

# ***Medical Library Association Webcast***

**Hosted by the  
Spencer S. Eccles Health Sciences Library**

- WHAT:** Survival of the Fittest: Strategies to Prove Your Library's Value
- WHEN:** Wednesday, March 7, 2007
- TIME:** Noon to 2:00 P.M.
- WHERE:** History of Medicine Room, upper level
- RSVP:** Email Jeanne at [jeannele@lib.med.utah.edu](mailto:jeannele@lib.med.utah.edu)



## **Goal**

To enhance knowledge and encourage participation of information professionals in helping secure a firm position for libraries in their organizations through assessment and promotion

## **Objectives**

- Understand the library's value in the larger organization
  - mission of the organization
- Strengthen knowledge of tools that can be used to assess library users and stakeholders
- Craft promotion strategies and programs

## **Intended Audience**

- Health sciences information professionals
- Special librarians
- Allied health professionals

## **Presenters**

- Rosalind F. Dudden, Christine Olson, Kathleen A. Boylan

## **Video-taped Presenters**

- Karen L. Roth and Beverly Murphy

**For more information visit the MLA teleconference website at  
[http://www.mlanet.org/education/distance\\_ed/marketing/index.html](http://www.mlanet.org/education/distance_ed/marketing/index.html)**

**Questions? Call Jeanne at 801-585-6744  
or email [jeannele@lib.med.utah.edu](mailto:jeannele@lib.med.utah.edu)**