Attributes of Persona Profiles for the Network of the National Library of Medicine

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INTRODUCTION

The Network of the National Library of Medicine, committed to better understanding the spectrum of NNLM membership, is creating persona profiles*, one-page documents describing individuals' attributes in the form of characteristics, goals, motivations, and challenges. Through this poster we present two sample personas with suggested attributes and ask for contributions and feedback from you on ways to improve the attribute list to make the personas as representative as possible. As users of NNLM's products and services, your input is invaluable for us to create personas that will ultimately help us better understand you and your needs.



INTERACT!

What attributes, such as Goals or Challenges, would you add, change, or remove in order to help NNLM understand you and your work?

Use the sticky notes to add your attributes to the ones listed here.

This is an interactive poster and we need your help!

Prefer to answer online? Tell us your updates using this form:



PERSONA #1: Health Sciences Librarian

Title: Research Impact and Bioinformatics Librarian

Name: Rachael Pereira

Bio: While studying biology as an undergrad, Rachael became fascinated by genomics and information science. She earned a Master's in Library and Information Science, and within three years was working as a research impact and bioinformatics librarian. Rachael works with faculty to manage and track their publications, update biosketches, create research dissemination strategies, and assess research impact via a variety of metrics and altmetrics. Rachael is skilled at using bibliometric methods to report research impact for program review, grants, and tenure and promotion

packets. Rachael uses bioinformatics tools like Ensembl, BLAST, all of the NCBI genomic databases, the UCSC Genome Browser, and MetaCore. Rachael authors LibGuides and classes and presents her innovations in presentations at medical library and medical education conferences.

Education: BS, Biology; Master's, Library and Information Studies Years of Experience: 3

Software Attitude & Use

- Open to learning new tools
- Library Resources: PubMed & PMC, Scopus, EndNote & Zotero
- Research Impact Tools: Metrics Toolkit & InCites - Genomic Tools: NCBI Genomic Databases, UCSC Genome Browser, & MetaCore
- Data Tools: OpenRefine, Python, R, Tableau, Excel, Power BI, VOSViewer, & Jupyter Notebooks
- LMS: Moodle

Scholarly Outputs

- Conference presentations & posters - Class Materials: LibGuides, website, lessons, & handouts

Goals

- To increase skills in visualization and data management software programs
- To find time efficiencies where possible in the job

NNLM CONNECTION:

- Take free training in data & informatics
- Seek professional development funding to attend new conferences
- Collaborate with NNLM coordinators & NNLM Data Center on data topics of interest

Professional Development

- Department supports travel to conferences and workshops, and purchasing informational resources - Rachael benefited from direct mentorship by research impact librarians at her library, and she now
- mentors a junior colleague

NNLM CONNECTION:

- Values trainings on multiple topics and chances to earn CE credits

Work Location: Library, classrooms, and remote work Challenges

- Analyzing and compiling information for research impact is very time consuming
- Lack of interoperability/formatting problems when transferring information from one system to another

NNLM CONNECTION:

- Funding not always available when needed - Lack of NNLM data awareness

Motivators

- To collaborate with clinical teams
- To let researchers know the library is the place for help with bioinformatics tools, tracking and reporting research impact, and data management

NNLM CONNECTION:

- Looking for a place to connect with other professionals and NNLM staff to share ideas

Wants/Needs

- The ability to quickly learn and leverage new technologies to meet increased demand for data in a wide variety of formats
- Time to attend CE classes, practice and build skills, and develop library-based classes NNLM CONNECTION:
- Hands on learning to build real world skills

PERSONA #2: Public Librarian

Title: Adult Services Librarian

Name: Marc Williams

Bio: While working on his BA in English Literature, Marc worked part time at his university's undergraduate library. He particularly enjoyed working with library users and being able to help them find the information they need. During the summer breaks, he also volunteered at the local public library, helping to shelve books. Marc decided to pursue a MLIS degree and now works as the Adult Services Librarian. As a new librarian, he is still learning about how to offer engaging and relevant programming to adult patrons. He is looking for ideas to expand programming and draw in more adults and elderly patrons.

Education: BA, English Lit; Master's, Library and Information Studies Years of Experience: 5 (includes undergrad work) Work Location: Reference desk

Software Attitude & Use

- Expert bibliographic database searcher
- MS Office Suite, Google Suite, online meeting software, and chat reference software
- Open to learning but often faces time constraints

Scholarly Outputs

- Conference presentations & posters
- Library website content
- Blogs

Goals

- Offer more resources in Spanish and other common languages in the area
- Expand services beyond the library walls - Partner with local community groups to expand library reach

NNLM CONNECTION:

- Create interesting, interactive programming to help patrons with digital and health literacy skills, particularly among older adults

Wants/Needs

- Funds to attend professional development opportunities
- Funds to increase programs or services - Understanding of community information needs in order to plan and implement programs that
- On-demand digital literacy training modules in multiple languages offered through the library for patrons to access in library or at home

NNLM CONNECTION:

meet those needs

- Multilingual consumer health and health literacy resources

Challenges

- Lack of funding and/or resources
- Unsure where to find off-the-shelf, easy-to-use reliable resources

NNLM CONNECTION:

- Unsure how to evaluate health resources or recommend health resources to patrons
- Struggles teaching about health literacy

Motivators

- To provide the best possible reference services to adults of all ages and backgrounds
- To actively work to improve/eliminate any previously biased outputs or services at his library; to serve all people equitably

NNLM CONNECTION:

- To increase digital literacy offerings to older adults and non-English speaking patrons
- To establish partnerships with communitybased organizations and senior homes in the area serving the populations of focus

Professional Development

- Attendance at library conferences - Interacting with colleagues at regional library consortium meetings
- Online self-paced trainings on MS Excel etc. free brief trainings

NNLM CONNECTION:

- Working on Consumer Health Information **Specialization**

HOW CAN PERSONAS WORK FOR ME

- Represent user types important to organization leadership
- Assist in better understanding potential goals, challenges, and motivators of stakeholders
- Benefit wide range of project leaders interested in understanding more about their stakeholders
- Give context and insight to the needs of different types of professionals throughout a community when conducting community engagement and education activities
- Formulate outreach strategies and identify the effective strategies when working or serving local audiences



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* This work is based on previous personas efforts of the group members, including Personas created for the clinical and translational workforce (https://data2health.github.io/CTS-Personas/).

