goLocalUtah
Post-Contract Strategic Plan

Issues and Strategies

• Database Growth and Maintenance - work will be coordinated by assigned Public Services staff member.
  o Annual verification of all records
    To be carried out by Clinical Library Staff members.
  o Role of volunteers
    Interested volunteers may retain their adopted counties (or adopt new ones). Interested volunteers who are located in their respective counties are especially useful to the project; however, enthusiastic individuals may adopt remote counties. Volunteers must do the work in order to continue being considered “volunteers”.

    Unclaimed counties become the responsibility of the Project Coordinator, who may in turn assign the work of finding resources for a given county to another person, or do the work himself/herself.

  o Continued gap identification and filling
    The work of identifying and filling subject gaps will be ongoing throughout the life of the project. As Clinical Library staff verify records, they will discover services that no longer exist. These records will be transferred to a designated “returned file” in the NLM input system, and then analyzed to determine service term areas and health topic areas in geographic areas that need more records.

  o Gathering new service entities (and knowing when they will be available)
  o Broken link reports
    The Project Coordinator will execute the broken link report through the NLM Input System Website each week and address each problematic link as needed, or delegate this responsibility.

• Homepage
  o Featured site
    The “Featured Site” should be rotated weekly. The Project Coordinator will do this.
  o Responding to possible NLM changes in the design

• Responding to Users
  o Feedback originating from the Website
  o Communications with intermediary users (Librarians, staff at other facilities, etc.)

• Continued Evaluation of the Website
  o Website feedback
  o Website statistics
  o Survey intermediary users
  o Survey primary users (will NLM permit a survey tool on the Website?)
• **Continued Outreach**
  o Outreach team members at the Spencer S. Eccles Health Sciences Library will continue to perform outreach for gLU; partner organizations will continue to promote the project among their clientele and associates

• **Long-term Planning**
  o Communications with NLM
  o Evolution of the Website and the overall MedlinePlus go Local Project