

**February 28, 2004.**

**Project Code:**

merquarterreport

**Name of reporting institution:**

Central Denver Public Library  
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**Publicity:**

1. Article sent to CCLM - see at [www.ccmlnet.org/CQFeb04.pdf](http://www.ccmlnet.org/CQFeb04.pdf) - see page 3.
2. Article submitted for Colorado Libraries - going to print now for Spring edition.
3. Lee presented an update to Stacey's January Denver Healthy People 2010 meeting.
4. All Staff email promoting our upcoming trainings for staff.

**Outreach Sessions:**

Just getting ready for serious outreach.

**Other accomplishments:**

1. Two African-American focus groups in January.
2. Launch of DPL's overall newly revised site late in January. See it at [www.denverlibrary.org](http://www.denverlibrary.org)
3. Design and development of DPL's Health and Medicine sites, both English and Spanish. English is 'up' but for development purposes only, and still in need of tweeking!

Spanish goes to the tech folks in the next few days.  
Translation and annotation are underway.

4. Denver Healthy People site is well underway, and we have identified several places where linking with one another expands the ability of both agencies to serve their customers well.
5. Early work on launch festivities, including invitations (sent) to our Mayor, City Council President, and City Librarian to take part. Date and time will depend on their schedules, but should be finalized in the coming week.

**Target audience:**

It was hard to get African Americans for our focus groups, though we had fliers at two libraries, one clinic, and a church in the neighborhood. The groups turned out small, but still very helpful. Contact through trusted leaders appears to be the most effective approach, and we will base outreach on this. No real change, but it really reinforced what we were anticipating as a challenge.

**Goals, Outcomes, Objectives:**

It is no easy job to put together a website, particularly one that we could get excited about. We seriously underestimated the time that would be involved. But we worked hard, and long, and we are excited! Launch and outreach coming soon. The outcomes still appear feasible.

**Evaluation:**

1. 2 focus groups (of an advisory nature, during the very early stages of development)
2. survey and training materials are in development
3. We had a 'team retreat' in mid-January, and took a collaborative look at the goals, objectives,... and refined the vision of our opening page.
4. We took the refined opening page/main page to the DHP2010 Education Committee, and had good feedback.

**Impacts and Observations:**

1. The past two and a half months have been pretty intense on the development angle. Just in the past few days, we have been able to see our site in a working version. People that have seen it have been very complimentary. One librarian said, "Oh, that's easy! You won't need any trainings." (we

wanted it to be intuitive, so are very pleased! yet we have much to point out in our trainings, too.)

2. I had two librarians from the Colorado Consumer Health Information Librarians group (CCHILL) offer to help with beta-testing - in response to my article in Council Quotes. And several responded when I asked if CCHILL members wanted their libraries to be listed on our site. This indicates to me that we will have the state-wide interest, and hopefully also the use, that we were hoping for.

### **Planned Activities:**

1. Training for DPL staff in early March (3rd, 5th, 10th, and 11th)- 1 and 1/2 hours for each session. These will be small groups, and the sessions are to be held in various branch locations, with one at Central. We had only 17 signed up last week, so I sent the All-Staff email about the class, and have had a few more contact me since.
2. Spanish site translated materials and annotations in, 'finalizing' this site, and getting it to the tech folks in the next week.
3. DHP2010 site into electronic form, too.
4. Beta testing for both DPL sites, and for the DHP2010 site, too.
5. Promotional materials printed - we have sent some draft versions already.
6. Additional preparations for launch activities. Two parties - one for the 'professional' community, and one for the neighborhood folks who have helped us out along the way.
7. Health Fairs - demonstrating our new site at a few, and sending promotional and instructional materials to several more.