

Quarterly Report

Submitted on behalf of: celmore@vet.ksu.edu on May 13, 2003.

Project Code:

mcrquarterreport

Name of reporting institution:

KSU Veterinary Medical Library
Kansas State University
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Manhattan, KS 66506-5614

First and last name (e.g., Mary Contrary) of person submitting report:

Carol Elmore

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Telephone number (e.g., 555-555-5555) of person submitting this report:

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

January 1, 2003

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

March 31, 2003

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.)

--We gave promotion material to KSU Veterinary College Faculty.

--We maintained material on the college's website about Library Research Services which uses PubMed.

--We had our college administrators distribute promotional material at regional veterinary dinner meetings.

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.). Complete an

We exhibited at the Nebraska Veterinary Medical Association 107th Annual Convention with posters, brochures, NLM pens, and PubMed bookmarks. The exhibit report for this will be sent today by email.

Other accomplishments: List any additional activities, resources, services, and administrative arrangements or collaborations that occurred during this reporting period.

We started a Library Research Services column in the Sunflower Roads magazine published by the College of Veterinary Medicine which gives research and searching tips for veterinarians and other readers of the magazine. This is a collaborative arrangement between our library and the college's development office.

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?

--We interacted with veterinarians primarily in private practice at this meeting. Many of them were from large animal/equine practices. Most of them are not affiliated with a medical or veterinary medical library and were interested in hearing about the databases provided free to them by NLM.

--The conference was not as well-attended as we thought it would be. We were able to talk to several older and several retired veterinarians and their spouses about MEDLINEplus.

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 were pleased that Carol was able to negotiate a free booth for us to use.

--We were disappointed that our computer's modem malfunctioned and we were not able to give on-line demonstrations.

--We again learned that people like to receive pens more than they like brochures or bookmarks.

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.

--We kept a log of meaningful contacts by the number of brochures and bookmarks that were distributed when we discussed NLM databases with attendees.

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.

--We received thanks from several attendees that we were able to come and share NLM services with them.

--Comments were made that attendees wanted to start using PubMed more for their research needs.

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

We will be demonstrating and displaying PubMed and other NLM services at the Kansas Veterinary Medical Association Meeting/College of Veterinary Medicine Annual Conference, June 1-June 3, 2003.