Quarterly Report
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Name and address of reporting institution:
Amrita Burdick
Clinical Medical Librarian
Health Sciences Library
University of Missouri – Kansas City
2411 Holmes St.
Kansas City, MO 64108-2792

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

Name of person submitting report: Amrita Burdick
Email address: burdicka@umkc.edu
Telephone number: (816) 235-1876

Reporting Period start date: October 1, 2008
Reporting Period end date: January 1, 2009

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 or provide URLs.)

We completed contacting organizations who had previously submitted a letter of support for the grant and are sending a letter of confirmation to speakers to sign.

Unfortunately, a small batch of the Save the Date cards designed by Amy Ritterskamp of Dykes Library, University of Kansas Medical Center (KUMC) in February 2008 already had been reprinted by one of the sponsoring libraries before I received the email notice about the funding statement from NNLM. The costs were picked up by that library. We have made note of the required statement and definitely will add the funding statement on publicity materials printed in the future.

A number of the current “Save the Date” cards have been distributed this quarter. Two hundred (200) cards were placed in packets for KUMC Alumni weekend, October 3-4, 2008. About 150 cards were distributed at the regional Midcontinental Chapter of the Medical Library Association annual meeting in early October. Twenty five (25) cards were handed out at local medical library group, the HSLNKC October 15, 2008 meeting. Additional cards were handed out during a 2 hour WWI lecture, exhibit, and reception at the Clendening History of Medicine Library. On December 4, 2008, at their request, we sent our tentative speaker schedule to the local chapter of the National Museum of Women in the Arts (DC).

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 one planning meeting on November 12, 2008 and several members of the local arrangements committee met on December 10th to create a timeline using SharePoint. (See attached.) We still are working on firming up details on some events and made adjustments in the sponsoring site for the Women Leaders in Medicine and for the Dr. Mary Dudley lecture. We are continuing to work on gathering appropriate links and teaching materials for students at the junior high and high school level. Preparations for Girl Scout projects relating the exhibit are underway and letters about the exhibit have been sent to local schools.

We queried the exhibit list serve and, hearing from no other institutions that did a youth survey, we also explored the literature for a survey on career interests that might work. Finding no equivalent surveys, we began constructing one of our own.

During this quarter, Amrita worked on clarifying the university reporting system for grant expenses. Because it is a multi-institutional project, it will mean more paperwork for events held on other campuses. To give a check as a speaker gift, we would need to obtain the speaker’s tax information, so the local arrangements group will need to discuss how to proceed on this. Since we hoped to host receptions or food at some lectures that had no sponsors at present, some members of the group began to draft an additional small funding request from the local health sciences library group.

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. As mentioned above. Locations for two of the lecture events have changed.

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.

Although a committee member had contacted the local health sciences library group regarding hosting a meeting during the exhibit, the group forgot when setting up the meeting schedule! After a little negotiation, the group now will meet the second Wednesday of October at the University of Kansas Medical Center. The local exhibit group suggested a lecture by local librarian, Brenda Pfannenstiel who assisted Dr. Marjorie Sirridge in locating women physician biographies for a publication project – a nice way to highlight the exhibit within the health sciences library community.

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

We are pleased with the SharePoint calendar and task list which makes it easier to see upcoming tasks in terms of the whole process. The tasks that we want to complete in the next quarter are:

1) Get lists of women physicians from our own institutions and send emails – or letters—to them, encouraging them to participate in the parallel local women in medicine website at the Metropolitan Medical Society. Send letter.

2) Get confirmation letters back from all speakers.

3) Firm up any remaining event times and locations. Make reservations for lecture spaces. (Academic year based scheduling is somewhat of a challenge here, but September is much too close to the time of the exhibit to wait until then to advertise.)

4) Get confirmation on exhibit related street banners for KUMC. We recently checked with ALA regarding their requirements for design and funding notations and with NNLM about funding notations if these are locally funded.

5) Begin designing official exhibit website.

6) Design posters for schools and a variation with events only. (The school posters hopefully can be sent out at the end of March so teachers can have plenty of notice before the fall semester begins.)

7) Gather list of educational materials and small educational items for student favor bags and order any necessary materials.

8) Complete youth survey and send it to the Institutional Review Boards at our three institutions.