

Middle Atlantic Region

Region 1

Annual Report

May 1, 2006 – April 30, 2007

New York University School of Medicine

Date submitted: July 31, 2007

TABLE OF CONTENTS

Executive summary _____	2-3
Network infrastructure _____	4
Outreach _____	4-5
Site visits _____	6
Web site use _____	7

Attachment 1 – Tabular report of OARF activity data for contract year: RML staff activities

Attachment 2 – Region map: RML staff outreach activities

Attachment 3 – Region map: Outreach activities with significant number of minority participants
(Combining RML and subcontractor activities)

Attachment 4 – 7 State maps, network membership: Delaware, New Jersey, New York,
Pennsylvania

Attachment 8 Email Message Announcing NYU as new RML

Attachment 9 Regional Needs Assessment Spring 2006 Preliminary Summary

Executive summary

Major Accomplishments

RML moves from New York Academy of Medicine to New York University Medical Center

The biggest accomplishment of the May 1, 2006 – April 30, 2007 contract year was the move of the NN/LM MAR, its management of network services, outreach programs and staffing from the New York Academy of Medicine to New York University Medical Center. The move entailed a hundred administrative details as well as a simultaneous reaching out to the Middle Atlantic Region to ensure network members that basic services would continue and that their participation in the newly forming Regional Medical Library was very much wanted.

Initial outreach to membership included:

- An announcement of the status of new RML to all regional health sciences listservs May 11-12, 2006 (see Attachment 8)
- Emails sent to all network members who participated in the pre-proposal needs assessment to inform them of the change in RMLs and thank them for their participation in the process
- A “Town Hall” presented at MLA in San Antonio, TX in May 2006 to introduce MAR members to new RML: concept, plans and staff
- RML update presentation at METRO’s annual Hospital Library Services Program meeting on June 12, 2006 (METRO is a consortia of all library types in the New York metropolitan area).
- Site visits to a consumer health and public library in Pennsylvania and to a library resource council in Highland, NY
- Response to emails and calls from network members to explain the transition process and schedule visits or training in their areas (Elizabeth, NJ; Bear, DE; Johnston, PA; Wilkes-Barre, PA)

Administrative tasks were:

- Hiring five professional librarians: the Associate Director and four coordinators
- Hiring two administrative support personnel
- Arranging for coverage and assistance from NYU Health Sciences Library librarians and staff for DOCLINE, exhibits, and training until RML staff hired and in place
- Confirming, organizing and arranging for move of staff to new offices at the Manhattan VA on 23rd and 1st Avenue
- Arranging for move of telecommunications from NYAM to NYU: listserv management, web site, blog, 800#
- Orienting to NN/LM via phone calls with National Library of Medicine staff, review of NN/LM staff Wiki and assistance from other regions, most especially NER, SE/A and SCR.

Greater network member participation in MAR

Committees

One of the tenets of the NYU proposal to become the RML for the Middle Atlantic Region was a plan to achieve greater network member participation in the direction, focus and plans of the RML. During May 1, 2006 through April 30, 2007, NN/LM MAR formed four regional committees of Technology, Library Improvement, Outreach and Resource Sharing. These four committees are comprised of members of all library types and throughout the region, geographically. The Committees’ work in the first year has been participating in a regional needs assessment, serving as reviewers for the awards and identifying potential projects for the region.

Regional Advisory Committee

The NN/LM MAR also held two Regional Advisory Committee (RAC) meetings in 2006-2007. The RAC is composed of all resource library directors and the chairs of the four standing committees. In November 2006 the RAC held its first meeting, focusing on network members needs and on regional capacity, willingness, ability and needs for outreach. In April 2007, a second RAC meeting was held, which focused on explicating the progress made on a RAC-identified need for a planning study on the value of health

sciences libraries (Julie Sollenberger, University of Rochester agreed to Chair this effort), and a report on the regional needs assessment that had been conducted in Winter-Spring 2007.

Needs Assessment

In March 2007, an online regional needs assessment was sent to a stratified sample of network members. The needs assessment was a key component of NYU's proposal in implementing a regional plan. A strong needs assessment will form the cornerstone of the region's Strategic Plan, establishing its outreach target groups and themes, informing the kind and types of awards, setting a training agenda and identifying areas of improvement for libraries. The survey methodology and preliminary analysis of results are presented in Attachment 9.

Online classes

In Winter/Spring 2007, NN/LM MAR debuted its first set of online classes for network members. Three classes were offered: NN/LM Funding: an Overview, What's New in PubMed, Getting Started with LinkOut. The debut of online classes fills a need preliminarily identified in the regional needs assessment for online classes for hospital librarians in particular, as they have difficulty getting away for the day.

Challenges

The challenges mirror the accomplishments. Transitioning RML services from one institution had physical challenges (move, information technology, phones, etc) as well as personnel (completely new staffing of the RML at NYU). A more thorough orientation to NN/LM services may have assisted in the transition but since the possibility of RMLs changing occurs every five years – if then – it is understandable that the orientation and support for the change is incomplete. One recommendation would be to schedule a one-year or eighteen months evaluation of a new RML's progress to ensure that all the "i"s are dotted and the "t"s crossed. It would be helpful to know that internal processes (reports, participation in NN/LM processes, etc) are being met.

Staff changes

The entire staff of the RML for 2006-2011 is new:

Karen Brewer, PhD
Director

Kathel Dunn, MSLS
Associate Director

Arpita Bose
Education and Outreach Coordinator

Miguel Figueroa
Network Services Coordinator

Gregg Headrick
Technology Coordinator

Sue Hunter
Planning and Evaluation Coordinator

Harriet Geller
Finance Manager

Abigail Kennedy-Grant
Administrative Assistant

Network infrastructure

TABLE 1. Annual infrastructure data

	Current year	Previous year
Network members – full	466	
Network members – affiliate	345	
Libraries providing services to unaffiliated health professionals	226 (48%)*	__ (__ %)*
Libraries providing services to public users	257 (55%)*	__ (__ %)*
Average fill rate for resource libraries	82%	

* Include in parentheses the percentage of full Network member members providing services to unaffiliated health professionals and public users. This can be computed as:

% providing services = (count of libraries providing services)/(count of full Network members)

Regional emergency preparedness planning

The Associate Director participated throughout year in the national collaboration of emergency planning and preparedness. The regional emergency preparedness planning will commence in Fall 2007.

Identifying unique and historical collections

No steps were taken this past year. A task force on unique and historical collections will be formed and charged in Fall 2007.

E-licensing

No steps were taken this past year. The Network Coordinator is expected to implement a project to assist with e-licensing in Fall-Winter 2007-2008.

EFTS

340 (73%) of the MAR's 466 full network members participate in EFTS. EFTS was advocated as a method of payment in each of the seven DOCLINE training sessions offered this year.

Outreach

- Major (≥ \$15,000) projects funded in contract year: None
- National exhibits conducted by RML: Four

Exhibit	Location	Dates	Staff
American Society for Bone and Mineral Research	Philadelphia, PA	9/15 – 9/18/2006	Dunn, Headrick, Spivey
American Academy of Pediatrics	Atlanta, GA	10/6 – 10/10/2006	Bardyn, Anglin
American Society for Therapeutic Radiology and Oncology	Philadelphia, PA	11/5 – 11/9/2006	Bose, Headrick
American College of Allergy, Asthma, and Immunology	Philadelphia, PA	11/11 – 11/13/2006	Bose, Figueroa

- National exhibits conducted by subcontractors: None

- Regional/state/local exhibits conducted by RML:

Exhibit	Location	Dates	Staff
Upstate New York and Ontario Chapter of MLA	Niagara Falls, NY	10/11 – 10/13/2006	Dunn, Headrick
New York Library Association	Saratoga Springs, NY	11/1 – 11/3/2006	Dunn
Pennsylvania Library Association	Pittsburgh, PA	11/13 – 11/14/2006	Dunn, Hunter
New York State Podiatric Association	New York, NY	1/19 – 1/21/2007	Bose
Sister to Sister (National Women's Heart Day)	New York, NY	2/16/2007	Bose, Hunter
Michael E DeBakey, MD Seminars in Medicine: A Symposium for NYC High School Students	New York, NY	3/6/2007	Bose
New Jersey Library Association	Long Branch, NJ	4/23/2007 – 4/25/2007	Figuroa, Kennedy-Grant

- Regional/state/local exhibits conducted by subcontractors: One

Exhibit	Location	Dates	Subcontractor
22nd Annual Crime Victims' Candlelight Vigil	New York, NY	April 22, 2007	Tania Bardyn, Bellevue Hospital

Courses developed/updated by RML staff

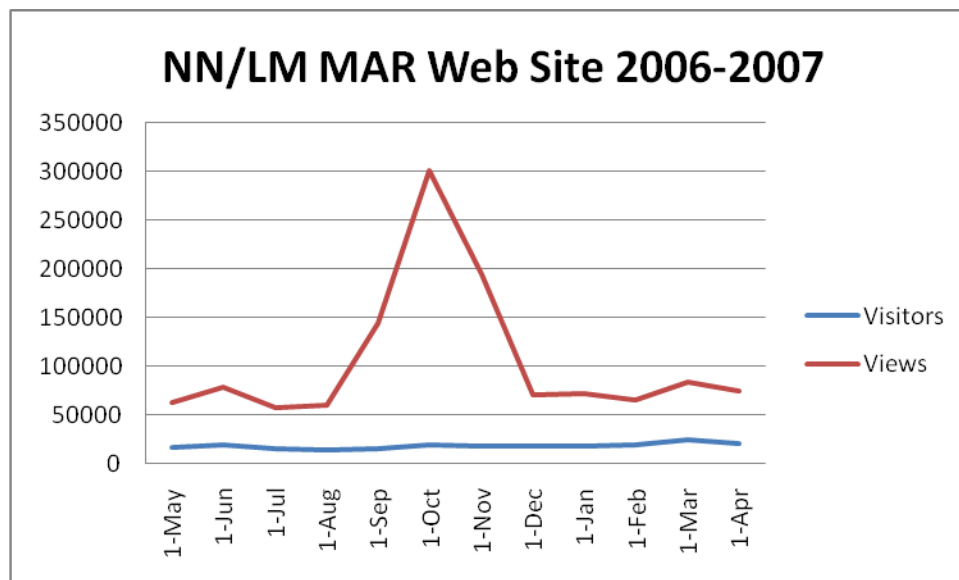
Course	Description	Course Developer	Held/Attendees
Getting Started with LinkOut (update)	This course is 3 hour (consisting of 2 1 ½ hour segments) online course that updates and adapts the existing NN/LM 4-hour <i>Getting Started with LinkOut</i> course.	Miguel Figueroa	1/16
NN/LM Funding: an Overview (new)	The hour-long online course provides an overview of both NN/LM and NLM awards, and a brief discussion of other funding opportunities.	Kathel Dunn	2/7
What's New in PubMed (new)	This hour-long, online class reviews new and noteworthy features in PubMed that are of interest to current PubMed users. This class is offered as an update and is not an introduction to PubMed.	Arpita Bose	1/4

TABLE 2. Site visits

Date	Last name of RML staff responsible	Institution	Location (city, state)	Topics addressed
6/12/2006	Dunn	METRO	New York, NY	RML Update
6/29/2006	Dunn	Hershey Public Library	Hershey, PA	Training, Funding
6/29/2006	Dunn	Lois High Berstler Community Health Library, Penn State Milton S. Hershey Medical Center	Hershey, PA	Training, Funding
8/3/2006	Dunn	SENYLRC	Highland, NY	RML Update
9/15/2006	Dunn	Thomas Jefferson University	Philadelphia, PA	Training
9/21/2006	Dunn	University of Pittsburgh	Pittsburgh, PA	Committee participation, funding
10/3/2006	Dunn	Bear Public Library	Bear, DE	Go Local celebration
12/19/2006	Dunn	South Central Regional Library Council	Binghamton, NY	RML Update
12/19/2006	Figueroa	Lennox Hill Hospital	New York, NY	DOCLINE
1/9/2007	Figueroa	Molloy College	Long Island, NY	DOCLINE
1/12/2007	Figueroa	REFORMA	Newark, NJ	Funding, Training, Exhibits
1/27/2007	Figueroa, Dunn, Hunter, Bose	BCALA	New York, NY	Funding, Training, Exhibits
1/27/2007	Bose, Dunn, Hunter	Mid-Manhattan Consumer Health Library	New York, NY	Training, funding
2/8/2007	Figueroa	Columbia Health Sciences	New York, NY	DOCLINE, SERHOLD
2/22/2007	Figueroa	Hoboken University Medical Center	Hoboken, NJ	DOCLINE
3/27/2007	Figueroa	SENYLRC	Highland, NY	LinkOut
3/28/2007	Dunn	Metropolitan Hospital	New York, NY	Funding, Promotional items
4/4/2007	Figueroa	Queens College	Queens, NY	Funding, Training
4/19/2007	Hunter	Washington Hospital	Washington, PA	DOCLINE, RML training opportunities

Web site use

NN/LM MAR Web Site Use 2006-2007		
Date	Visitors	Views
May-06	16129	62125
Jun-06	19070	78668
Jul-06	15652	57402
Aug-06	13700	60406
Sep-06	14814	143726
Oct-06	18900	300976
Nov-06	17830	194716
Dec-06	17993	69969
Jan-07	17869	71366
Feb-07	18328	65661
Mar-07	24192	83582
Apr-07	20731	73921



Web site use saw spikes in visitors and page views in June 2006, when MAR placed its proposal to NLM to become the RML on the site for all network members to see. Another spike took place in October 2006, when training sessions were announced; and another spike too place in March 2007 when awards were announced. (“Spike” is defined as an increase of greater than 4,000 visitors over the previous month.)

Attachment 1
Tabular report of OARF activity data for contract year:
RML staff activities

**Attachment 2
Region map:
RML staff outreach activities**

Attachment 3

**Region map: Outreach activities with significant number of minority participants
(Combining RML and subcontractor activities)**

**Attachment 4 – 7:
State Maps: Delaware, New Jersey, New York, Pennsylvania
Network Membership**

Attachment 8
Email Message Announcing NYU as new RML

Message sent to all regional health sciences listservs and groups May 11-12, 2006:

Colleagues:

The New York University Health Sciences Libraries will shortly take up its responsibilities as the new Regional Medical Library for the Middle Atlantic Region of Delaware, New Jersey, New York and Pennsylvania. We are looking forward to an exciting, collaborative, challenging and rewarding five years as we all work together in strengthening the National Network of Libraries of Medicine, educating and informing librarians, health professionals and the public on accessing and using high quality health information.

Our success in the next few years will depend on member commitment and participation in the process, from committee participation to applying for awards and contracts. We welcome your comments now and in future.

In the short term, for any RML needs, please continue to use the 800 number: 1 800 338 7657. If you wish to speak to someone at NYU directly about the contract or changes, please email rml@library.med.nyu.edu . We will be at MLA should you wish to talk to any of us then.

If it were possible to offer a standing ovation in an email message, picture us now standing as we acknowledge the decades of service from the staff of the Regional Medical Library at the New York Academy of Medicine. The Academy has offered us its very best, from Janet Doe to Al Brandon; to DOCLINE coupons and on to EFTS; DOCLINE SERHOLD HANDHOLDING; from months of MEDLARS training to PubMed in a day, we are all of us in their debt. It is no small thing to follow in their footsteps. We can only say: thank you.

With our deepest respects and regards for all of our colleagues,

Karen L. Brewer, PhD
Director and Curator, Ehrman Medical Library

Kathel Dunn
Associate Director for Public Services

Van Afes
Director, Waldmann Dental Library

Tania Bardyn
Assistant Director, Affiliated Libraries

Patricia Stachiw
former Cancer Center Librarian

Sallie Willcox
Patient and Family Resource Center librarian

Harriet Geller
Finance

Abigail Kennedy-Grant
Public Services Assistant

The RML Planning Team, NYU Health Sciences Libraries

**Attachment 9
Regional Needs Assessment
Spring 2006
Preliminary Summary**

Needs assessment of network members

Goal: Develop a strategic plan for MAR with library improvement and outreach components.

Objective: NN/LM MAR conducted an online needs assessment of its network members using a questionnaire.

Background:

The purpose of the needs assessment was to collect information from network members on 1) their needs to sustain and improve library services, and 2) to learn about their activities or future plans for outreach. MAR will use the results of the questionnaire in consultation with its Regional Advisory Committee to develop a regional strategic plan for Delaware, New Jersey, New York, and Pennsylvania. This plan will set priorities to support the work of network members in the region for the next four years.

The OERC provided invaluable support and feedback with question development and in establishing a stratified sample of the target population (full and affiliate members) to send the questionnaire to. The questionnaire went to 448 libraries, 262 of which were full members and 186 were affiliate members. A further breakdown by library type shows the questionnaire went to 222 hospital libraries, 140 public libraries, 42 academic libraries, and 44 other libraries.

Methodology:

- Questionnaire tool: SurveyMonkey was the survey software used to create the questionnaire, manage the responses, and compile the results.
- Pilot test: the draft questionnaire went to 11 testers made up of academic, hospital, and public librarians. Of the 11, 9 responses were received back from testers.
- Time frame: the questionnaire was out in the field for four and a half weeks.
- Response rate: determined to achieve a high response rate (60-70%) for the questionnaire, the TDM: Tailored Design Method by Don A. Dillman was utilized. (Dillman, D.A. (2007). *Mail and Internet surveys : The Tailored Design Method* (2nd ed.). Hoboken, N.J. : Wiley.) TDM outlines a four-step method for multiple contacts with respondents: Step 1: preliminary email to sample population, Step 2: questionnaire sent with cover letter (3 days after step 1), Step 3: reminder email with link to questionnaire sent (one week after step 2), Step 4: call all remaining non-respondents (two weeks after step 3).
- Response rate to the questionnaire was 65%. The actual response to the questionnaire was 60%, but with ineligible units, for example, libraries that had closed, excluded from the calculation by the close of the questionnaire the response rate is 65%.

Highlights from the questionnaire results:

Library Improvement:

- 75% of respondents purchase e-resources through a consortia or multi-library purchasing plan
- Top funding needs: 59% said *additional e-resources*, 46% said *additional print or AV resources*, 44% said *library staffing*, 41% said *library space*

Interlibrary Loan:

- 41% acknowledge license restrictions as a *barrier* to offering electronic ILL
- 45% indicated a low-cost consortium as *important*

Technology:

- 57% answered *yes* to the impact of technology on the library's physical space
- More than half of the respondents then commented on the space issue: "We find ourselves moving or eliminating collections in order to set and maintain personal computers"; "More people are accessing resources remotely".

Professional Development:

- 67% of respondents prefer *in-person training* over online tutorials or live webcasts
- 96% are given release time from their library/institution to attend professional development opportunities

Outreach:

- 57% of respondents report involvement in outreach activities
- 69% rank *time* as the top barrier to forming outreach partnerships
- 85% selected *diabetes* as the major health issue in their geographic area
- 61% of respondents recognized senior citizens as an underserved population which would be a possible target audience for outreach

The MAR questionnaire design, the final results, and a formal report of the needs assessment will be made available on the web site soon.

Respectfully submitted by Sue Hunter, Planning & Evaluation Coordinator, NN/LM, MAR
hunter@library.med.nyu.edu, 212.263.4179