

NNLM Evaluation Office

Annual Report: 1 May 2019 – 30 April 2020 (UG4 Year 4)

Year by the Numbers



Website Data

- **4,713 visitors**
- **Top page:** Evaluation Resources
- **Top class:** Evaluation Basics
- **Most viewed report:** 2020 NNLM Summit Report



Overview of ROC and Annual Goals

The NNLM Evaluation Office (NEO) provides evaluation support for the Network of the National Library of Medicine and NIH All of Us. NEO assists the Network with the resources necessary to make data driven decisions, and partners with the regions to offer data, analysis and expertise.

Year 4 goals included:

- Designing and building a dashboard for NNLM staff
- Developing a Data Visualization Community of Practice
- Creating evaluation approaches for RML/Office Staff and NNLM network members
- NEO Evaluation Consultancy Pool
- Developing an RFP evaluation process
- Building a Data Warehouse
- Creating LiveStories Data Visualizations
- Evaluating the Diversity, Equity, and Inclusion webinar series

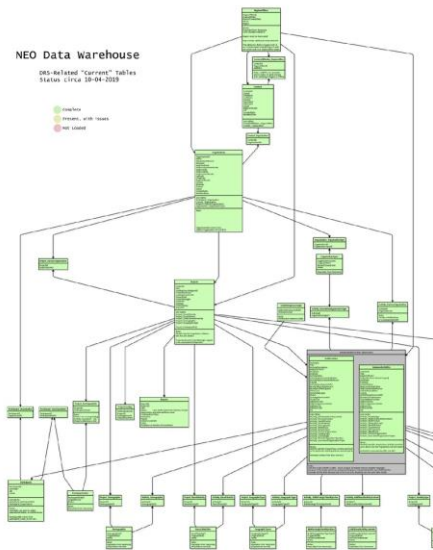
Key Accomplishments

National Evaluation Office (NEO)

- Constructed a **Data Warehouse** housing all DRS data in a reporting-friendly format
- Lead an **Evaluation Working Group**, averaging 11 representatives across regions and offices
- Developed Google Analytics dashboard measures the impact of their nnlm.gov web content
- **DEI Initiative:** Evaluated over 1,000 participants data from the national webinar series
- **RFP Standardization:** Formed an RFP technical working group to review RFPs across the network and created a standardized RFP scorecard for Health Outreach awards
- **Ad-Hoc Data Reporting:** NEO generated over 30 ad-hoc data reports during Y4
- Evaluated and reported on the **2020 NNLM Summit**
- Provided ongoing **evaluation expertise** to RMLs and members on evaluation plan and tool development

Top Three (3) Programs and Activities

(1) NEO/Data Warehouse
The Data Warehouse houses all DRS data.



(2) NEO/Internal Dashboard
Measures impact at a project and regional level.

See (right, top): Regional Profile | Projects

(3) NEO/DEI & NIH All of Us Evaluation Reports
Evaluation reports, conducted by evaluation specialists, measure national program impact.

See (right, bottom): Webinar #7 I am Safe Zones: Sticks and Stones LGBTQIA 101

Regional Profile | Projects



- Home
- Regional Projects
- Regional Activities
- State Projects
- State Activities
- Glossary

AK

Select a Region: Pacific Northwest | Color Map By: Projects | Date Range: 05/01/2017 - 12/01/2020

Pacific Northwest Region *click a state to view state details*

| | |
|----------------------|-----------------------|
| Projects | Project Funding |
| 20 | \$615,454 |
| Activities | Activity Participants |
| 303 | 54,130 |
| Member Organizations | |
| 443 | |

Regional Projects | *click an element of the charts or map to filter the dashboard. click again to clear the filter.*

Intended Demographics | Funding | Geographic Type | Issues & Interests | Intended Race & Ethnicities

List of Projects *click a table value to display a link to view project-specific details*

[View Full Projects Table](#)

| Project Title | Amount |
|---|----------|
| All of Us Community Engagement Award: Be Well Nampa | \$91,943 |
| All of Us Community Engagement Award: Fit & Lit: Health Literacy for Teens and Librarians | \$28,973 |
| All of Us Community Engagement Award: Meridian Moves | \$46,200 |
| All of Us Community Health Outreach Award: Promoting Healthy Communities - Health Equity Promoto. | \$19,624 |
| All of Us Health Literacy Outreach Award: Access Health at East Adams | \$18,915 |
| All of Us Health Literacy Outreach Award: Healthy Pathways: programs, resources, and education for M. | \$18,906 |
| All of Us Health Literacy Outreach Award: Pop-Up Library: Wellness Edition | \$18,826 |
| ApU Community Health Outreach: Information Resources for Alaskas Libraries and Their Patrons: Outr. | \$6,622 |



EVALUATION RESULTS
AAHSL/NNLM/MLA DIVERSITY, EQUITY, AND INCLUSION
WEBINAR SERIES
2019 - 2020

1. EVALUATION SUMMARY

Funded by the National Library of Medicine under Grant No. UG4LM012343 with the University of Washington.

1. EVALUATION SUMMARY

The Pacific Northwest Region Medical Library hosted the seventh of nine webinars, *I am Safe Zones: Sticks and Stones LGBTQIA 101* on May 13th, 2020. The session included content on identifying stereotypes, derogatory terms, and other assumptions for lesbian, gay, bisexual, trans, and heterosexual people.

The session evaluation survey was modified from the existing NNLM training evaluation form to include session-specific learning outcome questions. An evaluation link was provided to the session attendees on May 13th, 2020. As the survey remains open for people seeking Continuing Education (CE) credit, this report included the surveys completed from May 13th, 2020 through May 27th, 2020. A total of 305 people attended the session and 101 surveys were completed with a response rate of 33% percent.

The Survey data were subsequently downloaded from REDCap[i] and analyzed by the NEO Evaluation Specialist using SPSS version 26.0 for uni-variate analysis. A paired-sample test was conducted to compare the difference in the respondents' expertise prior to and after taking the session.