# 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

Work Location: Library, classrooms, and remote work

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:

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

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

# 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 neededLack 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 meet those needs
- On-demand digital literacy training modules in multiple languages offered through the library for patrons to access in library or at home

#### NNLM CONNECTION:

- 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/).

View this poster in the MLA App!

