

Quarterly Report

Submitted on behalf of: rogerst@jocolibrary.org on October 20, 2005.

Project Code:

mcrquarterreport

Name of reporting institution:

Johnson County Library
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Reporting Period start date (e.g., mm-dd-yyyy):

07/01/2005

Reporting Period end date (e.g., mm-dd-yyyy):

10/01/2005

Publicity: List publicity and promotional activities conducted during the reporting period, if there were any. (Send any examples of non-electronic promotional materials to the NN/LM MCR by mail or send an email attachment to reports@rml4.utah.edu or provide URLs.)

Although publicity and promotional activities were completed for JoCoHealth and MedlinePLUS in general, specific publicity and promotional activities for the NN/LM funded community resource database were not conducted as we are still in the development stage of our project.

Complete an [Outreach Reporting Form](#) for demonstrations and training that took place during the reporting period. Complete an [Exhibit Report \(MS Word\)](#) for any exhibits as email attachments to reports@rml4.utah.edu for inclusion as appendices to this report.

We presented JoCoHealth and MedlinePLUS at local health fairs and as part of the library's exhibit at the SeniorQuest, the county's 150th anniversary, and the Hispanic Fiesta. However, no specific outreach activities or exhibits were presented featuring the NN/LM funded community resource database as we are still in the development stage of our project.

Other accomplishments: List any additional activities, resources, services, and administrative arrangements or collaborations that occurred during this reporting period.

We are currently finalizing the testing of the administrative and public interfaces to the community resource database. The final testing is scheduled to be completed by October 21, and we will then move the database off of the vendor's system and over to a test server within the library's network.

Additionally, a weekly meeting is scheduled between the contracted service company and the library in order to track progress and ensure the project is meeting the identified needs.

Target audience: Are there any insights you have gained about your target population during this reporting period? Have their needs changed since your initial assessment? Is the group different from your original anticipated audience?

One of the major changes in the database development was to change the focus of the community resource database from organizations to programs. In the past, the programs were listed only by organization, and therefore, since there are really only 5-6 major organizations serving under-insured Johnson County residents, the same organizations would appear on every search hit list—despite the parameters entered in the search. This organization-specific hit list contributed to the perception that the search wasn't really working well. Focusing on programs while including links to the additional services provided by each organization provides more specific results and directs the public to the specific services, rather than to general organization contact information.

Goals, Outcomes, Objectives: Discuss problems, successes, surprises, and/or insights of this quarter. Based on these experiences and your progress to date, have you rethought or in any way modified your objectives for the project? Are the needs of the audience those you anticipated, and are the outcomes you expected still feasible?

While the objectives of the project did not change, we did change the focus of the database to search for programs rather than organizations, as noted above.

Evaluation: List any specific evaluation activities that occurred during the reporting period. Activities might include surveys, focus groups, pre- and post-tests, interviews, log of activities, or other steps to monitor progress.

The contracted vendor provides a weekly progress update to ensure the database and user interface development are on track.

Impacts and Observations: If there are anecdotes that illustrate the impact that the project is having, provide the narrative here; include any indicators of success. Share observations, lessons learned, and any other feedback you think would be helpful.

The project itself is still in development, but as we discuss the future of the project with partners and community members, we have encountered enthusiasm and encouragement.

Planned Activities: Provide a brief outline of activities (training, exhibits, web development, meetings, evaluation etc.) that are scheduled for the next quarter.

Work with the contracted company to complete development of the database and user interface, and to install the database on the library's server
Develop data formatting standards and content collection procedures
Collect community data, assess process for opportunities for improvement, and draft content maintenance procedures