

Quarterly Report

May 13, 2003.

Project Code: http://nmlm.gov/webreports/mcr/quarterly_reports/mcrquarterreport-2003-05-13-113629.html

Name of reporting institution:

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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:

--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:

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:

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:

--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:

- 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:

--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:

- 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:

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.