

REVIEWER QUESTIONS – NN/LM MidContinental Region
Hospital Library Awards: Demonstrating the Value of the Hospital Library

Community Hospital Library

Grand Junction, CO

Project Name: **Community Sharing Library Resources**

Your proposal for the Demonstrating the Value of the Hospital Library funding generated the following questions from the reviewers. Please call if you need clarification on any of the questions. 1-800-338-7657 #1, #1 Your responses will be due by or before September 22, 2004 by email. Send your responses to Claire Hamasu, Associate Director. chamasu@RML4.utah.edu.

1. Your proposal indicates that you want to reach the public. Working through public libraries is one way of doing that. What promotional efforts are you planning to reach the public directly?

We will include information about our project in our hospital's weekly ads in the local newspapers. There is also a senior newspaper, the Beacon, which is printed monthly in our community and has promoted our library by writing news articles about it in the past. When the project is complete, we will contact the news feature writers from the Beacon and ask them to write a story about the library and the grant, which enabled us to provide this service to enhance access to our materials. Another local resource person does features for local seniors on one of our local television stations, and we will ask her to feature our library project. She was recently in our hospital and used our library services during her stay here.

What direct marketing efforts will you make toward the Hispanic population that you mention? If necessary please adjust your budget to incorporate direct outreach to the public.

Our community has a very active spokesperson for the Hispanic members of our community. We will contact her about the best ways to promote our services, as well as the health services providers at the migrant clinic in Palisade and the Marillac Clinic, which provides healthcare services to low income, uninsured people in our area. We plan to reprint bookmarks with our library's information in English and Spanish, utilizing the language department at Mesa State College to be sure the translations are correct. These bookmarks will be placed at the clinics mentioned above, as well as other locations suggested by the healthcare workers there. The additional cost to print these bookmarks is around \$350.00. See attached – Revised Attachment 2

2. One of your objectives is to increase patron awareness of your resources. How will you determine that you have increased patron awareness?

We currently have a “counter” on our hospital website, and will ask our webmaster, who will be implementing the project, to try a “counter” on the catalog section of the library website. While we know this is not an ideal solution, as we may have multiple uses by a single user in one day, or several users from our own staff, it is a start. We will also track increased usage/circulation after the catalog is online, to try and determine percentage of increase in ILL’s and new library cards issued for checkout.

3. There were no letters of support from your administration or IT department.
Please forward letters of support from them for your project.

Letters of support from our administration, IT department, and the director of our local public libraries have been faxed and mailed to Claire Hamasu, Associate Director.

4. Please determine a name for your project.

Community Sharing Library Resources

(Revised) ATTACHMENT 2

Budget

Submitted by: Janet Nelson

Date Submitted: 07-29-2004 (Revised 9-22-04)

EXPENDITURE CATEGORY

		AMOUNT
Personnel	(cost for personnel will be paid by the hospital in existing budget)	
Equipment	2 news PC's have recently been purchased for the library and are awaiting installation by our IT department	
	1 barcode reader (Quickscan 6000)	400.00
	Cybertools software	1800.00
	Date Due Receipt printer	500.00
Supplies	barcode labels	180.00
	Bookmark printing	350.00
Other Costs	Onetime setup fee	<u>200.00</u>
	TOTAL	\$3430.00