

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

November 1, 2010 – January 31, 2011

University of Washington

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Executive summary

The OERC began work with NLM's National Network Office (NNO) on converting its outreach subcontractors' report template to an online form that would better encourage submission of lessons learned. Cindy taught a class to the Southern Chapter of the Medical Library Association, and Susan and NN/LM PSR's Alan Carr prepared to co-teach the "Measuring Your Impact" class to be taught in San Francisco in February, 2011. Alan will be the newest RML staff member to join the roster of MYI instructors. The OERC coordinated the eight regions' administration of the NEPR follow-up assessment, which updated the 2008 baseline assessment. Susan Barnes was on a substantially reduced work schedule due to chemotherapy treatments during the entire quarter.

Classes and consultations

TABLE 1. Classes and consultations

Date	Responsible Person	Class/consultation topic	Location (city, state) of class or last name of consult recipient
11/1/2010	Olney	Consultation: Evaluation planning meeting	Sue Hunter, MAR, New York, NY
11/2/2010	Olney	Consultation: AEA presentation consult	Sue Hunter, MAR, New York, NY
11/13/2010	Barnes, Olney	Consultations: NEPR follow-up - network member lists	Angela Ruffin, NNO, Bethesda, MD
11/12/2010	Olney, Hunter	Consultation: Co-presentation at the American Evaluation Association about MAR Appreciative Inquiry Project	Sue Hunter, MAR, New York, NY
11/13/2010	Olney	Training: Planning Outcomes-Based Programs	Martha Earl, Professional Development Committee Southern Chapter/MLA, St Petersburg, FL
11/17/2010	Barnes, Olney	Consultation: Questionnaire review	Stacia McGourty, South Dakota State Library, Pierre, SD
11/21/2010	Olney	Consultation: Member questionnaire consult	Sue Hunter, MAR, New York, NY
11/22/2010	Barnes, Olney	Consultation: Project management literature	Julie Esparza, LSU Health Sciences Center - Shreveport, LA, Shreveport, LA

11/22/2010	Olney	Consultation: External evaluation for MCR	Claire Hamasu, MCR, Salt Lake City, UT
11/23/2010	Barnes, Olney	Consultation: Project management models	Julie Esparza, LSU Health Sciences Center - Shreveport, LA
12/2/2010	Barnes, Olney	Consultations: NEPR follow-up - network member lists	Angela Ruffin, NNO, Bethesda, MD
12/3/2010	Barnes, Olney	Consultations: PNR's distribution of follow-up questionnaire	Cathy Burroughs, PNR, Seattle, WA
12/7/2010	Barnes, Olney	Consultation: Consult on MLA workshop	Debra Cavanaugh, MLA, Chicago, IL
12/20/2010	Barnes, Olney	Consultations: Expanding NEPR questionnaire to full population	Claire Hamasu, MCR, Salt Lake City, UT
12/20/2010	Barnes, Olney	Consultation: Consult on OCRF	Angela Ruffin, NNO, Bethesda, MD
1/6/2011	Barnes	Consultation: Work on MYI class	Alan Carr, PSR, Los Angeles, CA
1/7/2011	Barnes, Olney	Consultation: Consult on OCRF	Angela Ruffin, NNO, Bethesda, MD
1/12/2011	Barnes	Consultation: Outreach Connections	Barbara Nail-Chiwetalu, University of New Mexico Health Sciences Library, Albuquerque, NM
1/14/2011	Barnes	Consultation: Consult on feedback collection	Michael Boer, Web-STOC, Seattle, WA
1/20/2011	Olney	Consultation: Questionnaire consult	Terri Ottosen, SE/A, Baltimore, MD
1/24/2011	Barnes, Olney	Consultation: SCR Community Day evaluation report	Karen Vargas, SCR, Houston, TX
1/25/2011	Barnes, Olney	Consultation: Evaluation liaisons teleconference	Angela Ruffin, NNO, Bethesda, MD
1/25/2011	Barnes, Olney	Consultations: NEPR follow-up questionnaire launch	Angela Ruffin, NNO, Bethesda, MD
1/25/2011	Barnes, Olney	Consultations: Pre-notification email to ADs	Angela Ruffin, NNO, Bethesda, MD

Web site

Cindy Olney published one posting to the OERC Blog: “NN/LM MAR Appreciative Inquiry Project presented at the 2010 AEA Conference.”

Dissemination of effective practices

Susan and Cindy consulted with the NNO about the conversion of its outreach subcontractor’s report template to an Online Contract Report form, and submitted a draft revision of the form, structured to obtain more information from subcontractors about lessons learned from outreach projects. Susan continued to serve on the Outreach Connections Promotion Subcommittee, successfully submitted a proposal to increase the portal’s content, and coordinated regions’ search for outreach projects that involved Native communities. As part of this work, she developed a Word template for projects, based on the online template. Cindy Olney and Sue Hunter gave a presentation titled “Appreciative Inquiry Focus Groups to Engage Members in Planning for the National Network of Libraries of Medicine Middle Atlantic Region” at the 2010 American Evaluation Association conference held in November in San Antonio, TX.

Subcontractor update

Not applicable. The OERC has no subcontracts at present.

Other staff activities—this section is organized according to OERC’s goals for the 2006-2011 contract

I. Develop awareness, skill, and capacity in use of evaluation methods.

Training:

Susan began preparations for co-teaching the “Measuring Your Impact” class with NN/LM PSR’s Alan Carr in February at the Joint Meeting of the Medical Library Group of Southern California and Arizona and Northern California and Nevada Medical Library Group. Cindy taught the “Planning Outcomes-Based Outreach Programs” class at the Southern Chapter of the Medical Library Association annual meeting on November 13.

II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments

Publications:

Cindy co-authored, with Sue Hunter, an entry for the American Evaluation Association’s AEA365 blog: “Internal Eval Week: Sue Hunter and Cindy Olney on Using Appreciative Inquiry in Evaluation” at the invitation of the AEA.

The OERC continued to provide full-text online access to the *Planning and Evaluating Health Information Outreach* booklets and the *Measuring the Difference* guide, but did not distribute any printed copies this quarter.

III. Strengthen and build an evaluation culture throughout NN/LM.

Evaluation Liaisons:

The quarterly Evaluation Liaisons' Teleconference on January 25 featured a discussion of the new Online Contract Report form for outreach subcontractors in which the Liaisons provided feedback regarding the revised form and suggestions for additions.

Evaluation:

Cindy completed analysis of the Community Day pilot project data, wrote a draft final report, and developed a method for checking the validity of the analysis (which Susan tested). Cindy traveled to the NN/LM Middle Atlantic Region to participate in regional evaluation planning, and began work with the NN/LM MidContinental Region for a similar trip next quarter. Susan provided consultation to Web-STOC about possible methods for evaluating its communication with regions.

VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.

Consultations are listed in Table 1, above.

V. Enhance and refine use of community-based approaches to evaluation.

Cross-regional collaboration

The OERC coordinated the eight regions' administration of the NEPR follow-up assessment, which updated the 2008 baseline assessment.