

Quarterly Report

December 16, 2002

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Name of reporting institution:

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Reporting Period start date (e.g., mm-dd-yyyy): July 1, 2002

Reporting Period end date (e.g., mm-dd-yyyy): September 30, 2002

Publicity:

- gave promotional material to College of Veterinary Medicine faculty
- visited major corporation and distributed material about Library Research Services which uses PubMed for searching
- maintained material on website about Library Research Services which uses PubMed
- Had college administrators distribute promotional material at regional veterinary dinner meetings
- Helped write article in college alumni magazine discussing library services available to veterinarians and others

Outreach Sessions

- Demonstrated PubMed and Medline Plus to veterinarians and other attendees at Central States Veterinary Conference on Aug. 17-Aug. 19, 2002, Kansas City, Missouri (approx. 5000 attendees).
- Demonstrated other databases to same attendees who requested them be demonstrated
- Exhibited at booth at Central States Veterinary Conference mentioned above with posters, brochures, NLM pens, and PubMed bookmarks

Exhibit Report will follow on Dec. 17, 18, 19 or 20.
Invoice will also follow at a later date.

Other accomplishments:

- Conducted searches and supplied journal articles to veterinarians and other clients contacted through the Central States Veterinary Conference

Target audience:

- We interacted with public health officials who were also exhibiting at the meeting
- We also interacted with veterinarians from both private and corporate practices and

determined that they had the most need for learning how to use the services of the National Library of Medicine. Since most are not affiliation with medical or veterinary library they were very interested in learning what was available to them. One on one demonstrations were the best way to show them the services

--Audience was generally what we had anticipated but talked to more retirees and spouses than anticipated

Goals, Outcomes, Objectives:

--Costs of demonstrating were surprising. We had to pay much more for a phone line than earlier anticipated. We also had to use a personal Internet account to access PubMed, etc. and were charged for furniture that was in our booth

--Realized we need our own laptop computer. We borrowed one from our Instructional Technology Center and didn't know if one was available until right before the meeting. We also learned that a surge protector was needed at the meeting but were able to borrow one from a nearby exhibitor

--Learned attendees like pens, etc. better than brochures

Evaluation:

--Kept a log of meaningful contacts by the number of brochures and bookmarks that were distributed

--Kept a log of demonstrations that we did and only gave pens and screen wipers to those attendees who were given demonstrations

Impacts and Observations:

--Our liason, Whitney Davidson-Turley came and worked on Sat. of the Central States Conference and indicated that our methods of interacting were successful

--Received many comments from veterinarians, etc. that they were not familiar with PubMed and were pleased to learn how to do searches

--Received comments especially from retired veterinarians, etc. and spouses about how useful MedLine Plus would be to them especially in leaning about their own prescription medications and possible side effects

Planned Activities:

We will be demonstrating and displaying PubMed, and other NLM services on January 14, 2003, in Omaha, Nebraska and at the College of Veterinary Medicine's Annual Conference/Kansas Veterinary Medical Meeting some in June 2003.