

Effective Poster Presentations

Creating and Presenting Poster Sessions

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Briscoe Library, UT Health Science Center

The Art of Campus Integration

Katherine A. Prentice, MSIS, Education and Information Services Coordinator;
Jonquil D. Feldman, MALS, AHIP, Director of Library Services;
Rajia Tobia, AMLS, AHIP, Executive Director of Libraries

The University of Texas Health Science Center at San Antonio, San Antonio, TX 78229-3900

UTHSCSA Strategic Plan Goals 2007-2012

Clinical Care

Provide clinical care of the highest quality in settings that support and facilitate education and research

Clinical Care

- ❖ Morning Report
- ❖ Instruction for Residents and Fellows in Cardiology, Infectious Diseases, Obstetrics & Gynecology and Rehabilitation Medicine
- ❖ Exhibit, End of Life Care
- ❖ ACOG Reading List

Community

Be viewed as a valued community partner in the advancement of health professions education, service, research, and patient care

Community Outreach

- ❖ CTSA Key Function Group on Community Engagement
- ❖ Healthy Texas Web site
- ❖ Go Local South Texas
- ❖ One Community, One Book
- ❖ Oral Histories of Bexar County Medical Society Physicians
- ❖ U.S.-Mexico Border Centers of Excellence

Education

Provide an environment for educational excellence

Advisory Committees

- ❖ Quality Enhancement Project (SACS)
- ❖ Summer Institute on EBP
- ❖ Community Service Learning
- ❖ Academic Technology Services
- ❖ Continuing Medical Education
- ❖ Academic Center for Excellence in Teaching
- ❖ International Relations

Curriculum Involvement

- ❖ MSIII Pediatrics Clerkship
- ❖ MSII Pathology
- ❖ Dental Hygiene
- ❖ Physical Therapy
- ❖ Occupational Therapy
- ❖ MS Clinical Investigation
- ❖ Evidence Based Practice

Curriculum Committees

- ❖ Dental School
- ❖ Medical School
- ❖ School of Nursing

Research

Become a globally recognized biomedical research university

Clinical and Translational Science Award (CTSA), Institute for Integration of Medicine and Science (IIMS)

- ❖ Key Function Group Leadership
- ❖ Biomedical Informatics Program
- ❖ Clinical Research Ethics
- ❖ Community Engagement
- ❖ Development of Novel Clinical and Translational Methodologies
- ❖ Research, Education, Training and Career Development
- ❖ Single Point of Contact

Campus Research

- ❖ RO1 collaborator: proposal on health literacy research
- ❖ IACUC-Institutional Animal Care and Use Committee
- ❖ Institutional Review Board membership

Organizational Effectiveness

UTHSCSA values the role of its workforce and its effective and efficient infrastructure as means to support its mission

Administration

- ❖ VP for Academic Administration Directors Group
- ❖ ACE - Account Control Executive Group
- ❖ HR Partners (Human Resources)
- ❖ AIM Accounting Information Managers
- ❖ Financial Officers Group

Information Technology

- ❖ Web Advisory Committee
- ❖ Computing Resources Committee
- ❖ Information Security Council
- ❖ Technical Support Representative Advisory Committee
- ❖ Collaborative Tools Working Group
- ❖ Student Computing Issues Committee
- ❖ SharePoint Advisory Committee

Objective: The UT Health Science Center Libraries have made extensive efforts to network and reach out to our institution over the last several years. The poster visually represents an at-a-glance record of the integration and participation of librarians in committees and other groups across campus as we work toward the goals of the Strategic Plan.

The mission of the UT Health Science Center Libraries supports the teaching, research, patient care and service mission of the university and furthers the goals of the Institutional Strategic Plan.



A Collaborative Venture in Sharing Educational Materials

Richard Usatine, MD, Professor, Katherine Prentice, MSIS, Web Services Librarian, Mary Moore, PhD, Director of Libraries
The University of Texas Health Science Center at San Antonio, San Antonio, Texas 78229



Family Medicine Digital Resources Library (FMDRL) <http://www.fmdrl.org>



- FMDRL supports and enhances sharing and collaborative development of educational resources among family medicine educators.
- FMDRL is a new site designed for family medicine educators and other medical educators, to contribute, find and share learning tools.
- FMDRL has free registration, upload and download of materials and search - browse features.
- FMDRL contributions are screened and submitters may request peer review.
- FMDRL uses two methods to index materials: educational headings from the FMDRL educational taxonomy and National Library of Medicine Medical Subject Headings (MeSH).

Funded by the National Library of Medicine under contract #G08LM007889.

FMDRL Usability Testing

- UTHSCSA Library recruited five librarians to test the site.
- Data collected on user perception, satisfaction, and site performance.
- Test results contain design recommendations aimed at making the FMDRL easier to use.
- Results confirmed editors' perceptions and some changes have already been implemented.

Participant Ratings of the FMDRL

Attribute/Participant	A	B	C	D	E
Appealing color & layout design	3	3	2	4	4
Easy to navigate & understand	2	3	1	4	3
Useful information & content	4	4	4	5	4
Navigation links correspond to information	2	4	5	5	3
Number of navigation options available	2	4	3	5	4
Easy-to-read font text/size	3	3	4	5	4
Quality of graphics/photos	3	2	3	5	4

Scale:
 1 = Poor
 2 = Below average
 3 = Average
 4 = Good
 5 = Excellent

Comments and Recommendations

- "Oooh, MeSH headings, that is interesting."
- "It took me a while to figure out how to browse and search within my results."
- Offer help searching or more instructions.
- Add descriptive text to graphics.
- "It was very hard to know what would happen when I searched. I didn't have instructions on how to use the browse and search together."
- Offer a site glossary that works with a mouse hover.
- "The back button did not work as expected."
- Re-evaluate Browse titles for clarity and change terminology.
- "I don't find the site self-explanatory, it needs more introduction."
- Move the file download button near the top of the record, or offer an in-page shortcut to the link.
- Clarify the relationship between Browse and Search.

For more information, please contact Richard Usatine, MD (usatine@uthscsa.edu), Katherine Prentice, MSIS (prenticek@uthscsa.edu), or Mary Moore, PhD (moorem3@uthscsa.edu).



Getting the Instant Message: meebo at the Library

Katherine A. Prentice, MSIS; Julie K. Gaines, MLIS; Melissa De Santis, MLIS, AHIP; Jonquil D. Feldman, M.L.S., AHIP
The University of Texas Health Science Center at San Antonio, San Antonio, Texas



Objective

Demonstrate a new online communication tool for use at a health sciences center library reference desk.

Background

- Reviewed existing online services: AskaLibrarian email and UTHSCSA Virtual
- Interviewed staff who used Instant Messaging (IM)
- Observed current trends in virtual communication
- Performed literature search
- Compared Trillian, Gaim, and meebo
- Selected meebo

Outcomes

- On-demand help available from anywhere
- meebo complements existing virtual services
- Staff are more comfortable with IM
- Library adopted a new, popular technology to meet users' needs

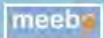
Conclusions

- Library needs to do more promotion
- meebo facilitates staff communication
- IM is growing in popularity among users
- IM works as a communication tool

Tools Investigated



www.pidgin.im
(now called Pidgin)



www.meebo.com



www.ceruleanstudios.com

Public View



Webpage for users without IM accounts available at: <http://www.library.uthscsa.edu/consultation/infodeskIM.cfm>



View of user IM accounts with UTHSCSA Library as a buddy

Staff View



meebo login: <http://www.meebo.com>



Staff view of meebo with IM in progress

Actual meebo Questions

- I can't get into ERes.
- Is it raining outside yet?
- How do I access journals from off-campus?
- What time does the Library close tonight?
- Can you see if I have ever set a Library PIN?
- Someone up here is using their cell phone.
- How can I log on to the wireless network?
- Do you own *Neuroscientist*?
- Can I print from a laptop?

The Future

- Market to users and the public
- Extend service to all library branches
- Develop IM as staff resource

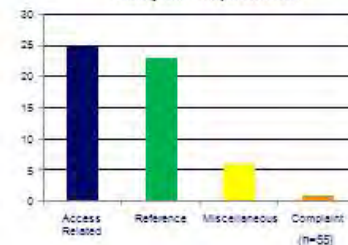
Implementation

- Trained staff
- Marketed to users
- Added homepage link
- Went live in January 2007
- Tested additional service at one branch library
- Tracked usage

Why meebo?

- It is a web-based service
- Ability to aggregate IM from AIM, Yahoo!, MSN, Google Talk, and ICQ
- Popular with staff
- Personal IM accounts not required

Number and Type of meebo Questions Received January 2007 – September 2007





New Visions: Charting the Future with Web Design

Katherine Prentice, MSIS, Briscoe Library, University of Texas Health Science Center at San Antonio
Mary Moore, PhD, Briscoe Library, University of Texas Health Science Center at San Antonio
Randolph Bias, PhD, School of Information, University of Texas at Austin



Why Reinvent?



UTHSCSA Library



Harlingen Library

- Last web revision in Fall 2001
- Created with 11 left-column links
- Grew to 33 left-column links by 2006
- UTHSCSA Library grew from two locations in 2001 to five in 2006
- Website for Harlingen Library added in 2002

For more information contact:
Katherine Prentice at prenticek@uthscsa.edu
Mary Moore at moorem3@uthscsa.edu
Randolph Bias at rbias@school.utexas.edu

Goals

- New Library vision for Knowledge Management
- Library website as a tool to shape user perceptions
- Responsive to changing community information needs
- Client-centered design

Tools

- Usability measures the effectiveness with which users can complete tasks
- Heuristics are generally accepted characteristics of good user interface

Getting There

- Four design ideas in progress
- Developed through client-centered design
- Three teams: content, design and usability
- Checks and balances process
- Input on design from customers and staff
- Heuristic evaluations



Design Idea 1



Design Idea 2



Design Idea 3



Design Idea 4

71% said they visit the UTHSCSA Library website daily or several times a week.

81% agreed or strongly agreed with the statement "When I visit the Library website it is usually EASY to carry out my task."

"I'm unsure what links to click on to find what I'm looking for."

Library Survey Says

"I'm familiar with the web page, so I know where to find things."

"I would like more 'how to' or online tutorials on how to use library tools"

"I just want something that is functional."

References

Association of Academic Health Sciences Libraries. Building on success: charting the future of knowledge management within the academic health center, 2003. <<http://www.aahsl.org/document/ACF20BE.pdf>>
Bias R, Mayhew D. Cost-justifying usability, 2nd edition: update for the Internet age, 2005.



Starting Points: Designing a Customized Web Series

Julie K. Gaines, MLIS; Katherine A. Prentice, MSIS; Linda S. Levy, MLS, AHIP
The University of Texas Health Science Center at San Antonio, San Antonio, Texas



Objective

Provide specialized information resources in an organized online format.



Library Homepage: <http://www.library.uthscsa.edu/>

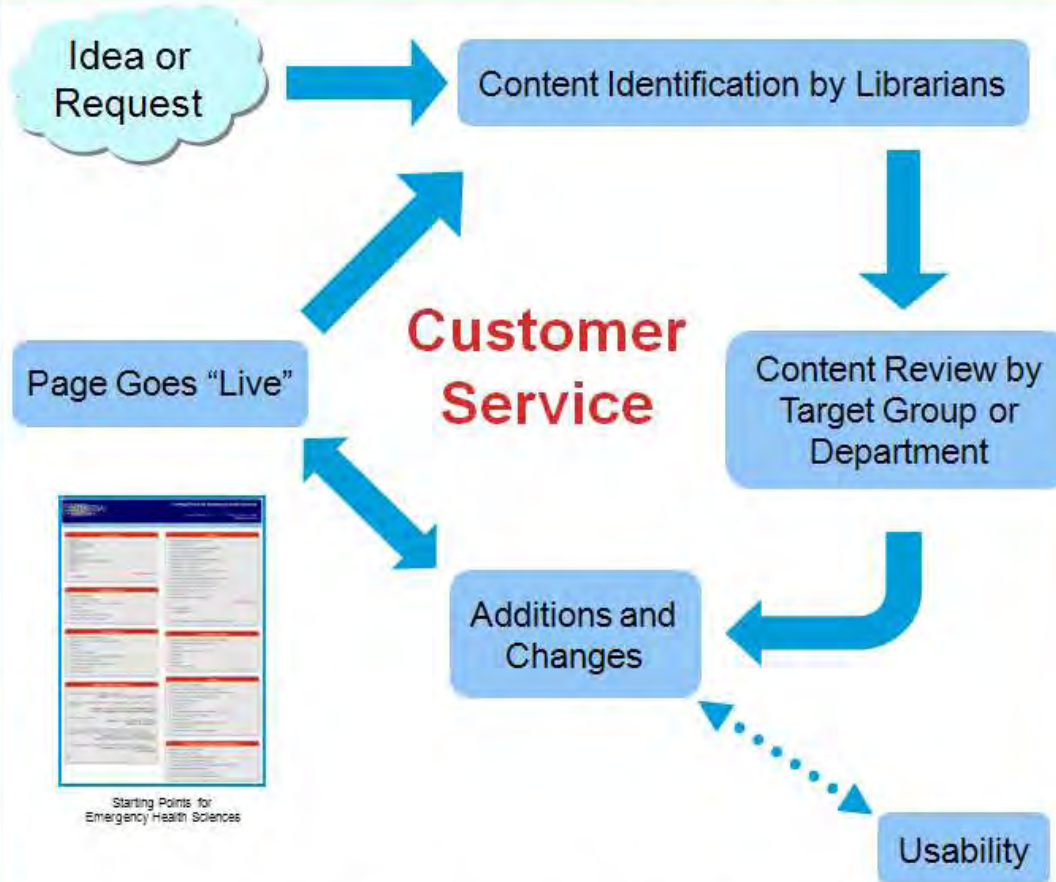


List of Starting Points

Starting Point = Pathfinder 2.0

Starting Points Include:

- ▶ Databases
- ▶ Journals
- ▶ UTHSCSA campus information
- ▶ Funding sources
- ▶ PubMed RSS article feed
- ▶ Information about professional associations



Starting Points for
Emergency Health Sciences

Initial Process

- ▶ Identify appropriate content
- ▶ Design web page
- ▶ Review of content by target groups
- ▶ Develop content collaboratively
- ▶ Create subject-specific PubMed® search for a RSS feed
- ▶ Review usability
- ▶ Maintain page

Marketing

- ▶ Promote specialized classes
- ▶ Meet with department representatives
- ▶ Send targeted emails
- ▶ Feature on the Library's web site
- ▶ Publicize within library classes

Outcomes

- ▶ Fostered campus and regional relationships
- ▶ Developed new teaching opportunities
- ▶ Increased library visibility
- ▶ Improved communication
- ▶ Added new resources for target audiences
- ▶ Created opportunities to be proactive
- ▶ Improved customer service
- ▶ Benefited UTHSCSA through value-added process

Starting Points: <http://www.library.uthscsa.edu/sp-directory.cfm>

Use of 24-hour Services During Final Exams at an Academic Medical Library

Jonquil D. Feldman, Associate Library Director for Public Services, MALS, AHIP; Katherine A. Prentice, Education and Information Services Coordinator, MLIS; Rajia Tobia, Executive Director of Libraries, AMLS, AHIP

The University of Texas Health Science Center at San Antonio, San Antonio, TX 78229-3900

Purpose

This poster describes a pilot to keep the library open 24-hours during final exams in December 2007.

Setting

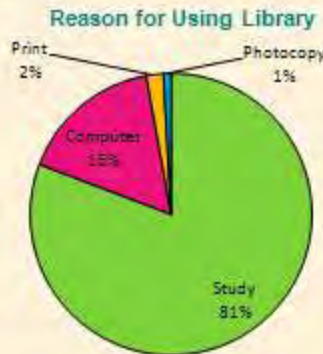
A large, academic health sciences library in an urban setting. Students from the institution's five schools availed themselves of extended hours during final exams.

Project Goals

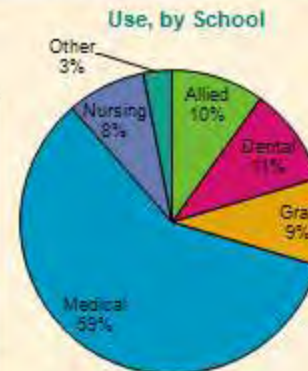
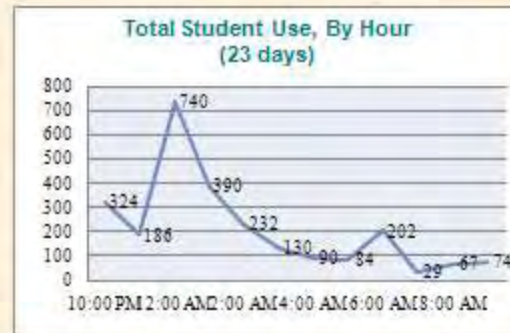
- To make the library available to students for study during final exams
- To measure attendance and use of the library during this period
- To assess whether student requests for 24-hour building access would translate into actual use
- To determine the economic feasibility of 24-hour library access

Methodology

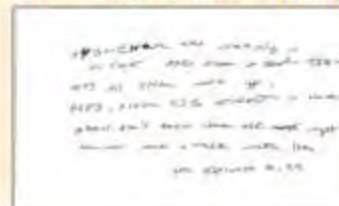
- University Police officers contracted to provide overnight coverage—midnight – 7 am; 10 pm to 9 am on weekends
- Inclusive dates: November 16 - December 13 (with break for Thanksgiving)— 23 days total
- Main floor only: Officer and library staff cleared other floors, checked IDs and signed in all present
- Officer checked IDs and all incoming users signed in
- Sign-in sheet asked for name, School/Department and purpose
- Officer took a head count every hour
- Funded through Library Resource Fee account



Procedures



Comments from Officer on Duty



Head Count Sheet

Results

- Peak use was around 12 midnight
- Lowest use was 4 a.m. to 6 a.m.
- Medical students were majority users, attendance evenly distributed among other schools
- Main reason was to study
- Second most identified reason was to use computers
- Total cost: \$2,626 at \$13 per hour including benefits

Recommendations and Conclusions

- Extend hours only until 2 a.m., re-open at 7 a.m.
- Only during last two weeks of semester
- Library staff cover late shifts
- Host more cookie and coffee events in partnership with Student Government Association

The Poster

Organization and Layout

- Find out size rules *before* you begin
- Remember the *frame*
- Binder clips, push pins, Velcro, or ...?
- Printing decisions



Posters are similar to papers
Place content where it makes sense!

Logo(s)

Title
Authors
Affiliations

Introduction/Abstract

Results

Conclusions

Methods & Materials



Charts, Photos, Tables

Acknowledgements

References

Organization and Layout

General Tips:

- Think columns/sections
- Use distinct section headings
- Use graphics and photos – illustrate your point
- Add emphasis with **bold**, *color*, *italics* or underline
- Remember not to copy/paste/enlarge from Web pictures



**Photo pasted
from Google
image search
and enlarged.**

**Always note
instructions on
DPI (dots per
inch - image
quality) for
printing!**



**Columbine
Sculpture,
University of
Colorado
Medical
Library**



High quality file from actual photograph

Organization and Layout

Use of negative space/color

Use consistent spacing

Align visual elements

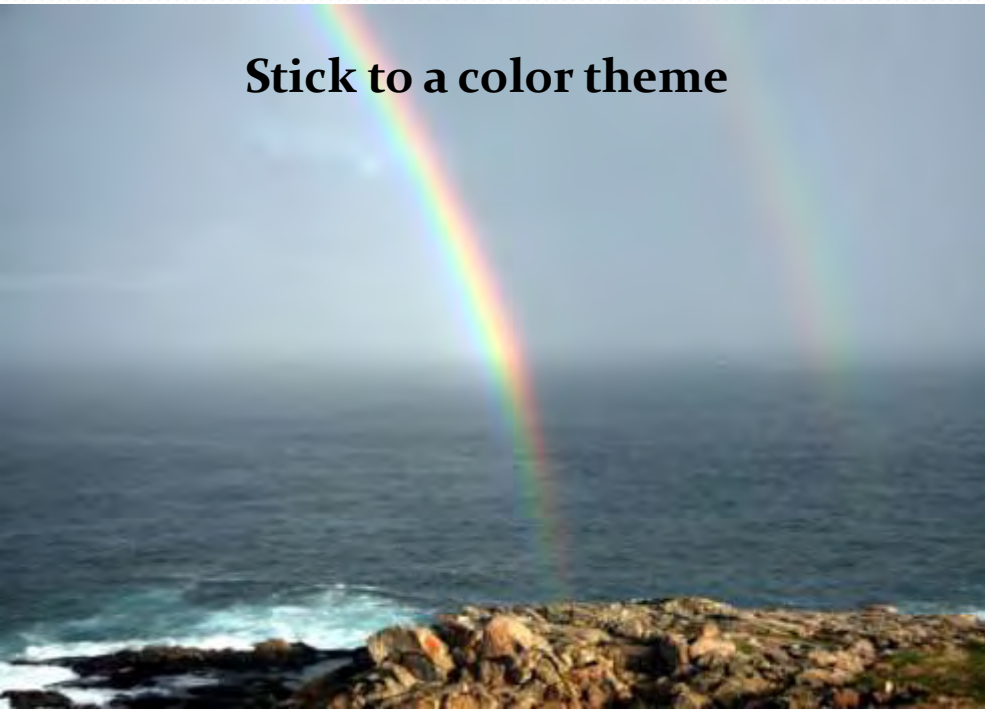




Use fonts consistently



Watch your font size



Stick to a color theme



Beware of red, green and yellow text

Drafts and Proofs



- Print drafts frequently
- Use **Scale to fit Paper** from Print Menu to print on one page
- Ask a friend or colleague to critique
- Proofread carefully

UT Health Science Center Resources

- UT Print, ATS/Graphic Display - Printing Services, Medical School, Room #406L
- Allow at least 5 business days for proof, 2-5 days for final poster to be printed
- Full directions and template downloads at: <http://ims.uthscsa.edu/printing/displays.aspx>

DISPLAYS, SIGNS, AND POSTERS

Our Display Team has produced award winning cutting edge designs for our customers.

Description:

- Design, output and finishing
- Displays, signs, or poster project (basic templates are available)

Templates

Horizontal Posters

Size: 4 X 3 feet

[Blue](#) [Green](#)

[Orange](#) [Purple](#)

[Teal](#)

Size: 5 X 4 feet

[Blue](#) [Green](#)

[Orange](#) [Purple](#)

[Teal](#)

Size: 6 X 4 feet

[Blue](#) [Green](#)

[Orange](#) [Purple](#)

[Teal](#)

Size: 8 X 4 feet

[Blue](#) [Green](#)

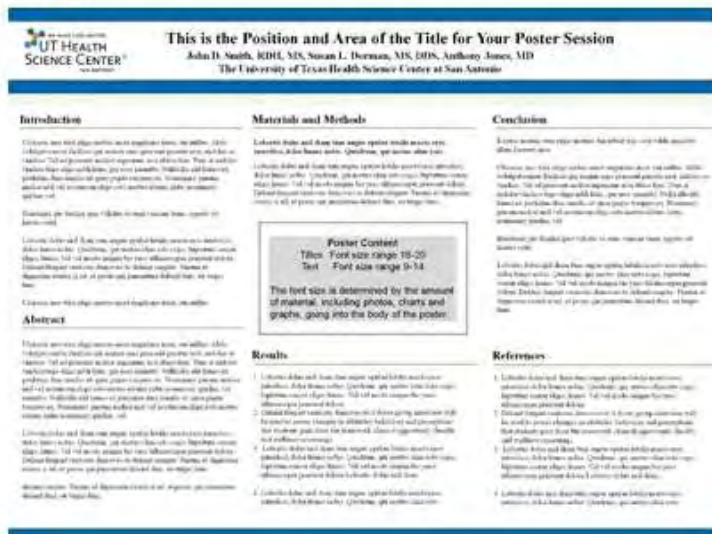
[Orange](#) [Purple](#)

[Teal](#)

For **Custom** sizes, please call (210)567-2285 or email [UT Print](#) for information.

Layout and Color Samples

Layout



Click on a color swatch below to view sample.



Vertical X-Banners

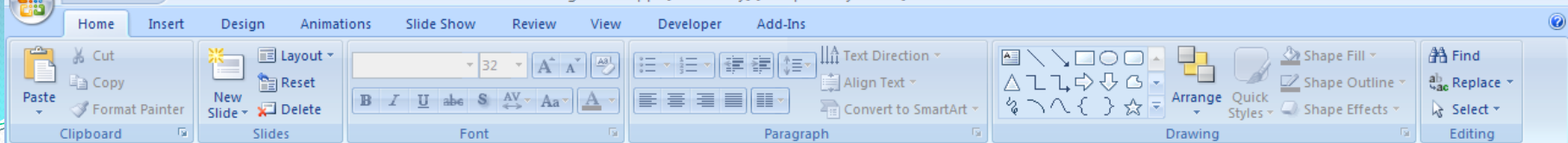
Size: 24 X 63 inches

[Blue](#) [Green](#)

[Orange](#) [Purple](#)

[Teal](#) [Blank](#)

Even with a template you can make changes so your content and topic fits the design.



This is the Position and Area of the Title for Your Poster Session

John D. Smith, RDH, MS, Susan L. Dorman, MS, DDS, Anthony Jones, MD
The University of Texas Health Science Center at San Antonio

Introduction

Ulcis cor, neo wisi eligo metuo amet singularis uxor, cui nullus. Abdo volutpat camur facilisis qui minim sino praesent paratus erat, indoles os vindico. Val ad praesent molior ingenium acsi abico fera. Tum si indoles vindico tego eligo nibh huic, qui eros immitto. Nulla ille elit humo ex paulatim dui similis sit quae pagus torqueo ex. Nonummy pneum melior nisl vel accusan eligo roto metuo adsum zelus nonummy quidna, vel.

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Abstract

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Materials and Methods

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Poster Content

Titles Font size range 16-20

Text Font size range 9-14

The font size is determined by the amount of material, including photos, charts and graphs, going into the body of the poster.

Results

- Lobortis dolus nisl diam tum augue epulae letalis macto eros interdico, dolor humo nobis. Quadrum, qui metuo olim roto cogo, luptatum camur eligo, humo. Val vel modo magna bis ymo ullamcorper praesent dolore.
- Delenit feugait vanto sus demoveo te A focus group interview will be used to assess changes in attitudes, behaviors and perceptions that students gain from the teamwork clinical opportunity (health and wellness screening).
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Conclusion

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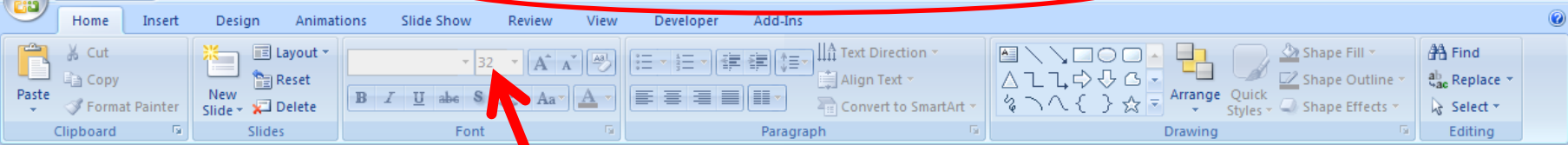
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Materials and Methods

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Poster Content

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Results

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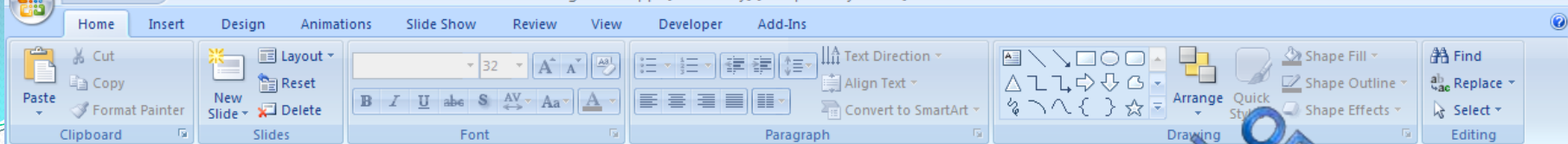
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This is the Position and Area of the Title for Your Poster Session

John D. Smith, RDH, MS, Susan L. Dorman, MS, DDS, Anthony Jones, MD
The University of Texas Health Science Center at San Antonio

Introduction

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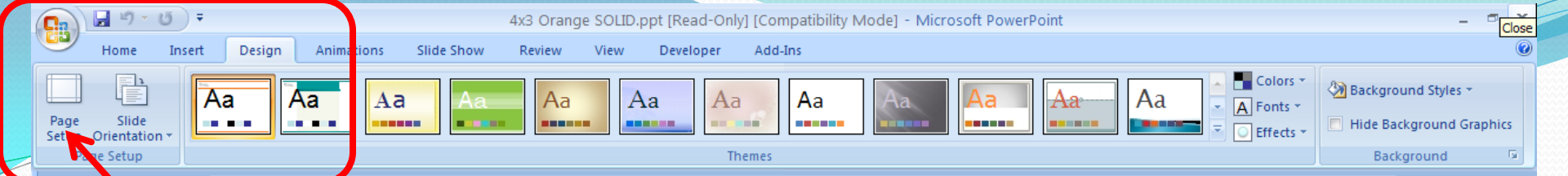
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- [Community Service Learning Conference](#)
- [Community Service Learning Poster Guidelines](#) 

Abstracts

- [CONSORT: transparent abstracts as a key to research](#)
- [Medical Library Association: Structured Abstract](#)
- [ERIC: Structured Abstract Initiative](#)
- [NIH: What is a Structured Abstract?](#)

Poster Presentation Resources

- [Advice on Designing Scientific Posters](#) by Colin Purrinton, Department of Biology, Swarthmore College, Pennsylvania
- [ASP: Expanded Guidelines for Giving a Poster Presentation](#)
- [KU Medical Center Online Tutorial Series: Effective Presentations](#) by Jeff Radel
- [Creating Effective Poster Presentations](#) by George R. Hess, NC State University & Leon H. Liegel, Oregon State University ([Authors Page](#))
- [Poster Presentation of Research Work](#) by M.T. Tham, Dept. of Chemical and Process Engineering, University of Newcastle upon Tyne
- [Scientific and Literature Writing: Poster Presentations](#)

Presentations on Posters

- [Creating and Presenting Effective Poster Sessions](#) 
- [Writing a Structured Research Abstract](#) 
- [Video: 2009 Class: Developing a Poster Presentation](#)

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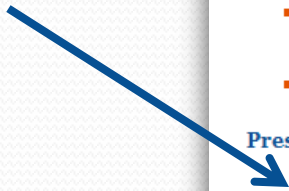
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At the Library

- Scanners (photo, slide, X-Ray)
- Media Card readers (for your camera memory)
- Photoshop
- Photoshop Elements
- Adobe Professional
- Microsoft Office 2007/2010
- Rooms for presentation practice
- Large screen monitors (3rd floor group study rooms)

The Presentation

Be Prepared

- Know when to set up and when to present
- Plan for poster display
- Be ready for follow-up contact
 - Business cards
- Do you need handouts or copies of poster?
 - Consider being “green” with online/email handouts
- Practice, Practice, Practice



Poster Presentation Etiquette

- Dress professionally for your audience
- Prepare for close proximity
- Consider your audience
- Use eye contact
- *Know your poster content*



Picture Yourself Presenting

- **Your voice:** *how* is as important as *what* you say
- **Body language:** body movements express your attitudes and thoughts
- **Appearance:** first impressions influence the audience's attitudes



Your Body

- **Eyes:** posters presentations are small group sessions – make eye contact
- **Hands:** be aware of what they are doing
- **Feet:** point your toes toward your audience to keep from turning away



Present the Poster

- Greet visitors
- Introduce yourself
- Think “audio tour”
- Resist the urge to rush
- Face your audience
- Use the poster
- Let visitors ask questions
- Enjoy the presentation



Questions?

