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# Outcomes and Measurable Indicators Drive the Logic Model Approach for a Liaison Program

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Using a logic model evaluative approach makes for a better developed set of program goals and sound methods of evaluation and assessment for a library liaison program. Collaborative planning will enable the library to track activities and judge the effectiveness of the new service to library users.

Library liaison programs require consideration of the service needs of user groups and the contributions of the provider group (librarians). The goals and objectives of the program must focus on these needs, and relevant outcomes and measures of success need to be in place.

The project leader arrived at a set of broad goals and objectives and a proposed list of activities. The library leadership determined that workable outcomes and indicators of measurable success are the best way to determine that the program is making an impact on changing user perceptions and ensuring that the library is meeting user needs. During a series of collaborative meetings the professional staff developed a **logic model** that articulates the program **goals**, determines the desired **outcomes**, and outlines 'best' **indicators** of progress.

This approach of plan **backward**, implement **forward** produced a logic model for the program that combined the suggested elements.

Goal	Outcome	Activity	Indicator
<b>1. The WUSM community benefits from the information and technology resources, and services of the library</b>			
<b>1. Library services/collections better reflect the WUSM research endeavors</b>			
	Department members respond to survey with information about research interests		30% of people surveyed within 50% of departments respond
	Library purchases materials in response to requests for resources to be added to the collection (book, website, other) from department		25 items purchased
<b>2. Library users will be skilled information consumers</b>			
	Librarian's presence at department meetings results in department members reporting use of new information about clinical and research tools, i.e., EndNote		One or more positive responses from departmental members through regular communication channels
	Number of hits to web page on information literacy		Ten or more hits of measurable (2+ seconds) to the page within one year of launch from the wustl ip range
<b>3. Library users will do better research</b>			
	Researchers requesting and using liaison service report positive effects on their research		At least one researcher uses this service.
<b>2. There is a clear channel of communication between the academic and research components of the medical school and the librarians who provide the information and technology resources.</b>			
<b>4. Enhance communication, improve and increase direct servicing to the academic and research departments</b>			
	Faculty/staff suggest book and journal titles for purchase		25 recommendations from departments were received.
<b>5. Foster increased visibility of the library, highlight the strength of its collections, programs and services, and the professional competence of its librarians and technical staff</b>			
	Information Resource guides are used by faculty		Information resource guide(s) web pages are used 10 times per month.

**Values that are important to the user**

Communication	Options	Simplicity
Flexibility	Promptness	Success
Free	Reliability	Time & Money
Mobility	Reputation	Timeliness
Non-intrusive	Sensitivity	

**Traits that build Successful partnerships**

Control (their control not sacrificed)	Own Success
Creativity	Quality of work
Culture and fit (mutually understood)	Quest for discovery
Excellent resources	Reputation
Expertise	Respect
Feel Good	Trust
Good Technology	Value alternatives
Helping them (and their colleagues)	Understand the history
Mutual Interest	

Washington University School of Medicine  
Bernard Becker Medical Library

Liaison Activity

- Add new Activity
- Update an Activity
- Reports
- Maintenance

Liaison Activity

Select Activity Date: April 2006

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Department/Program:

Activity Type:

- Class Name:
- Administrative Assistants & Staff: Using Becker Online Resources fr
  - Advanced Medline Searching
  - Basic Functions of EndNote V. 9
  - Consumer Health Information Online
  - Evidence Based Medicine
  - Finding Health Statistics Information
  - Genetic Variation
  - Human Genome Resource
  - Sequence Similarity Searching
  - Spotfire Session I
  - Spotfire Session II
  - Using Ovid Online
  - Using PubMed
  - Other

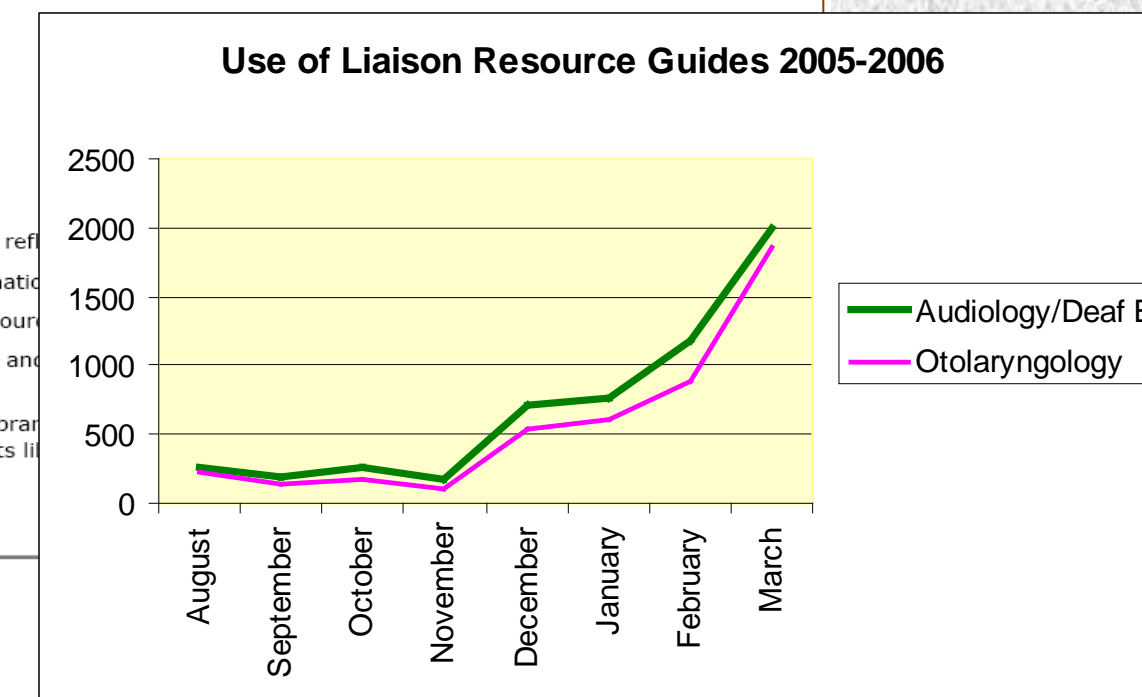
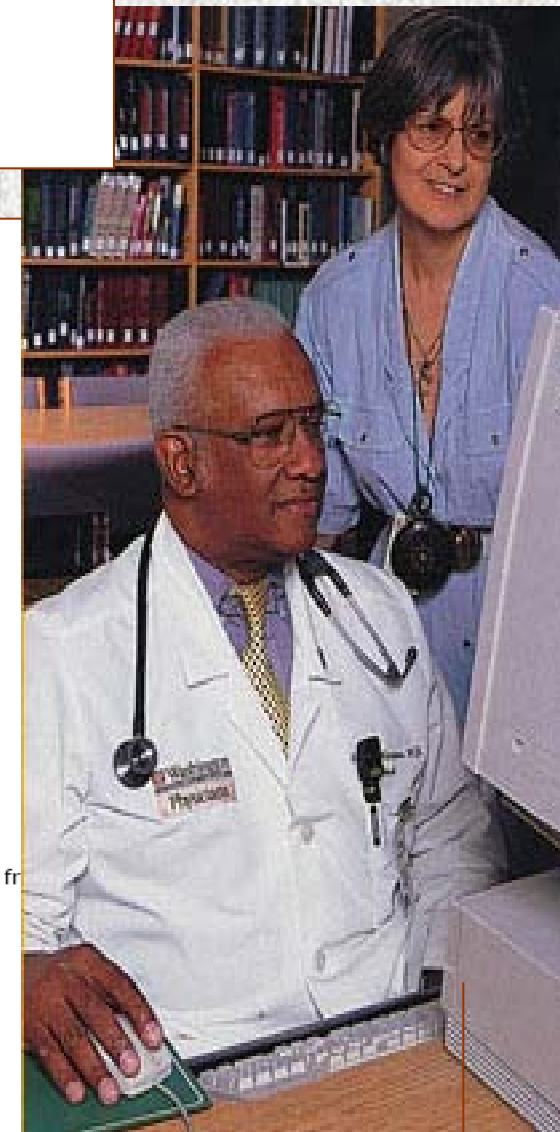
Number of Attendees:

- Outcome:
- Library services/collections better ref
  - Library users will be skilled informati
  - Library users will value library resour
  - Enhance communication, improve and departments.
  - Foster increased visibility of the librar and the professional competence of its li
  - Does not meet any outcome.

Comments:

Save Cancel

Home



Develop relationships.  
Expand awareness.  
Enhance communication.

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Liaison Activity

Activity Date: Username: Department/Program:

Goal:

- All Goals
- The WUSM community benefits from the information and technology resources, and services of the library.
- There is a clear channel of communication between the academic and research components of the medical school and the librarians who provide the information and technology resources.

Refresh

Date	Dept/Prog	Type	Class	#Attendees	Outcome	Goal	Indicator	Comment	Created By
04/25/2006	Audiology and Communication Sciences	Consultation			Library users will value library resources and staff	The WUSM community benefits from the information and technology resources, and services of the library.	Researchers requesting and using liaison service report positive effects on their research.	RMC's student required 1987 conference publication from ISCA for capstone project that ILL was not able to procure. Contacted author and ISCA. ISCA sent pdf of paper as a courtesy. Paper sent to student via email. Response from student: "I do not think I could tell you how amazing you are! Thank you sooooo much for the paper!"	safric
04/25/2006	Otolaryngology	Consultation			Foster increased visibility of the library, highlight the strength of its collections, programs and services, and the professional competence of its librarians and technical staff.	There is a clear channel of communication between the academic and research components of the medical school and the librarians who provide the information and technology resources.	Liaison participation and/or meetings with department members generates reports of useful transfer of information, awareness of resources, resolution of information problem and/or new contacts.	Researcher requested information on a presentation a colleague heard at a conference two years ago. Did a search for publication on that topic by the presenter. None found. Sent three emails to date to presenter asking for more information on the presentation and whether it would be followed with a publication. Email sent to researcher keeping her up to date on status.	safric
04/20/2006	Audiology and Communication Sciences	Teaching	Other	1	Library users will be skilled information consumers.	The WUSM community benefits from the information and technology resources, and services of the library.	Attendees at course(s) and/or workshops report increased awareness, skills and/or knowledge of subject being taught immediately after class and in two month follow up.	Au.D. student requested personal tutorial on databases related to Audiology as needed for research paper. Student reported increased awareness of databases and of the Audiology Resource Guide, and commented that the training was very helpful and wonderful immediately after the session.	safric
04/20/2006	Audiology and Communication Sciences	Consultation			Foster increased visibility of the library, highlight the strength of its collections, programs and services, and the professional competence of its librarians and technical staff.	There is a clear channel of communication between the academic and research components of the medical school and the librarians who provide the information and technology resources.	Information Resource guides are used by faculty.	Au.D. student visited library for consultation on location of various journals. Student was shown catalog and Audiology and Otolaryngology Resource Guides to demonstrate how to find journals. Student reported that this was very helpful.	safric
04/17/2006	Audiology and Communication Sciences	Consultation			Enhance communication, improve and increase direct servicing to the academic and research departments.	There is a clear channel of communication between the academic and research components of the medical school and the librarians who provide the information and technology resources.	Subsequent contacts result from work with department members.	Director of Audiology Studies and Asst. Prof of Otolaryngology sent email asking about availability of meeting room space for conference being held in October. Directed her to meeting room page on library site and offered assistance with conference in October.	safric
04/11/2006	Audiology and Communication Sciences	Consultation			Library users will value library resources and staff	The WUSM community benefits from the information and technology resources, and services of the library.	Researchers requesting and using liaison service report positive effects on their research.	Au.D. student requested assistance in location of journals and how to order publications via ILL. Student reported that this was helpful.	safric
04/03/2006	Audiology and Communication Sciences	Consultation			Foster increased visibility of the library, highlight the strength of its collections, programs and services, and the professional competence of its librarians and technical staff.	There is a clear channel of communication between the academic and research components of the medical school and the librarians who provide the information and technology resources.	Information Resource guides are used by faculty.	Consultation is not the most appropriate title for this task. Updated the Audiology and Deaf Education Resource Guide in adding new electronic journals.	safric
04/02/2006	Audiology and Communication Sciences	Feedback			Foster increased visibility of the library, highlight the strength of its collections, programs and services, and the professional competence of its librarians and technical staff.	There is a clear channel of communication between the academic and research components of the medical school and the librarians who provide the information and technology resources.	Information Resource guides are used by faculty.	Total number of hit counts for Audiology and Deaf Education Resource Guide for the month of March is 1,997.	safric

Conclusions

Successful liaison programs depend on building lasting partnerships with individuals and groups. These are ultimately built around understanding the users' needs, but, must be backed up by actions that are founded on positive traits, and deliver value to the user.

The plan backwards, implement forward logic model allowed us to establish the outcomes we wanted and the indicators of success and to track our work toward achieving the program goals.