Middle Atlantic Region

Region 1

Quarterly Report

February 1, 2008 – April 30, 2008

New York University Langone Medical Center

Date submitted: June 13, 2008

TABLE OF CONTENTS

Executive summary

Accomplishments
The major accomplishment of the four quarter of year 2, and indeed the major accomplishment in the first two years of the RML contract with NYU Langone Medical Center, is the completion and approval of the Strategic Program Plan for Network Member Participation 2007-2011. Developed through an inclusive process of an environmental scan and region-wide needs assessment, followed by careful analysis of the quantitative and qualitative data by the Needs Assessment Task Force, the Strategic Program Plan follows a framework established by the RML contract of Library Improvement and Outreach. The Plan, though, significantly expands on contract obligations to network member expressed needs. The Needs Assessment Task Force identified themes and established an ambitious four-year timetable to engage network members in the Strategic Program.

The commitment and dedication of the Needs Assessment Task Force, chaired by Karen Brewer, NN/LM MAR Director and staffed by Sue Hunter, NN/LM MAR Planning and Evaluation Coordinator, to this 18-month effort is a sign of the strength and leadership the region has to offer. The Needs Assessment Task Force members are:

Michelle Volesko Brewer, New Jersey Hospital Association, Princeton, NJ
Diana Cunningham, New York Medical College, Valhalla, NY
Valerie Gross, Pennsylvania State University College of Medicine, Hershey, PA
Etheldra Templeton, Philadelphia College of Osteopathic Medicine, Philadelphia, PA

Our thanks go to the Needs Assessment Task Force members, and all of the network members who filled out the needs assessment, offered suggestions or provided constructive criticism. We look forward to a successful implementation of the Strategic Plan. The plan is available online at:
http://nnlm.gov/mar/about/pdf/marstrategicplan.pdf

Description of the process of developing and writing the plan as well as next steps is listed in Appendix B.

Challenges
One challenge that emerged in the fourth quarter was the lack of attendance at the online course, *NN/LM Funding Opportunities: an Overview* or *Consumer Health Funding for Public Libraries* (same class, different titles). This one-hour online class was developed by Kathel Dunn, Associate Director, as a response to the Proposal Writing Assistance Working Group Report (May 1, 2006). The Proposal Writing Assistance Working Group, formed by the National Network Office in 2005, "recognized for some time that there are organizations and groups that could substantially benefit from the funding opportunities offered by NIH and NLM, but who may lack the resources to response to request for proposals and/or applications (RFP/RFA)." The Working Group conducted an inventory of proposal writing workshops offered by each region from 2001-2006. There had been no proposal writing workshops offered in MAR during 2001-2006.

Kathel Dunn subsequently developed a one-hour online course on funding that incorporated most of the proposal writing training objectives and competencies proposed by the Working Group. The course was then offered online at various days and times to reach the largest possible population. The course was advertised on the regional listserv and blog. The class was offered three times in the fourth quarter (2/15/08, 3/27/08, 4/15/08) with only two people signing up for the class on 2/15 and no one signing up for either of the other two sessions offered.

Description of the complete MAR response to the *Proposal Writing Assistance Working Group Report* is in Appendix B.

Network infrastructure

TABLE 1. Quarterly infrastructure data

	Current quarter	Previous quarter[*]
Network members – full	458	467
Network members – affiliate	289	349
Libraries providing services to unaffiliated health professionals	210 (46%)[*]	224 (48%)[*]
Libraries providing services to public users	227 (50%)[*]	256 (55%)[*]
Average fill rate for resource libraries	81%	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)

The significant drop in numbers of affiliate members comes at the end of an extensive network member renewal process. A complete description of the process, resulting drop in network members and proposed next steps to increase membership is an Appendix to the annual report for year 2.

Regional Advisory Committee (RAC) activities

The Regional Advisory Committee of MAR met on February 21, 2008 hosted by Memorial Sloan Kettering Cancer Center in New York City. RAC members were presented with the final version of the Strategic Program Plan for Member Participation 2007-2011 and officially ratified the Plan!

Other agenda items included a review of awards, discussion of Upstate New York's proposed Go Local submission and value of libraries planning study update. There were reports from: Library Improvement Committee, Technology Committee and the Resource Sharing Committee.

Janie Kaplan presented an update from the National Training Center and Clearinghouse. And there were guest presenters and updates from state library representatives from Delaware (PJ Grier, standing in for Annie Norman), New Jersey (Kathleen Peiffer) and New York (Maribeth Krupzcack).

The RML Update provoked a lively discussion for NLM's continued support of EFTS. RAC members felt it was an essential service. A full report on NN/LM MAR's marketing efforts for EFTS and RAC members' statements of support for EFTS are included as an appendix to the annual report for year 2.

The meeting ended with a presentation by Dan Wilson, Coordinator of the National Collaboration on Emergency Preparedness. Dan Wilson is based out of the University of Virginia. The presentation of a proposed national and regional response to Emergency Preparedness prompted additional suggestions from the RAC including a suggestion as to how a library's emergency plan would fit within an institution's emergency plan and a suggestion to develop scenarios to address pandemics and quarantines. Angela Ruffin, of the National Network Office, briefly presented on NLM's Emergency Access Initiative, and took suggestions from the RAC to include reference books (online) and reference sources.

Needs assessment and evaluation activities/data

- Hosted an online class, Clever Evaluation, taught by Cindy Olney on February 13/08. There were 8 people registered for the class.

- MAR fully participated in the NN/LM National Emergency Preparedness Project, Baseline Assessment by sending the assessment questionnaire to the complete list of full members (approximately 380). The RML staff and Emergency Preparedness Task Force followed up by contacting via telephone all non-respondents.
- On April 14/08 Cindy Olney and Susan Barnes of the OERC spent a half day working with the Executive Committee (the group formerly known as the Needs Assessment Task Force) to target evaluation priorities from the strategic plan.
- On April 15/08 Cindy Olney and Susan Barnes of the OERC taught two classes to network members at NYU. The first class, Data Collection for Health Information Outreach, had 17 registrants and the second class, Data Analyses for Health Information Outreach, had 16 registrants.

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[*]
3/25-10/22/2008	Delaware State Fair- Healthy Kids Day at the Fair	Delaware Academy of Medicine	Grier, PJ	2000.00	Exhibit
3/11-6/11/2008	Senior & Community Outreach	Palmyra Public Library	Marsteller, K	1000.00	Small Projects
3/14-8/9/2008	Delaware Library Association Annual Meeting	Delaware Academy of Medicine	Grier, PJ	3000.00	Small Projects
3/13-6/18/2008	Let Me Show You How It's Done	D. Samuel Gottesman Library- Albert Einstein College of Medicine	Glassman, N	957.00	Small Projects
3/11-6/11/2008	National Evidence Based Practice Conference	St. Michael's Medical Center – Aquinas Medical Lib	Cole, P	975.00	Small Projects
4/7-7/7/2008	Web-based educational tutorial development	Albany Medical College- Schaffer Library of Health Sciences	Geyer, E	775.54	Small Projects

[*]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

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
02/05/2008	Figueroa	DOCLINE SERHOLD	New York, NY	14	In-person
2/7/08	Bose	Introduction to RML Services	New York, NY	3	Distance
2/12/08	Bose	PubMed MyNCBI Part I	New York, NY	4	Distance
2/14/08	Bose	Introduction to TOXNET	New York, NY	4	Distance
2/15/2008	Dunn	Consumer Health Funding for Public Libraries	New York, NY	2	Distance
02/19/2008	Figueroa	PubMed MyNCBI Pt. 2	New York, NY	5	Distance
02/19/2008	Headrick	Creative commons	New York, NY	8	Distance
02/20/2008	Figueroa	DOCLINE Training	New York, NY	3	Distance
2/25/08	Bose	Nursing on the Net	Paterson, NJ	7	In-person
02/26/2008	Figueroa	DOCLINE SERHOLD	New York, NY	8	Distance
02/26/2008	Figueroa	Consumer Health Info at the Public Library	New York, NY	1	Distance
2/27/08	Bose	Prescription for Success: Consumer Health Information on the Web	Lancaster, PA	9	In-person
2/27/08	Bose	Prescription for Success: Consumer Health Information on the Web	Lancaster, PA	5	In-person
2/28/08	Bose	Prescription for Success: Consumer Health Information on the Web	Lancaster, PA	7	In-person
02/28/2008	Figueroa	DOCLINE for Beginners	New York, NY	8	Distance
02/28/2008	Figueroa	Copyright and ILL	New York, NY	9	Distance
3/6/08	Bose	PubMed for Experts	Farmingdale, NY	15	In-person
3/11/08	Bose	Beyond an Apple a Day: Providing Consumer Health Information in a Public Library	New York, NY	21	In-person
03/12-19/2008	Figueroa	Getting Started with LinkOut	New York, NY	5	Distance
03/13/2008	Figueroa	DOCLINE Reports, Routing Tables	New York, NY	5	Distance
03/13/2008	Figueroa	DOCLINE SERHOLD	New York, NY	5	Distance
03/20/2008	Figueroa	DOCLINE Explained	New York, NY	5	In Person
03/20/2008	Headrick	Free productivity tools	Online	10	Distance
3/24/08	Bose	Will Duct Tape Cure My Warts? Examining Complementary and Alternative Medicine	Lancaster, PA	5	In-person
3/24/08	Bose	Will Duct Tape Cure My Warts? Examining Complementary and Alternative Medicine	Lancaster, PA	2	In-person
3/25/08	Bose	Will Duct Tape Cure My Warts? Examining Complementary and Alternative Medicine	Lancaster, PA	8	In-person

03/26/2008	Figueroa	DOCLINE Explained	Pittsburgh, PA	3	In Person
03/26/2008	Figueroa	Getting Started with LinkOut	Pittsburgh, PA	11	In Person
3/27/08	Bose	Keeping Up with PubMed	Pittsburgh, PA	4	In-person
3/27/08	Bose	PubMed for Experts	Pittsburgh, PA	9	In-person
3/27/2008	Hunter	Will Duct Tape Cure My Warts?	Tarrytown, NY	9	In-person
3/31/08	Bose	Patient Safety Resource Seminar: Librarians on the Front Lines	Philadelphia, PA	12	In-person
4/1/08	Bose	Nursing on the Net	Farmingdale, NY	18	In-person
4/1/2008	Dunn	NIH Public Access class	New York, NY	47	Distance
4/7/08	Bose	Beyond an Apple a Day: Providing Consumer Health Information in a Public Library	New York, NY	10	In-person
04/11/2008	Headrick	Geeks Bearing gifts	Pittsburgh,PA	20	In person
04/14/2008	Heardick	Creative commons	New York, NY	5	Distance
4/16/08	Bose	PubMed MyNCBI Part I	New York, NY	2	Distance
04/16/2008	Figueroa	Copyright and ILL	New York, NY	4	Distance
4/17/08	Bose	Grand Rounds: PubMed Update	Southampton, NY	12	In-person
4/18/08	Bose	PubMed for the Rest of Us	New York, NY	11	In-person
04/17-24/2008	Figueroa	Getting Started with LinkOut	New York, NY	3	Distance
04/21/2008	Headrick	Geeks bearing gifts	Rochester, NY	8	In person
4/22/2008	Hunter	Beyond an Apple a Day	Exton, PA	9	In-person
4/22/2008	Hunter	Prescription for Success	Exton, PA	15	In-person
04/23/2008	Figueroa	PubMed MyNCBI Pt. 2	New York, NY	8	Distance
4/28/08	Bose	Will Duct Tape Cure My Warts? Examining Complementary and Alternative Medicine	New York, NY	24	In-person
4/29/08	Bose	Patient Safety Resource Seminar: Librarians on the Front Lines	Brooklyn, NY	23	In-person
05/01/2008	Figueroa	Prescription for Success	Long Branch, NJ	41	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)
RML NATIONAL EXHIBITS			
4/9/08-4/12/08	Society for General Internal Medicine	31st Annual Meeting	Pittsburgh, PA
4/30/08-5/1/08	Association of Independent Information Professionals	Annual Conference	Pittsburgh, PA
RML REGIONAL/STATE/LOCAL EXHIBITS			
2/1/2008	Bellevue Hospital	Go Red Women's Heart Health Fair	New York, NY

4/9/08	St. Joseph's College	Campus Health Fair	Brooklyn, NY
4/30/08-5/1/08	New Jersey Library Association	Annual Spring Conference	Long Branch, NJ
SUBCONTRACTED NATIONAL EXHIBITS			
SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS			

Actionable feedback received from exhibit visitors

[Insert summary of actionable feedback, suggestions or recommendations received from exhibit visitors through the quarter]

MedlinePlus Go Local

Micki McIntyre of HealthyNJ has indicated that New Jersey will submit a Go Local proposal prior to MLA.

New York State – with the Rochester Regional Library Council now in the lead – is working on submitting a proposal in June 2008.

Other staff activities

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")

On February 4-5 the Value of Libraries Planning Study Committee met at NN/LM MAR offices. The Committee – Julie Sollenberger, Karen Brewer, Lynn Kasner Morgan, Joanne Marshall, Sharon Easterby-Gannett, Susan Cavanaugh, Mary Lou Klem, Kathel Dunn – held a wide-ranging brainstorming session discussing the meaning of value, reviewing the Focus Group reports from the Fall Focus Groups with librarians, and reviewing potential methodologies to use in the research study.

On February 2 Gregg Headrick conducted a site visit to Rockefeller University Library.

On February 11, Arpita Bose attended a meeting of METRO's Hospital Library Service Program's Advisory Council.

On February 12, Miguel Figueroa visited Tour College of Osteopathic Medicine (NYULSE) to provide LinkOut training and support.

On February 14, the NN/LM MAR Emergency Preparedness Committee – Elisabeth Marrapodi, Chair; Sue Ben-Dor, Rebecca Kindon, Nic Cecchino, Micki McIntyre, Kathel Dunn, members – met via teleconference. Dan Wilson, coordinator of the National Collaboration on Emergency Preparedness, presented the proposed national emergency plan to the Committee, and took suggestions and feedback.

On March 3, Kathel Dunn and Karen Brewer attended NYU's Center for Catastrophe Preparedness and Response (CCPR) symposium. The symposium was intended to assess the state of the art in preparedness and response and focus on a model developed by LaSER (NYU's Large Scale Emergency Response). NYU is one of the locations for a disaster informationist pilot project proposed by the Disaster Information Research and Management of the National Library of Medicine.

On March 3 and March 4, Arpita Bose performed eight site visits to full member libraries in Delaware. Subsequently, three libraries (Delaware Division of Substance Abuse and Mental Health; Delaware Academy of Medicine/Rehoboth Beach Public Library; Helen F. Graham Cancer Center's Cancer Resource Library) applied for MAR awards.

On March 5 MAR and NYU Ehrman Medical Library co-hosted the Medical Library Association's spring webcast, "Web 2.0 Principles and Best Practices: Discovering the Participatory Web." Twelve individuals attended the webcast.

On March 5 Arpita Bose participated in usability testing for the NN/LM Staff Wiki. Testing was conducted by American Institutes for Research (AIR).

On March 18 Kathel Dunn met with Bonnie Young, Head, Public Libraries and Professional Development, Office of Commonwealth Libraries, Bureau of Library Development of the Pennsylvania Library Development about opportunities for working with Pennsylvania libraries on health information.

On March 24 Kathel Dunn, along with members of NYU's Disaster Information Preparedness Team, met with Dr. and Mrs. Lindberg at lunch to discuss NYU's role in disaster preparedness.

On March 26 Arpita Bose performed a site visit to the library at the VA Pittsburgh Healthcare System/ Oakland Division.

On March 27 Miguel Figueroa performed a site visit at University of Pittsburgh Health Sciences Library System (PAUPIT).

On March 27 Miguel Figueroa performed a site visit at the Children's Institute (PAURIP)

On March 27 Miguel Figueroa performed a site visit at the Allegheny General Hospital (PAUAGH)

On April 2, 3, and 4, Arpita Bose attended the penultimate training session of NCBI's Introduction to Molecular Biology Information Resources in New York, NY. She also facilitated the recording of this session.

On April 4 the Value of Libraries Planning Study Committee met at NN/LM MAR offices. The Committee – Julie Sollenberger, Karen Brewer, Lynn Kasner Morgan, Joanne Marshall, Sharon Easterby-Gannett, Susan Cavanaugh, Mary Lou Klem, Kathel Dunn. In this meeting, the Committee decided to both survey and interview clinical staff at hospital libraries with MAR as the basis of the research study.
The survey will focus on clinical staff use of electronic and print resources and the interview will focus on the actions of the librarian in assisting the library user. The Committee then divided into two smaller

groups: the criteria for inclusion in the study group and the survey/interview question group to work on the specifics.

April 9-11, Kathel Dunn and Arpita Bose exhibited at the Society of General Internal Medicine's (SGIM) annual meeting in Pittsburgh, PA. On April 11 Kathel Dunn presented along with Dr. Carol Bates, Dr. Shobhi Chheda and Dr. Reena Karani, an Update in Medical Education at SGIM.

On April 16 Kathel Dunn presented on Go Local and MedlinePlus to the Discharge Planning Center staff and Emergency Department staff of Bellevue Hospital.

On April 17 Sue Hunter represented NN/LM MAR at the MLA Philadelphia annual chapter meeting in Philadelphia.

Sue Hunter conducted site visits with full network members at Pennsylvania Hospital in Philadelphia (4/17/08), Thomas Jefferson University in Philadelphia (4/17/08), and Paoli Hospital in Paoli, PA (4/21/08). One – Paoli Hospital in Paoli, PA, subsequently applied for and received a Small Projects Award

On April 18 Kathel Dunn attended and presented an RML update at the Central Pennsylvania Health Sciences Library Association (CPHSLA) meeting in Hershey, PA.
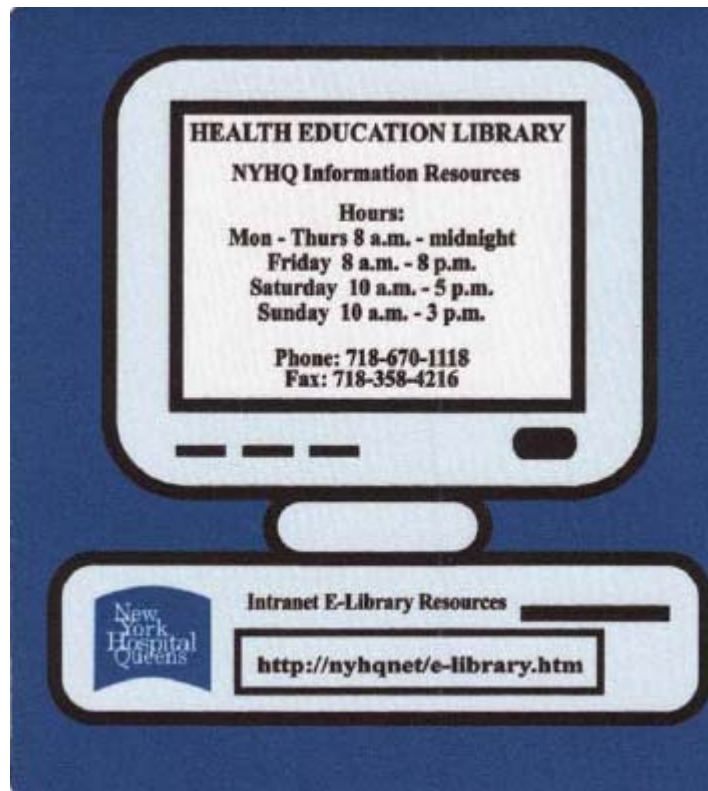
On April 25 MAR hosted Dan Wilson and Susan Yowell of the National Emergency Preparedness Collaboration, for an all-day meeting and presentation of the national emergency preparedness plan and regional response and involvement.

On April 29 Kathel Dunn was part of a panel of librarians – along with Mark Funk, President of MLA and Collection Development librarian at Weill Cornell, and Julie Quain, clinical librarian and trainer at Ovid Technologies – presenting on careers in health sciences librarianship to a health sciences librarianship class of Pratt library science students.

Optional photographs with captions

Julia Stuart, New York Hospital Queens, Queens, New York
Recipient of an NN/LM MAR Small Project Award
Project: Personalized Mousepad for Hospital locations
2007/2008

Shobhina G. Chheda, MD MPH, University of Wisconsin – Madison; Kathel Dunn, MSLS, NN/LM Middle Atlantic Region; Carol Bates, MD, Harvard University; Reena Karani, MD, Mt. Sinai School of Medicine
Presentation: Update in Education, Society of General Internal Medicine, April 2008; Pittsburgh

Attachment 1
Quarterly OARF summary data:
RML staff activities

Attachment 2
Quarterly OARF summary data:
Subcontractor activities

Subcontractor Activities/Reports February – April 2008

Small Project Award
Library Branding Design Project
The project is appropriate to NN/LM outreach mission in that it will promote the services of the library and the access it provides to biomedical information. We are a new library in a new school. We are in the process of both building a collection and an identity. As a physical library with mainly electronic resources we need to communicate that we offer a wide range of services and are more than a place to go to "get online." A logo will help the library establish its identity. It will be the graphic glue that communicates the various aspects of the library to administrators, faculty, students, staff and visitors.
Shelly Warwick
Touro-Harlem Medical Library
Period of Performance: 02-06-2008 to 04-06-2008
$1000

Small Project Award
Let Me Show You How It's Done!
To better inform patrons of what the librarians are doing, Albert Einstein College of Medicine applied for an award to purchase a year subscription of Glance software. Glance is a screen-sharing software that allows librarians to display their computer desk tops to their patrons. Patrons can view this display through their web browsers without having to install software or configure anything on their end. The audio component would be via telephone. When librarians use the Glance program, patrons will be able to see the features of research tools and databases in action, instead of just hearing descriptions of the steps involved. Librarians will be able to use this tool in several ways. They will provide one-on-one assistance to patrons as needed. They will conduct demos and formal group training for patrons at another location, or to groups of patrons connecting from several different remote locations.
Nancy Glassman
Albert Einstein College of Medicine
Period of Performance: 03-13-2008 to 06-18-2008
$957

Small Projects Award
National Evidence-Based Practice Conference
The purpose of this activity is to use this award to cover travel expenses for the librarian to better represent the current EBP team at St. Michael's, and to raise nurses' (and other clinicians') awareness of the importance of a health information professional to not only evidence-based practice, but also to patient care.
Peter Cole
St. Michael's Medical Center
Period of Performance: 03-19-2008 to 06-19-2008
$975

Small Projects Award
Web-based educational tutorial development
The requested software, Captivate and Adobe Flash CS3 Professional, will be used to move existing static content currently in Word, PowerPoint, or PDF format into interactive more engaging programs. The tutorials will benefit Medical College students and others who need to learn how to search knowledge-based databases. Self-assessments will be included. Currently, this software and the expertise needed to develop tutorials are not readily available to faculty in the College. The library will fill this void. The software will also be used as a platform to create and deliver content in basic science and clinical cuuriculum themes (year 1 and 2) and clerkships (year 3 and 4) integrating knowledge-based resources into courses wherever appropriate. Library faculty will collaborate with basic scientists and clinicians to accomplish this. The goal is to replace some of the current lecture-based teaching with the interactive tutorials.
Enid Geyer
Albany Medical College

Period of Performance: 04-07-2008 to 07-07-2008
$775

Exhibit Award
Delaware State Fair- Healthy Kids Day at the Fair
The State Fair is an annual event in Delaware. Many families, day care organizations, camps etc will attend the fair on July 22nd (Healthy Kids Day). We anticipate connecting with at least 1000 individuals. We will be exhibiting with other services and organizations that serve families and children in Delaware. It is one of the most far reaching outreach opportunities of the year. This will be a statewide opportunity to introduce our new brand- Delaware Health Source.
PJ Grier, Linda Leonard
Delaware Academy of Medicine
Period of Performance: 03-25-2008 to 10-22-2008
$2000

Small Projects Award
Delaware Library Association Annual Meeting
The Delaware public, school and academic libraries are the most important access point to the Consumer Health Information Services. We will use the Delaware Library Association annual meeting to launch our new look and logo. The award represents 3 counties since we will be displaying together.
PJ Grier, Linda Leonard, Patty Hartmannsgruber, Susan LaValley
Delaware Academy of Medicine
Period of Performance: 03-14-2008 to 08-09-2008
$3000

Small Projects Award
"Take home resources and a side of knowledge"
The DSAMH Medical Library will attempt to bridge the gap between knowledge and ignorance by providing resources to consumers and clinicians so that they may become more informed in the treatment of mental health and substance use conditions. The library can offer appealing and well-displayed assortments of free brochures and factsheets, as well as well-kept books for borrowing, which will draw the public interest and thereby generate awareness.
Susanne Ingle
Delaware Division Of Substance Abuse and Mental Health
Period of Performance: 04-15-2008 to 07-15-2008
$444

Appendix A
Strategic Program Plan for Member Libraries
2007-2011
The Process and Plan

The Strategic Program Plan began with an extensive regional needs assessment followed by a careful analysis of the responses and a written plan that hones in on needs specific to the Middle Atlantic Region. The Plan encourages network members to become involved in the region, active within the national network, and developing and refining an outreach perspective to library services. A full marketing effort will be made to acquaint network members with the Plan and to encourage their participation in the awards program as well as the suite of other RML programs and services.

Needs Assessment Process:

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.

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.
- The questionnaire went to a stratified sample network members: 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.
- 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%.

Summary of the MAR Strategic Program Plan for Member Participation
The strategic program plan expresses the MAR vision in terms of specific annual goals for both library improvement (to support libraries providing quality health information services), and outreach (to provide health information programs to the community). The strategic program plan addresses the responsibilities that are for the membership at large and that are specifically tied to the awards program. The plan is based on the 2006-2007 (Year 1) MAR member needs assessment. The Regional Advisory Committee ratified the plan in February 2008 after an online vote in favor of all elements of the plan. A complete version of the strategic plan with extensive appendices is available on the MAR website, http://nnlm.gov/mar/about/pdf/marstrategicplan.pdf

<u>Next steps</u>:
There will be a formal launch of the Strategic Program Plan for Member Participation in May at the Medical Library Association 2008 Annual Meeting in Chicago. Attendees will receive a condensed version of the strategic plan in a booklet format. This booklet, along with a poster listing only the four year strategic plan, will be mailed to all network members.

The MAR Executive Committee (formerly the Needs Assessment Task Force) will establish evaluation priorities from the strategic plan.

Sue Hunter
Planning and Evaluation Coordinator

Appendix B
MAR Response to *Proposal Writing Assistance Working Group Report*

Needs Assessment
In summer 2006 Kathel Dunn reviewed the report, *Proposal Writing Assistance Working Group Report*, for its applicability within the Middle Atlantic Region. The Working Group had conducted an inventory of proposal writing workshops offered by each region from 2001-2006. Significantly, there had been no proposal writing workshops offered in MAR during 2001-2006. The Report made a series of recommendations among which were:

- Develop marketing strategies promoting workshops, funding availability, consultations etc that will reach our priority populations
- Tailor marketing to focus on particular groups
- Incorporate the proposal writing training objectives and competencies in all RML training on funding opportunities
- Train RML staff to teach the new proposal writing modules
- Offer funding information including resources, proposal writing assistance and marketing materials on nnlm.gov

Activities
In winter 2007 MAR developed and offered a one-hour online class on *NN/LM Funding Opportunities: an Overview*. The class was adapted from the NN/LM class, *Grants and Proposal Writing* authored by Michelle Malizia. The class reviewed needs assessments, setting goals and objectives, selecting the appropriate methodology, creating a budget and planning project evaluation.

The class was offered 10 times between March 2007 and April 2008. Four of the classes had no attendees; the average attendance for the classes that were held was 3 with a total attendance of 22.

The first five classes had a heavy concentration of health sciences library network members attending; in an effort to increase public library participation in the awards program, the class was revised and offered under a new title, *Consumer Health Funding for Public Libraries*.

Class offered	Date	# Reg/Attended
NN/LM Funding: an Overview (online)	3/15/2007	5/4
NN/LM Funding: an Overview (online)	3/23/2007	4/2
NN/LM Funding: an Overview (online)	3/26/2007	0/0
NN/LM Funding: an Overview (online)	6/28/2007	7/5
NN/LM Funding: an Overview (online)	7/24/2007	8/6
Consumer Health Funding for Public Libraries (online)	10/4/2007	2/1
Consumer Health Funding for Public Libraries (online)	11/6/2007	4/2
Consumer Health Funding for Public Libraries (online)	2/15/2008	2/2
Consumer Health Funding for Public Libraries (online)	3/27/2008	0/0
Consumer Health Funding for Public Libraries (online)	4/15/2008	0/0

Outcomes
Out of the class, only one person subsequently submitted an application for a MAR award. (Note: MAR offered Small Project Awards of $500 and later $1,000 on a continuous basis beginning July 2007; some type of award was available for network member applications through 2007 and 2008.)

Another education and awareness effort, however, has been responsible for an increase in applications for the awards. In Winter 2007, MAR staff launched a commitment to conduct site visits to network members. In the fifteen site visits conducted during February – April 2008, four of the site visits resulted in network members submitting an application for an award (all received the award applied for). Online classes resulted in a 5% award applications; site visits in a 27% award applications. A more complete report on the site visits will be included in an appendix in the annual report.

<u>Next Steps</u>

NN/LM MAR recognizes the challenges in encouraging network member participation in the awards process, building capacity within the membership to apply for NN/LM awards and grants offered by other organizations, and offering technical assistance where reasonable and possible. MAR also strives to meet the recommendations set forth by the *Proposal Writing Assistance Working Group report*. The next steps in assisting those who lack technical resources in responding to RFPs or RFAs is to further market the online course on other listservs as well as an analysis of the success of site visits in award applications.

Kathel Dunn
Associate Director