NATIONAL NETWORK OF LIBRARIES OF MEDICINE
MIDCONTINENTAL REGION
YEAR 05 OBJECTIVES

NETWORK OBJECTIVES

Assessment and Evaluation

- Continue analysis of performance and activity data for the RML.
- Continue to develop the Activity Reporting System to capture the record of RML work in the region.
- Continue to review activities of award recipients for evaluation plans and results.
- Create an FAQ on the web site with data from the Activity Reporting System concerning advocacy, consortial purchasing and consumer health resources.
- Offer the “Measuring Your Impact: Using Evaluation to Demonstrate Value” class.
- Repeat the Network members inventory and focus groups to obtain data to compare to baselines and report results.
- Share new postings on evaluation web pages through the RML News.
- Subscribe to Survey Monkey for regional access to online survey tools.
- Work with liaisons to encourage use of post-class evaluation forms and sharing of evaluation input for inclusion in contract performance review.

Education

- Contact Network members and health information professionals by phone, email, exhibits or mail to notify them of education resource support to include netLibrary.
- Continue to develop, update, maintain and distribute CD "Search Strategies" to schools of nursing in the region, as well as CDs directed at public libraries.
- Present a one-hour class at MCMLA on training techniques to highlight the RML as a resource for instructional assistance and present an alternative version in a distance education format.
- Provide and promote access to educational opportunities for Network members who may not have opportunities to attend in-person conferences/meetings.

Network Membership

- Explore, with MCMLA, a task force to develop activities to promote the value of health science libraries to the administrators of their institutions.
- Promote benefits of Network membership to non-Network health facilities.
- Promote benefits of the consortium buying plan among Network members.
• Query purchasing consortium members on additional resources to broaden selection for future years.
• Assess members on perceived success of consortia buying.
• Send materials about RML resources and services to non-member institutions once per year.
• Work with members and state liaisons to ensure smooth daily operation of the DOCLINE system.
• Encourage DOCLINE libraries to become EFTS participants.

Technology

• Conduct a trial with members to determine the feasibility of connecting to VRVS.
• Continue to improve the MCR web site (content development, database driven).
• Deliver an “Introduction to Networks” class to cover “what you need to know” about various types of networks (LANs, wireless, etc.) and network security.
• Encourage Affiliate members offering sizable electronic health sciences journal collections to participate in LinkOut.
• Encourage Network members to create a web site for their library, either internal or external, and to include an online catalog.
• Follow up and assist Resource and/or member libraries with streaming media events.
• Investigate and implement a pilot project to offer blog hosting services to members.
• Investigate and implement redundant solutions to broadcast failures.
• Investigate methods for teaching classes using a mix and match of software and hardware technologies at each end (including NetMeeting, Polycom, VRVS, WebEx and the Access Grid).
• Investigate streaming video technologies using H.264 on mobile devices.
• Manage ongoing development of RML archive in DSpace.
• Offer a "What is UMLS and Why Should I Care?" class for members.
• Offer a distance education class on the use of video technologies for collaboration including video chat tools, NetMeeting, ViaVideo and VoIP.
• Offer training in the use of the video streaming media unit at Resource Libraries and/or member libraries.
• Update pages throughout the MCR web site on a regular basis.
• Write a regular column for the newsletter highlighting an emerging technology.
• Encourage full Network members to participate in LinkOut to provide connections to their collection, PubMed Central and HighWire titles.
OUTREACH OBJECTIVES

State Outreach

• Explore and develop a model to meet the special needs of rural health providers.

Consumer Health

• Contact public library staff and encourage them to become Affiliate members.
• Exhibit and/or present at state library association meetings.
• Help to develop relationships between public and medical librarians.
• Hold a consumer health journal club for MCR members so that they may work towards their MLA consumer health certificate at a distance.
• Submit articles about NLM resources to state library newsletters.
• Use consumer health modules to provide training to public librarians.
• Work with groups for Go Local implementation and for continuing Go Local activities.
• Work with RML Consumer Health Coordinators on activities.

Public Health

• Access each state health department's newsletter or the newsletter of the state public health association.
• Collaborate with MLA's Public Health/Health Administration Section.
• Continue to communicate news of interest to public health personnel via state public health listservs.
• Continue to maintain a database of significant contacts of public health workers.
• Continue to promote an NLM presence on state public health web sites.
• Continue to promote the project, Online Public Health Library (OPHL), to the states in our region.
• Continue to work toward an informatics component in public health graduate programs.
• Continue working with the Utah Department of Health's Education Advisory Group to promote access to health information.
• Create a document explaining the advantages of establishing a public health library in a state health department.
• Exhibit and/or present at state public health association meetings.
• Provide classes of NLM products and services or library-related demos to public health workers or instructors of leadership training institutes.
• Continue to suggest new links to PHPpartners.org.
Community Outreach

- Use “Bringing Health Information to the Community” blog as a communication tool between the MCR and community based organizations in the region.
- Build relationships with Regional Minority Health Consultants (RMHC) of the Office of Minority Health.
- Continue outreach to National Association of Community Health Centers (NACHC) clinics by training staff at an additional clinic in each state.
- Exhibit at local, state and regional minority health conferences or events.
- Promote use of the Computer Technology Center web site at CTCnet conference and through the Digital Divide Network Listserv.
- Review MCRML publications and policies for compliance with cultural competency principles.
- Work with tribes in the region to improve information access.