



LAURA J HALL

DIVISION HEAD. COMMUNITY LIASION. LEADER IN HIGHER EDUCATION.

PROFILE

Passionate, well-rounded and experienced leader in the academic sector for 20+ years. Strong commitment to University of New Mexico (UNM) and creating high-quality programming, opportunities and advancements for the New Mexico through higher education. Strong communication skills and experience developing strategic plans. Cultivates trusting and productive relationships with students, peers and campus leadership.

LEADERSHIP ROLES

DIVISION HEAD, RESOURCES, ARCHIVES & DISCOVERY

UNM Health Sciences Library, Albuquerque, NM, Jul 2014-present

Provides leadership in addressing the resource and information needs of the UNM-HSC community. Manages operations and workflow of the unit, plans and executes projects, and mentors a team of 8 staff, faculty and student employees.

- Provides oversight and planning for an annual budget of **\$1.9M**, plus spending and reporting of state General Obligations bonds.
- Negotiates multi-year, multi-million-dollar publishers contracts for the university, **lowering annual costs** of some contracts and saving the university as much as **10% or more**.
- Manages HSC exhibits program, curates and develops programming, and develops marketing materials.
- Seeks grant funding opportunities for community and student engagement activities.
- Mentors students and young professionals, providing opportunities for learning and professional growth.
- Leads strategic planning activities for department and university.
- Engages in scholarly activities – teaching, research and publishing.

INTERIM DIRECTOR

UNM Health Sciences Library, Albuquerque, NM, Feb 2018-Dec 2020

Led the operations and oversaw short- and long-term planning functions of a multi-faceted, academic department including – developing goals, objectives, master plan and remodelling projects for library's physical spaces to better support student success and engagement. Managed a **staff of 20**, and an **annual budget of \$3M**.

- Led planning process with campus stakeholders and architects to **develop 10-year master plan** for the library facility.

EDUCATION

EXECUTIVE MASTER OF
BUSINESS ADMINISTRATION
University of New Mexico
Expected graduation May 2023

MASTER OF FINE ART
School of the Art Institute of
Chicago

BACHELOR OF FINE ART
New Mexico State University

PROFESSIONAL SKILLS

- Leadership, direction and coordination of academic departments
- Developing community and student engagement activities
- Program planning & development
- Program assessment
- Strategic planning
- Grant writing
- Budget planning & forecasting
- Contract negotiation & compliance with procurement regulations
- Excellent communication & presentation skills

INTERIM DIRECTOR – *continued* –

- Oversaw major remodel project to the library's main study floor.
- **Successfully advocated for a budget increase** for library collections, which led to a **7% increase in FY21**, and a **16% increase in FY22**.
- Led department through an organizational change from department under a college to an independent academic unit.
- Led department through an overhaul of communication channels – established an active blog, social media, developed a marketing campaign, modernized and relaunched website.
- Led department through first 9-months of pandemic, working remotely, and adapting and changing service models to meet UNM-HSC campus needs.

RELEVANT PROFESSIONAL EXPERIENCE

MANAGING EDITOR AND DESIGNER

UNM School of Medicine, Albuquerque, NM, 2009-present

Oversee production schedule and design for Medical Muse – *a literary journal*. Provide leadership and guidance on journal content while working with editor-in-chief and reviewers for each issue.

- Planning for and generating story ideas for issues.
- Overseeing submissions, peer-review process and copy-editing of content.
- Designing, overseeing layout and printing.

SENIOR PROGRAM MANAGER

UNM Health Sciences Library, Albuquerque, NM, Apr 2004-Jun 2014

Managed the day-to-day operations of the Special Collections unit and a team of 3 staff members. Developed programs and sought external funding for projects.

- Spearheaded university-wide planning committee for a sculpture garden of healing.
- Served as juror for faculty memorial and anatomy donor garden
- Developed a successful HSC campus exhibit program to showcase historical and current issue in health care.
- Developed and organized exhibits, special events and speakers' series
- Wrote grants to support projects– resulting in funding 85%.
- Oversaw of grant-funded and other special projects.

OTHER EXPERIENCE

ASSISTANT TO VICE PRESIDENT

UNM Health Sciences Center, Albuquerque, NM, Feb 1999-Mar 2004

ADMINISTRATIVE ASSISTANT II

UNM Health Sciences Center, Albuquerque, NM, Sep 1996-Jan 1999

- Fosters & builds highly productive teams
- Keen understanding of academic trends
- Campus planning & design
- Marketing strategies
- Design & layout

CERTIFICATES

TRAINED MEDIATOR

Faculty Ombuds
University of New Mexico

NOT-FOR-PROFIT

Management Certificate
University of New Mexico

COMMUNITY ENGAGEMENT

THE VORTEX THEATRE

Board of directors - secretary

ALBUQUERQUE MUSEUM

Foundation member

RECENT PRESENTATIONS

- **Hall, L.**, Gleasner, R., Moya, M. Multi-channel Marketing Strategy for New Products. Presented at: New Mexico Library Association Annual Meeting; 2022 Oct 28; Albuquerque, NM.
- **Hall, L.** & Gleasner R. New library resources. Presented at: Health Sciences Library and Informatics Center Advisory Council; 2022 Sep 21; Albuquerque, NM.
- **Hall, L.** Guest Facilitator at: University of New Mexico College of Population Health Masters in Public Health Determinants & Equity Student Lab; 2022 Sept 7; Albuquerque, NM.
- **Hall, L.** HSLIC 2nd Floor Remodel & HVAC Refurbishment. Presented at: 2022 New Mexico Higher Education Department Capital Outlay Summer Hearing; 2022 Jul 28; Socorro, NM.
- Eldredge, J., **Hall, L.**, Rao, D., Gleasner, R. HSLIC orientation: The information you need. Presented at: University of New Mexico School of Medicine; 2022 Jul 8; Albuquerque, NM.
- **Hall, L.** & Eldredge J. Developing a Faculty Roles Crosswalk for Health Sciences Librarians. Poster presented at: Medical Library Association Annual Meeting; 2022 May 5; New Orleans, LA.
- **Hall, L.** HSLIC 2nd Floor Remodel & HVAC Refurbishment. Presented at: University of New Mexico Capital Outlay Committee; 2022 Mar 23; Albuquerque, NM.
- Gleasner, R., **Hall, L.**, Moya, M. LibKey & Browzine. Presented at: University of New Mexico Health Sciences Center Student Council; 2022 Feb 8; Albuquerque, NM.
- **Hall, L.** & Eldredge, J. Developing a Faculty Roles Crosswalk for Health Sciences Librarians. Presented at: South Central Chapter Medical Library Association Annual Meeting; 2021 Oct 13; [virtual].
- **Hall, L.** Guest Facilitator at: University of New Mexico College of Population Health Masters in Public Health Determinants & Equity Student Lab; 2021 Aug 30, Sept 8, & Nov 3; Albuquerque, NM.

SELECT PUBLICATIONS

- **Hall, L.** & Eldredge, J. (2022). Developing a Faculty Roles Crosswalk. *Medical Reference Services Quarterly*. [Manuscript accepted for publication – December issue].
- Eldredge, J., **Hall, L.**, Patel, S. (2020). Information Resources Valued by Medical Students in a Clinical Reasoning Course: A Cross-Sectional Study. *Journal of Electronic Resources in Medical Libraries*, DOI: 10.1080/15424065.2020.1847230.
- **Hall, L.** (2018). Legacy of Engagement: Occupational Therapy Founder Terry Crow Retires. *UNM Medicine Alumni Magazine*: Spring issue, pg. 9.
- **Hall, L.** (2017). Med School Memories: Care Packages Remind Recent Grads to Come Home to New Mexico. *UNM Medicine Alumni Magazine*: Fall issue, pg. 9.
- Bradley, P., **Hall, L.**, Hannigan, G., Wood, F. B. (2017). Native Voices: Native Peoples' Concepts of Health and Illness in New Mexico: opening a local conversation by hosting a national traveling exhibit. *Journal of the Medical Library Association: JMLA*, 105(3), pg. 243-248.
- Eldredge, J., **Hall, L.**, McElfresh, K. R., Warner, T. D., Stromberg, T. L., Trost, J., Jelinek, D. A. (2016). Rural providers' access to online resources: a randomized controlled trial. *Journal of the Medical Library Association: JMLA*, 104(1), pg. 33-41.
- **Hall, L.** (2016). Hands-On Treatment: UNM Physical Therapy Program Turns 40. *UNM Medicine Alumni Magazine*: Spring issue, pg. 12-13.
- **Hall, L.** (2016). The Significance of Service: Greg and Diane Ogawa Gain from Giving Back. *UNM Medicine Alumni Magazine*: Fall issue, pg. 25.

SELECT RESEARCH PROJECTS

- **Information Resources for Clinical Reasoning among Physician Assistant Students, Principal Investigator (2022-2023).** Study will survey PA students as they advanced in their training on useful information resources.
- **Preserving Carrie Tingley Hospital and William Minear Collections, Principal Investigator (2022-2023).** Oversee processing, organizing and rehousing of collections. At the end of project, publicize and publish finding aid. Funded by HSLIC Seed Funding.
- **MISO Customer Satisfaction Survey, Principal Investigator (2020), and Co-Investigator (2023).** MISO Survey, a national benchmarking tool for academic libraries and technology departments, gathers data and measures customer satisfaction. Analysis of survey results informs subsequent annual/biannual planning goals for department.
- **Global Health Outreach: Organizing a Book Drive for Malawi, Co-Investigator (2017).** Developed a collection development statement for the book drive, then organized and shipped print book collection to the for Malawi College of Health Sciences. Funded in part by African Library Project and private donations.
- **Cross-Sectional Study: Information Resources for Clinical Reasoning Course, Co-Investigator (2019).** Surveyed a cross-section of medical students as they advanced in their training on useful information resources.
- **Native Voices Outreach: New Mexico's Tribal Libraries Four Corners, Co-Investigator (2016, 2016, 2015, 2015) [multiple awards].** Multifaceted project to foster community engagement among New Mexico's tribal communities, included traveling to tribal libraries, hosting information sessions and purchasing of materials. Funded by.nlm-nih Center for Public Service Communications.
- **Chasing the Cure in the Well Country: The Carl H. Gellenthien Collection of the Valmora Industrial Sanatorium, Co-Investigator (2013-2014).** Oversee digitization, organizing and publishing of materials. Funded by National Network of Libraries of Medicine.
- **The Lives They Left Behind: Suitcases from a State Hospital Attic, Principal Investigator (2009-2010).** Fostered community engagement through a series of events on topics of mental healthcare, safety net for care in New Mexico. Project elicited 19 community partners in Albuquerque. Funded by the New Mexico Humanities Council.

RECENT INSTITUTIONAL & ACADEMIC SERVICE

- UNM HSC All Things Art Working Group, 2023
- Interim HSC Director Faculty Academic Affairs Search Committee, 2022
- UNM HSLIC Justice, Equity & Inclusion Committee, 2022-present
- The Journal of Bone & Joint Surgery – Arts & Humanities Section Peer Reviewer, 2021-present
- UNM Native Health Database Advisory Council, 2021-present
- South Central Academic Medical Libraries Consortium Collection Development Committee, 2014-present
- Medical Library Association South Central Chapter Nomination Committee, 2021
- UNM HSC Hispanic Heritage Month, Organized Accompanying Exhibit, Aug 2021
- UNM HSC Women's History Month Steering Committee, Mar 2021
- New Mexico Consortium of Academic Libraries Directors, 2018-2020
- UNM HSLIC Advisory Council, 2018-2020