

DRAFT

Project Title: GMR Outreach Webinars for Outreach Librarians and Outreach Library Directors
Goal: Improve the effectiveness of GMR outreach through webinars

Resources*	Activities	Outputs (Deliverables)	Short-Term Outcomes	Long-Term Outcomes
GMR staff GMR Web resources <ul style="list-style-type: none">• Tool kit, etc. Outreach Librarians (OLs)	GMR plans outreach-focused webinar	First GMR webinar is held 10/13/08 <ul style="list-style-type: none">• Participants introduce themselves	OLs participate in webinar <ul style="list-style-type: none">• OLs meet each other virtually	OLs report webinar as a useful tool for outreach activities/planning Communication & sharing among OLs increases
Outreach Libraries Directors (OLDs) OERC staff OERC resources <ul style="list-style-type: none">• Planning & Evaluating Health Information Outreach Projects Series NIH Webmeeting Telephone & internet access OARF database OPD database	<i>GMR provides training/info on:</i> <ul style="list-style-type: none">• OL Letter of Agreement	<i>OLs receive training on:</i> <ul style="list-style-type: none">• Outreach libraries' responsibilities & expectations	<ul style="list-style-type: none">• OLs are aware of outreach responsibilities & expectations	OLs perform outreach activities in accordance with OL Letter of Agreement Outreach activities meet contract requirements
	<ul style="list-style-type: none">• GMR outreach-related Web pages	<ul style="list-style-type: none">• GMR outreach/Web tools	<ul style="list-style-type: none">• OLs are aware of GMR outreach tools & resources	OLs use GMR outreach tools OLs report GMR outreach tools are useful
	<ul style="list-style-type: none">• OARF database	<ul style="list-style-type: none">• OARF database	<ul style="list-style-type: none">• OLs enter outreach activities in OARF database	GMR outreach reporting statistics are more accurate
	<ul style="list-style-type: none">• Network Membership Directory	<ul style="list-style-type: none">• Network directory	<ul style="list-style-type: none">• OLs use Network directory to find Network members & potential partners	Number of collaborative outreach projects increases

	<p>OLs' feedback is requested regarding preference for webinars':</p> <ul style="list-style-type: none"> • frequency and day/time • topics for discussion 	<p>Poll regarding future webinars is taken during webinar via Adobe Connect poll function</p> <p>GMR OLs are contacted by GMR staff to get one-on-one input</p>	<p>Optimal time for attendance is determined</p> <p>OLs share in webinar planning</p> <p>OLs outreach information needs are met</p> <p>OLs training needs are met</p>	<p>OLs establish/maintain contact w/ GMR state contact coordinator</p> <p>Future webinars meet OLs' outreach needs</p> <p>GMR outreach planning reflects needs of the region</p>
	<p>GMR records outreach webinar</p>	<p>Digital recording is made</p> <p>Link to recording is posted to OUTLIB' LISTSERV</p>	<p>OLs view/review session recording</p> <p>Training is available to more than real-time participants</p>	<p>All OLs have access to view/review all training content</p>

<p>Assumptions</p> <ul style="list-style-type: none"> • OERC will be available for assistance as needed • GMR staff are committed to outreach • GMR staff will have time & resources to fulfill their roles • Access to internet, telephone and necessary web application(s) 	<p>Influences</p> <ul style="list-style-type: none"> • OLs & GMR staff schedules will permit participation • Contract requirements from NLM support this project • Economy will influence available funding for outreach & Outreach Libraries
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*NIH Webmeeting=Adobe Connect software available for NN/LM use
OARFs=Outreach Activity Reporting Form
OERC=Outreach Evaluation Resource Center

OLs=Outreach librarians
OLDs=Outreach library directors
OPD=Outreach Projects Database

- Outreach: *The goal of our outreach programs is to expand partnerships and implement activities with network members and other institutions and organizations to improve awareness of and access to health information resources for health professionals, the public health workforce, and members of the public.*