



# State of New Mexico

Michelle Lujan Grisham  
*Governor*

## EXECUTIVE ORDER 2025-212

### ESTABLISHING DOLLY PARTON'S IMAGINATION LIBRARY OF NEW MEXICO

**WHEREAS**, literacy rates among children in New Mexico were at thirty-eight percent in May, 2024;

**WHEREAS**, the State is committed to developing a love for reading and learning at a young age in the children of New Mexico;

**WHEREAS**, the State is dedicated to ensuring that resources to foster a love for reading and learning in the children of New Mexico are available through age-appropriate literacy program efforts;

**WHEREAS**, it is of utmost importance to address the needs and obstacles faced by children in New Mexico who struggle with reading and learning from an early age, as well as to support families of children struggling in these areas; and

**WHEREAS**, the Dollywood Foundation (the "Foundation") launched Dolly Parton's Imagination Library in 1995 as a book gifting program that works with participating state governments to establish a statewide Dolly Parton's Imagination Library program to: mail free, high-quality books to registered children from birth to age five, no matter their family's income, and is the only program of its kind in the United States.

**NOW, THEREFORE, I,** Michelle Lujan Grisham, Governor of the State of New Mexico, by the authority vested in me by the Constitution and laws of the State of New Mexico do hereby **ORDER** and **DIRECT** as follows:

**1. Creation; Purpose.** Dolly Parton’s Imagination Library of New Mexico (the “Program”) is hereby established. The purpose of the Program is to provide free age-appropriate books on a monthly basis to registered children birth to 5th birthday statewide on a monthly basis to increase the language and literacy skills of children entering kindergarten.

**2. Administration; Implementation.**

The Early Childhood Education and Care Department (the “Department”) shall:

A. Partner with the Southwest Council of Governments and the Foundation to establish a statewide Dolly Parton’s Imagination Library network for the purpose of implementing, promoting, and fostering a statewide initiative for encouraging children from birth to age five years to develop a love of reading. The network shall be used to provide age-appropriate books on a monthly basis, at home, to each child registered in the program from birth to their 5th birthday, at no cost to the families;

B. Serve as the lead agency for oversight with the Foundation operating the network as the State Program Partner;

C. Develop, promote, and coordinate a public awareness campaign to make donors aware of the opportunity to donate to the local programs and to make the public aware of the opportunity to register eligible children to receive books through the program;

D. Administer the local match reimbursement remittance for books and mailing at the state level; and

E. Develop statewide marketing and communication plans and plans for coordinating with other state and local agencies.

**2. State Partner Agreement.** The State Partner agrees to use the name “Dolly Parton’s Imagination Library” and the official logo in all references to the Book Gifting Program, including brochures, advertisements, digital media and other public communications. All materials must be submitted to the Foundation for review and approved by the Foundation’s marketing department before use. The State Program Partner shall:

A. Recruit volunteers to assist in the development, promotion, and coordination of the local programs; and

B. Promote statewide development of local Dolly Parton’s Imagination Library programs in every county and strengthen programs with the goal of increasing enrollment.

**3. Program Partners.** For purposes of this Order, a “program partner” means a county, municipality, a nonprofit organization, or an Indian nation, tribe, or pueblo located wholly or partially in New Mexico that contracts with the Foundation to implement the Program within its community or region.

**4. Program Partner Eligibility.** As a prerequisite of entering into a program partner contract, a program partner shall:

A. Agree to administer the Program for a community or region, including promoting the program, finding and enrolling participants into the Program, and managing the Dollywood Foundation provided registration database;

B. Agree to pay a minimum of twenty percent (20%) of the cost of the Program in the program partner’s community or area;

C. Demonstrate administrative and financial capacity to implement the Program in the program partner's community or region; and

D. Meet the Foundation's local program partner onboarding requirements, enter into a memorandum of agreement with the Foundation, fill out and submit a partner information sheet, and request and obtain U.S. Postal Service approval for nonprofit mailing rates prior to becoming a local program partner.

**5. Eligibility; Enrollment.** When the Department or its partners contract with a program partner for a community or region, any child under the age of five within that community or region shall be eligible to participate in the Program. A child shall be a participant in the Program upon enrollment by the child's parent or guardian. As a participant in the Program, the child shall have a new age-appropriate book each month mailed to the child's home or address until their 5th birthday.

**6. Payments.** Subject to available appropriations, payments to a program partner shall be made on a monthly basis upon receipt of vouchers from the chief executive officer or chief financial officer of a program partner. Local program partners will receive and pay their monthly invoice from the Foundation at one hundred percent (100%). Annually, the local program partner may apply to the Department for a percentage reimbursement of up to eighty percent (80%).

**7. Surveys; Reports.** On or before July 1, 2025, and on or before July 1 of each subsequent year, the Department shall consult with program partners and conduct a survey through a randomized mailing to no less than two percent (2%) of the parents or guardians of program participants in each participating community or region regarding satisfaction with the program. On or before December 1, 2025, and on or before December 1 of each subsequent year, the Department shall provide a report to the Office of the Governor and the Legislative Education Study Committee

summarizing the results of the consultations and survey and providing the Department's recommendations for changes to the Program.

**I FURTHER ORDER** and **DIRECT** as follows:


1. This Order shall take effect immediately and shall remain in effect until renewed, modified, or rescinded.

2. Nothing in this Order shall be construed to create any rights or benefits, substantive or procedural, enforceable at law or in equity, against the State of New Mexico, its agencies, departments, entities, officers, employees, or any other person.

ATTEST:

  
MAGGIE TOULOUSE OLIVER  
SECRETARY OF STATE

DONE AT THE EXECUTIVE OFFICE  
THIS 30TH DAY OF MAY 2025

WITNESS MY HAND AND THE GREAT  
SEAL OF THE STATE OF NEW MEXICO  
  
MICHELLE LUJAN GRISHAM  
GOVERNOR

