# HSL Annual Report – 2015

## Overall Summary & Administration

**Major activities and initiatives anticipated for next year and how they contribute to the Libraries' Strategic Directions and focus areas.**

The three areas of the Strategic Directions that HSL had the most impact in are the areas of Engagement & Community, Teaching & Learning, and Research & Scholarship.  Below are the major activities and milestones that HSL undertook to foster those goals.

- ➢ **Remodeling Space**: Creating flexible, efficient, and innovative facilities for health sciences education and research programs: 7,200 square feet of library staff space was remodeled into a large conference room called the Pacific Room and completed in June 2015.
- ➢ **Higher Utilization of Space**: For the second consecutive year, HSL use increased by 7% over FY13-14 due to partnership uses and 24/7 access for health sciences students.
- ➢ **Workforce Transitions and New & Emerging Library Roles**: Several retirements and subsequent national recruitments among academic health sciences librarians had a major impact on the organization.  Staff engaged in recruitments and discussions about the role of academic health science libraries, technology roles and needs in the future.  What stands out most is that the Health Sciences Library is sharing major opportunities to integrate curriculum changes and enterprise-wide clinical initiatives into library roles.  Nikki Dettmar joined UW as the Health Sciences Curriculum Design Librarian, and Andrea Ball joined UW as the Care Management & Population Health Librarian.  Jamie Gray was hired as the new Associate Director for Administration & Public Services.  Frances Chu joined as a temporary librarian.
- ➢ **Partnership with National Library of Medicine, Northwest Hospital, CLIME & Writing Center**: HSL is leveraging resources from academic support departments, clinical partners and UW centers to build/renovate and, when appropriate, integrate into program coordination, including key shared resources and educational facilities. An MOU for clinical information and library service was signed by Northwest Hospital in 2015.
- ➢ **RRAIN Washington Mobile App Development**: UW Health Sciences Library received a 12-month $30,000 award from the National Library of Medicine to build a iOS mobile app for Washington State ESAR-VHP personnel and first responders to provide access to NLM resources and situational awareness information.
- ➢ **New Learning Environment Features**: Brimming with current technology, the Commons conducted a 3D printing pilot and continued an examination pilot for

several health sciences schools.  Piloting emerging technology and online curriculum requirements in outdated facilities requires complex and detailed planning strategies.

Partnerships with the campus, community and hospitals serve as the foundation of a new hub for integrated learning for clinical care delivery, interprofessional education, and interdisciplinary teams, without the constraints of physical print collections and information access.  Using an incremental investment strategy to test new trends and leverage resources from schools, Centers, and clinical environments locally and in the region is a high priority.  Reorganizing student learning for modern health science programs is both an opportunity and a challenge, as projects' scopes and facility conditions are not conducive to successful outcomes.

**HSL Staff Area Remodel Project**

The Health Sciences Library renovated 7,200 square feet of library staff space to solve problems of aging infrastructure, staff functions that no longer exist, and outdated space configurations – and doing the upgrades live.  Pfeiffer Partners worked with Tania Bardyn, in 2012, to set out the vision for the new Director's reinvestment in its core staff space, and the modern research, clinical and teaching workplace we are pursuing including layouts, office and support space ratios, and workplace resources for work/life.  HSL fast-tracked Phase 1 of a multi-phase project, due to the upcoming retirement of Nanette Welton, which reduced cost, maximized uptime, and supports today's program priorities in the health sciences library.  Gili Meerovich of Pfeiffer Partners set out a stakeholder engagement process, preliminary budgeting, and swing space strategies.  In the course of this project, the University introduced sustainability goals.  Key staff engagement steps for success affirmed needs vs. wants and the impact a new environment would have on new hires and future staff.  Fundamentally, the goal was to position the Health Sciences Library staff space for a future-ready teaching, clinical and research environment, to foster innovation, and improve productivity through collaborative workspace.

**PHASE 1:**

**a)  Pacific Room:**

The result includes the Pacific Room - a 1,100 square foot, technology-rich, multi-function conference room for library meetings, project planning, active learning workshops, and special events.  The room includes neutral air, soundproofing, and videoconferencing to seat approximately 78 people.  The Pacific Room is immediately adjacent to the students' 24/7 access entry door on the lower level.  This collocation will allow HSL to develop future goals for expanded use and better integrate student study and learning spaces for a group whose learning needs are constantly evolving.  The space has been set up to accommodate half-day and full-day workshops.

Pacific Room Key Highlights:

- Maximum occupancy: 78

- Construction completed June 2015

- Cost per sq. foot: $227

- Tables, stacking chairs, whiteboards

- Buffet cabinet

- SMART SB885i Touch Board with Meeting Pro software

- WiFi and two phones

- Large interior secure storage closet



Pacific Room, T229, post-remodel

During construction of the Pacific Room, surface-mounted wiring was moved into the ceiling and the master light switch panel was moved to the hallway outside of the room. An ADA door was installed adjacent to the Pacific Room. The electrical changes and the ADA door improve the aesthetics and the functionality of the staff areas.

b)      **HSL Administrative Suite:**

Dismantling office-based cubicles and developing flexible, open, and clean spaces in Phase 1 facilitated the administrative suite reconfiguration. Over the last 10 years, the number of administrative staff has been cut in half at the Health Sciences Library. Positions were not going to be refilled; therefore, cubicles were dismantled, a photocopier room was

repurposed for two private offices for future librarian positions, and staff moved into a shared office space with private entrances.

T-228 was divided into 3 semi-private cubicles. Waiting area furniture and art were added to the Administrative area to create a welcoming space and ability to host small office events like coffee breaks, farewell celebrations, and further advancement efforts.



Administrative Suite, post-remodel

### c) ILL & Print/Electronic Resources



In July 2014 Print & Electronic Resources staff moved into 900 square feet of remodeled space that included new carpet and a bright green wall in place of an older wall that previously had a non-functional window and sliding door.

ILL staff moved into 1500 square feet of remodeled space. The move consolidated staff who had previously worked in 4 different areas of the library, improving efficiency for the department.

The new space included new carpet and cubicle dividers.

Phase 2, funding permitting, will focus on creating new, more efficient, work spaces for NNLM/PNR staff. Phase 3 will create a small staff room with a kitchenette and a changing area for staff who exercise during the work day.

# Public & Research Services

1. **Major activities, accomplishments, significant changes and issues, grants and gifts**
   In addition to recruiting, the unit also ventured into the creation of videos to support various learning projects.  Videos were created and tested for a variety of activities including marketing, presentation content, and orientations.  Expanding into this arena, gives the department an opportunity to begin developing supplementary content to the more traditional LibGuides.

   Additionally, several members of the team were awarded funding from the NN/LM PNR to expand writing center services at the Health Sciences Library.  The funding will allow for more tutor hours and specialized training to help prepare tutors to address specifics related to scientific writing.  The services have been heavily utilized during the fall and spring quarters.  The department is very excited to be able to provide these services for the coming year to our users.

**2. Major activities and initiatives anticipated for next year and how they contribute to the Libraries' Strategic Directions and focus areas.**

The biggest activities for the department will be happening on the curriculum front, which ties directly into the Strategic Direction of Teaching and Learning.  The School of Medicine is set to begin their new curriculum in August.  With the significant changes happening, reflected in the new themes, threads, blocks, and design, there will likely be new expectations for how and where we support our students (Canvas).  This change is echoed in several of the other schools, either currently undergoing or potentially undertaking curriculum changes, such as Nursing, Social Work, and Dentistry.

**3. Key statistics not reported or collected centrally**

Statistics for the Public and Research Services department are captured and reported within Desk Tracker.

# User Experience

1. **Major activities, accomplishments, significant changes and issues, grants and gifts**

The User Experience Department's activities have been far reaching and varied for the last year.  The group has participated in or led a number of internal initiatives.  Below is a recount of the most impactful activities and accomplishments through June 2015.

- In Autumn Quarter, partnered with OWRC to bring appointments with tutors for writing assistance into the Health Sciences Library.  The service was well-received, and we wrote and received a Medical Library Pilot Project award from NN/LM PNR to build on initial success.

- Conducted a pilot project for students to try out 3D printing in the Health Sciences Library.

- Completed an initial first year of providing reference, education, and document delivery services to Northwest Hospital staff.

- Piloted a year of reservations (and charging) for space in HSL Red Area.  Because of noise levels it was not as successful as we had hoped.  Discontinued for now.

- Completed the build out of the Pacific Room, new space for HSL to use for staff.

- Hosted two National Library of Medicine travelling exhibits: the Literature of Prescription and Native Voices.

- Lost 50% position that was reassigned to Print & Electronic Resources.

- Based on user statistics, reserved Saturdays for student use only during the summer and closed to the public.

- Submitted a successful STF proposal.  HSL received $66,208.55 to replace workstations in the Commons drop-in area and the Library Teaching Lab.

- Implemented a new process for withdrawing records for missing items.

- Replaced the water fountain with a bottle-filling fountain.  This improvement was requested by numerous students in the UW Libraries triennial survey and completes one of the objectives in the Engagement & Community section of HSL's strategic plan.

- Demonstrated HEALWA resources for Information Desk staff and arranged for them to have access.  This allows HSL to better support our partners in the UW Affordable Care Network, one of the objectives in the Engagement & Community section of HSL's strategic plan.

2. **Major activities and initiatives anticipated for next year and how they contribute to the Libraries' Strategic Directions and focus areas.**

The areas of the Strategic Directions that the User Experience group will have the most impact in are the areas of Engagement & Community, Teaching & Learning, and Research & Scholarship.  Below are the planned activities the department intends to undertake to foster those goals.

- Conduct the pilot project to hire additional tutors, train them for assistance with scientific writing and repurpose recently vacated staff offices into a branch writing center within HSL. This project works towards goals in Teaching & Learning, Research & Scholarship, & Engagement & Community.

- Take first steps towards developing an Exam Center in the Commons Computing area. This project works towards Engagement & Community and Online & Active Learning.

- Terry Jankowski is participating on a Medical Library Association Taskforce to create a website and bibliography on the value of health sciences libraries. This contributes towards the Communicating our Value focus area.

- Further develop services to Northwest Hospital staff. This contributes to the Collections & Access strategic direction as well as Engagement & Community.

- Complete the reorganization of staff space to create more welcoming and efficient work areas by reassigning office and storage space. This contributes to the Organization & Effectiveness strategic direction.

- Review staffing needs of department, especially to determine levels needed for adequate staffing during public hours and for the services we offer. Part of the Organization & Effectiveness strategic initiative

- With the ERes system ending, develop materials and ways of helping faculty provide similar services through the campus-wide learning management system, Canvas. Supports the Collections & Access, as well as Teaching & Learning strategic directions.

3.  **Key statistics not reported or collected centrally**

- Gate count at HSL increased overall by 7% and the lower level (which is primarily after-hours access) by 79% after years of steady, but small decline. We attribute this to opening the lower level doors during business hours, greater publicity, and developing a more welcoming study space.


## Print and Electronic Resources

**Major activities, accomplishments, significant changes and challenges in 2014-15**

This year we made efforts to continue to provide access to world-class collections at the UW. The Print and Electronic Resources team worked in collaboration with the Public and Research Services department to verify, price and purchase eBooks and print books from one-time money applied for and won by three of the liaison librarians. The topics of these books were focused on palliative care, translational research and writing.

Evidence of the reach of the HSL collection can be seen by the numbers from PubMed:

HSL currently has 5197 (paid) journal titles/holdings linked to in PubMed:

- 308,620 Total views of these holdings in Jan-June 2015

- 145,180 Total hits on UW Icon "Check for Full-Text at UW" in Jan-June 2015

- 163,440 Total hits on UW Icon "UW Article Online" in Jan-June 2015

The Health Sciences Library has taken several steps to expand and improve access to online resources.  In addition to purchasing the above eBooks, the Print and Electronic Resources team worked with the Health Sciences Library (HSL) Web Team to discontinue Cybertools as the A-Z journal list and to point users to Primo A-Z journal list.  In anticipation of an HSL specific A-Z eJournal list, the Print and Electronic Resources department downloaded over 2700 eJournal Records (MARC, XML) from Cybertools for future migration to a "user friendly" platform for university clinicians, students, staff, researchers and faculty.

Print and Electronic Resources has made an effort to align collections and access strategies with current and emerging University needs.  As with the Suzzallo Library, the Health Sciences Library has been slowly running out of room in the building.  In an effort to create more space, a plan for weeding has been implemented.  However, prior to weeding, a Serial Labeling Project needed to be initiated.  Here, the Print and Electronic Resources team coordinated the workflow and application of over 40,000 classification labels to facilitate future relocation to off-site storage.

On June 15, 2015, the Print and Electronic Resources department lost a staff member.  Without the Library Technician III, the Library Technician, Supervisor has had to handle the workload of two people.  This workload supports the infrastructure of the library by maintaining not only the electronic resources, but also the new print resources that come to HSL.  Without this infrastructure the librarians cannot provide the services to the varied customers of HSL from clinicians to students of the University of Washington and UW Medicine.

**Major activities and initiatives anticipated next year, and how they contribute to the Libraries' Strategic Directions and focus areas.**

*Provide access to world-class collections at the UW*:

To ensure that the eBooks purchased would be relevant to all users, the team is looking to expand the Health Sciences Library's PDA service from Rittenhouse to be open to the larger UW population instead of just HSL.  As such, University of Washington at Bothell and Tacoma are becoming involved in this service, especially as they are expanding their health sciences curriculum.

Additionally, the Print and Electronic Resources team plan to remove approximately 10,000 print books from the storage area and relocated older items from the 2<sup>nd</sup> floor stacks to the storage area in the basement.  This will open space for incoming print resources, as not all information is in electronic formats, and ensure the collections remain up-to-date for the customers.

*Expand and improve access to online resources*:

As the UW Libraries work on the ExLibris Primo discovery tool to improve discoverability and access to resources of the UW Libraries, the Print and Electronic Resources team members are working with the HSL Web Team on the A-Z eJournal list that is focused on Health Sciences Library-specific eJournals in addition to working with the Primo Operations Group to ensure usability of Primo discovery tool.

The Print and Electronic team will also continue to focus on eBooks instead of print books to ensure distance students can access necessary books, by purchasing eBooks with multiple to unlimited users depending on price and budget.

*Align collections and access strategies with current and emerging University needs*:

With the start of the Health Sciences Library Collections Manager and Clinical Liaison role that is embedded in the Public and Research Services department, the need for a separate collections committee is no longer necessary.  This role will have regular contact with the other liaison librarians and the departments of Suzzallo Library that would ensure that there is regular communication and centralized coordination of resource investigation, negotiation and purchasing.  The plan will have this role not only handling collection development and management, but also with collection assessment to help with managing electronic and print resources based on qualitative and quantitative evaluation.

## Systems

**1.  Major activities, accomplishments, significant changes and issues, grants and gifts**

The systems department has been steadily working to update and incorporate new technologies and equipment on both the public and staff side of Health Sciences Library.  Below are the myriad of specific Systems related projects the team has been able to accomplish over the last year.

- o   Ordered Dell server for Enhance Content streaming media, a PNR funder project.

- o   Installed Dell PowerVault ML6000 tape drive donated by Suzzallo ITS.

- o   Ordered Dell XPS 18 touch screen all-in-one PC for RML presentations.

- Repurposed Dell server and software for STF-funded DNA Sequencher software.

- Specified, ordered, and set up STF-funded Makerbot 3D printer.

- Ordered and set up replacement Linux servers for Hsl.uw.edu, HEALWA & EthnoMed.

- Was awarded NLM contract for RRAIN Washington project.

- Created and released RRAIN Washington website and iOS app.

- Updated HSL Plone site, investigated and fixed errors and created new content.

- Managed users on HSL Plone site.

- Managed HSL blogs and prepared for move to new virtual servers.

- Created proof of concept site for Cybertools replacement.

- Worked with library staff on LibGuides site.

2. **Major activities and initiatives anticipated for next year and how they contribute to the Libraries' Strategic Directions and focus areas.**

In an effort to support the Strategic Directions of Collections & Access, and Community & Engagement, the department has planned the following activities:

- Project manager for future HSL mobile and emerging technology projects.

- Continue support for mobile technology (iPads, Galaxy Tabs, etc.).

- Revision of departmental procedures and updating Staffweb.

- Continue training in app development.

- Continue move of HSL blogs, HEALWA and EthnoMed to new virtualized servers.

By supporting the above initiatives, the Systems department is helping users gain access to Library resources at the point of need.  The department is also poised to try and create products, such as the RRAIN app, that are responsive to needs within our larger community, thus positioning the Health Sciences Library to move from a simple services provider to partner.

3. **Key statistics not reported or collected centrally**

- iOS RRAIN Washington app downloaded:  174

- RRAIN Washington website visits from March 30 - July 17:  380

- # of iOS apps developed:  1

# National Network of Libraries of Medicine, Pacific NW Region

**1. Major activities, accomplishments, significant changes and issues, grants and gifts**

Under a contract with the National Library of Medicine, the UW Health Sciences Library staffs a regional office for the National Network of Libraries of Medicine, Pacific Northwest Region (NN/LM PNR).

- Personnel changes: Carolyn Martin, MLS, AHIP, accepted the position of Consumer Health Outreach Coordinator for the NN/LM Pacific Northwest Region, effective September 15, 2014.  Emily Glenn, MLS, AHIP, accepted a position as NN/LM PNR Community Health Outreach Coordinator, effective September 21.  Adam Garrett accepted a part-time position as NN/LM PNR Technology Coordinator, effective October 1.  Adam also serves as Systems Manager for the UW Health Sciences Library.  Longtime PNR Coordinator Gail Kouame accepted a position within the UW Libraries when in August 2014, Gail became the Assistant Director for HEALWA (http://healwa.org/about) at the UW Health Sciences Library.  Mahria Lebow was reassigned within the UW Libraries to the position of Data Repository Librarian.

- PNR staff provided 90 trainings, presentations and site visits to 2,388 people in Alaska, Idaho, Montana, Oregon and Washington, reaching those in academic, public, hospital and special libraries; community-based organizations, public health entities and healthcare settings.

- PNR finalized funding agreements for 10 new awards for outreach, technology improvement, medical library pilot projects, and a new regional symposium.  In addition, PNR funded several Professional Development Awards, including funding to four Network members to attend the "Supporting Clinical Care: An Institute in Evidence-based Practice for Medical Librarian" on July 24-27 in Denver, Colorado.

- An MOU was signed for the Washington State Public Health Information Access (PHIA) project with Lamar-Soutter Library at University of Massachusetts, Worcester, to provide Washington State public health workforce with desktop digital access to licensed e-resources and document delivery service from May 1, 2014, through April 30, 2016.  State public health employees were trained on navigating the digital library, and PNR staff provided workshops about using PubMed and EndNote.  UW Libraries Access Service agreed to fill requests for scans of UW-held print material, or to obtain articles borrowed from other libraries.  At the end of the pilot, UW Libraries will need to-reassess the program to ensure workload and out-of-pocket costs sustainability.

- PNR *Rendezvous*, a free continuing education webinar series with timely and topics presentations, is organized and hosted monthly by the PNR.  During the reporting period, these talks were featured:

- PubMed Update; Presenters: Rebecca Brown, National Library of Medicine Training Center

- 508 Compliance: Creating Accessible Documents; 508 Resources; Presenters: Patricia Devine, Network Outreach Coordinator, NN/LM PNR, and Maddie Romansic, Program Assistant, NN/LM PNR

- Translational Research in the Pacific Northwest; Presenter: Diana Louden, Biomedical and Translational Sciences Librarian, University of Washington Health Sciences Library

- Identifying and Developing New Roles for Librarians: the National Library of Medicine Associate Fellowship; Presenter: Ariel Deardorff, National Library of Medicine Associate Fellow

- Attitudes, beliefs and barriers in healthcare organizations about evidence-based management: Results from a Study of Idaho Hospitals; Presenter: Ruiling Guo, PhD,Health Sciences Librarian, Idaho State University

- Integrating Evidence-Informed Practice (EIP) Skills into a Case-Based Medical School Curriculum; Presenters: Jane D. Saxton, Director of Library Services, Bastyr University; Jennifer Beardsley, Senior Librarian, Bastyr University

- Root Cause Analysis (RCA): An opportunity for hospital librarians to provide value added service; Presenter: Kathy Fatkin, Medical Librarian, Researcher & Evidence-based Practice Coordinator, Eastern Idaho Regional Medical Center

- University of Washington Health Sciences Library's RELM (Research and Evidence Literacy in Medicine); Presenters: Ann Gleason, Systems Head, and Sherry Dodson, Clinical Librarian, University of Washington Health Sciences Library

- Salud Se Puede (Good Health Is Possible): Promotoras and Health Information Needs in the Latino Community; Presenters: Seth Doyle, Migrant Health Coordinator, Northwest Regional Primary Care Association; and Cindy Olney, Acting Assistant Director, NN/LM Outreach Evaluation Resource Center

- PNR staff developed a website for healthcare providers treating those with opioid dependence, in conjunction with a physician assistant who works in an opioid treatment program, The Methadone Education Project. The website was presented as a poster at the annual meeting of the American Association for the Treatment of Opioid Dependence.

- PNR staff served on the planning group for Science Boot Camp West 2014, held at UW on July 9-11, with 92 individuals attending. The original Boot Camp model is an immersive, two-and-a-half-day program, structured as three science themes and a

capstone pertaining to data management or e-Science.  Six researchers from the Seattle campus area presented in three topic areas: geology and geomorphology, marine science, and health sciences.  All topics were based around an overall theme of "science of disasters" addressing preparation for, or response to, disasters—both natural and man-made.  In addition, two half-day workshops were offered for conference participants on Disaster Informatics and Data Librarianship.  Videos of the presentations are available on the conference's LibGuide:
http://guides.lib.washington.edu/2014SBCW_videos.

**2. Major activities and initiatives anticipated for next year and how they contribute to the Libraries' Strategic Directions and focus areas.**

In contribution to the Libraries' strategic directions, the PNR will work with partners in the Pacific NW Region of the NN/LM to:

- Establish new relationships with public libraries, consumer health libraries, faith and community organizations and specific population organizations to promote affiliate membership and to involve them in Network activities.

- Provide information and education opportunities to Network members regarding scholarly communication and publishing issues.

- Use web conferencing software as a communication tool for one-on-one instruction, as well as to facilitate updates to the Network membership at large.

- Co-sponsor a cross-regional symposium on new roles in clinical settings around use of information and data (internally and externally produced) to make hospitals more efficient, improve patient care, and lower health care cost.

- Work with regional programs for the health workforce serving NLM's priority audiences in Medically Underserved Areas.

- Conduct outreach to public health training programs.

- Work with regional and state programs and services reaching minority, low income and aging populations.

- Support collaboration with state and regional organizations by funding awards that improve access to quality online health information resources for underserved, minorities, seniors, K-12 and rural communities.

**3. Key statistics not reported or collected centrally**

Exhibits at National Conferences:

- School-Based Health Alliance, Seattle, WA

- Association for Rural and Small Libraries, Tacoma, WA

- American Osteopathic Association, Seattle, WA

- Association of College and Research Libraries, Portland, OR

- Society for Public Health Education, Portland, OR

Exhibits at Regional Conferences:

- Pacific Northwest Library Association, Helena, MT

- Montana Nurses Association, Helena, MT

- All Alaska Medical Conference, Anchorage, AK

- Health Information and Management Systems Annual Meeting, Bellevue, WA

- Oregon Community Health Information Network, Portland, OR

- Alaska Health Summit, Anchorage, AK

- Alaska Library Association, Juneau, AK

- NW Regional Rural Health Conference, Spokane, WA

- Montana Library Association, Bozeman, MT

- Partners in Emergency Preparedness, Tacoma, WA

- NW Environmental Health Conference, Portland, OR

- Washington State Nurses Association, Tulalip, WA

- Washington Academy of Physician Assistants, SeaTac, WA


## NN/LM Web Services Technology Operations Center (Web-STOC)

**1. Major activities, accomplishments, significant changes and issues, grants and gifts**

Web-STOC provides server infrastructure and support for the National Network of Libraries of Medicine (nnlm.gov).  Our chief project is working toward the Drupalization of the nnlm.gov website.  We achieved migration of all eight Regional Medical Library sites by April 30, 2015.

**2.  Major activities and initiatives anticipated for next year and how they contribute to the Libraries' Strategic Directions and focus areas.**

We are working toward roll out of remaining nnlm.gov services on our Drupal content management system by April 20, 2016, which represents significant engagement with the National Library of Medicine and the other seven Regional Medical Libraries.

**3. Key statistics not reported or collected centrally**

Trivia: nnlm.gov transmitted approximately 29 million pages during this period.

## Outreach Evaluation Resource Center (OERC)

**1. Major activities, accomplishments, significant changes and issues, grants and gifts**

- Developed the course *Mapping an Outreach Project: Begin with Information; End with A Plan*, which consisted of four hours of online instruction with four hours of homework assignments. Participants learned how to conduct user/community assessment, project planning, and evaluation planning to lay the foundation for a funding proposal. The class was taught to 88 participants from three NN/LM regions and 92% of participants who evaluated the course gave it an "A" (top rating).

- Joined a collaboration involving the NN/LM Middle Atlantic Regional Medical Library (at the University of Pittsburgh Health Sciences Library) and the Pennsylvania Library Association (PALA) on a health literacy project to prepare and motivate public librarians to teach community members to use MedlinePlus. The OERC will train public librarians to participate in the project evaluation and use evaluation findings to demonstrate library value to their communities.

- Facilitated onsite strategic planning meetings for three NN/LM Regional Medical Libraries.

- Conducted an Appreciative Inquiry evaluation project to get feedback from NN/LM Regional Medical Library users about how to better serve their needs. The feedback led to changes in the OERC's program. *Mapping an Outreach Project*, for example, was developed as a result of AI feedback.

- Successfully migrated the OERC web site to the Drupal system, which was adopted by the NN/LM to replace the former content management system. The web site went live on Drupal on February 12, making the OERC the first NN/LM unit to complete the migration process.

- Conducted follow-up assessment with training participants of two NN/LM national collaborations: one promoting the National Library of Medicine's *ClinicalTrials.gov Results Database* to health sciences librarians; and the other promoting National Library of Medicine resources to community college audiences. The OERC managed distribution of follow-up questionnaires to a national group of participants, analyzed data, and produced assessment project reports that emphasized data visualizations.

- Facilitated a focus group discussion with librarians from the eight NN/LM Regional Medical Libraries about their efforts to promote NLM's MedlinePlus Connect, a free service that connects patient portals and electronic health record systems to MedlinePlus.

**2. Major activities and initiatives anticipated for next year and how they contribute to the Libraries' Strategic Directions and focus areas.**

The OERC is part of the National Network of Libraries of Medicine, which is an outreach program managed by the National Library of Medicine. We provide evaluation training and support to a national network of libraries and organizations that are dedicated to advancing the progress of medicine and improving the public health through access to health information. Therefore, all of our 2015-2016 activities further the UW Libraries' strategic direction of engagement and community.

- Train members of NN/LM to incorporate evaluation into their outreach programs through webinars and in-person workshops. To date, staff are committed to teaching four in-person workshops and one training webinar between September 24 and December 10.

- Offer the *Mapping an Outcome Project* course in January. If there is high demand for this series, it will be offered again in February.

- Pilot test a new method for evaluating outreach communication campaigns with an email newsletter software called Constant Contact, which provides metrics to describe newsletter recipients' engagement with emailed newsletters. The OERC will use the monthly newsletter to promote its training opportunities and blog articles.

- Update the OERC's *Tools and Resources for Evaluation LibGuide* and the OERC web site.

- Provide an Appreciative Inquiry learning module to be included in a gamified training program offered through the NN/LM MidContinental Regional Medical Library (at the University of Utah Eccles Health Sciences Library). The training program is offered nationally.

- Develop a new one-hour webinar on effective data visualization practices that will be made available to the eight NN/LM Regional Medical Libraries to host in their regions.

- Collaborate with the NN/LM New England Regional Medical Library (at the University of Massachusetts Medical School Library) on a year-long book discussion group of the OERC's *Planning and Evaluating Health Information Outreach Projects* booklet series.

- Collaborate with the NN/LM Southeastern/Atlantic Regional Medical Library (at the University of Maryland Health Sciences and Human Services Library in Baltimore, MD) to develop and pilot test use of QuickTapSurvey to evaluate NN/LM's participation in conference exhibits.

- Submit a final report to the National Library of Medicine to close out the OERC's 2011-2016 contract with the National Library of Medicine, which ends April 30.

**3. Key statistics not reported or collected centrally**

- Provided 24 training sessions this year, with 20 taught as webinars and 4 taught in-person. Total attendance at OERC training sessions increased 124% this year, from 291 participants last year to 651 this year. Individual OERC webinars attracted up to 68 viewers.

- Provided consultation to NN/LM regional medical library staff and Network members on 37 evaluation projects, up from nine projects reported in 2013-2014.

- Published 53 entries about evaluation on the OERC Blog, more than double the number of blog entries posted in 2013-2014. The OERC blog has shown a steady increase in readership. For example, in June 2013, there were 122 views; in June 2014, there were 272 views. The median view count per month was 239, with peak viewership of 437 in May.

- Shared information via OERC Twitter account with 156 followers, which was an increase from 103 followers in June 2014.

- Distributed 87 print copies of the OERC's *Planning and Evaluating Health Information Outreach Projects* booklet series and 67 print or PDF copies of the *Measuring the Difference: Guide to Planning and Evaluating Health Information Outreach*. Fewer copies were distributed for the booklet series and guide compared to 2013-2014 distributions (which were 252 and 157, respectively). The OERC booklet series can be downloaded from the website. Without accurate download counts, the exact distribution for those publications cannot be determined.


## HEALWA

**1. Major activities, accomplishments, significant changes and issues, grants and gifts**

- Gail Kouame hired as Assistant Director for HEALWA on August 18, 2014.

- New mission and vision statements developed by HEALWA team and posted to the HEALWA portal site, based on January 30 Retreat with Debby Seaman.

- HB 1184 passed in Spring 2015 and was signed into law by the Governor. Will add two new health professions groups to those eligible for HEALWA: Marriage & Family Therapy Associates and Clinical Social Work Associates, effective August 1, 2015.

- HEALWA evaluation study administered in Spring 2015 to all eligible healthcare professionals in Washington. Engaged Moss Adams to consult with HEALWA and

to administer the questionnaire and analyze the data.  Expect draft Executive Summary in early August, 2015.

- Updated marketing materials (exhibit display panels, brochures, bookmarks, pens, table throw) with fresh new colors and look.

- Presented webinar for the Washington Occupational Therapy Association for which participants received CE credit.  It is linked from the Association web site: http://www.wota.org.


2. **Major activities and initiatives anticipated for next year and how they contribute to the Libraries' Strategic Directions and focus areas.**

- Collections and Access: Joanna Briggs Institute Library licensed for HEALWA. Provides access to unique Evidence-Based Practice resources; Re-design HEALWA portal site and move it onto platform that is mobile-friendly.

- Engagement & Community: Re-convene the Advisory Council for HEALWA consisting of a cross-section of users.

- Organization & Effectiveness: Hold focus groups as follow-up to the Evaluation Study.


3. **Key statistics not reported or collected centrally (per Google analytics for HEALWA)**

- Total number of HEALWA page views: 210,675

- Total number of HEALWA users: 48,385

- Total number of HEALWA sessions: 113,332