

NN/LM MAR Program Evaluation Report

Introduction/Background for the MAR program evaluation:

- Needs assessment conducted in Year 1 informed the Strategic Plan (<http://nnlm.gov/mar/about/pdf/marstrategicplan.pdf>). In this phase there was a definite focus on getting to know who the MAR members are and making sure our members know who we are.
- These 6 objectives helped to set priorities for the program evaluation as determined by the MAR Executive Committee (<http://nnlm.gov/mar/about/committees.html#ex>),
 - 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
- Evaluation priorities: had to narrow down the priority evaluation objectives into manageable terms to actually get evaluation accomplished which resulted in 3 main goals.
- 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.
- The MAR Executive Committee, with the help of the Outreach Evaluation Resource Center (OERC) then worked to develop a logic model (a planning tool that links activities to outcomes and provides a clear path for the purposes of the end evaluation) for each goal. From the logic models an evaluation plan (a systematic way to collect appropriate data to support intended outcomes) was then developed based on the priority outcome for each of the three goals.
- The MAR Evaluation Committee (<http://nnlm.gov/mar/about/committees.html#eval>) was established in April 2010.
- Data collection and results from the logic models and evaluation plans (**see appendix**):

#1. Goal: Create a culture of change to bring members into the implementation of the RML program. **Outcome:** Increase in award applications, subscribers to listserv, and class registrations (from logic model #1).

How will we measure this outcome?

- **Indicator:** Members make award application for the first time
- **Target:** 4 applicants are first timers
- **Data Source:** Network members who had a site visit in past 6 months
- **Data Collection Frequency:** Monthly (through site visit accounts, online class registration, award applications)
- **Data Analysis Methods/Tools:** Compare post site-visit data: award applications made, classes registered for, promotional material requested

Results of data collection:

- Conducted 98 sites visits (04/19/2007-10/25/2010)
- Site visit program started as a pilot project to increase awareness of NN/LM MAR programs and services among full network members. There was a noticeable increase in small project award application after conducting site visits, so the program was continued.
- By the mid-contract review (Dec. 9/2008) conducted 45 sites visits: DE=7, NJ=7, NY=20, PA=11. Twenty-three (51%) of the visited network members subsequently applied and received funding (14), attended training online or in person (8), or ordered promotional items (1).
- Site visits throughout MAR (04/19/2007-10/25/2010): DE=9, NJ=13, NY=41, PA=35 (n=98).
- 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 classe(s) 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.

#2A. Goal: Increase access to health information for unaffiliated health professionals.

Outcome: More member libraries implement Loansome Doc (LD) service to unaffiliated health professionals (from logic model #2).

How will we measure this outcome?

- **Indicator:** Member libraries report offering Loansome Doc service
- **Target:** 4 member libraries newly offer service
- **Data Source:** Network members
- **Data Collection Frequency:** Collected twice: pre- and post questionnaire
- **Data Analysis Methods/Tools:** Compare pre- and post-questionnaire of network members offering LD service

Results of data collection:

Loansome Doc Services Provided by MAR Network Members and All NN/LM Regions

	2008			2011				
	Affiliated Users	Public Users	Unaffiliated Health Professionals	Affiliated Users	Public Users	Unaffiliated Health Professionals	International Library	International Users
MAR	148	46	60	151	48	61	20	16
All NN/LM regions				1604	344	475	157	138

Loansome Doc Services Provided by MAR Network Members by Library Type in 2011

	Affiliated Users	Public Users	Unaffiliated Health Professionals	International Library	International Users	Total
Hospital Library	116	34	39	12	8	209
Academic Library	26	12	20	7	7	72
Other	9	2	2	1	1	15
Total	151	48	61	20	16	296

- In the MAR Year 1 (2006/07) and Year 5 (2010) needs assessments of network members respondents were asked the following question regarding Loansome Doc service,
 - Does your library provide Loansome Doc services to any of the following? (general public, affiliated health professionals, unaffiliated health professionals, my library does not provide Loansome Doc services, not sure, not applicable). Respondent results:
 - Year 1: 64% selected “not applicable”
 - Year 5: 67% selected “my library does not provide Loansome Doc services”
- In Year 5 respondents were asked,
 - If you *do not* provide Loansome Doc service, what are the reasons?
 - Insufficient staff: 53.5%
 - Do not know about the service: 26.7%
 - Other: 23.3%
 - Electronic licensing issues: 10.5%
- The responses to “other” reasons are listed in the table below and coded to show the percentage of responses for each reason,

If you do not provide Loansome Doc service, what are the reasons? Other, please explain:			
RESPONSES	CODE	# OF PARTICIPANTS	% OF PARTICIPANTS (N=135)
Not needed/no interest	1	9	7
Not part of mission	2	3	2
Unsure of service	3	3	2
Need assistance to start this service	4	1	1
Do not wish to set up fee for service and we are reluctant to do this for free	5	1	1
Health professionals are affiliated with some institution, & that institution should have its own library with its own professional librarian. We are allowing institutions to get away with not having a librarian.	6	1	1
Nobody has asked for this service	8	1	1
We use different form, request from Ovid and CINAHL page	9	1	1
Tried to do for our affiliated staff but had ltd control on others signing up for our site; costs	10	1	1
Affiliate member	7	1	1

- Additionally, in 2008 the MAR Network Services Coordinator and the Outreach and Education Coordinator developed a tri-fold brochure (<http://nnlm.gov/mar/training/ldtrifold.pdf>) explaining Loansome DOC registration and use to promote Loansome DOC to hospitals, libraries and unaffiliated health professionals. It was also anticipated the tri-fold brochure could be used quite effectively at national exhibits and training for outreach to unaffiliated health professionals.
- NLM can only provide Loansome Doc use statistics (the number of users currently subscribed to the service) at a given time rather than over a period of time. As of February 2011 the following is a snapshot of Loansome Doc users in the MAR,
 - DE: 106
 - NJ: 1,187
 - NY: 2,293
 - PA: 1,453
 - MAR total: 5,039

#2B. **Goal:** Increase access to health information for unaffiliated health professionals.

Outcome: MAR identifies needs for health information of targeted unaffiliated health professionals (from logic model #2).

How will we measure this outcome?

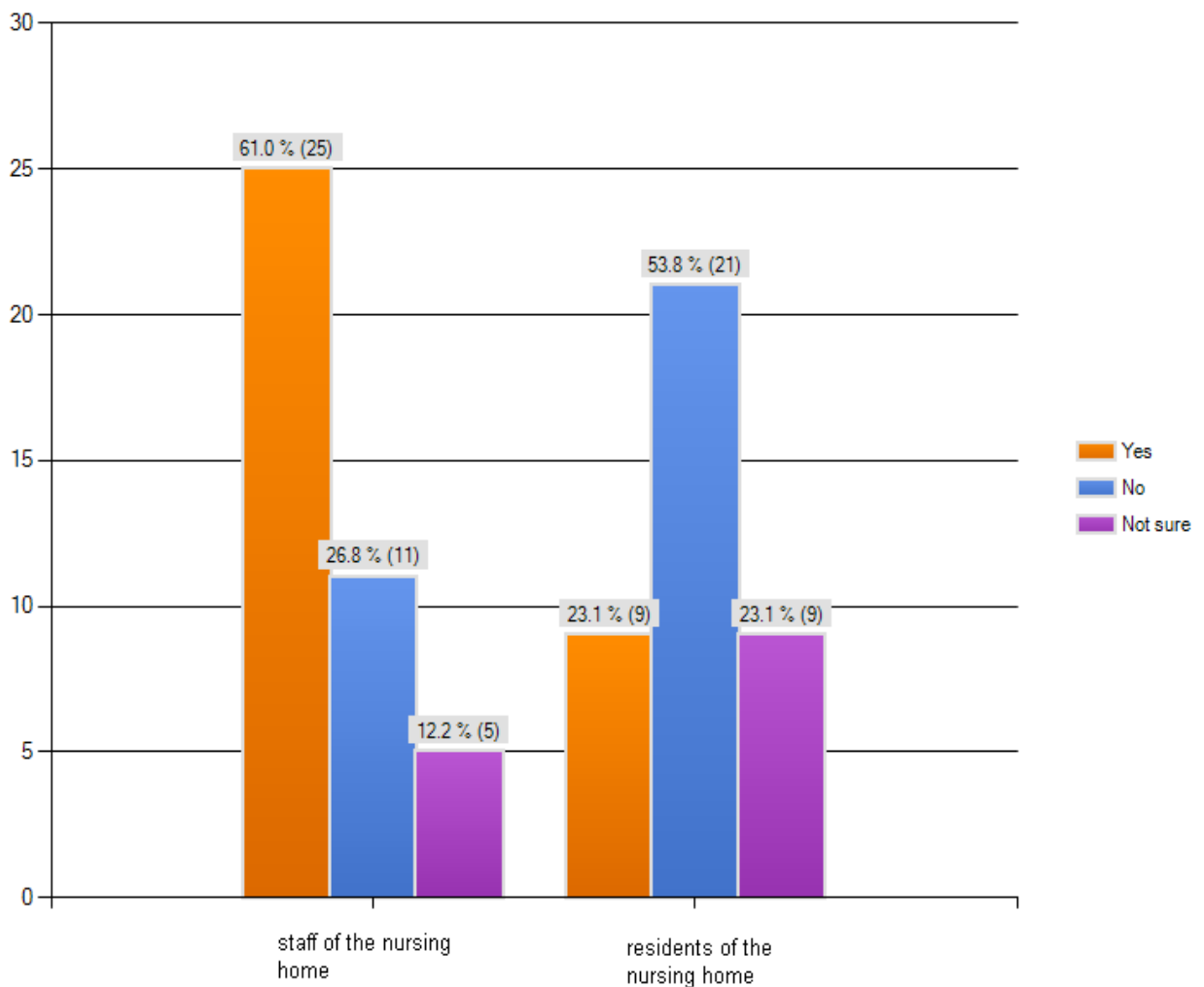
- **Indicator:** Respondents to questionnaire indicate a definitive interest in training for staff to search health information resources
- **Target:** 6 respondents will want training for their staff
- **Data Source:** Nursing home directors (respondents to the questionnaire)
- **Data Collection Frequency:** One time through questionnaire
- **Data Analysis Methods/Tools:** Results from questionnaire to unaffiliated health professionals working in nursing homes

Results of data collection:

- In May 2010 the MAR conducted a needs assessment of unaffiliated health professionals working in nursing homes in the region. (<http://nnlm.gov/mar/about/pdf/uhpfinal.pdf>). As determined by the Year 1 needs assessment of the MAR network members, the group of unaffiliated health professionals selected by most respondents (46%) as a possible target audience for outreach activities is nursing home care organizations, e.g.: home health agencies, nursing homes, and others. This specific needs assessment of unaffiliated health professionals focused on nursing home staff.

- A questionnaire was sent to a sample population of 88 nursing homes. There was a 47% response rate to the questionnaire.
- When asked if free training workshops, specific to health information resources and how to search them, would be useful for, 1. nursing home staff, 61% responded “yes”, and, 2. residents of the nursing home, 54% responded “no”. The following table shows the complete responses to the question.
- Outreach Training Awards were offered in the fall of 2010 to facilitate training for this unaffiliated health professional population. When there were no responses to this call for award applications the scope of the award was broadened, (<http://nnlm.gov/mar/funding/outreachuhpsenior.html>).

Would free training workshops about health information resources and how to search them be useful for, the staff of the nursing home?, the residents of the nursing home?



#3. Goal: Improve member libraries' ability to provide health information. **Outcome:** Network members identify and utilize local consortium for e-resources (from logic model #3).

How will we measure this outcome?

- Indicator: Members join local consortium
- Target: 4 members join a local consortium
- Data Source: 1) Network members, 2) Local consortia provide statistics on new members
- Data Collection Frequency: Once in Year 5 of contract period
- Data Analysis Methods/Tools: Results from network member needs assessment questionnaire in Year 5 (ask specific question about joining a local consortium)

Results of data collection:

➤ The following tables illustrate the responses to specific questions about consortia in the region in the MAR network member needs assessment,

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%

Are some of the library's electronic resources purchased through a consortium or some multi-library purchasing plan? If YES, please list the consortium or multi-library purchasing plan(s):			
RESPONSES	CODE	# OF PARTICIPANTS	% OF PARTICIPANTS (N=135)
Health Sciences Library of New Jersey (HSLANJ)	1	23	17
NY 3Rs	12	23	17
BQISMB	10	9	7
WALDO	13	8	6
Lyrasis	6	5	4
PA State Library	20	4	3
VA	2	3	2
PALCI	7	2	1
DEVIC	22	2	1
CDLC	23	2	1
NYLINK	24	2	1

Catholic Health East/Mercy Health System	15	2	1
NJ State Library	25	2	1
NOVELny	21	1	1
PA Statewide Independent Living Council (PASILC)	26	1	1
HUBNET (Buffalo)	27	1	1
Laurel Highlands Health Sciences Consortium	28	1	1
Miraclenet	29	1	1
BISC (BioInformation Science Consortium)	3	1	1
Tri-Institutions	4	1	1
North Shore-LIJ Health System Libraries	11	1	1

Have you used the MAR Consortia Agreements list on the MAR's website to locate consortia in your area?		
Yes	No	Did not know it was there
2.3%	52.3%	45.3%

- The MAR has funded a Consortia Purchasing / Electronic Resource Access Award to support the administration of a local consortium that will provide access to electronic resources and serve as a model for others in the region interested in establishing a local consortium.