

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

February 1, 2011 – April 30, 2011

University of Washington

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Executive summary

Analysis and reporting of results for the National Emergency Preparedness and Response (NEPR) Initiative follow-up assessment was a focus this quarter, as was preparation for upcoming classes at the Medical Library Association annual meeting. Cindy facilitated a teleconference in February with the RML Associate Directors to gather their suggestions regarding the draft Online Contract Report form for outreach subcontractors. In April, the quarterly Evaluation Liaisons' Teleconference featured NN/LM NER's Javier Crespo, Michelle Eberle, and Sabrina Kurtz-Rossi presenting information about their Focused Outreach project and was attended by 22 people. Susan Barnes returned to full time work status at the beginning of March.

Classes and consultations

TABLE 1. Classes and consultations

Date	Responsible Person	Class/consultation topic	Location (city, state) of class or last name of consult recipient
2/1/2011	Barnes	Consultation: Outreach Connections	Barbara Nail-Chiwetalu, University of New Mexico Health Sciences Library, Albuquerque, NM
2/2/2011	Barnes, Olney	Consultations: NEPR follow-up questionnaire out	Angela Ruffin, NNO, Bethesda, MD
2/3/2011	Olney	Consultation: Consult on MCR evaluation	Claire Hamasu, MCR, Salt Lake City, UT
2/7/2011	Barnes, Olney	Consultation: Consult on MLA workshop	Debra Cavanaugh, MLA, Chicago, IL
2/8/2011	Olney	Consultation: Consult on MCR evaluation	Claire Hamasu, MCR, Salt Lake City, UT
2/8/2011	Barnes, Olney	Consultations: NEPR follow-up questionnaire -reminder 1	Angela Ruffin, NNO, Bethesda, MD
2/10/2011	Barnes	Consultation: Info about Kirkpatrick model	Jim Anderson, PNR, Seattle, WA
2/11/2011	Olney	Consultation: Questionnaire consult	Terri Ottosen, SE/A, Baltimore, MD
2/11/2011	Barnes	Consultations: NEPR Report	Cindy Love, Disaster Information Management Research Center, NLM, Bethesda, MD
2/13/2011	Barnes	Consultation: Questionnaire consult	Cindy Love, NLM DIMRC, Bethesda, MD
2/15/2011	Barnes, Olney	Consultations: NEPR follow-up questionnaire -reminder 2	Angela Ruffin, NNO, Bethesda, MD

2/17/2011	Barnes	Consultation: Work on MYI class	Alan Carr, PSR, Los Angeles, CA
2/20/2011	Olney	Consultation: Health Info Outreach Dissertation consult	Tammy Mays, University of Wisconsin, Madison, WI
2/22/2011	Olney	Consultation: Request for Your Library's Value slides	Julie Kwan, PSR, Los Angeles, CA
2/24/2011	Olney	Consultation: OERC workshop info	Jaime Blank, UM-Baltimore, Baltimore, MD
2/25/2011	Barnes, Olney	Consultation: Consortia questionnaire consult	PJ Grier, SE/A, Baltimore, MD
2/26/2011	Barnes, Carr	Training: Measuring Your Impact	Ana Macias, NCNMLG/MLGSCA Joint Meeting Professional Development Committee, Chapter members, San Francisco, CA
2/28/2011	Barnes, Olney	Consultation: Consult on OCRF	Angela Ruffin, NNO, Bethesda, MD
3/2/2011	Barnes, Olney	Consultation: MYI evaluation consult	Betsy Kelly, MCR, St. Louis, MO
3/10/2011	Barnes, Olney	Consultation: Consult on MLA workshop	Debra Cavanaugh, MLA, Chicago, IL
3/14/2011	Barnes, Olney	Consultation: Consult on MLA workshop	Debra Cavanaugh, MLA, Chicago, IL
3/15/2011	Barnes	Training: Questionnaire Design	PNR, Network members, Seattle, WA
3/16/2011	Barnes, Olney	Consultations: NEPR follow-up questionnaire	Angela Ruffin, NNO, Bethesda, MD
3/18/2011	Barnes	Consultation: Outreach Connections	Barbara Nail-Chiwetalu, University of New Mexico Health Sciences Library, Albuquerque, NM
3/18/2011	Barnes	Consultation: Outreach Connections	Loriene Roy, University of Texas School of Information Science, Austin, TX
3/18/2011	Barnes, Olney	Consultations: NEPR report consult	Dan Wilson, NEPR Initiative, Charlottesville, VA
3/20/2011	Barnes, Olney	Consultation: Consortia questionnaire consult	Deborah Thomas, Greater Baltimore Medical Center

			Consumer Health Library, Baltimore, MD
3/23/2011	Barnes, Olney	Consultations: NEPR report consult	Dan Wilson, NEPR Initiative, Charlottesville, VA
3/28/2011	Barnes	Consultation: NER focused outreach	Michelle Eberle, NER, Shrewsbury, MA
3/28/2011	Barnes	Consultation: Outreach Connections	Loriene Roy, University of Texas School of Information Science, Austin, TX
3/31/2011	Barnes, Olney	Consultation: Consult on MYI questionnaire	Betsy Kelly, GMR, St. Louis, MO
4/1/2011	Olney	Consultations: NEPR summit plan mtg	Dan Wilson, NEPR Initiative, Charlottesville, VA
4/4/2011	Barnes	Consultation: OERC slide to Angela re: OERC accomplishments	Angela Ruffin, NNO, Bethesda, MD
4/4/2011	Barnes, Olney	Consultation: NEPR slide to Angela	Angela Ruffin, NNO, Bethesda, MD
4/5/2011	Barnes, Olney	Consultation: OCRF update to Angela	Angela Ruffin, NNO, Bethesda, MD
4/8/2011	Olney	Consultations: NEPR Summit	Dan Wilson, NEPR Initiative, Charlottesville, VA
4/11/2011	Olney	Consultation: Workshop/webinar	Jacqueline Leskovec, GMR, Chicago, IL
4/21/2011	Barnes	Consultation: Consult on questionnaire	Nancy Henderson, Pacific University, Hillsboro, OR
4/26/2011	Barnes, Olney	Consultation: evaluation liaison teleconference	Angela Ruffin, NNO, Bethesda, MD
4/29/2011	Barnes	Consultation: Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
4/25/2011	Barnes, Olney	NEPR report consult	Dan Wilson, NEPR Initiative, Charlottesville, VA

Web site

No activity this quarter.

Dissemination of effective practices

Susan Barnes agreed to become co-chair of the Outreach Connections Promotion Subcommittee, sharing the responsibility with Lorie Roy of the University of Texas School of Information. She led a teleconference meeting of the subcommittee in April, in which the group discussed its next steps. Cindy Olney submitted a proposal to the American Evaluation Association for a panel presentation on a method she developed for validating qualitative data, featuring the OERC's evaluation of the Community Day pilot projects as an example of this method. (Judith Livingston, from the University of Texas Health Sciences Center at San Antonio Department of Pediatrics has agreed to be the second presenter on the panel.)

Subcontractor update

Not applicable. The OERC has no subcontracts at present.

Other staff activities—this section is organized according to OERC's goals for the 2006-2011 contract

I. Develop awareness, skill, and capacity in use of evaluation methods.

Training:

Susan co-taught "Measuring Your Impact" with NN/LM PSR's Alan Carr at the Joint meeting of the Medical Library Group of Southern California and Arizona and Northern California and Nevada Medical Library Group in February. In March, she developed and presented a one-hour webinar on "Questionnaire Design" for NN/LM PNR's RML Rendezvous. During the quarter, Cindy Olney and Susan spent extensive time working with Debra Cavanaugh of the Medical Library Association to test and become familiar with the MLA's MegaMeeting webinar software that will be used in May when the OERC presents its "Valuing Your Library" class to a group of participants at the annual meeting in Minneapolis and, simultaneously, to a group of remote participants. Cindy also worked to update this class, and the "Finding Information in Numbers and Words: Data Analysis for Program Evaluation" class, for the OERC's upcoming sessions at the MLA annual meeting in May.

II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments

Publications:

The OERC continued to provide full-text online access to the *Planning and Evaluating Health Information Outreach* booklets and the *Measuring the Difference* guide, and distributed 76 sets of the three *Planning and Evaluating Health Information Outreach* booklets.

III. Strengthen and build an evaluation culture throughout NN/LM.

Evaluation Liaisons:

On April 26, the quarterly Evaluation Liaisons' Teleconference featured NN/LM NER's Javier Crespo, Michelle Eberle, and Sabrina Kurtz-Rossi presenting information about their Focused Outreach project. The RMLs' Associate Directors, Outreach/Evaluation coordinators, and Consumer Health coordinators were invited, and 22 people attended.

Evaluation:

Cindy facilitated a teleconference in February with the RML Associate Directors to gather their suggestions regarding the draft Online Contract Report form for outreach subcontractors. In March, she travelled to St. Louis to consult with NN/LM MCR's Claire Hamasu and Betsy Kelly about regional program evaluation. In April the OERC provided feedback to Cindy Love of NLM's DIMRC about a questionnaire she was developing for NLM and MLA to assess medical librarian's attitudes and needs regarding a proposed MLA Disaster Information Specialist certification. Susan and Cindy also provided feedback to NN/LM SEA's PJ Grier and members of his group purchasing task force about a questionnaire for network member hospital libraries this quarter.

VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.

Consultations are listed in Table 1, above.

V. Enhance and refine use of community-based approaches to evaluation.

Cross-regional collaboration

Cindy analyzed responses to the NEPR follow-up assessment, submitted a preliminary report to the National Network Office, the Associate Directors, and Dan Wilson (for his presentation in March at the NLM Symposium on Disaster Information Outreach). She travelled to Chicago in April to present these preliminary results at the Chicago Summit for the NEPR. Cindy and Susan worked with Dan Wilson on the NEPR Initiative presentation for the upcoming RML Directors' Meeting in May.