Contract Summary and Objectives, 2006-2011

As the Regional Medical Library for the National Network of Libraries of Medicine, we will continue, in partnership with our Network colleagues, to provide programs and services which support the mission and goals of the NN/LM program as follows:

NN/LM Mission

The mission of the National Network of Libraries of Medicine (NN/LM) is to advance the progress of medicine and improve the public health by: 1) providing all U.S. health professionals with equal access to biomedical information; and 2) improving the public's access to information to enable them to make informed decisions about their health. The Program is coordinated by the National Library of Medicine and carried out through a nationwide network of health science libraries and information centers.

NN/LM Goals

- To develop collaborations among network members and other organizations to improve access to and sharing of biomedical information resources throughout the nation;
- To promote awareness of, access to, and use of biomedical information resources for health professionals and the public, with a particular emphasis on contributing to the Healthy People 2010 goal of eliminating health disparities;
- To develop, promote, and improve electronic access to health information by network members, health professionals, and organizations providing health information to the public.

In developing this proposal, we assessed the need for particular programs and services and determined priorities for the Region in several ways. We looked at feedback from our Regional Advisory Committee; our Resource Library directors; from our RML colleagues in the other regions; and from Network members as they responded to our requests for input via surveys, and during one-on-one and group interactions. We also took a close look at regional characteristics, various external factors, considering the history of regional needs, in shaping the Regional Services Plan. From a careful review of all these factors, a clear picture emerged of the Region's needs, both present and future. The resulting Plan will meet those needs by fully utilizing existing expertise and resources and by integrating new and emerging technologies, which can improve access to biomedical information.

In the next five years, we will be guided by the following principles:

- We will leverage technology, cultural and linguistic competence in a vast and diverse region.
- We will leverage strengths of other RMLs.
- We will develop skills of the marketplace and of community engagement in the region.

- We will involve more of those we serve in planning and evaluation of our services.

Network Programs Objectives

NN/LM PSR Network Programs include: Health Professionals Access to Basic Information Services, Needs Assessment of Health Sciences Libraries, National Emergency Preparedness Plan, Historical and Unique Materials, NN/LM Network Membership Program, Document Delivery, Resource Libraries, Resource Libraries and EFTS, Communication, Regional Advisory Committee, Monitoring and Evaluation, Feedback, Training Facility, Evaluating NLM and NN/LM Products and Services, Promoting NLM Grants, Project Proposal Preparation, Following Up on NLM Funded Grants, EFTS Participation and Promotion, and E-Licensing.

Health Professionals Access to Basic Information Services is a fundamental program central to the mission of the National Network. Developing and maintaining information services through the libraries in the National Network of Libraries of Medicine is an essential strategy for making sure that health professionals have access to the information they need to make informed healthcare decisions. Primary Access Libraries provide an essential role in this Network as do Resource Libraries and the Regional Medical Library. Priorities for 2006–2011 include:
1. Promote greater understanding of the nature and structure of the Network to professional and nonprofessional staff who are new to the Network.
2. Provide assistance as needed to Network member libraries in providing a basic level of service to affiliated health professionals.
3. Assess the need for health sciences libraries in underserved areas and the capability for libraries to be supported in those areas.
4. Increase the number of libraries that offer Loansome Doc service to unaffiliated health professionals.

Needs Assessment of Health Sciences Libraries provides an understanding of Network libraries in order to strengthen and support programs that will facilitate the transfer of health information within their institutions and throughout the Network. This assessment will provide both an ongoing understanding of the types of educational programs that are needed to fully utilize NLM programs and services as well as a critical awareness of areas in which new programs and services might be developed. Priorities for 2006–2011 include:
1. Assess needs of health sciences libraries using both formal and informal customer analysis techniques.
2. Test and promote NLM products and services and provide training and assistance so that these products and services can be easily incorporated by Network libraries.
3. Provide or sponsor educational programs to meet the identified unmet needs of health sciences libraries and their staff.

National Emergency Preparedness Plan is an interregional effort to support NLM with the development and implementation of a national plan to be used in emergencies or disasters. A critical component of this plan is the development of local plans which include strategies for providing document delivery services when a node or nodes of the Network are down or inaccessible. These strategies build upon creating a hierarchy of libraries across the regions to form a natural chain of support in case of emergency. Priorities for 2006–2011 include:

1. Cooperate with other regions and the National Network Office to develop the written National Emergency Preparedness Plan and keep it up-to-date.
2. With the cooperation of PSR Resource Libraries and the PSR RAC, develop a Regional Emergency Preparedness Plan to manage locally containable emergencies.

Historical and Unique Materials is an interregional program designed to support Goal 1 of NLM's long range plan for 2000 – 2005. This program recognizes that there are historical and unique collections throughout the country and provides the foundation develop systems and services to both protect and provide access to these collections. Priorities for 2006–2011 include:

1. Collaborate with other regions and with NLM to develop a plan to identify historical and unique collections throughout the country.
2. Promote this program through the Pacific Southwest Region and gather support for it from Network members.
3. Facilitate the collection of data about historical and unique collections in the Pacific Southwest Region.

NN/LM Network Membership Program provides a key structural component to the National Network and delineates both responsibilities and benefits for member libraries. The Network Membership Program is also a key means to recognize the contributions of Network members. In addition, through membership, libraries become eligible to participate in document delivery, receive NN/LM funding and support, and participate in the development of Network infrastructure and services. Priorities for 2006–2011 include:

1. Conduct a membership renewal drive, update information on existing members, and issue membership certificates to recognize Network members and their contributions to the Network.
2. Recruit new members from eligible institutions and organizations throughout the region.
3. Increase the number of Network members who are representative of public libraries, resource centers, and community-based organizations.
4. Encourage institutions without library service to develop libraries to meet the health information needs of their affiliated personnel.

Document Delivery is a major strength of the National Network and a key means for access to health information for Network members both large and small. **EFTS**, the

DOCLINE billing component, has been used in the Pacific Southwest Region for three years and is still a growth area for this region. Priorities for 2006–2011 include:

1. Provide training and assistance to DOCLINE libraries so that they make maximum use of DOCLINE and its features.
2. Promote the Pacific Southwest Regional Document Delivery Plan throughout the region.
3. Encourage full DOCLINE participation, i.e., both borrowing and lending, from all libraries in the region, even the very small ones.
4. Coordinate the contribution, review, and maintenance of serials holdings data.
5. Promote the use of EFTS throughout the region to Primary Access Libraries and to potential new Resource Libraries.
6. Promote the use of electronic document delivery by all DOCLINE libraries throughout the region.

Resource Libraries play a critical leadership role in the Pacific Southwest, both the resource sharing and outreach. Resource Library Directors meet annually to advise the Regional Medical Library on both Network and Outreach programs and to share expertise. Priorities for 2006–2011 include:

1. Renew agreements for continuing Resource Libraries.
2. Add up to three new Resource Libraries to provide additional collections for resource sharing and services to their sub-regional communities; all new Resource Libraries are expected to participate in EFTS.
3. Issue subcontracts to up to five Resource Libraries for targeted outreach programs to health information professionals or to health information consumers.
4. Enlist one Resource Library to offer a Technology Showcase.

Communication is critical for Network cooperation and collaboration. Accordingly, a variety of communication tools will be used, including: an electronic newsletter, an electronic announcement list, a regional web site, and miscellaneous publications, both print and electronic. Communication will also be accomplished by attending NLM teleconferences, meetings with PSR Network members, and meetings with colleagues from NLM and other regions as well. Priorities for 2006–2011 include:

1. Develop a strategic communications plan to align our organizational goals with specific, strategic messages for target audiences.
2. Incorporate web conferencing into PSR meetings and training.

The **Regional Advisory Committee** (RAC) is a key advisor for PSR programs and services. The PSR RAC includes representatives from all major audiences in the region and will address the need for advice and feedback for all key program areas. Priorities for 2006–2011 include:

1. Constitute ad hoc subcommittees for which the RAC will serve as a steering committee; these subcommittees will deal with resource sharing, public health, community-based outreach, technology, and planning and evaluation.
2. Conduct a program evaluation in Years 2 and 4 under the auspices of the RAC.

Monitoring and Evaluation is essential to ensure the effectiveness of the region's programs and to identify and resolve problems that impede the effective delivery of health information services. Priorities for 2006–2011 include:

1. Cooperate with other regions on developing and implementing national measures for outreach evaluation.
2. Consult with the Outreach Evaluation Resource Center on refining the regional evaluation plan.
3. Use existing advisory/evaluation mechanisms to evaluate programs.

Feedback from each of the region's key user groups is essential for planning and improving regional products and services and for gathering information to convey to NLM about their products and services. Mechanisms for obtaining feedback will include both quantitative and qualitative measures and both formal and informal mechanisms. Priorities for 2006–2011 include:

1. Conduct web site usability studies.
2. Utilize the RAC, Resource Library Directors, MLA Chapters, and other constituents to gather feedback regarding NLM and NN/LM programs and services.
3. Use electronic survey software to gather information from Network members so that it is easy for them to contribute their feedback.
4. Use appropriate software to capture user feedback during customer service interactions.
5. Share feedback with NLM regarding NLM and NN/LM programs and services.

The **Training Facility** will be a state-of-the art, multi-purpose resource for NLM and NN/LM training programs. Attendees will gain not only the content from training sessions, but will also increase their knowledge through experience with high-end technology. Priorities for 2006–2011 include:

1. Upgrade hardware and software.
2. Incorporate web based conferencing technologies.

Evaluating NLM and NN/LM Products and Services is a valuable service provided by RML staff and frequently involves both users and non-users of these products and services. Testing will be conducted both pre-release and post-release in a variety of contexts, using survey software whenever possible. Priorities for 2006–2011 include:

1. Pre-test NLM products and services before release in order to identify any residual software problems that might still exist after in-house testing.
2. Post-release test of NLM products and services will include interactions with health professionals at exhibits and conferences; with Network members during individual consultations, chance interactions, and during and after PSR training sessions; and as part of formal evaluation programs.
3. Participate in any usability studies as needed or requested by NLM.

Promoting, Consulting, and Following Up on NLM Funded Grants represents a formal mechanism to encourage Network members and community- or faith-based organizations to apply for, and be successful with, NLM funded grants. A subgroup of

the RAC will assist with grant consultation if the need arises. Priorities for 2006–2011 include:

1. Promote the availability of NLM funded grants.
2. Provide resources for grant writing through the regional web site.
3. Offer grant writing workshops designed to help grant writers in the Pacific Southwest prepare successful grant proposals.
4. Increase visibility of NLM funded grants with specific emphasis on grants whose principle investigators are located in the Pacific Southwest Region.

Proposal preparation assistance will be provided to Network members as well as community-based, faith-based and other organizations representative of special populations in order to increase the submission of successful proposals, thereby increasing outreach to special populations. Priorities for 2006–2011 include:

1. Increase regional awareness of this service.
2. Provide resources, consultation, and training in support of proposal preparation.

The **E-Licensing program** is designed to help Network members negotiate licensing agreements for electronic resources, in particular, electronic full-text journals. With PubMed/Medline, users are able to identify appropriate literature to solve a health information problem, but the click-through to full-text may be a barrier. The E-Licensing program will benefit from interregional collaboration, as appropriate, to gain better price breaks for Network members. Priorities for 2006–2011 include:

1. Encourage Network members to negotiate interlibrary loan capability into their license agreements; this capability should not be limited to mailing a paper copy made from an electronic version.
2. Provide tools and training to help Network members negotiate optimal licensing agreements.
3. Identify and work with regional consortia, as well as interregional consortia, to negotiate successful license agreements at a fair price.

Outreach Programs Objectives

NN/LM PSR Outreach Programs include Outreach to Health Professionals, Consumer Health Information Services, Collaborating with Network Members and Other Organizations, Training to Support Electronic Access to Health Information, Exhibits and Presentations at Meetings, Information Technology and Policy Awareness, Library Improvement, and Connections. Each program answers a specific and identified need and responds to the mission and goals set by the NLM for the NN/LM.

Outreach to Health Professionals brings biomedical information resources similar to those available at the best academic medical centers directly to those health professionals without easy access, especially in rural and inner city areas. The program also includes gathering data about where unaffiliated and underserved health professionals are located and assesses their information needs. Demonstrating PubMed, MedlinePlus and other information access tools to health professionals and holding training sessions for them are key elements of the program. Priorities for 2006–2011 include:

1. Identify and contact organizations and institutions seeking to improve information access for health professionals, focusing on those involving NLM's priority audiences, inner cities, rural areas, and minority populations.
2. Fund and administer several outreach subcontracts on an annual basis.
3. Distribute information about NLM programs and services.
4. Expand outreach efforts to local public health departments.
5. Hold NLM systems training classes and demonstrations.
6. Seek outreach opportunities with first responders and emergency preparedness groups.

Consumer Health Information Services is a major initiative to improve the public's access to health information so they can make informed decisions about their health. Outreach and training will be provided to public libraries and other intermediaries including Network members, healthcare providers, K-12 teachers and staff, college and adult school staff, community organizations, and health advocacy groups. Continued promotion and implementation of MedlinePlus Go Local services will provide needed information for local health services in the region. Priorities for 2006–2011 include:
1. Form a Consumer Health Committee within the Regional Advisory Committee, which will provide guidance in defining needs, developing training, programs and symposia.
2. Provide training to public libraries, focusing on electronic health databases such at MedlinePlus, NIHSeniorHealth, and other consumer-oriented NLM resources.
3. Provide outreach to community-based organizations and other intermediaries that serve minorities, senior citizens, low-income, and other vulnerable populations.
4. Plan and coordinate a symposium for "Collection Development of Multilingual Materials."
5. Develop culturally sensitive materials and classes for minority groups in the region.
6. Assist in the implementation of public MedlinePlus Go Local services in two states of the region.

Collaborating with Network Members and Other Organizations increases the visibility of the NN/LM to achieve goals of outreach to health professionals and the public. PSR will reach out to community-based organizations that represent minority or other underserved populations. Priorities for 2006–2011 include:
1. Recruit at least three to five CBOs to join the Network each year.
2. Work with Network members to include CBOs in subcontracts.
3. Promote the Public Libraries and Community Partners web site
4. Provide at least four training sessions to CBOs yearly.

Training to Support Electronic Access to Health Information and in the effective use of health information resources on the Internet for health professionals, public, school and other librarians and consumers will be provided. Training will focus on PubMed, MedlinePlus, and other NLM databases as well as finding and evaluating information resources on the Internet. Priorities for 2006–2011 include:

1. Provide at least twenty-four NLM database training classes in person and via distance learning.
2. Develop training materials for PubMed/MEDLINE and MedlinePlus and other NLM programs.
3. Develop training materials and course for those serving the Asian American and Pacific Islander population.
4. Develop distance learning materials in the effective use of health information resources on the Internet.
5. Promote NN/LM National Training Center and Clearinghouse.
6. Promote continuing medical education in the region for healthcare professionals.

Exhibits and Presentations at Meetings play an important part in getting the word out to health professionals about NLM and NN/LM services and products. Each year the PSR staff will exhibit at healthcare professional meetings and meetings geared to public librarians and consumers. PSR staff will also make every effort to be on conference programs by submitting papers and offering to speak or teach classes. Priorities for 2006–2011 include:
1. Exhibit at six national healthcare meetings per year.
2. Exhibit at six other meetings per year, including state library association meetings and consumer health fairs in the Region.
3. Enlist the assistance of Network members in exhibiting at national, state, and regional meetings.
4. Report exhibits and other RML activities at all national, regional, state, and local meetings.

Information Technology and Policy Awareness provides Internet and related technology assistance to health science librarians, health professionals, and consumers through training, funding opportunities, conferences, and direct technical support for member libraries. The program also incorporates new ways of reaching network members through technology. Priorities for 2006–2011 include:
1. Hold Internet training classes for health professionals and librarians on request.
2. Sponsor two technology-related showcases or forums.
3. Conduct at least four technology-related workshops or presentations annually.
4. Learn about new technologies and implement them based on regional needs.
5. Identify potential projects using new technologies to improve access to information.
6. Investigate new technologies for communicating with Network members.

The **Library Improvement and Connections** program identifies libraries in the region which have inadequate Internet connections or do not participate in DOCLINE, but meet minimum criteria for the program. Once identified, the libraries are provided with the necessary training and support to access NLM databases, join DOCLINE, and provide other online services. Frequent follow-up contact is provided to assist the library manager. In addition, the connections program strives to enhance the connections of the underconnected and provide connectivity support as part of outreach efforts. Priorities for 2006–2011 include:

1. Advertise the library improvement program and identify appropriate recipient sites.
2. Update the NN/LM PSR web site with resources that demonstrate the value of library and information services in the hospital setting.
3. Survey Network members regarding the level of connectivity in their institutions.
4. Identify and fund up to five Network members per year needing to upgrade their level of connectivity.
5. Provide Internet connectivity support and training for inner city, tribal, rural, and other community-based organizations as needed.