

## **Doing More With Less Joint Meeting 2004**

Marsha brought copies of the following web pages for the participants:

Doing more with less in an economic downturn  
<http://www.docent.com/elearning/moreless.html>

Public Library Doing More With Less  
[http://www.enquirer.com/editions/2004/01/13/loc\\_loc1alibrary.html](http://www.enquirer.com/editions/2004/01/13/loc_loc1alibrary.html)

Doing More with Less: Associated Press Photo Managers  
<http://www.apphotomanagers.org/more%20with%20less.asp>

Doing More With Less: Next-Generation Strategies and Best Practices for Customer Services  
<http://www.destinationcrm.com/articles/default.asp?ArticleID=3199>

### **Doing More With Less: NOTES Joint Meeting Roundtable January 29, 2004**

Participants: Marsha Kmec (Moderator); Bob Pringle (Recorder); Hella Bluhm-Stieber; Regina Rowell; Jo Anne Borkman; Mara Wilhelm; Candace Ford.

“Our hospital treats all comers - how do I deal with budget cuts?” While this question framed our discussion, the responses and suggestion outlined below really deal with a whole range of library visibility and impact ideas. Some seemed to come directly from the MLA Advocacy Toolbox!

- Personal investment in professional development - scholarships may be available.
- Show how investing in your development helps the organization
- Use support from institution members for things they value - journals for medical staff.
- Being visible within the institution - on committees, service to other organizations -- they need to know what you are saving them, how much work, how much money.
- Join consortial purchasing, through your state, a university, or purchasing groups like PNC or OCLC.
- For document services, like articles you print, etc., -- track it all to show what you do. Use software like Iliad or QuickDoc to do more than one thing for you.
- Choose the core items - prioritize services.
- Visit patrons in their areas - do rounds, attend lunch conferences. Bring new books/journals/articles/news items/services to their attention (briefly); print a new article on the topic and bring it to the meeting. MedlinePlus “news of the day” -- alert them (administration, doctors, etc.) to controversies, news.
- Attend open houses, talk to people there. Host events in the library?

- Use intranet to send messages within the organization, just enough to be noticed, but don't flood people.
- Use free promotional materials from RML, National Medical Librarians' Month, from other libraries, schools.
- Collaborate with others on 24/7 reference service.
- Offer choices of core services (or peripheral ones) to your constituents -- you offer them several, ask them to help make the choice.
- Some cuts must be visible -- hours, specific services.
- Re-assign work - not more with less, do what we can (what's core - important) with what we have.
- Many folks can use volunteers.