Parish Memorial Library
Business and Economics

University of New Mexico

FACILITIES
The William J. Parish Memorial Library is located in the west side of the Graduate School of Management at 1924 Las Lomas NE on the main campus of the University of New Mexico. The library occupies 22,000 square feet and seats over 350. With over 150,000 volumes and more than 2,000 subscriptions, the library houses the most extensive collection of business and economics resources in the state.

THE COLLECTION
Parish Library collects material on investments, U.S. and foreign corporations, international business and trade, exports and imports, taxes, marketing, management, finance, personnel policies and procedures, tourism, insurance, real estate, small business, labor, economics, public finance, natural resource economics, and much more. The library houses an extensive collection of foreign and domestic annual reports and SEC 10-K reports. Business and economic information on the state of New Mexico is also actively collected.

REFERENCE
Information specialists provide assistance for clients who walk in or telephone the library. Help is provided in the use of the many directories and other research sources in the reference collection.

ELECTRONIC RESOURCES
Compact disc workstations are available in the library. The compact disc databases cover business and economic periodical literature, financial information on public United States companies, and domestic and international statistical data. Internet access is available for library research. Additional online access to databases is available; some are restricted to the UNM community.
ONLINE CATALOG
Clients with their own personal computers can dial up the library's online catalog (LIBROS) at no cost except telephone charges. The online catalog contains the records for the more than one million volumes in the General Library collections, as well as other library collections and databases.

BORROWING PRIVILEGES
Loan periods vary depending upon patron type:
- Undergraduates - one month
- Graduates/Faculty/Staff - one semester
- Community Borrowers - two weeks.
Books may be renewed in accordance with library policy. Periodicals have a loan period of one week for all patrons, and may not be renewed. Periodicals published within the last three years do not circulate. Community Borrowers Cards are available for $25.00. They are good for one year and allow the user to check out 10 titles for 2 weeks.

GROUP STUDY ROOMS
A limited number of group study rooms are on the lower level of Parish Library and are available to groups of UNM students and/or faculty with a valid current UNM ID. There must be two or more people in the group. Reservation and check out of study rooms is handled at the Circulation Counter.

TOURS
Library Tours, and special subject tours are available on request. Tours in the Spanish language are also available.

HOURS
During the University's Fall and Spring Semesters, Parish Library's regularly scheduled hours are:

- Mon - Thur 8 a.m. - 10 p.m.
- Friday 8 a.m. - 6 p.m.
- Saturday 12 noon - 6 p.m.
- Sunday 12 noon - 8 p.m.

Call (505)277-5912 for Parish hours information. Please note that hours during the Summer and Intersessions vary and are more limited.

FOR MORE INFORMATION
General information: (505)277-5912
Reference services: (505)277-8853
Parish Library: Check It Out

One of the most impressive improvements made possible by construction of the new Graduate School of Management is the expansion of the William J. Parish Library. The new facility is approximately three and one half times larger than the old quarters, and has seating for 350, four times that of the old library.

Head Librarian Judith Bernstein says, “People are extremely pleased with it.” The library staff is no less happy with their new workplace. Library personnel can’t seem to help showing it off to drop-ins, like parents with a new baby.

Parish Library serves not only ASM students but also business and professional people. Bernstein says many of the queries to the library come from small business people, attorneys, legislators, brokers, accountants, corporate officers, and those setting up new businesses.

“Questions also come to us regarding taxes and from people working on their investments. Up until now, everyone using the library had to vie for space. Now there is much more space available to accommodate the public,” says Bernstein.

Carrels are available for students, faculty and others to use while they are doing research in the library, or if they just want a quiet place to study. Outlets for portable microcomputers are in many of the booths, Enclosed carrels will be available for the fall semester to ASM and Economics Department graduate students. Group study rooms can be reserved for up to two hours, renewable if there is no waiting list, for two or more UNM students of faculty with a current UNM ID showing status.

Several areas on the main floor and the lower level have comfortable seating where periodicals, reference material and materials for specialized fields such as accounting and investing are easily displayed and used.

One of the most popular innovations in the new library is the LS2 Inventory System: 12 computer terminals on the main floor offer access to all materials in the UNM general library system. A simple tap on the computer key (at the instruction of the machine) brings information to the user about material by author, subject or title which is located in Parish, Zimmerman, Tireman Elementary or the Fine Arts library. Once the questioner learns how easy the procedure is, a strong tendency arises to browse through the machine. But students with a tough class assignment and no time for fun can “let their fingers do the walking” in search of needed materials.

These features and more afford much to admire and use in the new Parish Library, and the entire staff invites everyone to come see their attractive, modernized facility.
The trusted old card catalog is "officially closed" at Parish Memorial Library, the flashy depository for business bibliophiles at the University of New Mexico.

The antique-looking catalog still stands off to one side in the new high-tech-styled building, which has been open for about a year. But it has clearly been overshadowed by several nearby computer workstations, which can take the stockwatcher, investor or student on a journey through more data than an old dog-earned, three-by-five card could ever hope to hold.

With a little keyboard manipulation, the Parish computers can yield the latest earnings report for ABC Corp., a revealing set of financial ratios or an obscure SEC report.

Parish Library director Judith Bernstein confessions to an occasional trip back to the old catalog to check a reference: "Because I know it will be there." But she said most visitors to the library head straight for the video display screens.

While the information age has required libraries to overhaul their systems nationwide for many years, the specialty business databases in Parish Library are all new on the market within the last year or two. According to Bernstein, the appetite for business data is nearly insatiable.

For the 1987-1988 year, 185,000 users walked through the doors of the library. Since June of last year, library use has increased at the rate of about 2,000 persons a month.

The library is not just for Anderson Schools of Management students trying to finish a paper or project the night before it's due. Bernstein says the computers are attracting flocks of people from outside the university who need specific business information and, more important, need it quickly.

Assistant librarian Mary Beth Johnson accesses computerized business files at UNM's Parish Memorial Library.

In all, the library can access about 1,000 databases.

Individual investors trying to pick their own takeover stocks line up at the Compact Disclosure terminal, which holds intricate financial details that would otherwise have to be ordered at considerable cost over the phone from the SEC or from Disclosure, a Washington, D.C.-based search firm.

At a computer that uses a compact disk, lawyers working on major liability cases or business managers who want to hear the latest on motivating employees search quickly through 800 business periodicals, using key-word combinations to bring the right data to the screen.

Another system holds the keys to hundreds of databases offered by four national vendors. The databases range from time-honored encyclopedias to up-to-date industry forecasting services. Librarian assistance is required and a search fee ranging from $20 to $30 is charged for non-students.

An astute manipulation of these services can help the would-be entrepreneur find out if there really is a market for a fast-food sweet potato pie. And before writing a business plan, the entrepreneur can scrutinize others in the library's collection.

Bernstein has set out to shape Parish not only into a major business library but the state's premier locale for information about New Mexico's economy and its businesses.

"People are always looking for information on New Mexico businesses. We have to keep up with people's expectations," she said.
Parish Library in the new Millennium

The University of New Mexico

Parish Memorial Library Dedication
of the
Circulation Desk,
and
New Mexico Periodicals Index

In honor of Doris Rhodes

Robert L. Migneault
Dean of Library Services

Ray Ziler
Interim Director of Development
UNM Foundation

Doris Rhodes
Parish Memorial Library
New Mexico Business Periodicals Index

The New Mexico Business Periodicals Index (NMBPI) is a database of subject and title citations for periodicals to business activity in New Mexico. The periodicals indexed are:

AbqBiz
Albuquerque Business Times
Albuquerque Journal
Business Outlook
NM Business Opportunity News
NM Business Weekly
NM Business Journal
NM Progress Economic Review
NM Progress
Progress - Monthly Business & Economics Report

UNMGL thanks Doris Rhodes and Wells Fargo Bank for making the New Mexico Business Periodicals Index possible.

Parish Library Circulation Desk
for Persons with Disabilities

The handicapped accessible circulation desk receives 8-12 visits per week from wheelchair bound patrons. The modification to the counter was a welcome addition to the services available to persons with disabilities. Most areas of Parish Library are readily accessible. An entrance with automatic doors is located on the north side of the building, and there are designated public restrooms, telephone, and water fountains available. A TDD (Telecommunications Device for the Deaf, 277-8865) is also available at the Circulation Desk.

Anderson Schools of Management

Anderson Schools of Management offer degree programs in the Bachelors of Business Administration, the Masters of Business Administration, and the Masters of Accountancy with special commitment given to the graduate programs. The Schools focus on professional management education to blend the latest developments in academic theory and business practice while preparing graduates to excel in challenging work environments or in advanced academic study.