

**Middle Atlantic Region**

**Region 1**

**Quarterly Report**

**August 1, 2007 – October 31, 2007**

**New York University Medical Center**

**Date submitted: December 19, 2007**

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## **Executive summary**

### ***Major Accomplishments***

The major accomplishments for the period August – October 2007 are:

- MAR staff building relationships and connections with network members, leading to greater network member involvement in NN/LM activities. RML staff visits to network members or network members meeting at the RML offices led to the application of 3 MicroAwards – Science, Industry and Business Library (NY), Glen Falls Public Library (NY), Queens Hospital (NY).
- Online classes proving beneficial in increasing LinkOut participation in the region (Appendix A)
- University of Pittsburgh, a Resource Library, is now offering a reduced interlibrary-loan service for network members who participate in EFTS. (Appendix C)
- New York University Health Sciences Libraries continue to support NN/LM goals through the partnership-developed MetroDoc program. Working with the local consortium, METRO, NYU created a system that allows network members to place articles on a secure server, and notify their users of the availability of the material via email. This system eliminates email attachments that are often removed from messages by email filters.
- MAR staff made a concerted effort to enhance the web site, adding content and new features throughout the summer 2007. The work has paid off in a content-rich web site, with a significant increase in web site visitors. (Appendix B)

### ***Challenges***

MAR experiences email outages on a semi-regular basis (March 2007, September 2007) that affects staff work flow, award applications (online, received via email) and communication with network members.

Some improvements have been made, with a phone tree notification system now in place. The outages also increased staff flexibility, in a consensus group move to increased IM'ing using non-NYU systems. There is an anticipated move to move Library staff to the email system used by the rest of the Medical Center. This will either improve the robustness of email communication or just give us a larger number of people to commiserate with when things go wrong.

### ***Staff Changes***

No staff changes.

## Network infrastructure

**TABLE 1. Quarterly infrastructure data**

	<b>Current quarter</b>	<b>Previous quarter*</b>
Network members – full	468	468
Network members – affiliate	348	345
Libraries providing services to unaffiliated health professionals	219 (47%)	226 (48%)*
Libraries providing services to public users	244 (52%)	257 (55%)*
Average fill rate for resource libraries	81%	80%

\* 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 Advisory Committee (RAC) activities

None

### Needs assessment and evaluation activities/data

On September 21, 2007 the Needs Assessment Task Force, chaired by Karen Brewer and staffed by Sue Hunter, conducted a teleconference to revise the first draft of the MAR strategic plan.

## Outreach

**TABLE 2. All newly funded awards and projects**

Start/ end dates	Title of award/ project	PI institution	PI last name	Funding amount	Project type*
9/11/07- 11/30/07	18 <sup>th</sup> Annual Family Health and Fitness Fair	Rochester Library Council	Joyce, C	1385.00	Exhibit
10/23/07- 11/30/07	Learn, Explore, Connect. Become Informed, Remain Healthy	The Myra Mahon Patient Resource Center	Allard, R	1180.00	Exhibit
9/10/07- 11/30/07	PaLA Conference	Albright Memorial Library	Jeffery, S	500.00	MicroAward
9/5/07- 12/5/07	Community Health Fairs	Queens Library	Garcia-Febo, L	500.00	MicroAward
10/4/07- 1/4/08	Sharper Image Presentations	New York Methodist Hospital	Schwartz, D	500.00	MicroAward
10/17/07- 1/17/08	Personalized Mouse-pads	Health Education Library- NY Hospital Queens	Stuart, J	500.00	MicroAward
11/14/07- 3/31/08	The Suitcase Exhibit: The Lives They Left Behind	Science Industry & Business Library- NYPL	Ganly, J	500.00	MicroAward

\*Suggested project type values: outreach project, express award, exhibit award, technology improvement award, library improvement award, Internet connectivity award, information technology/policy awareness conference, other (please specify)

Update of ongoing major projects (funded at ≥ \$15,000)

N/A

**TABLE 3. Presentations and training provided by RML staff**

<b>Date</b>	<b>Last name of staff responsible</b>	<b>Title of presentation/training</b>	<b>Location (city, state)</b>	<b>Number of participants</b>	<b>In-person or distance education</b>
8/6/2007	Bose	Making PubMed Work for You	Pittsburgh, PA	13	In-person
8/14/2007	Figuroa	DOCLINE Reports, Routing Tables, and More	New York, NY	11	Online
8/22/2007	Bose	No Comprende Spanish Health Information Resources for English Speaking Librarians	Bear, DE	9	In-person
8/23/2007	Figuroa	DOCLINE for Beginners	New York, NY	4	Online
8/30/2007	Figuroa	DOCLINE Routing Tables	New York, NY	2	Online
9/20/2007	Bose	Finding Nursing Topics in PubMed	Doylestown, PA	6	In-person
9/20/2007	Figuroa	DOCLINE for Beginners	New York, NY	6	Online
9/24/2007	Headrick	Geeks Bearing gifts	Potsdam, NY	20	In-person
9/25/2007	Bose	PubMed for Experts	Albany, NY	26	In-person
9/26/2007	Figuroa	DOCLINE Reports, Routing Tables, and More	New York, NY	10	Online
9/27/2007	Figuroa	DOCLINE Explained	New York, NY	6	In-Person
9/27/2007	Figuroa	Getting Started with LinkOut	New York, NY	2	Online
9/28/2007	Bose	Public Health Information on the Web	Dover, DE	16	In-person
10/2/2007	Figuroa	Copyright and ILL	New York, NY	14	Online
10/4/2007	Dunn	Consumer Health Funding for Public Libraries	New York, NY	1	online
10/8/2007	Figuroa	Consumer Health Information at the Public Library	New York, NY	3	Online
10/8/2007	Headrick	Creative Commons	New York, NY	8	online
10/9/2007	Figuroa	Loansome DOC and Free Resources	New York, NY	13	In-Person
10/10/07	Headrick	Geeks Bearing gifts	Alexandria Bay, NY	8	In-person
10/12/2007	Figuroa	Educational, Interactive Resources from the National Library of Medicine	New York, NY	25	In-Person
10/15/2007	Figuroa	DOCLINE Routing Tables	New York, NY	3	Online
10/16/2007	Figuroa	DOCLINE for Beginners	New York, NY	2	Online
10/19/2007	Bose	Making PubMed Work for You	Brooklyn, NY	20	In-person
10/23/2007	Figuroa	DOCLINE for Beginners	New York, NY	5	Online

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
10/25/2007	Bose	Will Duct Tape Cure My Warts?: Examining Complementary and Alternative Medicine	Princeton, NJ	9	In-person
10/25/07	Headrick	Geeks Bearing gifts	Farmington, CT	30	In-person
10/26/2007	Bose	Finding Mental Health Information in PubMed	Orangeburg, NY	15	In-person
10/29/2007	Bose	PubMed MyNCBI Part I	New York, NY	13	Distance
10/30/2007	Figuroa	Consumer Health Information at the Public Library	New York, NY	2	Online
10/31/2007	Bose	Making PubMed Work for You	Ithaca, NY	15	In-person
10/31/2007	Bose	Nursing on the Net	Ithaca, NY	15	In-person

**TABLE 4. Exhibits. Note that separate exhibit reports should not be included with the RML quarterly report.**

Dates	Organization name	Meeting name	Location (city, state)
<b>RML NATIONAL EXHIBITS</b>			
8/16/2007-8/18/2007	American Podiatric Medical Association	Annual Scientific Meeting	Philadelphia, PA
9/30/2007-10/2/2007	American Dietetic Association	Food & Nutrition Conference & Expo	Philadelphia, PA
<b>RML REGIONAL/STATE/LOCAL EXHIBITS</b>			
8/16/2007	Hassenfeld Center for Children with Cancer and Blood Disorders (New York University Medical Center)	Back to School Blast	New York, NY
9/13/2007	New York State Association for Rural Health	Annual Conference	Lake Placid, NY
10/10/07	Upper NewYork and Ontario Chapter	Boost Your Magnetism	Alexandria Bay, NY
10/11-12/2007	New York City Department of Education	School Librarians Fall Conference	New York, NY
10/17/07	New York Library Association	Learning for Life	Buffalo, NY
10/18/07	New York – New Jersey Chapter of MLA	Librarians Lead the Way to Long Life & Good Health	Montclair, NJ
<b>SUBCONTRACTED NATIONAL EXHIBITS</b>			
<b>SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS</b>			

10/4/2007	Rochester Regional Library Council	18th Annual Family Health and Fitness Fair	Rochester, NY
11/6/2007	Myra Mahon Patient Resource Center, Weill Cornell Medical College	HealthOutreach	New York, NY

Actionable feedback received from exhibit visitors

From the American Dietetic Association exhibit:

1. "I use PubMed several times a week. It is one of the best resources out there."
2. "PubMed: I don't know what I would do without it."
3. "I use you every day. You're one of the best resources out there."
4. "MedlinePlus is one of the best sources for fair information on supplements."

**MedlinePlus Go Local**

Delaware Go Local celebrated its one year anniversary in October 2007!

SUNY Buffalo, SUNY Upstate, University of Rochester, Albany Medical College and the South Central New York Library Resource Council met on September 24 in Syracuse to further discuss a New York State (sans New York City) Go Local.

Received inquiries about Go Local from Diane Ambrose, Beaver County Library System (Pennsylvania); Christina Rivera, Long Island Library Resource Council; Cynthia Robinson, Penn State;

University of Pittsburgh has suspended their Go Local efforts for now (10/27/07).

**Other staff activities**

August

On August 1, 2007 and again on October 3, 2007, Kathel Dunn and Karen Brewer participated in a Value of Libraries Planning study conference call. In the call, the Planning group discussed the questions to ask during the focus group (to ask librarian attendees to ask their administrators) and decided to have each member of the Planning group pilot test the questions with their hospital administrators. The second call confirmed the proposed changes to the questions and reviewed the status of the planned focus groups in October (Philadelphia) and November (Rochester).

On August 6, 2007 Miguel Figueroa made a site visit to Molloy College in Rockville Center, NY to discuss LinkOut and finalize training for that library to participate in DOCLINE.

On August 7, 2007, and again on August 16, Miguel Figueroa attended a meeting at METRO in support of their new Metro DOC program which provides a server for ILL and resource sharing among member libraries of the Metropolitan New York Library Resource Council.

On August 9, 2007, the RML staff hosted an Open House for NYU Health Sciences Library staff. The Open House was one of series of departmental open houses coordinated by the Staff Development Committee. Arpita Bose coordinated the Open House, with a Scavenger Hunt being one very successful activity.

September

On September 4, 2007, Kathel Dunn met with Norma Blake, State Librarian for New Jersey and Kathy Moeller-Peiffer, head of Library Development, to discuss funding, potential collaborations, emergency preparedness and training.



On September 5, 2007, Kathel Dunn and Miguel Figueroa met with Mary Grace Flaherty, Library Director, Sidney Memorial Public Library (NY). Ms. Flaherty was a recipient of an NLM Information Systems grant a few years ago and together we discussed potential collaborations, and how best to reach out to public libraries in upstate New York. Ms. Flaherty has a medical library background.

On September 7, 2007, Miguel Figueroa attended the REFORMA Northeast Chapter quarterly meeting in New York, NY, highlighting the services of the NNLM to the members of that organization.

On September 10, 2007, Kathel Dunn, Karen Brewer, Miguel Figueroa met with Kristin McDonough, Library Director, Science, Industry & Business Library (SIBL, NYPL), and some of her staff: Janet Bogenschultz, training coordinator; Marguerite Nealon, science bibliographer; Michael Wenyon, science outreach specialist; and Sarah Jewell, science education team member. In addition, Fu Mei Yang, the Supervising Librarian at the MidManhattan Library's Health Information Center also joined our earlier meeting. The discussion centered on the science and medicine information needs of New York City public (ILL statistics and METRO pass statistics were reviewed), as well as potential partnerships between NYU Health Sciences Library and SIBL. NOTE: subsequent to that meeting, SIBL became a network member, and applied for and received a MicroAward to underwrite the cost of a speaker during their exhibit, *The Suitcase Exhibit: the Lives They Left Behind*.

September 12-14, 2007, Kathel Dunn visited the RML in Houston, TX, meeting with Renee Bougard on September 13 to discuss emergency preparedness and share ideas of "RML buddy" responsibilities. On September 14, Kathel Dunn attended the Focus Group continuing education class taught by Claire Hamasu and Rebecca Davis.

On September 14, Arpita Bose conducted a site visit at Crandall Public Library in Glens Falls, NY. As a result of this site visit, Guinevere Forshey, the Consumer Health Librarian at Crandall Public Library, submitted a MicroAward application for a training and evaluation project.

On September 25, 2007, Kathel Dunn attended the ribbon cutting ceremony at Coney Island Hospital's Harold Fink Memorial Library computer area. The computers were purchased with funds from a Technology/Library Improvement award from NN/LM MAR (awarded June 2007). Laraine Tursi, Library Director wrote a report on the award at: <http://nnlm.gov/mar/blog/2007/10/15/start-the-ball-rolling/>

On September 25, 2007 Miguel Figueroa visited Queens Hospital in Flushing, NY to activate LinkOut for that library and to discuss funding opportunities. This visit resulted in the awarding of a Microaward for Queens Hospital to create promotional mouse pads for their library.

On September 28, Kathel Dunn met with Joan Napolitano, of METRO (NYC-based library consortium), to discuss funding and local needs of hospital librarians. METRO also provides funding (collection development, technology) to hospital librarians.

## October

On October 2, 2007, Kathel Dunn met with PJ Grier, Delaware Academy of Medicine and Annie Norman, State Librarian, Delaware to discuss potential collaborations, funding, training and Delaware's strategic planning process to create a medical library services plan for Delaware, with the planning process extending from Fall 2007 through Summer 2008.

On October 9, 2007, Cindy Olney of the OERC hosted an online class entitled, "Clever Evaluation".

On October 9, 2007, Kathel Dunn and Gregg Headrick conducted a site visit at SUNY Upstate in Syracuse, meeting with Brad Long and Diane Luft. Mr. Long and Ms. Luft were the recipients of multiple training awards from NN/LM MAR: *What can the 21<sup>st</sup> Century Library Offer to Mental Health Practitioners*. The discussion centered around the strong mental health network that SUNY Upstate is working with in upstate New York and the additional potential for document delivery support and more training.

On October 10, 2007, Gregg Headrick spoke at the “Equal Access Institute” for libraries in Farmington, Connecticut.

October 10 – 12, 2007, Kathel Dunn and Gregg Headrick attended the Upstate New York and Ontario Chapter of MLA’s annual meeting in Alexandria Bay, NY, with Kathel Dunn presenting the RML Update during the meeting.

On October 11, 2007, Sue Hunter attended the OERC’s class, *Measuring Your Impact: Using Evaluation for Library Advocacy*, as part of the Mid-Atlantic Chapter, MLA Annual meeting in Baltimore, MD.

On October 12, 2007, MAR hosted a focus group in Philadelphia, PA facilitated by Elaine Martin, and staffed by Abigail Kennedy-Grant, on the value of libraries (hospital, health sciences). There were five focus group attendees.

On October 12, 2007, Arpita Bose attended the Pennsylvania Chapter of the Society of Public Health Educators (SOPHE) Fall Health Promotion Conference in West Chester, PA, which included workshops on writing easy-to-read patient education materials as well as advocacy.

On October 15, 2007, Sue Hunter conducted a site visit at Elinor Snow, Director of Library Services at Mount Nittany Medical Center in State College, PA. During the visit Ms. Snow discussed her interest in future funding awards.

On October 17-19, 2007, Miguel Figueroa was an invited presenter at Emporia State University’s Graduate School of Library Science for their first annual Diversity Leadership Institute. He spoke on *Building Your Best Brand*.

On October 18, 2007, Kathel Dunn and Arpita Bose attended the New York-New Jersey Chapter of MLA’s annual meeting in Montclair, NJ. Kathel Dunn exhibited and presented the RML Update during the meeting. Arpita Bose presented a poster, “Collaboration Opportunities for Health Sciences Librarians and Public Librarians: Genomics and Consumers,” which summarized a presentation she gave at a program sponsored by Libraries for the Future about Human Genome Training for public librarians in New York City.

On October 23, 2007, Kathel Dunn met with Anne Seymour, Interim Director, University of Pennsylvania and Mary McCann, Library Director Pennsylvania Hospital to discuss funding opportunities through NN/LM MAR.

On October 30, 2007, Kathel Dunn attended the Long Island Library Resource Council meeting and presented an RML Update.

On October 31, 2007, Miguel Figueroa made a site visit to St. Michael’s Medical Center, Newark, NJ. Linkout, DOCLINE, and NNLM funding opportunities were discussed.

**TABLE 5. Publications and resources developed by RML staff**

Date completed/ published	Last name of staff responsible	Title	Medium (e.g., journal article, newsletter article, brochure, online tutorial)	Submitted to Clearinghouse (“yes” or “out of scope”)
8/13/2007	Hunter	Update from the NN/LM, MAR	Central Pennsylvania Health Sciences Library Association Newsletter	Out of scope

**Photographs:**



**Mary Lou Glazer (center), Library Director, Northport VA, VA Medical Center. Ms. Glazer received a MicroAward in Spring 2007 on Horse Therapy Awareness.**

**Attachment 1**  
**Quarterly OARF summary data:**  
**RML staff activities**

## Appendix A

### Online Classes a Success in Greater Regional Use of LinkOut

#### *Background & Need:*

The Middle Atlantic Region staff spent much of the first contract year orienting themselves to the functions of a Regional Medical Library. Now in the second year of the contract, the RML staff has begun aggressively working towards supporting the work of the National Library of Medicine and its products. One of the areas most in need of support in the Middle Atlantic Region is LinkOut. It became apparent early in the first year of the contract (2006-2007), in part because of the many calls to the RML, that many network members were ready to implement LinkOut and that LinkOut required extensive support and assistance on the part of the Network Services Coordinator, as well as other RML staff.

#### *Staff time and effort:*

The Middle Atlantic Region increased promotion of LinkOut through discussion at meetings and forums, increased educational opportunities, and on-site training and visits focused on this important NLM service. Each LinkOut implementation requires on average 2-3 hours of RML staff time, excluding class time (online or in-person).

#### *Timeline:*

June 2007: Middle Atlantic Region's syllabus for online version of "Getting Started with LinkOut" is approved by the Medical Library Association's Continuing Education Committee for 3 contact hours.

July 31, 2007-August 7, 2007; September 27, 2007-October 4, 2007: Middle Atlantic Region teaches first sessions of "Getting Started with LinkOut" online. Eleven members attend the first session and four librarians from the Western Pennsylvania Area Hospital System participated in the second session setting up LinkOut across their three Hospitals.

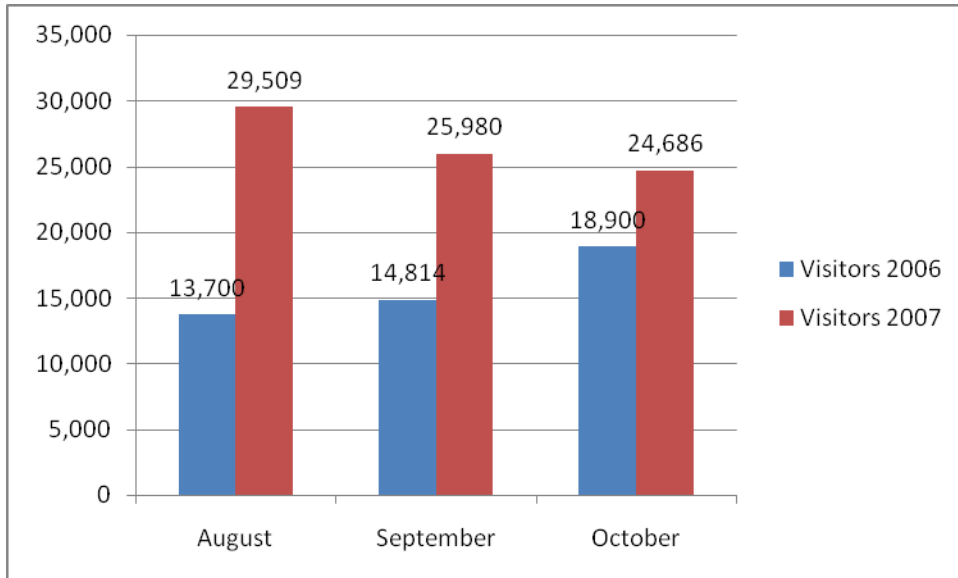
August 6; September 25; October 9: Miguel Figueroa, Network Services Coordinator, visited Molloy College (NY), Queens Hospital (NY) and New York Public Library's Mid-Manhattan Branch (NY) to discuss or assist in activation of LinkOut or the use of a specialized tool to activate access to free resources.

#### *Bottom line:*

***The online classes have been a highly effective method of moving network members to LinkOut.*** From November 2006 – July 2007, 20 network members implemented LinkOut. Since the inception and offering of the online class (offered twice since July 2007), ***15 network members implemented LinkOut.*** ***MAR has increased LinkOut participation by 18%*** since November 2006, increasing total network member participation from 160 to 195 in one year.

*Miguel Figueroa, Network Services Coordinator*

## Appendix B N/LM MAR: Web Site Enhancements May 1, 2007 – October 31, 2007



NN/LM MAR Web site, Visitors

The Middle Atlantic Region (MAR) began the contract in May 2006 in the midst of a changeover of the NN/LM web sites. After introduction of the new template and participating in AIR usability studies, MAR systematically identified areas of the web site that needed additional or fresh content and staff began writing or collecting the content necessary for their sections, based on staff roles and responsibilities.

Abigail Kennedy-Grant, Administrative Assistant, took the lead in the use of open API productivity tools, working first on an internal-use NN/LM MAR calendar using Google Calendar; and subsequently working with Gregg Headrick, Technology Coordinator in populating a publicly accessible MAR calendar of staff training, exhibits and public meetings. The advantage of Google Calendar is that all staff are able to contribute to it and a single point of access (uploading) is no longer required.

From 2<sup>nd</sup> quarterly 2006 to 2<sup>nd</sup> quarter 2007, the MAR web site saw on average 59% more visitors to the web site. Though it is difficult to ascribe the increase to any specific factor, it is true that visitors have more content and more interactive features of the web site to use upon viewing and entering the web site.

### Web Site Enhancements

#### *Productivity tools:*

- Moved to Google Calendar to list MAR classes and activities. All members of the RML staff are able to enter their own events in the calendar for ease of maintenance and upkeep.
- Used Google maps to embed maps on the site for resource libraries with “push pins” containing the library address and contact information.
- Used Google maps to create a map of local resources and places of interest to people coming to visit the RML offices in NYC. These pushpins indicate restaurants and hotels.

- New feature started on “The MARquee” – Technology and Libraries – giving librarians an opportunity to discuss how they feel technology affects their work, good or bad. Members of the Technology Committee contribute to this feature.

*Added:*

- Section describing the MAR RML consultants program.
- Page on Creative Commons resources for librarians.
- New feature: “Where’s MAR?” feature to the homepage. This is a chance for us to spotlight, using photographs and brief accompanying text, the different places the staff go to and visit and the constituents we are interacting with.
- Online A/V Lending library form.
- Copyright and ILL section to the Resource Sharing and Document Delivery Section.
- DOCLINE stats page to the Resource Sharing and Document Delivery Section.

*Updated:*

- List of consortia in the region with current contact information.
- Regional Advisory Committee page with updated information.
- “Contact Us” page
- Revamped the Member Services section

*Next steps:*

- Gregg Headrick, Technology Coordinator, is working with Karen Olsen, NTCC, on an online class registration.
- State health information pages to be enhanced by state liaisons.
- Emergency preparedness section, committee and regional toolkit to be added.
- Needs Assessment and Evaluation section to be added.

*Gregg Headrick, Technology Coordinator*

## **Appendix C**

### **University of Pittsburgh Resource Sharing Project**

#### ***Benefits Region and EFTS Participation***

##### *Background:*

The Middle Atlantic Region's Resource Sharing Committee began its work in 2006 by identifying opportunities for improvement within the region. Among those identified was the development of discounted resource sharing programs throughout the region. The committee identified several pre-existing programs in New York and New Jersey administered by either the State Libraries or the Library Resource Councils in each state. Pennsylvania and Delaware, however, did not have such programs. After open discussion at the Regional Advisory Council meeting in January 2007 and with the encouragement of the Regional Medical Library, the Health Sciences Library System (HSLs) at the University of Pittsburgh, a Middle Atlantic Region resource library, came forward with a plan to provide discounted ILLs for hospital libraries in Pennsylvania and Delaware.

The program would provide qualifying libraries with discounted ILLs at the rate of \$8.50 compared to the normal resource library charge of \$11.00. This program was not meant to handle day-to-day request, but rather to stand as a near last resort when libraries had expended all free or low-cost options and needed to turn to a resource library.

In addition to helping the RML secure a discounted ILL program in the region, the Pittsburgh Project also provided an opportunity for the RML to promote EFTS in the region. Of the Middle Atlantic Region's 468 DOCLINE libraries, 317—or 67%—currently participate in EFTS. As EFTS moves to become self-sufficient, increasing the number of participants is essential. The Pittsburgh Project focused attention on the benefits of membership in EFTS and provided an opening for a conversation on each library's participation.

##### *Program Summary:*

Over the next twelve months (October 2007-October 2008), the Health Sciences Library System (HSLs) at the University of Pittsburgh will introduce a pilot program to provide fast, cost-effective interlibrary loans to over 100 Pennsylvania and Delaware hospital libraries. With its strong collection, including over 3,900 unique journal titles, prompt and efficient service, and proficient use of technology, the University of Pittsburgh is an ideal center for launching this resource sharing project.

Under this project, HSLs will provide document delivery services to hospital libraries for a discounted rate of \$8.50 per article. The program is limited to hospitals with under 500 beds in Pennsylvania and Delaware. Participating libraries agree to the following:

- Requests must be submitted via DOCLINE
- Libraries must be willing to receive articles electronically through Ariel, Odyssey or Web PDF
- All libraries will be invoiced via EFTS
- Discounted rate does not apply to rush, urgent patient care or color copies
- Libraries will comply with fair use guidelines and copyright law

##### *Timeline:*

September 14, 2007: Renae Barger, Reference Librarian and Document Delivery Coordinator at the Health Sciences Library System, University of Pittsburgh, receives from the Middle Atlantic RML a master list of DOCLINE hospital libraries in Pennsylvania and Delaware.



September 24, 2007: MAR announces the project via MARL, the region's electronic listserv, and posts to the MARquee, the region's blog. Renae Barger sends an e-mail announcement to all qualifying EFTS hospital libraries in Pennsylvania and Delaware encouraging their participation in the project.

October 4, 2007: Middle Atlantic RML launches mailing to forty-eight qualifying non-EFTS libraries in Pennsylvania and Delaware announcing the University of Pittsburgh's Resource Sharing Project and encouraging libraries to join.

October 8-31, 2007: Miguel Figueroa, Network Services Coordinator at the Middle Atlantic Region, begins calling campaign to forty-eight non-EFTS libraries in Pennsylvania and Delaware to follow-up on mailing and to discuss both the Pitt Resource Sharing Project and participation in EFTS.

**Finding:** Of those non-EFTS libraries in Pennsylvania and Delaware, over 25% do not participate in EFTS because they receive their ILLs for free through consortia agreements or groups such as Freeshare. They never pay for ILLs and so have no need for EFTS.

Ten, or just over 20%, of the non-EFTS libraries expressed interest in joining and were encouraged to either contact their administrators or seek out the help of EFTS staff to begin the process.

*Results:*

As of October 30<sup>th</sup>, over 20 libraries have joined the University of Pittsburgh Resource Sharing Project. The Health Sciences Library System, University of Pittsburgh, has received over fifty-five requests taking advantage of the discounted rate and has been able to fill forty—or just over 70%—of those requests. Additionally, two libraries have become EFTS participants.

*Next Steps:*

Renae Barger will continue to track the progress of the University of Pittsburgh Resource Sharing Project, including the number of participants and the number of requests received and filled.

The Middle Atlantic Region, based on the valuable findings of their calling campaign to non-EFTS libraries, will now begin calling all non-EFTS libraries. The campaign will raise awareness of EFTS throughout the region and hopefully result in an increased number of EFTS participants. MAR will share their findings on libraries' reasons for non-participation in EFTS with the University of Connecticut Health Center Library.

*Miguel Figueroa, Network Services Coordinator*

**Appendix D**  
**MAR Regional Distribution of NLM Promotional Items**  
**May 1, 2007 – July 31, 2007**

Promotional Items requests	Number of Requestors
Delaware	1
New Jersey	4
New York	12
Pennsylvania	4
Hospital/health sciences	9
Academic	7
Public	5

Most frequently requested capability brochures:

1. MedlinePlus English/Spanish
2. Consumer Health
3. PubMed
4. NIH Senior Health.gov
5. Clinical Trials.gov
6. Good Health Information On the World Wide Web
7. Household Products Database

Used for:

- Hospital library events (nursing research day, staff health/wellness day, library open house)
- Distribution to health consumers (public library patrons and hospital patients)
- Handouts for classes and orientations for faculty, residents, students, and staff

Quotes:

“Thanks for the pens and information on PUBMED! The items arrived just in time to distribute tomorrow for the Nurses Day presentation.”

Rebecca Landau, University of Pennsylvania Medical Center / Presbyterian, Health Sciences Library, Philadelphia, Pennsylvania

“We will use the MedlinePlus and Consumer Health products for a program we are holding for university alumni.”

David Nolfi, Gumberg Library, Duquesne University, Pittsburgh, PA

“Our library is participating in a ‘Mini-Med School’ program with a ‘Consumer Health Information’ night in October. I will offer these handouts to the attendees.”

Susan Werner, Health Sciences Library, Stony Brook University, Stony Brook, NY

*Arpita Bose, Communication and Outreach Coordinator*  
*Abigail Kennedy-Grant, Administrative Assistant*

## MAR Regional Distribution of NLM Promotional Items August 1, 2007 – October 31, 2007

Promotional Items requests	Number of Requestors
Delaware	0
New Jersey	2
New York	12
Pennsylvania	8
Hospital/health sciences	7
Academic	5
Public	9

Most frequently requested capability brochures:

1. NIH Senior Health.gov
2. Consumer Health
3. MedlinePlus English/Spanish PubMed
4. PubMed
5. AIDS Info
6. Household Products Database
7. Good Health Information On the World Wide Web

Used for:

- Distribution at training sessions
- National Medical Library Month activities

Quotes:

“We now have our first online catalog and are changing our cataloging from Dewey to NLM/LC—I plan to lure students into the Library to demonstrate the new system.”

Mona Wasserman, New York College of Health Professions, Syosset, NY

*Arpita Bose, Communication and Outreach Coordinator  
Abigail Kennedy-Grant, Administrative Assistant*

**Appendix E**  
**Project: White Nights (Technology/Library Improvement Award)**  
**Irina Meyman, Director, Library Services, Swedish Institute, College of**  
**Health Sciences (NY)**

The Swedish Institute accepts students with visual impairment and other disabilities. Our goal was to provide blind and visually impaired students access to today's software applications and the internet. The outcome of the project was more successful than we had anticipated. When we started working on the project we did not recognize that the blind and visually impaired students needed different software packages. Screen reading software – JAWS 8.0 is used mainly by blind and ZOOMTEXT, a text magnifier is utilized by the visually impaired.

The vendors from Dell and Freedom Scientific decided to participate in the project by cutting their commissions thus providing us with savings, which allowed the library to purchase additional software for the visually impaired students (ZOOMTEXT 9.1) and a large key keyboard.

We invited disabled students to participate in the project, and incorporated their comments and suggestions to make the project even more successful.

The number of blind and visually impaired students registering for the Spring Semester has increased due to the availability of the new equipment. The Library has more disabled visitors than ever before.