Research Impact & the Library

Rebecca Welzenbach, Research Impact Librarian, University of Michigan Library
Wayne State University Libraries Open Scholarship Series
October 2, 2019

Link to these slides: http://bit.ly/2mQw8M4

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I empower scholars to create the conditions under which they can establish:

- a strong public identity,
- a coherent account of their contributions to the scholarly enterprise,
- and a persuasive body of evidence for the impact of their work within the academy,
- ...and for the public.

The shorter version: I help scholars present themselves and their work to the world.

Along with other librarians and informationists from across the U-M Library, I coordinate the library's role in research impact initiatives on campus.

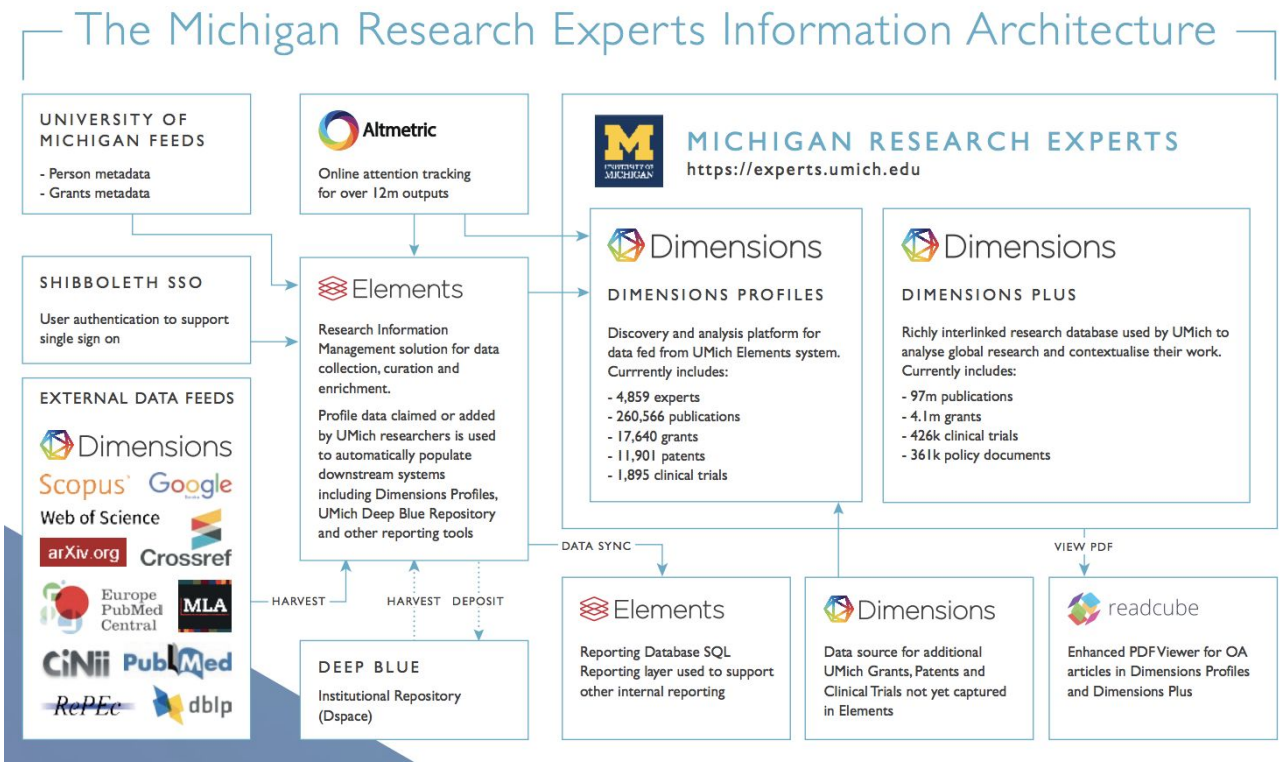
Where did I come from?

- Michigan Publishing
  - Digital Publishing Coordinator (2010-2012)
  - Text Creation Partnership (2010-2014)
  - Journals Coordinator (2013-2015)
  - Lever Press (2014-2017)
  - Director, Strategic Integration and Partnerships (2015-2017)

Themes: open access, digital scholarship, usage/metrics, innovative business models/partnerships for producing & preserving scholarship, telling the story of why our scholarship matters

What do I do?

- Coordinate people
- Represent the library (and our constituents) in the roll-out of complex and invisible systems
- Outreach and instruction of my own



Pair & Share 1:

- What are the key milestones where researchers under pressure to communicate the value of their work?
- How do they do this now?
- How that working for them?
- Do you see expectations or practices changing?

Pair & Share 2:

- In your discipline(s), or one that you work with closely, how are the norms and expectations for prestige, quality, reach, or impact of scholarship established and communicated?
- What forms of work or channels of communication are left out of this conversation?
- What effect does that have on researchers and their work?

Pair & Share 3:

- What audiences and stakeholders are scholars in your discipline trying to reach with their work?
- What does it mean to them to successfully “reach” an audience?

Pair & Share 4:

- What questions and concerns do you hear from patrons about presenting their scholarly identity/their work online?

Pair & Share 5:

- What concerns (or hopes!) do you have regarding the way we talk about and engage with the topic of research impact?

Case Study:
Research Impact Challenge

Plan - Execute - Assess - Iterate

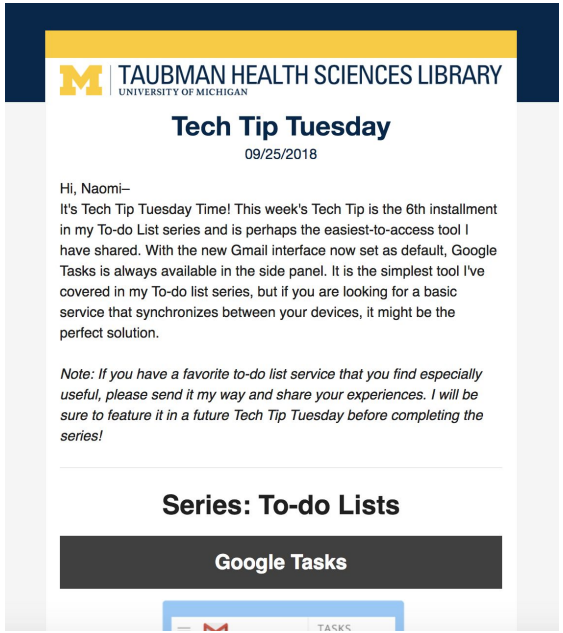
September-October 2018

- Learned about the work of others:
  - Stacey Konkiel's OA ebook, [The 30-Day Impact Challenge]
  - Erin Anthony and Kelsey Sawyer's one-week research impact challenge, presented at Transforming Research conference, Brown University, October 2018. [Challenge materials presented as a LibGuide here]!

Plan - Execute - Assess - Iterate

October-November 2018:

- Discussed with supervisor. She recommended that I….
- Reach out to e-learning committee for a consultation about which platform to use, how to approach the project, etc. They referred me to…
- A colleague running a comparable program--Tech Tip Tuesday--who could advise on platform



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UNIVERSITY OF MICHIGAN

Tech Tip Tuesday

09/25/2018

Hi, Naomi–
It's Tech Tip Tuesday Time! This week's Tech Tip is the 6th installment in my To-do List series and is perhaps the easiest-to-access tool I have shared. With the new Gmail interface now set as default, Google Tasks is always available in the side panel. It is the simplest tool I've covered in my To-do list series, but if you are looking for a basic service that synchronizes between your devices, it might be the perfect solution.

Note: If you have a favorite to-do list service that you find especially useful, please send it my way and share your experiences. I will be sure to feature it in a future Tech Tip Tuesday before completing the series!

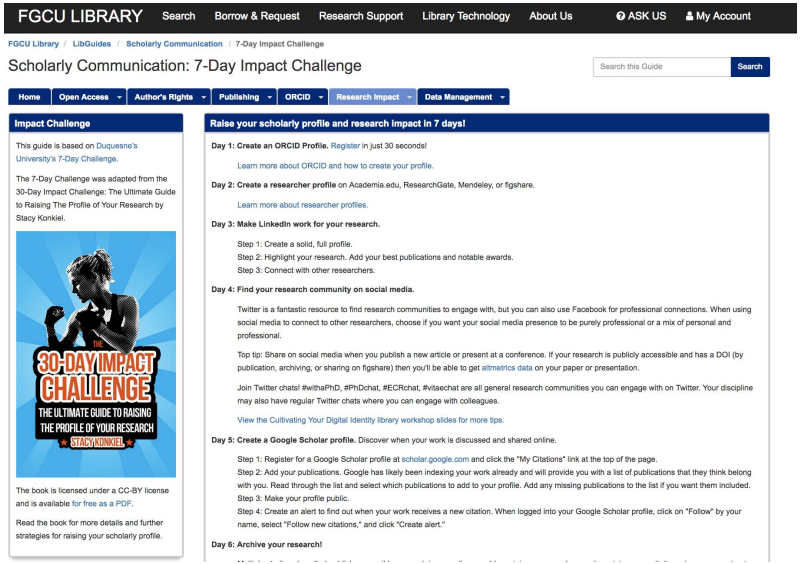
Series: To-do Lists

Google Tasks

Plan - Execute - Assess - Iterate

December 2018:

- Reviewed existing examples such as those from Brown University, Florida Gulf Coast University, and Duquesne University
- Decided to target U-M specific audience
- Determined date range: January 14-25
- Selected topics & started developing content--some adapted, some original



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FGCU Library / LibGuides / Scholarly Communication / 7-Day Impact Challenge

Scholarly Communication: 7-Day Impact Challenge

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Impact Challenge

This guide is based on Duquesne's University's 7-Day Challenge.

The 7-Day Challenge was adapted from the 30-Day Impact Challenge: The Ultimate Guide to Raising The Profile of Your Research by Stacy Konkiel.

30-DAY IMPACT CHALLENGE
THE ULTIMATE GUIDE TO RAISING THE PROFILE OF YOUR RESEARCH
STACY KONKIEL

The book is licensed under a CC-BY license and is available for free as a PDF.

Read the book for more details and further strategies for raising your scholarly profile.

Raise your scholarly profile and research impact in 7 days!

Day 1: Create an ORCID Profile. Register in just 30 seconds!

Learn more about ORCID and how to create your profile.

Day 2: Create a researcher profile on Academia.edu, ResearchGate, Mendeley, or figshare.

Learn more about researcher profiles.

Day 3: Make LinkedIn work for your research.

Step 1: Create a solid, full profile.
Step 2: Highlight your research. Add your best publications and notable awards.
Step 3: Connect with other researchers.

Day 4: Find your research community on social media.

Twitter is a fantastic resource to find research communities to engage with, but you can also use Facebook for professional connections. When using social media to connect to other researchers, choose if you want your social media presence to be purely professional or a mix of personal and professional.

Top tip: Share on social media when you publish a new article or present at a conference. If your research is publicly accessible and has a DOI (by publication, archiving, or sharing on figshare) then you'll be able to get altmetrics data on your paper or presentation.

Join Twitter chats! #withaPhD, #PhDchat, #ECRchat, #vitaechat are all general research communities you can engage with on Twitter. Your discipline may also have regular Twitter chats where you can engage with colleagues.

View the Cultivating Your Digital Identity library workshop slides for more tips.

Day 5: Create a Google Scholar profile. Discover when your work is discussed and shared online.

Step 1: Register for a Google Scholar profile at scholar.google.com and click the "My Citations" link at the top of the page.
Step 2: Add your publications. Google has likely been indexing your work already and will provide you with a list of publications that they think belong with you. Read through the list and select which publications to add to your profile. Add any missing publications to the list if you want them included.
Step 3: Make your profile public.
Step 4: Create an alert to find out when your work receives a new citation. When logged into your Google Scholar profile, click on "Follow" by your name, select "Follow new citations," and click "Create alert."

Day 6: Archive your research!

Plan - Execute - Assess - Iterate

Takeaways from planning:

- Referrals through library colleagues to find the right guidance worked really well!
- Build on pre-existing models--don’t reinvent the wheel--but, take time to consider the specific audience and make choices accordingly
- Model of consulting w/ colleagues & proceeding with work independently allowed for rapid development of the idea

Plan - **Execute** - Assess - Iterate

Promote: December 2018

- Created sign-up form using MailChimp
  - Only asked for email address
  - Opt-in
  - Firm commitment to limited timeframe--they're not unwittingly signing up for a list that will spam them forever
  - Referred to [U-M Communications style guide] for colors, etc.

LIBRARY

Join the
Research Impact Challenge!

Kick off the new year with the U-M Library's two-week research impact challenge! Sign up here to receive one challenge from the Library in your email inbox every business day from January 14-January 25 (10 emails in all--that's it).

Each email will describe one activity that you can do that day to improve your online scholarly presence, better understand and communicate the impact of your research, or reach new audiences for your work. The activities will vary, but are designed to take anywhere from 5 to 30 minutes.

Week 1 will focus on your online scholarly presence: how can you ensure that you and your work are represented accurately and appropriately on the web?

Week 2 will focus on the various ways to measure the success and impact of scholarly work, and strategies for situating yourself and your research in order to make a compelling case for your work.

Once the challenge is over, you won't see any more emails pertaining to this challenge.

Plan - **Execute** - Assess - Iterate

Promote: December 2018-January 2019

- Promoted the message
  - Library newsletter (several times)
  - Subject specialists' email group and announcement at selectors' meeting
  - Sent directly to folks I knew would be interested (UMOR; folks I've consulted with before)

Reminder: Research Impact Challenge, January 14–25

Rebecca A Welzenbach

This is a reminder that faculty and students, as well as library staff, are invited to kick off the new year with U-M Library's two-week research impact challenge! Sign up to receive one challenge from the library in your email inbox every business day from January 14–25 (10 emails in all — that's it).

Each email will describe one activity that you can do that day to improve your online scholarly presence, better understand and communicate the impact of your research, or reach new audiences for your work. The activities will vary, but are designed to take anywhere from 5 to 30 minutes.

Week 1 will focus on your online scholarly presence: how can you ensure that you and your work are represented accurately and appropriately on the web?

Week 2 will focus on the various ways to measure the success and impact of scholarly work, and strategies for situating yourself and your research in order to make a compelling case for your work.

Just enter your email address in this form to get started!

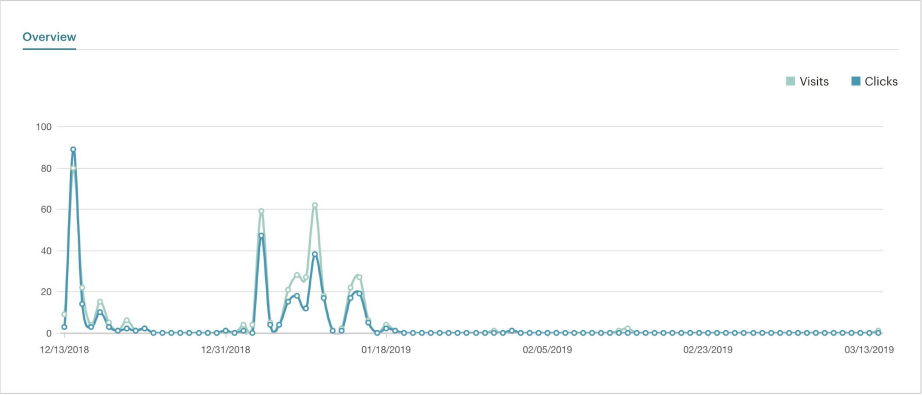
All are welcome to participate, though the themes and activities may be most relevant to graduate students and early career scholars. Please spread the word to people and departments you work with!

Plan - **Execute** - Assess - Iterate

Takeaways from promoting:

- Send all the reminders! It works!
- Model of reaching folks through subject specialists works well for graduate students and faculty, but missed a “layer” of research managers/administrators I would have liked to reach.
- Be strategic about timing
- 274 subscribers in all

Landing page performance



Plan - **Execute** - Assess - Iterate

Rough demographics of participants

- Worked with Craig Smith, Assessment specialist, who matched email address to data warehouse information
- ~20% library folks; ~48% faculty or staff outside the libraries; 31% students (almost all graduate students)
- Spread all over campus. Departments with highest counts: English Lang & Lit. PHD (9), Natural Resources and Environment MS (7), SEAS (7), Earth & Environmental Science PhD (6), Astronomy (6), Psychology & Women's Studies (6), School of Nursing (6)

Plan - **Execute** - Assess - Iterate

Writing/developing content: December 2018-January 2019

Week 1: Your Scholarly online Presence

- Register your ORCID
- Claim your Google Scholar Profile
- Preserve & Share your work with a digital repository
- Social Media Audit
- Your personal web page

Week 2: Introduction to Research Impact Metrics

- What I do, what's important to me, and what "counts"
- Finding appropriate metrics
- The h-index (and other citation-based measure of impact)
- Alternative metrics
- Responsible metrics

Plan - **Execute** - Assess - Iterate

Writing/Developing Content: December 2018 -January 2019

- Drafted the text
- Synthesized existing resources -- in the library, in the literature
- Shared with targeted colleagues for feedback
- Created template/structure in Mailchimp -- consistency of experience, connecting the dots from day to day
- OMG Screenshots

Plan - **Execute** - Assess - Iterate

Takeaways from Writing/Developing Content: December 2018 -January 2019

- You will never have enough time, but leave as much “runway” as possible
- Make use of--and feature, and credit!--the expertise of colleagues
- So much work
- Systematically name and save your screenshots
- Formatting will destroy your soul

Plan - **Execute** - Assess - Iterate

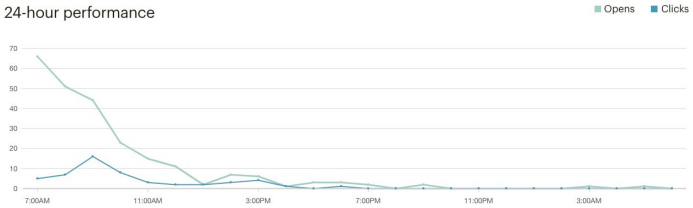
Running the challenge! January 2019

- Scheduled the messages; monitored progress
- Test messages, proofreading
- Set each message to go out at the same time each day
- Ensured that I also received the messages
- Monitored MailChimp statistics
- Replied to one-off email queries and questions (including folks joining the challenge late)

201 Opened	67 Clicked	1 Bounced	0 Unsubscribed

Successful deliveries	232	99.6%	Clicks per unique opens	33.3%	
Total opens	370		Total clicks	147	
Last opened	2/27/19 9:55AM		Last clicked	2/13/19 6:34PM	
Forwarded	0		Abuse reports	0	

24-hour performance



Top links clicked

https://researchid.it.umich.edu/researchId/public/welcome	81
https://mcommunity.umich.edu	26
https://support.orcid.org/hc/en-us/categories/360000663114-Building-your-ORCID-record-connecting-your-iD	19
https://orcid.org/signin	8
https://youtu.be/FaFIAG79-S4	5

View more

Plan - **Execute** - Assess - Iterate

Takeaways from running the challenge:

- Stats are addictive
- People wanted to join after the fact--awesome! But needed efficient ways to deliver the earlier content to them.
- It took basically all my time for two weeks (moreso in the second week when I was also developing the last days' worth of content)
- When people hit "reply" to their daily message, their reply goes directly to the email address identified as the "coordinator" of the campaign in MailChimp--so ensure you've got the right person there

Plan - Execute - **Assess** - Iterate

January-March 2019

What information do we have?

- U-M Data warehouse information for demographics
- MailChimp statistics
- Unsolicited feedback from participants
- Participant survey
- Other stats, like ORCID where we see a bump in registrations on the day of the challenge

Plan - Execute - **Assess** - Iterate

Mailchimp statistics key takeaways

- The percentage of subscribers who opened the email each day ranged from 68% (day 8, h-index) to 87% (day 1-ORCID)
- The percentage of people who clicked on something in the email ranged from 9% (day 3, repositories) to 29% (day 1, ORCID)

Day 6: What I do, what's important to me, & what "counts" Regular · University of Michigan Library Research Impact Challenge 2019 Sent **Mon, January 21st 7:00 AM** to 276 recipients by you	Sent	72.0% Opens	20.0% Clicks
Day 4: Social Media Audit Regular · University of Michigan Library Research Impact Challenge 2019 Sent **Thu, January 17th 7:00 AM** to 273 recipients by you	Sent	80.1% Opens	18.4% Clicks
Day 5: Your personal web page -- pulling the pieces together Regular · University of Michigan Library Research Impact Challenge 2019 Sent **Fri, January 18th 7:00 AM** to 274 recipients by you	Sent	76.9% Opens	10.3% Clicks
Day 3: Preserve and share your work with a digital repository Regular · University of Michigan Library Research Impact Challenge 2019 Sent **Wed, January 16th 7:00 AM** to 272 recipients by you	Sent	77.9% Opens	8.9% Clicks
Day 2: Claim your Google Scholar profile Regular · University of Michigan Library Research Impact Challenge 2019 Sent **Tue, January 15th 7:00 AM** to 258 recipients by you	Sent	79.0% Opens	15.6% Clicks
Day 1: Register your ORCID and associate it with your U-M Identity Regular · University of Michigan Library Research Impact Challenge 2019 Sent **Mon, January 14th 7:00 AM** to 233 recipients by you	Sent	86.6% Opens	28.9% Clicks

Plan - Execute - **Assess** - Iterate

Unsolicited feedback:

Rebecca,
as you can see below, I added my ORCID link to my email signature. Maybe this a good idea for others too. I was amazed how many of my recent pubs I found in ORCID through "Crossref Metadata Search". Curious email recipients now get an overview of my published work with one click. This saved a lot of time for me and my students bc in the past we have links pubs manually to the publication list on my lab website. Which was cumbersome and not very efficient since many links died over the years.
Again, thank you for the nice challenges,

[Associate Professor, Dept of Psychology]

Just wanted to say I've really enjoyed these over the past week. High yield and easy engagement.

Great initiative!

[Clinical Assistant Professor
Department of Radiology
Michigan Medicine]

Plan - Execute - **Assess** - Iterate

Participant survey:

- Qualtrics
- Input from colleagues w/ assessment expertise to design survey
- Wanted feedback on both format of challenge and content of challenge
- Sent survey out to all subscribers, 79 people completed it

How did you find out about the U-M Library Research Impact Challenge?

From my liaison librarian

Through a departmental email or similar communication

From a colleague

From the Library's social media feed

Other (please explain):

Plan - Execute - **Assess** - Iterate

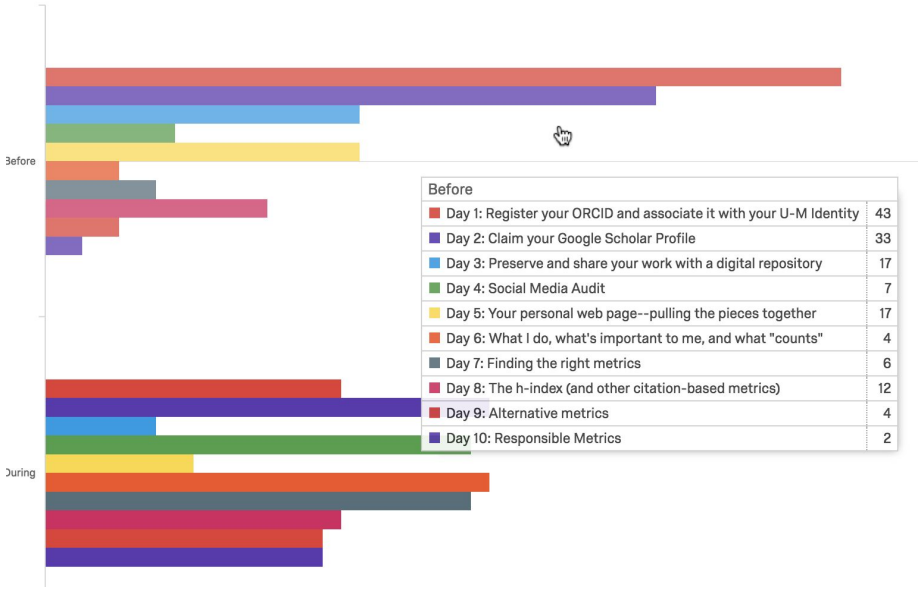
Participant survey: What we learned about the format of the challenge

- More than half of respondents found out about the challenge via email from their departments
- 65% felt that daily emails were “just right;” 30% thought it was too much (no one wanted more!)
- 64% felt that two weeks was a good length of time; 22% felt it was too long
- Various suggestions about how to reduce intensity: from shorter daily activities to sending the messages weekly over a semester instead of daily for a short period
- Everyone said they liked email as opposed to some other medium or app
- Interesting feedback on time of day: I chose first thing in the morning on weekdays but some suggested Friday afternoons or weekends would fit their workload better

Plan - Execute - **Assess** - Iterate

Participant survey: What we learned about the content of the challenge:

- 65% of respondents had already registered an ORCID, 50% had already claimed their Google scholar profile, but most of the rest of the activities were new
- Online presence seemed to be the easier sell. The last three days of the challenge had ⅓ of respondents indicating they had no intention of doing the challenge
- The “most liked” activities were the first three days; “least liked” were the last three.
- For each activity, from 38-50% of respondents indicated they learned something. Never more than 50%!



Plan - Execute - **Assess** - Iterate

Participant survey: Do people want more?

- 95% said they would participate in a future research impact challenge with new activities
- Combining the “yes” and the “depends on the topic” answers, more than 95% of respondents said they would be interested in participating in a future email challenge on a different topic
- 72% said they’d be likely to access the materials from this challenge again or share them with others
- Overall open-ended feedback was quite positive, most suggestions for improvement were to spread out the activities so not so overwhelming. One suggestion for wrap up event to let people meet one another.

Celebrate!

Appreciate!

Plan - Execute - **Assess** - Iterate

- Anyone interested in using this model for a different topic? Please do!
- Suggested topics: accessibility, how to do promotion/public outreach, intersections of research and pedagogy, NIH requirements, resources to find scholarly literature, grant proposal writing, scholcomm/copyright/open access, privacy, managing your personal digital archive, intro to library resources in general, publication/manuscript submission process, finding the right publication venue, digital humanities, hard-to-find/little known research resources, impact in your field beyond the scholarly publication
- Will revise materials and run the challenge again in January, 2020
- Preserved content as a LibGuide: https://guides.lib.umich.edu/research-impact-challenge

Thank you! Questions?