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

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

Questions? Call Jeanne at 801-585-6744
or email jeannele@lib.med.utah.edu