

## Communicating with medical library users during COVID-19

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### APPENDIX A

#### Harvey Cushing/John Hay Whitney Medical Library communication plan

##### Primary audience

Audience	Goal	Format	Frequency	Owner
Yale Medical Center: includes Graduate Medical Education Community, which includes: residents, fellows, attendings, program directors, associate program directors, and program coordinators	<ul style="list-style-type: none"> <li>• Build awareness of library classes, services, and resources</li> <li>• Create desire to visit and utilize library services and tools</li> <li>• Cultivate library-patron relationships</li> <li>• Create partnerships among departments</li> </ul>	<p>Primary: Blog posts, digital signage, flyers, emails, web banners, Yale School of Medicine (YSM) digest, YSM calendar, tabling events, personal/department librarians, annual reports</p> <p>Secondary: News coverage, campus presentations, event attendance</p>	Varies (multiple times a month)	Liaison librarians; library staff; library director
Yale New Haven Hospital (YNHH)	<ul style="list-style-type: none"> <li>• Build awareness of library classes, services, and resources</li> <li>• Create desire to utilize library services and tools</li> <li>• Encourage interaction between hospital and library</li> </ul>	<p>Primary: Blog posts, digital signage, flyers, emails, web banners, YNHH bulletin, tabling events, annual reports</p> <p>Secondary: News coverage, campus presentations, event attendance</p>	Varies (multiple times a month)	Clinical librarians; Marketing and Communications Committee; library director

**Secondary audience**

<b>Audience</b>	<b>Goal</b>	<b>Format</b>	<b>Frequency</b>	<b>Owner</b>
Yale University Library staff	<ul style="list-style-type: none"> <li>• Build awareness of library classes and services</li> <li>• Encourage cross-library collaborations</li> </ul>	<p>Primary: Website/blog, emails, Yale University Library (YUL) calendar, Cushing/Whitney Medical Library (CWML) calendar, committee work, annual reports</p> <p>Secondary: News coverage, presentations, events, trainings</p>	As needed	Marketing and Communications Committee
Yale Colleges and Center for Science and Social Science Information (CSSSI)	<ul style="list-style-type: none"> <li>• Build awareness of library classes, services, and resources</li> <li>• Encourage use of collections</li> <li>• Collaborations among campus departments</li> </ul>	<p>Primary: Website/blog, Yale calendar, YUL calendar</p> <p>Secondary: News coverage</p>	Monthly	Marketing and Communications Committee
West Campus Centers	<ul style="list-style-type: none"> <li>• Awareness of library classes, services, and resources</li> <li>• Encourage use of collections</li> </ul>	<p>Primary: Website/blog, newsletter, Yale calendar</p> <p>Secondary: News coverage</p>	Quarterly	Marketing and Communications Committee
Donors and associates	<ul style="list-style-type: none"> <li>• Updates on library goings-on</li> <li>• Funding opportunities</li> <li>• Special events</li> </ul>	<p>Primary: Website/blog, targeted emails, annual reports</p> <p>Secondary: News coverage</p>	Few times a year	Library director; Marketing and Communications Committee

**Tertiary audience**

Audience	Goal	Format
Outside Yale (New England Public)	<ul style="list-style-type: none"> <li>• Awareness of special initiatives</li> <li>• Promotion of the Cushing Center</li> </ul>	Primary: Website/blog, Yale calendar Secondary: News coverage; Yale, YSM, YUL social media
Peer institutions	<ul style="list-style-type: none"> <li>• Updates on library goings-on</li> <li>• Awareness of special initiatives</li> </ul>	Primary: Website/blog, email discussion lists, conference presentations, Yale calendar, professional organizations Secondary: News coverage; Yale, YSM, YUL social media
Medical libraries; historical/archival collections	<ul style="list-style-type: none"> <li>• Updates on special collections and acquisitions</li> <li>• Awareness of research opportunities</li> </ul>	Primary: Website/blog, email discussion lists, conference presentations, Yale calendar, professional organizations Secondary: News coverage; Yale, YSM, YUL social media
Potential researchers	<ul style="list-style-type: none"> <li>• Awareness of research opportunities</li> <li>• Updates on special collections and acquisitions</li> </ul>	Primary: Website/blog, email discussion lists, conference presentations, professional organizations Secondary: News coverage; Yale, YSM, YUL social media
Hospital patients	<ul style="list-style-type: none"> <li>• Awareness of library classes, services, and resources</li> </ul>	Primary: Blog posts, web banners, YNHH bulletin, tabling events Secondary: News coverage