DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
PUBLIC HEALTH SERVICE
NATIONAL INSTITUTES OF HEALTH
NATIONAL LIBRARY OF MEDICINE
MEDICAL LIBRARY RESOURCE GRANT APPLICATION
PROJECT GRANT

LEAVE BLANK
NUMBER
REVIEW GROUP
DATE RECEIVED

A. NAME AND ADDRESS OF APPLICANT INSTITUTION

Wayne State University
Shiffman Medical Library
4325 Brush
Detroit, Michigan 48201

B. TYPE OF INSTITUTION (Medical School, Psychiatric Hospital, etc.)

University Medical School Library

COUNTY	CONGRESSIONAL DISTRICT
Wayne	16th

C. NAME, TITLE, ADDRESS AND TELEPHONE NUMBER OF PROJECT DIRECTOR

James F. Williams II
Medical Librarian
Shiffman Medical Library
4325 Brush
Detroit, Michigan 48201

D. NAME, TITLE, ADDRESS AND TELEPHONE NUMBER OF FINANCIAL OFFICER TO BE NOTIFIED IF AN AWARD IS MADE

Patricia A. Woodruff
Fiscal Officer
Wayne State University
Detroit, Michigan 48202

TELEPHONE NUMBER	TELEPHONE NUMBER
313-577-1168	313-577-2283

E. ADDRESS OF PROJECT SITE

Shiffman Medical Library
4325 Brush
Detroit, Michigan 48201

F. CERTIFICATION AND ACCEPTANCE. The undersigned certifies that the statements herein are true and complete to the best of his knowledge and accepts, as to any grant awarded, the obligation to comply with the Rules and Regulations governing the Medical Library Assistance Extension Act of 1970, as amended, and with the Public Health Service terms and conditions in effect at the time of award. If funds are granted as a result of this request, they will be used for the purpose set forth herein.

COUNTY	CONGRESSIONAL DISTRICT
Wayne	16th

G. SIGNATURE

Required on Original Only

Use Ink

"Per" Signatures NOT Acceptable

SIGNATURE OF AUTHORIZED OFFICIAL OF APPLICANT INSTITUTION	DATE

TYPED NAME OF AUTHORIZED OFFICIAL	TITLE	TELEPHONE NUMBER
W. McGhee	Administra-tive Assistant, Office of Grants and Contracts	313-577-2283

Page 1

SECTION I. ACTUAL MEDICAL LIBRARY OPERATING EXPENDITURES FOR LAST COMPLETE FISCAL YEAR
(Direct Costs Only)

FROM (month, day, year)	THRU (month, day, year)	
7-1-71	6-30-72	
1. PERSONNEL SALARIES	$170,740.00	No. of FTE 24.0
2. INFORMATIONAL MATERIALS		
Books $28,400		
Journals $58,000		
Audiovisuals $10,000		
Other $10,600		
INFORMATIONAL MATERIALS TOTAL	$107,000	
3. EQUIPMENT, FURNITURE & SUPPLIES	$ 8,300	
4. OTHER EXPENSES	$ 14,800	
5. PHYSICAL EXPANSION & RENOVATION	$	
GRAND TOTAL	$300,840.00	

SECTION II. PREVIOUS GRANT AND CONTRACT SUPPORT RECEIVED BY THE APPLICANT LIBRARY

AGENCY	GRANT #	PURPOSE	BEGIN MO.	BEGIN DAY	BEGIN YR.	END MO.	END DAY	END YR.	TOTAL AMOUNT
A. NLM	LM00020-01	Relationship of Biomedical Information Services	6	01	66	5	31	68	$47,367
	LM00111-05	Resources Grant	1	1	67	12	31	71	219,427
	LM00120-01	Librarianship	7	1	67	6	30	70	102,282
	LM00628-01	Regional Medical Library Support	1	1	69	present	--		
	LM00293-01	Medical Library Construction	2	14	68	1	31	69	1,459,067
	LM01472-01	Detroit Medical Library Resources Program	1	1	72	12	31	74	94,800
B. OTHER (Specify)									

			APPLICATION NUMBER	

PROJECT GRANT APPLICATION DATA SHEET—INSTITUTION

SECTION I.   USER POPULATION SERVED BY THE LIBRARY

A. SCHOOLS	STUDENTS	FACULTY	B. HOSPITALS	NUMBER	C. OTHER PROFESSIONALS	NUMBER
Allied Health Sciences			Bed Capacity		Profession (Specify)	
Dentistry			Occupancy Rate	$\%$		
Medicine	995	320	Staff Physicians			
Nursing, Degree			Consulting Physicians			
Nursing, Diploma			Interns			
Nursing, LPN			Resident			
Optometry			Dentists			
Osteopathy			RNs			
Pharmacy			LPNs			
Podiatry			Other Health Professionals (Specify)			
Public Health						
Veterinary Medicine						
Other (Specify)						

SECTION II.   GENERAL CHARACTERISTICS OF THE INSTITUTION SERVED BY THE LIBRARY

The School of Medicine is the oldest component of Wayne State University. Its origin was in the year 1868 when it began as a fully accredited, degree granting college of medicine. The school has been relocated in the heart of Detroit's two hundred thirty-six acre Medical Center. Its entire curriculum has been revised. Clinical instructions are utilized to synthesize basis science materials, the subject matter of the first two years is integrated, and the senior year is left entirely elective. The school's unquestionable central function is the training of modern physicians, and a seldom recognized but essential function is providing a similar background and intellectual atmosphere for the rapidly proliferating paramedical fields. The school is also the catalytic force, along with the University, in the development of the Detroit Medical Center, a complex of resources to provide the finest in education, research, patient care, and service for onr of the nation's largest metropolitan areas. It enters its second century with expectations of un-paralleled growth and creation, and the completion of its new basic sciences building has already seen the entrance class increase to two hundred eight medical students.

APPLICATION NUMBER

SECTION I. DESCRIPTION OF THE APPLICANT LIBRARY

NAME OF THE LIBRARIAN
James F. Williams II

OFFICE TELEPHONE (Area code & number)

NUMBER OF FULL-TIME EQUIVALENT (FTE) EMPLOYEES 24

| LIBRARIANS (BSLS or MLS) | 7 | NONPROFESSIONAL LIBRARIANS | | OTHER LIBRARY EMPLOYEES | 14 |

LIBRARY COLLECTION	NUMBER	LIBRARY COLLECTION	NUMBER
Books	36829	Audiovisual (Specify films, tapes, etc.)	
Bound Journal Volumes	68470	Microfilm	539 reels
Journal Subscriptions	2,970		

EQUIPMENT (Describe types of equipment such as TWX, Microform Readers, AV, etc.)

TWX--used for interlibrary loan

MEDLINE terminal--used to provide bibliographic searching

Microform readers

Communications terminals--used to access the University computer facilities

Tattle Tape Security System--used to protect collection

SECTION II. CHARACTERISTICS OF THE LIBRARY'S SPECIAL SERVICES

The Wayne State University Shiffman Medical Library is a free standing library located on the School of Medicine campus in the Detroit Medical Center. It's prime responsibility is to collect materials to support the research and education under-taken in the school, but it also serves as the biomedical resource for the entire university. It has an equally important responsibility to the community; as the sole biomedical resource in Detroit, it has had an extramural program which until recent years had been confined to acquisitions, i.e., an attempt was made to ensure the availability of materials that support the clinical institutions throughout the area. The library is actively involved in providing MEDLINE search services to other health professionals in the community, and has tried to serve as a library's library through its efforts to provide leadership in directing medical library development in the area. Its intramural and extramural services cannot be considered novel, and a prime requirement for any service extended by the library is that it be provided independently.

NIH-1910
3-72

	APPLICATION NUMBER

DETAILED PROJECT GRANT BUDGET (First Year Budget)	TOTAL PROJECT PERIOD REQUESTED

PROJECT TITLE

	FROM (mo.,day,year)	THRU (mo.,day,year)
Health Instructional Resources Associated	7-1-73	6-30-76

CATEGORY		FIRST YEAR BUDGET
1. PERSONNEL (Itemize)	FTE	AMOUNT REQUESTED (Omit Cents)
Title of Position		
Project Director	0.1	As explained in the INSTRUCTIONS, do not report on this page individual salaries, but specify total salaries requested in block below.
Resource Director	1.0	
Associate Resource Director	1.0	
Clerical Assistant	1.0	
Consultants	1.0	
	1. TOTAL	$43,600
2. EQUIPMENT AND SUPPLIES (Itemize)		
Stationery		750
Telephone		800
Photoduplication		1,200
Postage		350
Equipment Rental (typewriters, adding machine, desks)		1,000
	2. TOTAL	$ 4,100
3. INFORMATIONAL MATERIALS (Itemize)		
Books, journals, audiovisual catalogs		400
	3. TOTAL	$ 400
4. TRAVEL AND TRAINING (Specify Purpose, Personnel, Place and Dates)		
Travel (out of pocket expenses for regular trips to member institutions--such local trips will make up the bulk of this budget--the remainder for professional meetings for Resource Director and Associate Resource Director)		4,000 travel 2,500 training
Training	4. TOTAL	$ 6,500
5. DATA PROCESSING COSTS (Itemize)		
none		
	5. TOTAL	$ 0
6. OTHER EXPENSES (Itemize)		
publications		1,000
Memberships		100
	6. TOTAL	$ 1,100
TOTAL COST (add 1 thru 6) ⟶		$55,700

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APPLICATION NUMBER

DETAILED PROJECT GRANT BUDGET (Estimates for Future Years)
AMOUNT REQUESTED (Omit Cents)

CATEGORY	SECOND YEAR		CATEGORY	THIRD YEAR

SECOND YEAR

1. PERSONNEL (Itemize)	FTE	
TITLE OF POSITION		As explained in the INSTRUCTIONS, do not report on this page individual salaries, but specify total salaries requested in block below.
Project Director	0.1	
Resource Director	1.0	
Assoc. Resource Director	1.0	
Clerical Assistant	1.0	
Consultants	1.0	
1. TOTAL		**$45,300**

2. EQUIPMENT & SUPPLIES (Itemize)	
Stationery	500
Telephone	800
Photoduplication	1,000
Postage	350
Equipment Rental	1,000
2. TOTAL	**$ 3,650**

3. INFORMATIONAL MATERIALS (Itemize)	
Books, journals, audiovisual catalogs	200
3. TOTAL	**$ 200**

4. TRAVEL & TRAINING (Specify Purpose Personnel, Place & Dates)	
Travel as in year 1 (p.5 #4)	4,000
Training as in year 1	2,500
4. TOTAL	**$ 6,500**

5. DATA PROCESSING COSTS (Itemize)	
none	
5. TOTAL	**$ 0**

6. OTHER EXPENSES (Itemize)	
publications	1,000
memberships	100
6. TOTAL	**$ 1,100**

| TOTAL (Add 1 thru 6) | $56,750 |

THIRD YEAR

1. PERSONNEL (Itemize)	FTE	
TITLE OF POSITION		As explained in the INSTRUCTIONS, do not report on this page individual salaries, but specify total salaries requested in block below.
Project Director	0.1	
Resource Director	0.1	
Assoc. Resource Dir.	1.0	
Clerical Assistant	1.0	
Consultants	1.0	
1. TOTAL		**$47,200**

2. EQUIPMENT & SUPPLIES (Itemize)	
Stationery	300
Telephone	800
Photoduplication	900
Postage	350
Equipment Rental	1,000
2. TOTAL	**$ 3,350**

3. INFORMATIONAL MATERIALS (Itemize)	
Books, journals, audiovisual catalogs	100
3. TOTAL	**$ 100**

4. TRAVEL & TRAINING (Specify Purpose Personnel, Place & Dates)	
Travel as in year 1 (p.5 #4)	4,000
Training as in year 1	2,500
4. TOTAL	**$ 6,500**

5. DATA PROCESSING COSTS (Itemize)	
none	
5. TOTAL	**$ 0**

6. OTHER EXPENSES (Itemize)	
Publications	1,000
Memberships	100
6. TOTAL	**$ 1,100**

| TOTAL (Add 1 thru 6) | $58,250 |

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SUPPLEMENTARY INFORMATION FOR PERSONNEL COSTS REQUESTED

List all personnel shown on page 5 and 5A, and include the
salary and fringe benefits requested for each. Return original
and one copy to the Resources Division, National Library of Medicine.
This information will be used only by NLM administrative staff.

PERSONNEL NAME	TITLE OF POSITION	FTE	SALARY	FRINGE BENEFITS	TOTAL
James F. Wiiliams, II	Project Director	0.1	$ 1,300	--------	$ 1,300
Janette S. Closurdo	Resource Director	1.0	14,000	$1,041	15,041
Daniel J. Moore	Associate Resource Dir.	1.0	13,000	1,027	14,027
----------------	Clerical Assistant	1.0	6,200	732	6,932
H.I.R.A. Representatives	Consultants	1.0	6,300	--------	6,300
FIRST YEAR TOTALS		4.1	$40,800	$2,800	$ 43,600
James F. Williams, II	Project Director	0.1	$ 1,400	--------	1,400
Janette S. Closurdo	Resource Director	1.0	14,750	$1,041	15,791
Daniel J. Moore	Assoc. Resource Director	1.0	13,650	1,027	14,677
----------------	Clerical Assistant	1.0	6,400	732	7,132
H.I.R.A. Representatives	Consultants	1.0	6,300	--------	6,300
SECOND YEAR TOTALS (If any)		4.1	$42,500	$ 2,800	$ 45,300
James F. Williams, II	Project Director	0.1	$ 1,500	--------	1,500
Janette S. Closurdo	Resource Director	1.0	15,600	$1,041	16,641
Daniel J. Moore	Assoc. Resource Director	1.0	14,400	1,027	15,427
----------------	Clerical Assistant	1.0	6,600	732	7,332
H.I.R.A. Representatives	Consultants	1.0	6,300	--------	6,300
THIRD YEAR TOTALS (If any)		4.1	$44,400	$ 2,800	$47,200

DESCRIPTION (Itemize) — AMOUNT REQUESTED (Omit Cents)

GRAND TOTAL Same as total for personnel on Detailed Budget Page ⟶

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APPLICATION NUMBER

BIOGRAPHICAL SKETCH

(Give the following information for the librarian and any other professional personnel directly involved in the project. Use continuation pages and follow the same general format for each person.)

NAME	TITLE
Janette S. Closurdo	Resource Director

EDUCATION

INSTITUTION AND LOCATION	DEGREE	YEAR CONFERRED	MAJOR FIELD
Wayne State University	B.A.	1968	English, Psychology
Wayne State University	M.S.L.S.	1969	Library Science

HONORS AND ORGANIZATIONAL ACTIVITIES

Chairman, Metropolitan Detroit Medical Libraries Group

Member, Medical Library Association

Secretary and Cofounder, Health Instructional Resources Associated

MAJOR LIBRARY INTEREST

Administration
Media Technology

ROLE IN PROPOSED PROJECT

Administrator directly responsible to Project Director

PROFESSIONAL AND/OR RESEARCH EXPERIENCE (Starting with present position, list training and experience relevant to area of project. List all or most representative publications.)

Chief Medical Librarian, St. Joseph Mercy Hospital, Pontiac, Mi. 1971 to date

Medical Librarian, Metropolitan Hospital, Detroit, Mi. 1970-1971

Serials Librarian, University of Detroit School of Dentistry Library, Detroit, Mi., 1968-1970

Publications: 1. University of Detroit School of Dentistry Library Serials Department Procedures Manual (master's project), 1969. 2. "Will Carleton, Michigan's Poet Laureate, an annotated bibliography" (under consideration by DETROIT IN PERSPECTIVE), 1970. 3. "PAIR: A Cooperative Effort to Meet Informational Needs" (under consideration by BULLETIN OF THE MEDICAL LIBRARY ASSOCIATION), 1972.

APPLICATION NUMBER

BIOGRAPHICAL SKETCH

(Give the following information for the librarian and any other professional personnel directly involved in the project. Use continuation pages and follow the same general format for each person.)

NAME	TITLE
Daniel J. Moore	Associate Resource Director

EDUCATION

INSTITUTION AND LOCATION	DEGREE	YEAR CONFERRED	MAJOR FIELD
Western Michigan University	B.A.	1970	Mass Communications

HONORS AND ORGANIZATIONAL ACTIVITIES

MAJOR LIBRARY INTEREST

Media Technology

ROLE IN PROPOSED PROJECT

Liason with member institutions, responsible to Resource Director and Project Director

PROFESSIONAL AND/OR RESEARCH EXPERIENCE (Starting with present position, list training and experience relevant to area of project. List all or most representative publications.)

Communications Technician II-Audiovisual Coordinator, Wayne State University, School of Medicine, Division of Medical Communication, 1971 to date

Communications Technician I-Assistant Supervisor, Classroom Services, Wayne State University, School of Medicine, Systems, Distribution and Utilization Department, 1970-1971

Project Plan

A. Statement of the RML Director

The Director of the Kentucky-Ohio-Michigan Regional Medical Library Program has been apprised of the progress of the Health Instructional Resources Associated since its inception and has been consulted concerning this grant proposal.

B. Introduction

Within metropolitan Detroit there exists medical library expertise which has been acquired through ten years of cooperative efforts to develop a library network. The work toward developing this "network" has been documented.* Theoretical knowledge and technical ability are two by-products that have been accrued from this experience, accompanied by an appreciation for the routines and procedures that ensure the system's efficient operation and the continued assumption of responsibility toward maintaining the system.

The above statement was not meant to aggrandize any particular institution, but rather to emphasize the growth of a system of libraries which has demonstrated a willingness to accept outside assistance, listen to each other's needs, and assist each other as institutions.

The Detroit experience has been one of medical libraries working with medical libraries, an interinstitutional effort to increase the utilization of the scholarly record. Recently, the increased emphasis on the use of non-print materials in health education has precipitated an intrainstitutional relationship between medical libraries and the multimedia units within their respective institutions. This relationship is being strengthened significantly because both the libraries and the multimedia units are being pressured to provide and foster the use of these materials while dealing with the common problem of identifying the media needs of their institutions and making an appropriate response. Yet another degree of commonality exists in that libraries and multimedia units in other institutions are facing the same problems. The marshalling of intrainstitutional expertise on an interinstitutional basis appears to be the next step towards a more defined program of multimedia utilization.

1. Background

Along with the current increase in the utilization of the scholarly record (a 16% increase in interlibrary loan activity for the first six months of 1971-72 over that of 1970-71 in Kentucky, Ohio, and Michigan) there has been an increased emphasis placed on the use of non-print materials to augment printed materials. As with printed materials, no library or multimedia unit is able to satisfy the immediate non-print media needs of its users from its own collection. Hence comes the need for yet another cooperative

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* McNamara, M.E. Establishing a medical library network for the metropolitan Detroit area. Bulletin of the Medical Library Association 55:42-47, 1967; Cruzat, G.S. Metropolitan Detroit network, Detroit Medical Library Group: Five year progress report. Ibid 56:285-291, 1968.

venture, which, through the sharing of both knowledge and materials, can more readily satisfy those needs. Many cooperative audiovisual consortia have appeared, the most notable probably being a group of 32 southern medical schools that are now active in developing, evaluating and sharing materials.*

Out of metropolitan Detroit's experience in network development has been borne the development of an association of health resource services among ten institutions which share materials through the directed use of inter-institutional loans while also sharing talents, knowledge, equipment and skills. Health Instructional Resources Associated (H.I.R.A.) began at St. Joseph Mercy Hospital in Pontiac, Michigan during August of 1971 when the hospital's Medical Librarian and Director of Photography began cooperating to meet the institution's needs. This interdepartmental effort proved so effective that other institutions were contacted with the idea of forming an organization through which to marshall the media expertise of the community in order to begin to address multimedia utilization on a collective basis. By October of 1971, nine institutions met, forming the Pontiac Area Instruction-al Resources (P.A.I.R.). Appendix IV details the history of P.A.I.R. As the group outgrew the geographical limitations of its name it was reorganized and renamed. This organization has continued to grow. In the fifteen months of its formal existence, twenty institutions have become actively involved in the H.I.R.A. philosophy. To date, ten of these institutions have submitted letters of commitment (see Appendix VI) while the remaining ten have indicated continuing interest with commitment letters pending. Other institutions have expressed interest in H.I.R.A. The Kentucky-Ohio-Michigan Regional Medical Library Program, the Greater Detroit Area Hospital Council and the Comprehensive Health Planning Council have endorsed H.I.R.A. A constitution and by-laws have been written and approved; a union catalog of software and hardware avail-able from each member institution has been produced and distributed; and, a sound slide production on hospital infection control, the group's first recognized common need, has been produced and made available to all member institutions (see Appendices VII, VIII, and IX, respectively).

Because of the lack of sound data to support decisions, the decision making structure of H.I.R.A. has to be one which is receptive to difficulties and capable of effecting change. From the Constitution (Appendix VII) it can be seen that H.I.R.A.'s Executive Committee consists of the organization's officers and committee chairmen. As those that comprise the Executive Committee are both consumers and providers of H.I.R.A.'s services, such representation is ideal. The Committee is empowered to establish policy, and as it represents institutions that depend on H.I.R.A for services, it has authority to alter policy when it affects the efficiency of H.I.R.A. insti-tutions. As the organization develops, if it is found that broader repre-sentation is needed, the Executive Committee can be expanded, or a separate reviewing body can be created.

2. Objective

As a demonstrated cooperative venture, H.I.R.A. members have a desire to maintain its viability and expand its participation. The organi-

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* National Library of Medicine News. XXVII (12), December 1972, p.6.

zation's goal is to provide for the existence and dissemination of appropriate audiovisual materials on a cooperative, area-wide basis, which would complement those printed materials traditionally available in the libraries of health care and health educational institutions. To reach this final goal, intermediate objectives have been set. To ensure an orderly development of a media resources system a resource office is to be established for the purpose of assisting H.I.R.A.'s interinstitutional activities with the ultimate aim of identifying an appropriate governance mechanism for its continued support. The orientation of this effort is to test a methodology as well as to provide data on whether such an office can be demonstrated as a necessary element in the utilization of institutional facilities for the dissemination of information on non-print media.

H.I.R.A.'s activities have at this point been accomplished through committee work and the dedicated efforts of its leaders. This represents a poor mechanism to operate a system. It is proposed that a resource office be created and located at the WSU Medical Library whose function it would be to (1) administer funds which could be applied to H.I.R.A. services and operations, (2) administer agreed upon policies through the issuance of standardized procedures for member institutions, (3) carry out monitoring and evaluative procedures, and (4) serve as the communications node for H.I.R.A. and other institutions, agencies and individuals in the area. More specifically, the office would be engaged in the functions and activities described below:

a. With the increased emphasis on non-print materials, more and more institutions will be faced with the prospect of improving their informational services through the acquisition and utilization of audiovisual software and hardware. This problem has been dealt with and in many cases solved by other institutions. Personnel at the resource office would in many cases serve as primary consultants to such institutions in H.I.R.A. and become actively engaged in the education of health science librarians in the language, materials, availability, equipment, and technology needed to create usable multimedia collections. The personnel would also serve as primary consultants to media specialist in H.I.R.A. as to the language and use of bibliographic controls for media. More importantly, the resource office would be engaged in the location of individuals at the grass roots level who have dealt with the problem and could act as a consultant.

b. In keeping with the idea of a "consultant" service, the resource office would be involved in the creation of a forum where medical librarians, media specialists, and health educators as well as other interested health professionals may exchange information while providing a core cadre of expertise to be available on a consultant basis to all member institutions.

c. As noted previously, a system must have dependable procedures. H.I.R.A.'s member institutions all have some form of a non-print collection, and many of such collections are expected to increase in quantity. The resource office would address itself to the creation of a common standard for the bibliographic control of non-print materials, as well as develop

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policies and procedures governing the sharing of both print and non-print materials by member institutions. These procedures would be described perhaps in the form of a manual.

d. The December issue of the National Library of Medicine News in a discussion of NMAC's activities states that NMAC's past experience indicates that about 90 per cent of those audiovisual materials considered for use are rejected after evaluation by peer groups. With this in mind, the resource office would initiate a program through which to review and evaluate commercially available audiovisual productions, and at the same time undertake the identification of those area-wide health educational needs that cannot be met by these commercial productions.

e. H.I.R.A.'s committees, in order to work effectively, will need information and data to make sound recommendations. The resource office would be involved in collecting and analyzing data, preparing and distributing reports, and doing basic follow-up work on recommendations and decisions made at the organization's meetings.

f. The investigative work described above would involve the testing of methods for data gathering and analysis to aid in the management of institutional operations. The resource office would encourage as well as assist member institutions to organize studies of their respective operations. Such studies would no doubt result in recommendations which may be utilized in planning for H.I.R.A. as well as for presentation to individual administrative units.

g. H.I.R.A.'s continued growth and the implementation of its programs will require some form of assessment. If such assessment is not centrally controlled, the organization's overall progress will be difficult to describe. The resource office will serve as an appropriate collection unit whose function it will be to collect management data on H.I.R.A.'s progress and to organize working documents for consideration by the membership.

3. Rationale

a. As stated previously, the resource office represents the testing of a methodology as related to the efficacy of such a facility. H.I.R.A. has demonstrated the viability of its system through signed letters of commitment, and if the organization is to have further development, its operations should be identified and assessed through an appropriate governance mechanism. H.I.R.A.'s rationale is that cooperative effort can produce greater and more efficient results than can a myriad of duplicated efforts. In administrative terms this means that a single institution can tap more expertise and equipment than they could afford to hire, buy or rent. This

provides many institutions with the means of obtaining a maximum service multimedia collection while expending only a minimum number of dollars per institution and providing only a portion/of the necessary personnel, materials, and equipment for that collection. The dollars thus saved can then be used to increase the scope of services within each institution while responding in a collective effort to the health care and education multimedia needs of the area. The functions of the resource office as defined above appear to be important for this development.

b. Upon agreement by the members of H.I.R.A. that financial support should be sought, the Medical Library Resource Grant Program was discussed. It was concluded that rather than having several project proposals submitted by separate institutions, the group should submit one proposal to benefit the entire membership. The Medical Library of WSU was chosen as the requesting institution as it has the facilities and experience in preparing and operating such programs, and it is more or less neutral ground in terms of H.I.R.A.'s organization.

C. Specific Aims for Service and Development

1. Year 1

   a. Administratively organize and direct the cooperative effort for maximum efficiency.

   b. Standardize loan agreements and procedures for member institutions.

   c. Provide consultation services, using member expertise, to both member and non-member institutions.

   d. Provide seminars for the continuing education of personnel in H.I.R.A. institutions.

   e. Review and assess commercially available media to determine its applicability to local educational needs.

   f. Identify those local educational needs not met by commercial productions and encourage the media specialists in H.I.R.A. institutions to design productions to meet those needs.

2. Year 2

   Following the first year's experience, many of its programs will undoubtedly need to be expanded in scope. The second year's efforts will be centered around identifying those areas where further program development is possible, while concentrating on the standardization of bibliographic controls for media collections and the development of a self-sustaining mechanism for the continued updating of H.I.R.A.'s union catalog.

3. Year 3

   Along with sustaining the programs of the two previous years, the

third year will be spent in developing a clear definition of H.I.R.A.'s responsibility and assessing its progress. These efforts will be under-taken with the aim of also defining and developing H.I.R.A.'s means of continued program development at a level of self-sufficiency.

D. Methods of Procedures

1. Year 1

a. A full-time Resource Director and Associate Resource Director will be hired to administer the resources to be applied to H.I.R.A.'s services and operations, administer the agreed upon policies of H.I.R.A. and to carry out monitoring and evaluative procedures for H.I.R.A. The Resource Director and Associate will b e directly responsible to the Project Director. (Appendix V includes job descriptions and curriculum vitae of applicants for both positions). All organizational records will be kept under their direction in the resource office previously defined. These will include, but not be restricted to: minutes of all H.I.R.A. membership and committee meetings, copies of all publications and official mailing and membership lists, copies of the standardized loan agreements and procedures and the standardized bibliographic controls, statistical information on loan activity between member and non-member institutions, consultation records, promotional materials, files of equipment and media catalogs, and some reference materials.

b. A loan committee has been formed to create a loan agreement and standard loan form for media requests. After approval by the H.I.R.A. membership, these will go into effect, to be evaluated by the committee and revised as use indicates.

c. Consultation services will be provided by drawing on the expertise within the membership. Resumes of professional representatives will be routinely collected and filed in the resource office to be used in determining the most appropriate representative for the con-sultation service requested. Such services will be provided to any community health educational institution on request. The kind and content of the services required will be determined by the resource office.

d. Seminars will be provided through the resource office for all repre-sentatives of member institutions. A planning committee will be formed for each proposed seminar and will arrange for content, location, materials, etc. The Associate Resource Director will review plans with each such committee and assist as necessary. Joint seminars have been discussed with two local groups: the Metropolitan Detroit Medical Library Group and the Michigan Hospital Addio-Visual Cooperative.

e. A review committee will be established to create a standard non-print media review form. The committee will then be responsible for re-viewing commercial productions to determine their applicability for local educational needs and the level of health education they can best serve. A file of all reviews will be maintained in the resource office.

f. The review committee, in evaluating productions, will collect data
    on their frequency of use, those health professionals using them,
    the intended results of their use, and the attitudes of those using
    them as to their applicability. In keeping with the activities of
    the committee, the resource office will use its data to encourage
    media specialists in H.I.R.A. institutions to design productions
    that will respond to those unmet needs identified through the review
    process.

g. H.I.R.A.'s further development depends on a clear definition of its
    responsibility and the assessment of its progress. Any devised
    program must be monitored to demonstrate that it makes a difference
    in the attainment of better health education for our nation. Towards
    this end, the resource office will be engaged in the collection of
    management data on H.I.R.A.'s progress; an analysis of this data will
    be organized into a set of assumptions or working principles; and,
    to the extent possible, factors of efficiency, cost-effectiveness and
    viability will be addressed.

2. Year 2

a. A catalog committee will be formed to create a standard for bibli-
    ographic control of multimedia materials available within member
    institutions. This standard will be made available to the libraries
    of non-member institutions through the Metropolitan Detroit Medical
    Library Group.

b. The catalog committee will also have the responsibility of updating
    the H.I.R.A. union catalog and redistributing it. They will create
    a mechanism for its continuous updating if possible.

c. Consultation service will continue to be provided as in Year 1.

d. The project's activities will continue to be monitored as in Year 1.

e. Workshops will be determined by need. They will be scheduled for
    representatives and others interested in the topic presented. They
    will include discussants from outside as well as within H.I.R.A.

f. Commercially available productions will continue to be reviewed and
    assessed as in Year 1.

g. H.I.R.A. will continue its efforts in identifying local needs not
    filled by commercial productions.

3. Year 3

a. A committee will be formed to examine the subject areas of in-depth
    concentration and development of each institutional member. After
    identification those subject areas that are not commonly represented
    in the members' collections will be assigned to certain institutions
    to be developed through the process of recommendations to the review
    committee. Such development will reflect upon H.I.R.A.'s encourage-
    ment of cooperative acquisitions according to an area-wide scheme.

b. Consultation services will continue to be provided as in Years 1 and 2.

c. Continuing education courses in joint projects with local professional organizations will be sponsored.

d. The review committee will continue to operate as outlined.

e. The project's activities will continue to be monitored as outlined.

E. Significance

H.I.R.A. is a network of health care and health educational institutions with representatives which include medical librarians, educators, media specialists and other interested health personnel. Just as the Regional Medical Library Program of the National Library of Medicine fosters the development of sub-regional library networks, it is quite likely that the National Medical Audio-Visual Center will encourage the development of similar systems. H.I.R.A.'s proposed resource office will demonstrate whether such a facility can develop an identity of its own and become an integral part of such regional systems. The assumption is that the ultimate responsibility for informational services rests with individual institutions, but the aim is to marshall the diverse resources of the community for its benefit. H.I.R.A.'s progress to date reflects this concept of regional development and is but a slight indication of what it can become. If this project proves that H.I.R.A. can (1) operate over an extended period of time with an extended mode of operations, (2) signficantly increase the availability of multimedia materials at the local level,(3) quantify its experiences to the point of demonstrating through verifiable empirical methods that it has made a difference ultimately to the attainment of better health education, and (4) operate as a viable node within the spectrum of those network development activities of the WSU medical library, then it may be assumed that the efforts of the organization have implications for national programs and should be promoted at that level.

F. Facilities Available

The Shiffman Medical Library of Wayne State University, as administering institution of this proposal, will provide office space for the H.I.R.A. resource office. As this library serves as the Central Office of the Kentucky-Ohio-Michigan Regional Medical Library Program, close proximity to that Office would enhance the operation of H.I.R.A.

G. Collaborative Agreements

Appendix VI lists member institutions of H.I.R.A. It contains those commitment letters already received and indicates those pending. It also lists those institutions that have shown interest in the organization but are not yet actively involved..

H. Appendices

1. Appendix I: Actual Medical Library Operating Expenses for Last
    Complete Fiscal Year, for H.I.R.A. Member Institutions.

2. Appendix II: User Population Served by the Library, for H.I.R.A.
    Member Institutions.

3. Appendix III: Description of the Applicant Library, for H.I.R.A.
    Member Institutions.

4. Appendix IV: "PAIR: A Cooperative Effort to Meet Informational
    Needs".

5. Appendix V: Job Descriptions for Resource Director, and Assistant
    Resource Director, and Curriculum Vitae of Applicants for these
    Positions.

6. Appendix VI: List of H.I.R.A. Institutional Members, Commitment
    Letters, and List of Interested Institutions.

7. Appendix VII: H.I.R.A. Constitution and By-Laws, and the Members
    of H.I.R.A.'s Executive Committee.

8. Appendix VIII: H.I.R.A. Union Catalog.

9. Appendix IX: "Sepsis in Health Care Institutions".

The functions of the H.I.R.A. Resource Office will include an attempt to define a viable mechanism for the peer review of multimedia educational materials. A review committee composed of H.I.R.A. representatives will be established soon. This committee will include primarily educators and media specialists. A chairman for this committee has already been appointed. The mechanism which, after consideration by the review committee and the Resource Office, appears the most promising in terms of continuing viability and validity will be tested until such time as it is proven to be significantly suitable or unsuitable. At present, a number of suggestions for the mechanism are being considered. They follow in order of their currently assigned priority.

1. The review committee will consist of H.I.R.A. representatives only. Each representative will compile a list of qualified and willing consultants from his own institution, each consultant to be a specialist in one of the medical or paramedical specialities. These consultants must be willing to review multimedia materials in their speciality, utilizing a review form designed by the committee. This form will include information on the educational levels of the materials, suggestions for its most appropriate uses, its merits and its limitations as well as format descriptive information. The resource office will be kept informed of each representative's available consultants in order to better coordinate and channel review requests to consultants.

2. The review committee will consist of H.I.R.A. representatives and qualified and willing specialists in the medical and paramedical fields. The Resource Office will refer review requests to the Review Committee Chairman for distribution to the appropriate members of the review committee. The review form will be similar to that outlined above, a standard devised by the committee as a whole.

3. The review committee will be composed of H.I.R.A. representatives. The committee will accept review requests from all members and refer them to the Resource Office, which, logistically close to the Wayne State University School of Medicine and the Detroit Medical Center, will utilize willing faculty of that medical school and of the teaching hospitals of the medical center. A standard form similar to those described previously will be designed by the review committee for this process.

Although the mechanism to be tested has not yet been thoroughly outlined several additional steps toward this end have been taken. It is obvious to H.I.R.A. that it's usual representatives have the technical capability but not the subject knowledge to review medical material: qualified, indeed expert, subject specialists must be utilized. Some of these willing experts have already made themselves, their talents, and their willingness to be of service known to H.I.R.A. A partial listing of possible consultants has been started.

It is also obvious that a priority on materials to be reviewed must be firmly set. This has already been discussed and determined, short of approval by the proposed review committee. First to be reviewed are those materials presently held by H.I.R.A. institutions, particularly those already listed in the union catalog. A second priority will include those materials purchased, rented, borrowed or used by H.I.R.A. institutions. As they are used, a review (by the user) will be requested.

The standard review form has not yet been devised, but examples of review forms are currently being collected for reference. The form will undergo periodic revision if necessary.

H.I.R.A. will also attempt to utilize others efforts as far as possible. A PHD from Wayne's School of Medicine has begun a project concerning reviews of this type of material. The whole file produced has been offered to H.I.R.A. as a base for it's review file.

The purpose of this addendum is to provide more detail on the proposed peer review of materials undertaken by H.I.R.A. through its proposed Resource Office. It is our hope this will more clearly explain what we hope can be proven through the proposed office.

CAP:cs

WAYNE STATE UNIVERSITY

SCHOOL OF MEDICINE

VERA SHIFFMAN MEDICAL LIBRARY
4325 BRUSH STREET
DETROIT, MICHIGAN 48201

April 24, 1973

Mrs. Janette Closurdo
Medical Library
St. Joseph Mercy Hospital
900 Woodward Ave.
Pontiac, Mich.   48053

Dear Jan:

Enclosed, please find a copy of the revised addendum that was mailed to Washington on 20 April. I say revised because it is my understanding that Chuck Pehkonen also mailed an addendum that he and Jan formulated. I wish to apologize to Jan and Chuck for getting into the act so late, however, after having read their version of the review mechanism I felt the need for a few changes and more narrative on the rationale for the proposed process and the factors that influence perception in any evaluative process. If you have questions regarding the proposal, I will be happy to discuss it with you.

I have written a letter of thanks to those attending the site visit expressing the positive statement made by their presence as to the cooperative attitude among H.I.R.A. affiliated institutions. As we receive word on the status of the application, I shall pass it on to them.

We should all be proud of the site visit, as the team openly admitted their enthusiasm for the application. I join you in expectation of good news.

Sincerely,

James F. Williams, II.
Medical Librarian

JFW:cv

H.I.R.A. Grant Application

ADDENDUM

Mention is made on page 10 of the application regarding the proposed initiation of a review process through which to evaluate multimedia productions. As such review must take into consideration the function of productions in the educational process, it must reflect the interests and opinions of medical educators, the production's intended audience and media specialists. If this type of in-put is to be assured, evaluative criteria should be established that reflect the effect of the production on the audience's behavior and address the effectiveness of the production in reaching specified objectives. In an effort towards developing a review process of this nature, H.I.R.A. proposes to define a mechanism for the peer review of multimedia that will include, but not be restricted to the following criteria:

1. Accuracy of content

2. Appropriateness of the medium employed

3. Suitability to intended audience

4. Rating among other like productions

5. Satisfactory length for optimum utilization

6. Satisfactory technical qualities (sound, photography, size, fidelity, degree of reality, attractiveness)

7. Up-to-date

8. Economy of time

9. Contribution to the achievement of objectives

10. Ability to meet the needs and interests of the audience and supplement past experiences

11. Provision for follow-up

The review process will require a statement of educational objectives from the requester. Such a statement is necessary to insure that an adequate search for available productions can be done and that a useful review can be accomplished for the requester. After productions that meet the requester's profile have been selected, an ad hoc review group will be formed to evaluate the production(s) in terms of the requester's stated objectives. Assuming the requester follows the recommendations of the review group, he will be asked to participate further in the review process by providing his evaluation

of the production(s) after use. The evaluations will in turn be filed in the Resources Office for future reference.

The ad hoc review group will consist of educators of the health professionals and media specialists. Although the criteria for review have been identified, formation of the review groups is still under consideration and the following proposals will be tried:

1. The ad hoc review group will consist of individuals from H.I.R.A. member institutions.

    a. The Resources Office will have on file recommendations from H.I.R.A. members of qualified individuals who are willing to consult; each consultant is to be a specialist in one of the medical or paramedical specialties. The specialists will review productions, using the proposed review form, and submit the review to the requester and the Resources Office.

    b. The Resource Office will select the ad hoc review group in consultation with the H.I.R.A. Review Committee.

    c. The Resource Office will arrange the mechanics of acquiring productions and the distribution of them for review.

2. An alternate method of review to be tried is to utilize faculty in the WSU Medical School and the staffs of the health care institutions in the Detroit Medical Center. The Department of Biomedical Communications in the WSU Medical School has already begun a review project on multimedia through the use of a review form with the cooperation of the faculty. The files from this project have been made available to H.I.R.A.

The formation of the ad hoc review groups is proposed with the understanding that the evaluator's experience, knowledge, attitude, preconceptions, sex, skills, age, environment and maturity are factors that will influence perception in the evaluation process. H.I.R.A. feels that a review program that incorporates these individual differences with an articulated objective, definitive criteria, systematic procedures, opportunity for evaluation, and flexibility is a positive step towards developing an ordered approach to multimedia selection.

It is obvious that a priority on materials to be reviewed must be firmly set. This priority has been discussed and determined, short of approval by the proposed review committee. First to be reviewed are those materials presently held by H.I.R.A. institutions, particularly those listed in the union catalog. A second priority will include those materials purchased, rented, borrowed or

used by H.I.R.A. institutions. As they are used, a review by the user and a representative from the audience will be requested.