Quarterly Report
March 26, 2004

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Name of reporting institution:
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Reporting Period start date (e.g., mm-dd-yyyy): 12/01/03
Reporting Period end date (e.g., mm-dd-yyyy): 02/29/04

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. Give URLs, send a disk for electronic materials created.)

Our outreach librarians at the Spencer S. Eccles Health Sciences Library have continued their efforts to promote this resource. They have visited many libraries to promote various library services, including the 24 Languages Project. They have distributed bookmarks that were produced a few years ago, and funded by an earlier LSTA grant. I will send a sample bookmark to you.

Outreach Sessions: List any demonstrations, trainings, or exhibits that took place during the reporting period. Include date, participating organization(s), city and state, number of attendees, and type of intervention (e.g., PubMed class, basic Internet class, etc.).

We will soon begin our efforts in training libraries and other organizations, as outlined in the proposal. We are composing the training booklet and flyers. These materials will be ready soon.

Other accomplishments: List any additional activities, resources, services, and administrative arrangements or collaborations that occurred during this reporting period. The Medical Library Association has accepted our proposal to present a paper on the audio files project at their annual national conference in May, 2004. We are also presenting a poster for the project at the Utah Library Association annual conference in May.

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?

According to our ongoing assessments, our target audiences and their needs have remained constant within this reporting period.
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?

Our technician has made much progress in recording the narrations. He is also in the process of encoding the recordings. The Arabic, Coatian, and Serbo-Croatian sections are now almost complete, in terms of audio files.

We are in the process of redesigning the Website (http://medlib.med.utah.edu/24languages), which is evident from its current state. It is now less cluttered, more easily navigated, and has a separate section for matching English texts.

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.

Website use increased 24% in views and nearly 16% in visits within the reporting 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 Immunization Action Coalition (IAC), one of our partner organizations, sent very positive feedback after reviewing the Croatian and Serbo-Croatian audio files. IAC provides pdf translations of materials regarding vaccinations, and they are excited to have many of their materials recorded.

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

Training: We plan to have all the training booklets and other printed materials completed and produced next month. We plan to complete most of the training sessions to libraries and other organizations this summer.

Presentations: As noted earlier, we will present a paper on the audio file project at the MLA conference in May and a poster at the Utah Library Association conference during the same month.