

WHEN OUTREACH MET INSTRUCTION: A CROSS-TEAM MPH FOCUS GROUP SUCCESS STORY

Samantha Walsh, Reference & Instruction Librarian

Robin O'Hanlon, Assistant Library Director, Outreach
& Public Services

Levy Library, Icahn School of Medicine at Mount
Sinai



Year of Public Health

**@ Mount Sinai Health
System Libraries**



library.mssm.edu
Twitter: @Levy_Library



PLANNING & EXECUTION

- **Cast a wide net** - Recruit participants far in advance.
- **Do a dry run** – To ensure you have enough time & test your recording device.
 - (We used a ClearOne Chat mic & Camtasia to record audio)
- **Provide refreshments/giveaways** - *Our students loved the healthy options!*
- **Break the ice!** - We had students “grade” the library.





“GRADING THE LIBRARY”





No lone wolves

#letsbefriends



This rad wolf photo is courtesy of Creative Commons

Transcribing like
a boss right
now.



UNEXPECTED FEEDBACK

Q: Would you prefer print or electronic books for required course texts?

A: “You have to have both!”

Q: Do you feel the library provides what you needs in terms of collections?

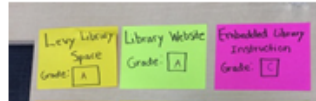
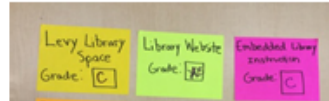
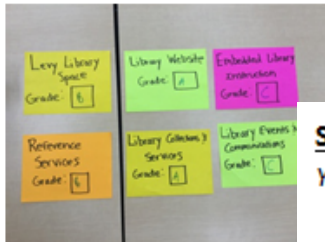
A: “Yes, I can’t imagine how much you spend on it!”



Master's In Public Health Program Focus Group Report

Grading Activity

Participants were asked to assign a "grade" to six distinct facets of the library. They were instructed to assign 2 A's, 2 B's, and 2 C's. The discussion was organized around these six facets, and the participants' grades (and their reasoning) helped guide the discussion. Additionally, the mediators referred to guiding questions associated with each facet to ensure a fruitful discussion took place.



Section 2: Year of Public Health

YoPH was explained, students were asked for suggestions.

- "You should have a panel of Public Health professionals to talk about their careers, but like a Career Services type thing. Career Services is great, but I'm thinking more like, "You have an MPH, you're not a doctor", what are next steps?"
- "You might want to consider an exhibit on Public Health research."
- "When the MPH program does activities, you might want to consider trying to get a table."

Open discussion – Examin

1. The Levy Library S computers, and cl

Responses:

- Room reser
 - Libr: stat
 - New
 - "Tec
- Laptop avail
- Expiration c
 - "Eve
- Friday night

Recommendations:

- Career-focused events for MPH students!
- Integrate the library into MPH events

Statement Activity

At the end of our discussion, each participant was given a large sheet of paper with two statement prompts.

The best thing about Levy Library is...

1. "Access to databases"
2. "Layout, not size, but aesthetically nice with light"
3. "Website and Databases"

If I could change one thing about Levy Library, it would be...

1. "Friday & Saturday hours"
2. "More student space & keeping track of stat analysis subscriptions"
3. "Room availability & hours"

Levy Library Research Insider Seminars

Emerging Careers in Public Health: Consulting

Are you curious about Public Health Consulting? Do you want to learn more about what you can do with a degree in public health? The Levy Library & the Graduate Program in Public Health are excited to cosponsor a discussion panel and reception featuring a diverse group of professionals involved in public health consulting. This event will introduce you to the variety of roles that Public Health Consultants play, and provide an understanding of the education and experience needed for these roles. After the panel, enjoy a reception with complimentary refreshments and meet the speakers.



Aisha Moore, MPH CHC
Project Director
John Snow, Inc.



Anne Thorsen, MPH
Consultant, Healthcare
Cognizant Consulting
Cognizant Technology Solutions



Tara Partovi, MPH
Senior Manager
Stakeholder Engagement | DSRIP
Mount Sinai Health System
Performing Provider System



Darcie Goodman, RN, MPA
Vice President
COPE Health Solutions

October 25, 2017 | 6:30 - 8:30pm

Seminar Room B, Hess Building

**Registration is limited
To reserve your seat scan QR code**



LESSONS LEARNED & BEST PRACTICES

- **Be prepared** – Expect to devote a significant time to focus group planning, execution, and reporting. Even our tiny focus group took was time consuming!
- **Be inclusive** - Don't assume you know what the burning questions are for other members of your team. Get their feedback in advance.
- **Test your equipment!**
- **Take the good with the bad** – If you're asking the right questions, you'll get some negative feedback. View this as an opportunity.

