

## Quarterly Report

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**Name and address of reporting institution:**

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**Project Title:**

Changing the Face of Medicine – A Kansas City Academic Medical Library/Community Celebration

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**Reporting Period start date:** July 1, 2008

**Reporting Period end date:** October 1, 2008

**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](mailto:reports@rml4.utah.edu) or provide URLs.)

We contacted organizations who previously submitted a letter of support for the grant. We forwarded “Save the Date” cards with photos of women physicians from the Changing the Face of Medicine website to these organizations. These cards were designed by Amy Ritterskamp of Dykes Library, University of Kansas Medical Center (KUMC) in February 2008, and the first printing was funded through the KUMC Clendening History of Medicine Library.

Some organizations had previously expressed interest in hosting parallel exhibits or events during the time of our exhibit and we encouraged those efforts as we sent the “Save the Date” cards. When he received the cards a member of the local medical library association asked if we had any posters available and we are adding poster design to our list of tasks for the coming quarter.

We continued to distribute “Save the Date” cards to people within the exhibit’s sponsoring institutions and at a few other sponsored lectures on related topics, such as the annual Marjorie Sirridge lecture at the University of Missouri-Kansas City. We are running out of cards and anticipate printing additional cards in the next quarter. This quarter, we purchased some envelopes to mail cards to the supporting organizations, with our institutions covering the small postal costs for this mailing. An email attachment of the PDF for the “Save the Date” cards accompanies this report.

**Outreach:**

Complete an [Outreach Reporting Form](#) for demonstrations and training that took place during the reporting period. No demonstrations during this time period.

**Other accomplishments:**

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

We had two planning meetings, one on July 23 and one on September 10<sup>th</sup>. We are working on firming up the events schedule and making adjustments for sites and speaker changes. We found that Dr. Sara Walker had moved from Columbia, Missouri to Albuquerque. She generously agreed to participate for the dollar amount we had originally scheduled for a travel allotment from mid-Missouri and the small speaker gift.

Two staff members of the Metropolitan Medical Society joined the September 10<sup>th</sup> planning committee meeting to discuss plans for a local web site giving brief information highlighting additional women physicians within the metropolitan area. We got an ALA approved text for calendar listings so that other organizations can provide this information, and eventually link to our local exhibit web site.

We are beginning to work on materials aimed at students, primarily at the junior high and high school level. Preparations for Girl Scout projects relating the exhibit also are underway.

**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?

This is still developing. As we firm up the programs accompanying the events, I think we will have a better grasp of which audiences will be appropriate for each program.

**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?

No revisions of the objectives for the program.

**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.

No evaluation during this 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 interest of the Metropolitan Medical Society in hosting a local women physicians' website, the generosity of Dr. Sara Walker, and the possible interest of another local college in hosting a parallel exhibit relating to women's contributions in the state of Missouri are encouraging.

**Planned Activities:**

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

With the coming holiday season, the planning committee is planning to meet only in November (November 12<sup>th</sup>). All members of the planning committee are continuing to work on projects. The current proposed list of activities for this time period includes:

- 1) Complete mailings of letters to supporters.
- 2) Draft confirmation letter for speakers based on the sample from Linda Hall Library. (done)
- 3) Firm up all event times and locations – including finding a place for the Dudley lecture. Make reservations for lecture spaces.
- 4) Begin to draft an events poster.
- 5) Gather together educational materials for career development and get information for schools poster variation.
- 6) Send survey questions for women physicians to Metro Med. (done)
- 7) Draft letter for physicians in our institutions encouraging them to send info to the local Metro Med website.