

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

May 1, 2009 – July 31, 2009

University of Washington

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Executive summary

The quarter began with the typical May flurry of preparations for the RML Directors' Meeting. This year, Susan gave presentations about the upcoming evaluations of the NN/LM Emergency Preparedness & Response (NEPR) initiative and of RML use of Adobe Connect. As the quarter continued, so did OERC management and support for these evaluations, as did our involvement in evaluation of the Community Day pilot projects—these were the principal areas of concentration during this period. Consultations, course development and presentation, and blog postings continued. OERC provided ongoing support for evaluation and publicity of the Outreach Connections: Native Health Information portal to descriptions of health information outreach for native populations.

Classes and consultations

TABLE 1. Classes and consultations

5/1/2009	Barnes, Olney	Consultation: Adobe Connect Evaluation	Angela Ruffin, NNO, Bethesda, MD
5/4/2009	Barnes	Consultation: TC4C/Effective Practices	Claire Hamasu, MCR, Salt Lake City, UT
5/6/2009	Barnes	Consultation: TC4C/Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
5/8/2009	Olney	Consultation: Needs assessment consult	Sue Hunter, MAR, New York, NY
5/15/2009	Barnes	Consultation: Emergency Preparedness presentation at Directors' Meeting	Angela Ruffin, NNO, Bethesda, MD
6/2/2009	Olney	Consultation: Questionnaire consult	Janice Kelly, SE/A, Baltimore, MD
6/2/2009	Barnes, Olney	Consultation: SE/A RAC assessment	Janice Kelly, SE/A, Baltimore, MD
6/3/2009	Barnes	Consultation: TC4C/Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
6/3/2009	Barnes	Consultation: TC4C/Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
6/3/2009	Barnes, Olney	Consultation: SE/A RAC assessment	Janice Kelly, SE/A, Baltimore, MD
6/4/2009	Olney	Consultation: Questionnaire consult	Janice Kelly, SE/A, Baltimore, MD

6/4/2009	Barnes	Consultation: ARL Career Enhancement Program Fellow	Neil Rambo, PNR, Seattle, WA
6/9/2009	Barnes	Training: Outreach Connections	Maryanne Hansen, Tribal college librarians, Bozeman, MT
6/11/2009	Barnes, Olney	Consultation: Survey Monkey trouble shooting	Janice Kelly, SE/A, Baltimore, MD
6/11/2009	Barnes, Olney	Consultation: Outreach Evaluation workshop series	Ruth Holst, GMR, Chicago, IL
6/11/2009	Barnes, Olney	Consultation: outcomes assessment award	Ruth Holst, GMR, Chicago, IL
6/17/2009	Olney	Consultation: questionnaire consult	Sue Hunter, MAR, New York, NY
6/19/2009	Barnes	Consultation: TC4C/Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
6/19/2009	Barnes	Consultation: TC4C/Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
6/19/2009	Barnes, Olney	Consultation: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
6/20/2009	Olney	Consultation: Consult on existing data	Alan Carr, PSR, Los Angeles, CA
6/22/2009	Barnes	Consultation: ARL Career Enhancement Program Fellow	Neil Rambo, PNR, Seattle, WA
6/23/2009	Olney	Training: Measuring Your Impact	Kathleen Miller, Rochester Regional Library Council, Rochester, NY
6/29/2009	Barnes	Consultation: ARL Career Enhancement Program Fellow	Neil Rambo, PNR, Seattle, WA
7/1/2009	Barnes	Consultation: TC4C/Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
7/2/2009	Barnes	Consultation: TC4C/Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
7/13/2009	Barnes	Consultation: ARL Career Enhancement Program Fellow	Neil Rambo, PNR, Seattle, WA

7/20/2009	Barnes	Consultation: ARL Career Enhancement Program Fellow	Neil Rambo, PNR, Seattle, WA
7/20/2009	Barnes	Consultation: TC4C/Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
7/24/2009	Barnes	Consultation: TC4C/Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT

Web site

Eight OERC Blog postings were published, addressing resources for success stories, the need for focus group transcripts, utilization-focused evaluation, the AEA/CDC summer evaluation institute, the Data.gov web site, SurveyMonkey accessibility and availability for the iPhone, and RCTs in drug research.

Dissemination of effective practices

Susan Barnes continued to coordinate the Outreach Connections Publicity/Evaluation Subcommittee. Activities included analysis of focused discussion data from four March, 2009 conversations with the Outreach Connections Steering Committee members using categories from the NYAM Partnership Assessment Tool, a presentation about Outreach Connections at the Tribal College Librarians Institute at Montana State University in Bozeman, and supervision of George Gottschalk, ARL Career Enhancement Program Fellow, who participated in Outreach Connections publicity and evaluation, and provided information to the subcommittee about wiki lifecycles.

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:

Cindy began development and testing of a follow-up questionnaire to be sent to participants in Outreach Evaluation Series classes, and worked with Sue Hunter to become an instructor of the Measuring Your Impact: Using Evaluation for Library Advocacy class. Susan and NN/LM PNR’s Maryanne Blake began to convert the Data Collection class into a three-hour Adobe Connect class that will take place as part of the NN/LM PNR’s RML Rendezvous series on Sept 9, 16, and 23. With Jacqueline Leskovec and Ruth Holst, the OERC began planning for presenting the Outreach Evaluation workshops for NN/LM GMR, both in-person and via Adobe Connect.

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

Publications:

Distribution of the ***Planning and Evaluating Health Information Outreach*** series of three booklets and the ***Measuring the Difference Guide to Planning and Evaluating Health Information Outreach*** continued.

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

Evaluation Liaisons:

The June 19 Evaluation Liaisons teleconference featured a discussion of sampling and other aspects of the NN/LM Emergency Preparedness & Response (NEPR) and Adobe Connect Use by RMLs focus groups.

Evaluation:

Susan Barnes gave a presentation at the MLA annual meeting about upcoming evaluation of the RML's use of Adobe Connect. Subsequently, the OERC developed question guides for the Adobe Connect Use by RMLs focus groups. The OERC also worked with Lisa Boyd and regions 2, 5, and 8 to finalize evaluation plans for the Community Day pilot projects.

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

Susan Barnes gave a presentation at the MLA annual meeting about upcoming cross-regional evaluations of the NEPR initiative. Subsequently, the OERC developed question guides for the NEPR evaluation, which will include interviews of the 8 Associate Directors and two regional Emergency Preparedness Coordinators.