

September 08, 2003.

**institution:** Central Denver Public Library 10W. 14th Avenue Parkway Denver, CO 80204-2731

**First and last name:** Elaine Connell

**email address:** econnell@denver.lib.co.us

**Telephone number:** 720-865-1363

**start date:** 06-01-2003

**end date:** 08-31-2003

**Publicity:**

1. Project was mentioned briefly several times at the 'Denver Healthy People 2010 Planning for Action! Summit' on June 20-21, 2003, with some 30+ people in attendance.
2. Additionally, the Whittier Neighborhood Spotlight ran a short article in the July, 2003 edition telling about our project. See: [www.whittierneighbors.com](http://www.whittierneighbors.com) Select "Neighborhood Association" on the left side, and scroll to the bottom of the page. Select the July, 2003 edition of the Spotlight (PDF Format) and go to page 3, under "Library Matters."

**Outreach Sessions:**

None.

**Other accomplishments:**

1. Lee Shaughnessy was hired as the Library's Health Educator Consultant. She started work on August 1, 2003. She has participated in meetings with other members of the project team, and is moving quickly on the recommendations of staff and of 2 initial key informants to develop a strategy for focus groups.
2. Project team development is underway, and there is a great deal of enthusiasm and energy being expressed for this work.
3. We are exploring the incorporation of the Library's Government Documents Department staff and resources as a valuable asset for the provision of services to the professional community.
4. Michelle Jeske and our 'Library Without Walls' team released a Spanish version of our DPL web page on Aug. 5, 2003. They also released a Teen Website on the same day, but with a different structure.
5. Michelle's crew also did usability testing on our current site over the past few months (March through July) and are actively designing a new version of the Library's overall website, anticipating release in October.

**Target audience:**

1. We knew prior to the project that many people in the community were coming to the Library for videos, and those who used the computers (a low percentage) were doing a lot of email and games. We are gaining insight about this, and seeing the need to include simple, basic computer and Internet instruction as part of the project. Such things as 'clicking' and using the 'Back' button are educational challenges for some of these folks. 'How to use a library,' and 'how to use a librarian' will be part of the instruction, too, as will some basic 'Information Literacy.'

2. Lee has begun with key informants who are not necessarily related to the Whittier neighborhood, but to the greater Denver African-American and Latino communities. These folks are providing us with great contacts who are more specifically rooted in Whittier.
3. There is a great deal of work that has been done on the information and health needs of Denver citizens, so we are having to digest quite a bit to see what really applies in this setting.
4. While we are getting better understanding of this target audience, we are not finding significant differences from the initial assessment.

### **Goals, Outcomes, Objectives:**

1. We have been surprised to discover the length and breadth of bureaucratic challenges in getting things rolling within such a large governmental organization! Many things take longer than I was aware, and there are little things coming up frequently that take longer to accomplish than I had imagined. Arranging for payment of our partner staff, for example, requires creating a document suitable to two big government agencies.
2. In our original Cost Proposal, the total number of hours listed for our Health Educator Consultant was 650, but the total when added up only equalled 605! This was a delightful surprise, as we simultaneously realized that we had not allowed any time for our Consultant to 'take on' this work. (read the proposal and other associated literature, to get acquainted with other team members, and the inner workings of the Library, etc.) We added "Supervision and Communication" - 45 hours)to the task list for our Consultant. Please let me know if this is a problem. Total of 650 hours at specified pay rate stands.
3. Lee is very energetic, very professional, and very delightful to work with. The energy of our team is exciting, and she is finding many eager connections within the community.
4. The City of Denver is experiencing an additional round of budget cuts, and the Library is feeling a serious pinch. It is challenging for the Library just to maintain current levels of service. When the additional demand for services arises, this will stretch us even further. Because of this we are re-thinking some aspects of the project. For example, the importance of community buy-in with this project cannot be over-emphasized, with the hope that community-based volunteer trainers may alleviate some of the additional burdens. In addition, we believe that a 'Pathfinder' at the beginning of the Health/Medicine web page will provide customers basic instruction so that many can use it without additional library staff interaction.
5. As far as we can tell so far, the needs of the target audience are as we anticipated. The outcomes we expected are still feasible.

### **Evaluation:**

1. Lee has done interviews with three key informants. She is developing a network of additional key informants and community folks who would be good candidates for inclusion in the focus groups.
2. All team members are maintaining logs of activities and hours dedicated to this project. So far there have been lots of meetings and planning, but in the next quarter we will be seeing a wider variety of activities.

### **Impacts and Observations:**

1. With each contact that Lee is making, inevitably the person remarks: "I had no idea that the Library had such resources on their web page!" Indeed, Lee was unaware, and is coming at

this project with the zeal of a 'convert' herself. People who are already web savvy will explore the current site on their own. We will maintain contact with them, and offer training on databases as the project moves forward.

**Planned Activities:** The quarter before us looks very busy and exciting. We anticipate:

1. running the community focus groups
2. discerning a structural organization for the Library site
3. evaluating sites suitable for both websites
4. designing a 'pathfinder' for the Library site
5. developing a Draft site for the Library site
6. beginning to develop training materials and a training plan
7. drafting our outreach and PR plan
8. developing our evaluation strategy more effectively
9. doing key informant interviews with Library contacts, as well as with professionals who might use the HP2010 site
10. convening the HP2010 Advisory Committee and bringing the Library's findings to them
11. convening a Library group for input on the librarian training process