INTRODUCTION

The network of the national library of medicine, creating turn-on-personas profiles, is 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 NLMD’s products and services, your input is invaluable for us to create personas that will ultimately help us better understand you and your needs.

INTERTACT!

What attributes, such as Goals or Challenges, would you add, change, or remove in order to help NLM 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 would love to hear from you. Please add, change, or remove in order to help us create personas that will ultimately help us improve the attribute list to make the personas as representative as possible. As users of NLMD’s products and services, your input is invaluable for us to create personas that will ultimately help us better understand you and your needs.

PERSONA #1: Health Sciences Librarian
Title: Research Impact and Bioinformatics Librarian
Name: Rachael Pereira
Bio: While studying biology as an undergrad, Rachael became fascinated with genomics and informatics. She pursued a Ph.D. in bioinformatics and science information science, and within three years was working as a research impact and bioinformatics librarian. Rachael uses technology to disseminate and track their publications, create research dissemination strategies, and assess research impact via a variety of means. Rachael is skilled in using bioinformatics to report research impact for program reviews, grants, and tenure and promotion. Rachael uses bioinformatics to create personas and personas her own research and at all of the NIH’s genomic databases, the UCSC Genome Browser, and MetaCore. Rachael writes articles and blogs and presents her research at conferences on bioinformatics and related education conferences.

Education: B.S., Biology; Master’s, Library and Information Studies
Years of Experience: 3
Work Location: Library, classrooms, and remote work

Challenges:
- Needing the ability to manage and process large sets of data
- The pressure to meet changing needs

Motivators:
- The opportunity to work on projects that make a difference

Goals:
- To collaborate with other professionals
- To contribute to the field of bioinformatics

Wants/Needs:
- Access to specialized software and hardware
- Training and professional development opportunities

Software & Tools & Use:
- Library Research: PubMed & PMC, Scopus, Embase & Zetoc
- Research Impact Tools: Metrics Toolkit & iCites
- Gene expression: UCSC Genome Browser, MetaCore
- Data visualization: Tableau, Python, R
- Stipends, travel
- MS Office Suite, Google Suite, online meeting software

Scholarly Outputs:
- Conference presentations & posters
- Library website content

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PERSONA #2: Public Librarian
Title: Adult Services Librarian
Name: Marc Williams
Bio: While working on his Ph.D in English Literature, Marc worked part-time in a local library. He enjoyed working with library users and being able to help them find the information they need. During the summer break he volunteered at the local public library, helping to stock books. Marc decided to pursue an MLIS degree and now works as an 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 to learn more about how to create personas and personas his own research and at all of the NIH’s genomic databases, the UCSC Genome Browser, and MetaCore. Rachael writes articles and blogs and presents her research at conferences on bioinformatics and related education conferences.

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

Challenges:
- Lack of funding and/or resources
- Uncertainty about what to offer off-the-shelf, easy-to-use reliable resources

Motivators:
- To provide the best possible reference services in adults of all ages and backgrounds
- To engage with community to eliminate previously biased outputs or services at his library

Goals:
- To establish partnerships with community-based organizations and senior homes in the area
- To increase digital literacy offerings to older adults

Wants/Needs:
- Access to specialized software and hardware
- Training and professional development opportunities

Software & Tools & Use:
- Expert bibliographic database searcher
- MS Office Suite, Google Suite, vector meeting software, and chat reference software

Scholarly Outputs:
- Conference presentations & posters
- Library website content

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