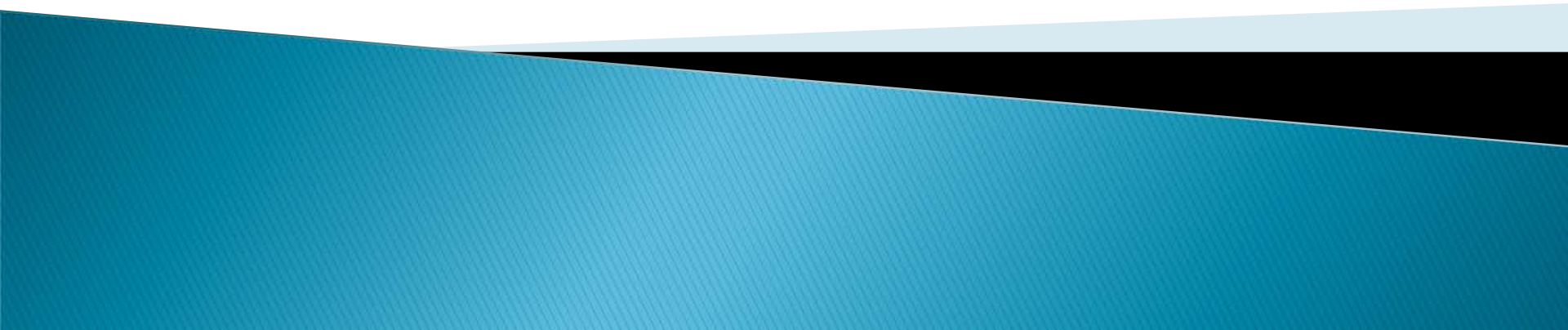



NN/LM MAR 2006-2011 Program Impact

NN/LM MAR Regional Advisory Committee
March 24, 2011



Acknowledgments

- ▶ MAR Executive Committee, Regional Advisory Committee
 - ▶ MAR Evaluation Committee
 - ▶ MAR Network members
 - ▶ NN/LM Outreach Evaluation Resource Center
- And, especially
- ▶ Sue Hunter, MAR Planning & Evaluation Coordinator 2006–2011
(This is Sue's work that I'm presenting)
- 

MAR Network Members: A Snapshot

- ▶ 434 Full Members
- ▶ 346 Affiliate Members
- ▶ 780 members and growing...

Needs Assessment

➤ Year 1 Needs Assessment

- Established Needs Assessment Task Force
- Identified Needs
- Made contact with network members for the first time
(focus on getting to know members and making sure our members know who we are)

➤ Year 5 Program Evaluation & Needs Assessment Update

- Established a Standing MAR Evaluation Committee
- Are member needs being met?
- Some notable differences and findings

Respondents by State, Library Type

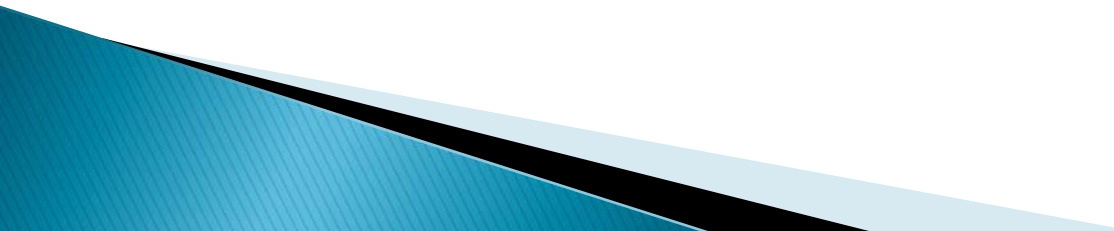
Type of library (% of Membership in Year 5)	Academic	Hospital (50%)	Public	Other
Year 1 (n=271)	40 (15%)	144 (53%)	59 (22%)	28 (10%)
Year 5 (n=135)	15 (11.1%)	86 (63.7%)	17 (12.6%)	17 (12.6%)
State	Delaware	New Jersey	New York	Pennsylvania
Total(%)	17 (2%)	120 (15%)	367 (47%)	276 (35%)
Year 1 (n=271)	8 (3%)	44 (16%)	127 (47%)	90 (34%)
Year 5 (n=135)	3 (2.2%)	33 (24.4%)	53 (39.3%)	46 (34.1%)

NN/LM MAR Strategic Plan Objectives 2006-2011

Established in Year 1

- 1) Foster Engagement in RML programs
 - 2) Have an awards program in line with regional values/priorities/goals
 - 3) Improving access to resources through resource sharing & outreach activities
 - 4) Develop & promote RML's process for consortia development and support
 - 5) Provide training in line with regional goals/values/priorities
 - 6) Establish value of library services for advocacy
- Objectives helped to set priorities for MAR program evaluation**

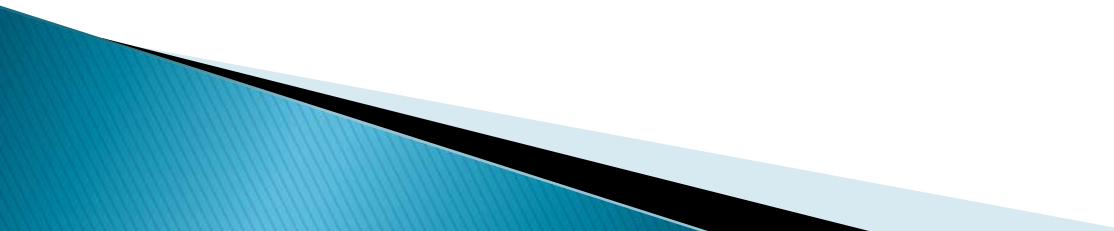
MAR Program Evaluation Goals

1. Create a culture of change to bring members into the implementation of the RML program.
 2. Increase access to health information for unaffiliated health professionals.
 3. Improve member libraries' ability to provide health information.
- 

Goal 1

Member Engagement Indicator

Created a logic model for evaluation

- **Resources:** RML Staff, MAR Committees, Budget
 - **Activities:** Training, Site Visits, Awards, Needs Assessment
 - **Output:** Plan, Site Visits to “quiet” members, awards offered, class registrations, promotional items
 - **Outcomes:** First time – Awards, Classes attended, promotional
- 

Goal 1 Outcome Indicator

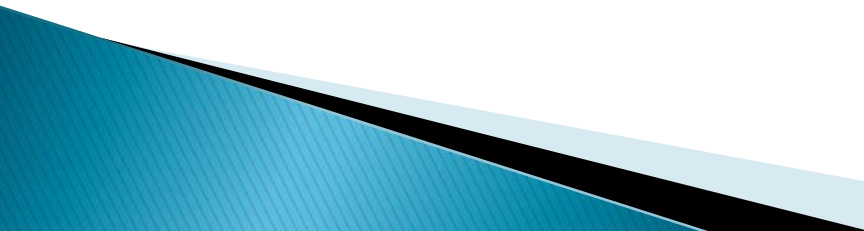
Selected “first time award applicants” as our indicator

Target goal: 4 new applicants

Method:

- ▶ Visited 98 “quiet members
- ▶ counted award applications and use of other services made within 6 months of visit

Goal 1: Results

- ▶ 21 network members were first time award applicants *after* a site visit. All 21 (100%) applications were made within 6 months of a site visit.
 - ▶ 20 network members participated in MAR online class(es) for the first time *after* a site visit.
 - ▶ 8 network members ordered promotion materials from MAR for the first time *after* a site visit.
 - ▶ 42 (43%) of the visited network members *subsequently* applied for funding, attended on training, or ordered promotional materials.
- 

Goal 2

Increase access to health information for unaffiliated health professionals (UHP)

Created a logic model for evaluation

- **Resources:** RML Staff, Network members, OERC, budget for UHP questionnaire
- **Activities:** Promote Loansome Doc (LD), awards, training, exhibits, create brochure
- **Output:** Brochures distributed at exhibits, to members, awards opportunities for services to UHP, UHP assessment response
- **Outcomes:** Members offer LD, trained UHP, Needs known

Goal 2 Outcome Indicator

Members Offer LD service for the first time

Target goal: 4 new applicants

Method:

- ▶ Ask Network members
- ▶ Compare Number of Libraries Offering LD services in Year 1 and Year 5

Goal 2 : Results

Loansome Doc Services Provided by MAR Network

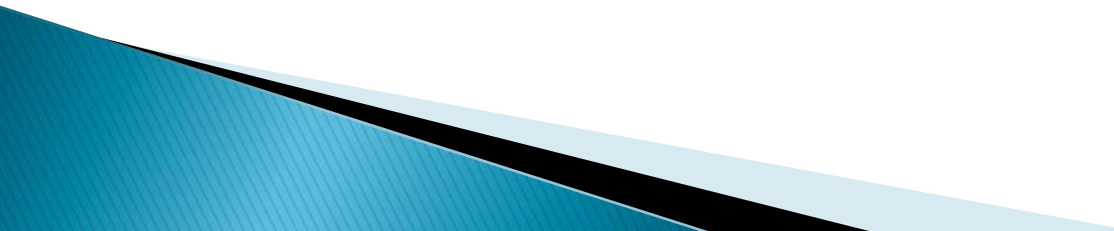
Members by Type of User

2006 and 2010

2008	2011	+/-	2008	2011	+/-	2008	2011	+/-	+ /- All Users
Affiliated Users	Affiliated Users		Public Users	Public Users		Unaffiliated Health Professional	Unaffiliated Health Professional		
148	151	+3	46	48	+2	60	61	+1	+6

Loansome Doc: Year 5 Needs

If you *do not* provide Loansome Doc service, what are the reasons?

- Insufficient staff: 53.5%
 - Do not know about the service: 26.7%
 - Electronic licensing issues: 10.5%
 - Other reasons: 23.3%
- 

Loansome Doc Year 5 Needs “Other reasons” Detail

If you do not provide Loansome Doc service, what are the reasons? Other, please explain:

RESPONSES	% OF PARTICIPANTS (N=135)
Not needed/no interest	7
Not part of mission	2
Unsure of service	2

Goal 3

Improve member libraries' ability to provide health information

- **Resources:** RML Staff, Network Members, funding
- **Activities:** Awards for space planning, Leadership training, plan value of Libraries study, build knowledge of e-licensing through instructions, develop a web resource in e-licensing
- **Output:** 1 award each for space planning and leadership training, report of research for value of libraries study, online classes in e-licensing, create web page
- **Outcomes:** Members identify and utilize e-resource consortiums, Members self-report increase in e-resources

Goal 3 Outcome Indicator

Members join local consortium

Target goal was 4 members join a consortium

Year 5 Needs Assessment Question



Evaluation Goal 3 Results

Are some of the library's electronic resources purchased through a consortium or some multi-library purchasing plan?

Yes	No	Don't know
69%	28.7%	2.3%

2006 VS 2010 Needs Assessment Highlights

Training In Person vs. Online

Preference for online training rose by 3.6 % from 46.4 % to 50.%

Preference for in-person training dropped 27 % from 67 % to 40 %

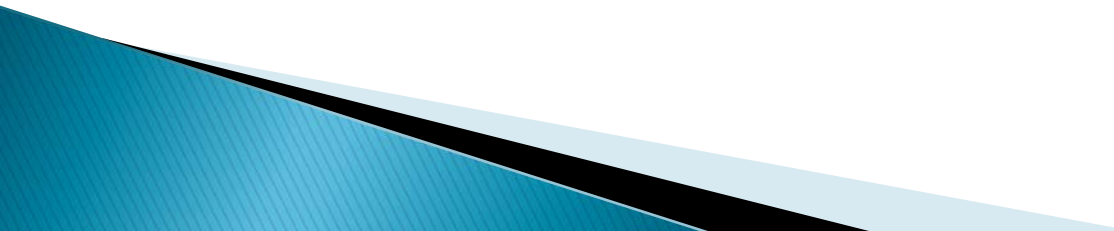
Training Topics

Interest in NLM products grew from 50% to 71%

Interlibrary loan from electronic holdings

Grew from 51.8% to 71.2%

2010 Needs Assessment Highlights

- ▶ DOCLINE was selected as the benefit most used by MAR members (86% of the respondents)
 - ▶ At the top of the list of reasons for not offering Loansome Doc Services, 54% of the respondents chose “Insufficient staff”. Suggesting that even if they are aware of the service, they don’t feel they can offer it.
 - ▶ “Funding to replace old hardware/software” was most cited (53%) as a need for library technology
- 

In 2010 Network Members Expressed Appreciation for NN/LM Services

- ▶ I really like your services.
- ▶ great service
- ▶ MAR has done a pretty good job. I am happy with their work.
- ▶ Technology awards are great (thanks!) as are the NLM brochure cards. People like the Tox Town and Household products ones especially.
- ▶ Use programs and online classes and am grateful for them.
- ▶ Appreciate all that you do. The regional office has assisted with questions that we have had in the past. Very helpful staff.
- Mar staff is professional and efficient. It has been a pleasure working with them all.

Sources

Year 5 Needs Assessment

Year 1 and Year 5 Needs Comparison

2006–2010 Program Evaluation

(All Will be Posted on NN/LM MAR Website)

National Network of Libraries of Medicine

Middle Atlantic Region

<http://nnlm.gov/mar/>

Thank you!