records
A key gap in the program is that there is no strategy on how to market and promote excellent records management practices. Further, it is difficult to market the Board’s program effectively when the Board doesn’t have marketing materials and the target audience is constantly changing (because elected officials and staff turn over frequently). There is a clear need for a reasoned and doable marketing plan that sets priorities and schedules critical action steps based on those priorities.
**Issue 3: Resource challenges**

There are limited resources to support the Board and its work. Specifically, the single grants administrator and the limited number and time of other SRCA staff members constrain the potential for collaboration. Importantly, there is insufficient technical support to improve and maintain the website and to develop online training opportunities. Also, the physical size of the state creates lengthy commutes for some Board members to attend meetings. The mileage involved and the costs associated with travel also inhibit the ability of the Board and staff to conduct meetings and outreach activities outside the Albuquerque - Santa Fe region (where the majority of Board members reside). Given that many of the most pressing needs are found in underserved communities in more distant locations, the lack of adequate funding for travel significantly inhibits the capability of the Board and staff to make what is often the all important personal connection with community leaders and other individuals who are in a position to influence local decision making and allocation of resources.

**Issue 4: Electronic records**

Government offices are now in the middle of a transition from paper-based to electronic recordkeeping environments - granted, some at a more rapid pace than others but all moving toward a more heavily electronically dependent environment. Electronic records of historical value must be captured, managed and, preserved just as their paper counterparts; however, many records creators are not aware of the preservation and processing issues inherent in electronic records. Without proper management recorded information of historical value will eventually be lost. Effectively managing electronic records will require the establishment and implementation of standards and best practices.

**Issue 5: Economic realities**

The realities of the nation’s and New Mexico's economies present without question the most formidable barriers to overcoming the obstacles presented above. The financial picture for New Mexico State government - as well as its political subdivisions - is not bright. The extractive industries play a large role in the New Mexico economy and as oil prices plummeted from record highs to less than $40 a barrel, State government revenues dried up, moving the State quickly from a position of surplus to one of deficit.

The 2009 legislature has already passed, and the Governor, signed several bills - the 2009 solvency package - to reduce current year appropriations. The FY 2010 General Appropriation Act, under consideration as this Plan is finalized, contains serious, generally across-the-board reductions.

The Commission of Public Records maintains its strong commitment to NMHRAB programs and has worked - and will continue to work - to minimize the impact of the cost-reduction measures on the programs and other Board activities. However, without
an unexpected upturn in the economic picture, increased funding is unlikely for the next several years.

Even with today’s economic realities, there are measures that the NMHRAB and staff can take to address at least some of the obstacles identified above. The Board can, and will set priorities for marketing, develop marketing materials, train people in best practices, and simplify the grant and scholarship application forms and processes. However, some obstacles - in addition to the economy - are beyond the Board’s control - the ever-changing target audience, the State operational system, and the physical size of the state.

**STRATEGIC INITIATIVES**

The Board seeks to preserve New Mexico’s historical records by improving public awareness of the value and use of historical records. Records at risk in New Mexico are those held by tribal and some State government offices, political subdivisions, and community organizations that have few sources of funding for the preservation of historical records. Records held by these repositories are often overlooked and programs for preserving historical records maintained by these organizations are rarely funded. Many rely on volunteers to ensure the preservation and accessibility of historical records and most would benefit from opportunities for collaborations, professional development, and funding. The preservation of historical records continues to be a serious problem for both public and private records custodians. A fundamental issue is the lack of current information and education for those who care for records. At the State level, concrete steps must be taken to reorganize and reinvigorate preservation efforts.

The following strategic initiatives, with their associated strategies and action steps, are key thrusts for action that will change the present situation, catalyze movement toward the vision, and shape collective action.

**INITIATIVE 1: INCREASE PRESERVATION OF AND ACCESS TO HISTORICAL RECORDS**

**Strategy 1.1 Support and promote preservation programs.**

**Action Steps**

1.1.1 Support preservation of New Mexico’s historical records through the HRAB grant and scholarship programs.

1.1.2 Provide online access to information on the preservation and storage of historical records.

1.1.3 Promote and support emergency/disaster planning activities, including participation in the Council of State Archivists Intergovernmental Preparedness for Essential Records (IPER) web training.
1.1.4 Promote programs that provide support for historical records, including the *Preserving the American Historical Record* (PAHR) bill.

1.1.5 Promote and support the preservation of historical records in digital format.

**Strategy 1.2** Develop resources and implement programs to improve awareness of sound records and archival management practices.

**Action Steps**

1.2.1 Provide presentations at annual organizational meetings to encourage collaboration with affiliated groups such as the Municipal League and the Association of Counties.

1.2.2 Maintain a list of consultants who are experts in various archival and records management areas.

1.2.3 Promote and encourage the use of applicable best practices in electronic records management.

**Strategy 1.3** Promote education and training for staff of organizations that maintain historical records.

**Action Steps**

1.3.1 Offer training sessions to local officials on the importance of properly managing and disposing of their records.

1.3.2 Sponsor workshops that promote best practices in records and archival management.

1.3.3 Identify areas of need on a continuing basis so training and professional development are focused on the areas of greatest need.

**Initiative 2: Build Awareness and Support for HRAB Programs**

**Strategy 2.1** Organize events and ceremonies to promote HRAB programs.

**Action Steps**

2.1.1 Establish and promote a Best Practices Award.

2.1.2 Sponsor exhibits.

2.1.3 Collaborate with the State Records Center and Archives in promoting Archives Month Activities.

**Strategy 2.2** Strengthen political support.

**Action Steps**

2.2.1 Develop and implement a marketing plan.

2.2.2 Routinely send electronic press releases or other information to legislators and other political leaders regarding the NMHRAB grant awards.

2.2.3 Create a coordinated public awareness campaign.

**Strategy 2.3** Improve information resources.
Action Steps
2.3.1 Update the Historical Information Network Tracking System (HINTS) directory annually.
2.3.2 Establish a clearinghouse of information on archives and records management that would include documentation on professional standards, best practices, and models.
2.3.3 Investigate methods for disseminating information on HRAB programs.

Strategy 2.4 Strengthen the organizational structure.
Action Steps
2.4.1 Continually assess HRAB programs and needs.
2.4.2 Secure funding to support HRAB programs.
2.4.3 Apply for funding from the National Historical Publications and Records Commission for regrant funding.

FUNDING PRIORITIES

To assist organizations in seeking regrant funds from the NMHRAB, the Board developed the following list of funding priorities. The NMHRAB encourages the historical records community to develop collaborative and innovative approaches to addressing the issues identified in the strategic plan.

The three highest priorities of the NMHRAB are:
1. preservation,
2. access; and
3. regional or statewide training.

Secondary priorities of the NMHRAB are:
1. documentary research
2. programs that promote New Mexico history, such as exhibits, conferences, papers and documentaries; and
3. development of records and archival management programs.
NEW MEXICO HISTORICAL RECORDS ADVISORY BOARD
2010-2014 STRATEGIC WORK PLAN

INITIATIVE 1: INCREASE PRESERVATION OF AND ACCESS TO HISTORICAL RECORDS

Strategy 1.1  Support and promote preservation programs.

Action Steps

1.1.1  Support preservation of New Mexico historical records through the HRAB grant and scholarship programs.

1.1.2  Provide online access to information on the preservation and storage of historical records.

1.1.3  Promote and support emergency/disaster planning activities, including participation in the Council of State Archivists Intergovernmental Preparedness for Essential Records (IPER) web training

1.1.4  Promote programs that provide support for historical records, including the Preserving the American Historical Record (PAHR) bill

1.1.5.  Promote and support the preservation of historical records in digital format.

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Assignment</th>
<th>Performance Measure</th>
<th>FY 09 Target</th>
<th>FY 10 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.1</td>
<td>Board, Grants Admin.</td>
<td>Set funding priorities for the NMHRAB Historical Grants Program by the target date.</td>
<td>12/31/2008</td>
<td>12/31/2009</td>
</tr>
<tr>
<td>1.1.1</td>
<td>Grants Admin, SRCA staff</td>
<td>Publish the final rule on changes to funding priorities by the established deadline.</td>
<td>12/31/2008</td>
<td>12/31/2009</td>
</tr>
<tr>
<td>1.1.1</td>
<td>Board, Grants Admin, SRCA staff</td>
<td>Update the evaluation and award processes by the established deadline.</td>
<td>12/31/2008</td>
<td>12/31/2009</td>
</tr>
<tr>
<td>1.1.1</td>
<td>Grants Admin.</td>
<td>Issue the Call for Proposals by the established deadline.</td>
<td>1/1/2009</td>
<td>1/1/2010</td>
</tr>
<tr>
<td>1.1.1</td>
<td>Board</td>
<td>Review grant proposals and make awards by the established deadline.</td>
<td>6/30/2009</td>
<td>6/30/2010</td>
</tr>
<tr>
<td>1.1.2</td>
<td>Board, Grants Admin., SRCA staff</td>
<td>Identify websites and topics to be included in the NMHRAB webpage</td>
<td>6/30/2010</td>
<td></td>
</tr>
<tr>
<td>1.1.3</td>
<td>Grants Admin., SRCA staff</td>
<td>Provide a link to the IPER website through the NMHRAB webpage</td>
<td>6/30/2010</td>
<td></td>
</tr>
<tr>
<td>1.1.4</td>
<td>Board</td>
<td>Write letters to the NM congressional delegation requesting support for PAHR.</td>
<td>6/30/2009</td>
<td>6/30/2010</td>
</tr>
</tbody>
</table>
1.1.5 Board, Grants Admin., SRCA staff. Collaborate with the SRCA to promote and disseminate information on standards and rules pertaining to electronic records management. 6/30/2009 6/30/2010

**Strategy 1.2 Develop resources and implement programs to improve awareness of sound records and archival management practices.**

**Action Steps**

1.2.1 Provide presentations at annual organizational meetings to encourage collaboration with affiliated groups such as the Municipal League and the Association of Counties.

1.2.2 Maintain a list of consultants who are experts in various archival and records management areas.

1.2.3 Promote and encourage the use of applicable best practices in archival and records management.

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>1.2.1</td>
<td>Board, Grants Admin.</td>
<td>Make presentations to the Municipal League and/or the New Mexico Association of Counties regarding HRAB programs by the established deadline.</td>
<td>6/30/2009</td>
<td>6/30/2010</td>
</tr>
<tr>
<td>1.2.1</td>
<td>Board, Grants Admin., SRCA staff</td>
<td>Establish a plan for meeting with directors of NMAC, NMML, and tribal councils to develop potential partners by the established deadline.</td>
<td>9/30/09</td>
<td></td>
</tr>
<tr>
<td>1.2.2</td>
<td>Board, Grants Admin.</td>
<td>Issue a Call for Consultants, review applications, and select consultants for inclusion in list by the established deadline.</td>
<td>1/1/2009</td>
<td>1/1/2010</td>
</tr>
<tr>
<td>1.2.3</td>
<td>Board, Grants Admin., SRCA staff</td>
<td>Collaborate with the SRCA to. Establish a records retention and disposition schedule for land grant organizations and acequia associations</td>
<td>3/31/2010</td>
<td></td>
</tr>
</tbody>
</table>

**Strategy 1.3 Promote education and training for staff of organizations that maintain historical records.**

**Action Steps**

1.3.1 Offer training sessions to local officials on the importance of properly managing and disposing of their records.

1.3.2 Sponsor workshops that promote best practices in records and archival management.

1.3.3 Identify areas of need on a continuing basis so training and professional development are focused on the areas of greatest need.
<table>
<thead>
<tr>
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<th>FY 10 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3.1</td>
<td>Board, Grants Admin.</td>
<td>Sponsor an annual records management program for local governments.</td>
<td>12/31/2008</td>
<td>12/31/2009</td>
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<tr>
<td>1.3.2</td>
<td>Board</td>
<td>Establish a Board subcommittee to investigate feasibility of hosting an annual grantee conference.</td>
<td>6/30/2009</td>
<td></td>
</tr>
<tr>
<td>1.3.2</td>
<td>Board</td>
<td>Plan and schedule a grantee conference, if subcommittee determines a conference to be feasible</td>
<td></td>
<td>6/30/2010</td>
</tr>
<tr>
<td>1.3.3</td>
<td>Board, Grants Admin., SRCA staff</td>
<td>Sponsor a microfilm/digitizing workshop by the established deadline.</td>
<td>6/30/2009</td>
<td></td>
</tr>
</tbody>
</table>

**INITIATIVE 2: BUILD AWARENESS AND SUPPORT FOR HRAB PROGRAMS**

**Strategy 2.1** Organize events and ceremonies to promote HRAB programs.

**Action Steps**

2.1.1 Establish and promote a Best Practices Award.

2.1.2 Sponsor exhibits

2.1.3 Collaborate with the State Records Center and Archives in promoting Archives Month Activities.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>2.1.1</td>
<td>Grants Admin.</td>
<td>Develop criteria by the established date for an HRAB Best Practices Award for presentation to the Board</td>
<td>6/30/2009</td>
<td></td>
</tr>
<tr>
<td>2.1.1</td>
<td>Board</td>
<td>Review and take action on criteria for an HRAB Best Practices Award by the established deadline</td>
<td></td>
<td>7/30/2009</td>
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<tr>
<td>2.1.1</td>
<td>Board</td>
<td>Select the Best Practices Award recipient</td>
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<td>9/1/2009</td>
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<tr>
<td>2.1.2</td>
<td>Board, Grants Admin.</td>
<td>Prepare and sponsor an exhibit on HRAB programs at Legislature</td>
<td>3/18/2009</td>
<td>2/1/2010</td>
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<tr>
<td>2.1.3</td>
<td>Board, Grants Admin.</td>
<td>Plan the Archives Month award ceremony</td>
<td></td>
<td>9/1/2009</td>
</tr>
</tbody>
</table>
Strategy 2.2 Strengthen political support.

**Action Steps**

2.2.1 Develop and implement a marketing plan.
2.2.2 Routinely send (electronically) press releases or other information to legislators and other political leaders regarding the NMHRAB grant awards.
2.2.3 Create a coordinated public awareness campaign.

<table>
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<tr>
<td>2.2.1</td>
<td>Board, Grants Admin.</td>
<td>Develop key elements of a marketing plan.</td>
<td>6/30/2009</td>
<td></td>
</tr>
<tr>
<td>2.2.1</td>
<td>Board, Grants Admin.</td>
<td>Present the marketing plan to Board for approval.</td>
<td></td>
<td>9/30/2009</td>
</tr>
<tr>
<td>2.2.1</td>
<td>Board, Grants Admin.</td>
<td>Implement at least 25 percent of the approved marketing plan by the established deadline.</td>
<td></td>
<td>6/30/2010</td>
</tr>
<tr>
<td>2.2.2</td>
<td>Board, Grants Admin.</td>
<td>Prepare and send out press releases on grant awards.</td>
<td>6/30/2009</td>
<td></td>
</tr>
<tr>
<td>2.2.3</td>
<td>Board, Grants Admin.</td>
<td>Prepare and send out press releases on board appointments.</td>
<td>Ongoing</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

Strategy 2.3 Improve information resources.

**Action Steps**

2.3.1 Update the Historical Information Network Tracking System (HINTS) directory annually.
2.3.2 Establish a clearinghouse of information on archives and records management that would include documentation on professional standards, best practices, and models.
2.3.3 Investigate methods for disseminating information on HRAB programs.

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Assignment</th>
<th>Performance Measure</th>
<th>FY 09 Target</th>
<th>FY 10 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.3.1</td>
<td>Grants Admin, SRCA staff.</td>
<td>Update the Hints by the established deadline</td>
<td>6/30/2009</td>
<td>6/30/2010</td>
</tr>
<tr>
<td>2.3.2</td>
<td>Grants Admin, SRCA staff.</td>
<td>Research existing websites and information on standards and best practices.</td>
<td></td>
<td>12/31/2009</td>
</tr>
</tbody>
</table>
2.3.2 Grants Admin, SRCA staff

Make recommendations to the Board on content to be included in a clearinghouse by the established deadline. 6/30/2009 6/30/2010

2.3.2 SRCA staff

Publish information on HRAB website by established deadline. 6/30/2009 6/30/2010

2.3.3 SRCA staff

Contact the NM Dept. of Info. Tech. about list serv requirements and report to the Board by the established deadline. 12/11/2008

Strategy 2.4 Strengthen the organizational structure.

Action Steps

2.4.1 Continually assess HRAB programs and needs.
2.4.2 Secure funding to support HRAB programs.
2.4.3 Apply for funding from the National Historical Publications and Records Commission for regrant funding.

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Assignment</th>
<th>Performance Measure</th>
<th>FY 09 Target</th>
<th>FY 10 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.4.1</td>
<td>Board, Grants Admin.</td>
<td>Prepare questions for an assessment survey and present to the Board for approval.</td>
<td></td>
<td>12/31/2009</td>
</tr>
<tr>
<td>2.4.1</td>
<td>Board, Grants Admin.</td>
<td>Conduct an assessment survey by the established deadline.</td>
<td></td>
<td>6/30/2010</td>
</tr>
<tr>
<td>2.4.2</td>
<td>Grants Admin., SRCA staff</td>
<td>Submit an expansion request for full State funding of the grants administrator position with the FY 11 appropriation request.</td>
<td></td>
<td>9/1/2009</td>
</tr>
<tr>
<td>2.4.3</td>
<td>Grants Admin.</td>
<td>Apply for a SNAP grant from the NHPRC by the established deadline.</td>
<td>3/31/2009</td>
<td></td>
</tr>
</tbody>
</table>