

Submitted on behalf of: rogerst@jocolibrary.org on January 21, 2005.

Project Code:

mcrquarterreport

Name of reporting institution:

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

10-01-2004

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

03-31-2006

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.)

No publicity and promotional activities were 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.

No outreach activities or exhibits were presented 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.

In November of 2004, the JoCoHealth partner organizations met to develop audience profiles of people who would use and benefit from the Community Resource Database and scenarios for how and when they would use it. The scenarios will assist us in building an effective database in terms of content, format, functionality, and access. The profiles and scenarios will be shared with the contracted programmer to ensure he or she fully understands the audience for the project and the manner in which they will need to use the database.

During the meeting, partners paired up to practice writing profiles and scenarios, and then after the meeting, partners all wrote additional individual scenarios. In order to construct the scenarios, partners were asked the following questions:

How will the JoCoHealth.net community resource database will be used (start to finish)?

1. Who is looking for information, and what is she looking for?
2. How does the person find JoCoHealth.net & the content? How does she know to look to the Internet, and how does she know to go to JoCoHealth.net?
3. Where is she at when she accesses the content? Think in terms of time and space. Time: morning, lunch hour, afternoon, evening, late at night? Space: work, home, library, clinic, other?
4. How does she search and interact with the content (is she reading, scanning, looking for a specific answer, searching for subject headings, searching by keyword, printing, e-mailing the information to herself, etc.)?
5. What other information (that she may not be looking for) would be helpful to her?
6. What does she do if she can't find what she's looking for?
7. What does she do if she finds what she is looking for?

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?

The profile/scenario exercise helped the partners to focus on a number of potential audiences that will benefit from the database resources, and to think about these audiences in terms of access, functionality, computer expertise, and promotional activities.

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?

We experienced a delay with regards to the RFP for the database programming. Because we want to ensure that eventually the database will be able to interact with Go Local, we hesitated developing the RFP prior to learning how the Go Local system would interact with locally hosted systems. We have contacted Lori Klein with the Go Local team to ensure we have accounted for any specific database specifications. Also, we have a consultant who is working with us to successfully develop the RFP to meet our needs in a timely manner and to compensate for the delay.

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.

No evaluation activities were completed during this period.

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 profile/scenario exercise (detailed above) was invaluable, and we would recommend this exercise to anyone developing an electronic resource.

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

Complete the RFP

Contract with a vendor to complete the programming using the prototyping model

Design the graphics and layout

Draft usability test questions

Develop data formatting standards and content collection procedures

Collect community data, assess process for opportunities for improvement, and draft content maintenance procedures