Tackling Silos and Cultures:
VIVO Outreach and Engagement at Duke University

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Faculty Engagement: A Major Challenge

- Colleges and universities are commonly siloed across their various schools and departments
- Cultures across schools can be very different
- What is important can vary greatly across disciplines
- Faculty are not always co-located

- Therefore, no single "best way" in which to consistently reach all faculty

Duke at a Glance

- Location: Durham, NC

- Private research university

- 10 Schools & Colleges

- 14,850 students

- **5,620 Faculty members**

- 35,998 employees

Duke Silos and Cultures

School of Medicine

School of Nursing

Composed of Basic Sciences (research) vs. Clinical Sciences (sees patients) -- often geographically dispersed

Fuqua School of Business

School of Law

Professional schools where culture is faculty data is updated on their behalf

Trinity College of Arts and Sciences

Complex School: Humanities (Literature, Music) vs. Natural Sciences (Chemistry, Physics) vs. Social Sciences (History, Economics)

Nicholas School of the Environment

Pratt School of Engineering

Faculty are very cross-disciplinary

Duke Silos and Cultures

Sanford School of Public Policy

Social sciences focused

Divinity School

Conservative

Duke Institutes and Centers (i.e., Social Sciences Research Institute, Energy Initiative)

Most of the institutes are small, but tend to be very cross-disciplinary

Scholars@Duke
Duke University's VIVO Instance

- 6,608 profiles

- 183,666 publications

- 11,995 grants

- 16,351 professional activities

- 1,233 Artistic Works and Non-Print Media

Scholars@Duke

Analysis for 2015 Outreach and Engagement plan

- Leveraged input from the follow groups to develop outreach and engagement strategy

  - **School Communicators**
  - **Teams that have recently implemented other I.T. related systems on campus**
  - Office of News and Communications
  - Scholars@Duke Management Team and Steering Committee
  - Faculty Feedback

Scholars@Duke

2015 Outreach and Engagement Strategy

- News story introducing Scholars@Duke to campus community
- User group meetings to provide regular updates to users
- Periodic electronic updates through school communicators
- Accessible training, office hours, and help resources
- Help consultation meetings with schools and departments
- Focus group lunches to elicit faculty feedback
- Digital Signage and Posters to increase awareness

Outreach and Engagement Strategy

Duke Today News Story

- Released: April 10th, 2015

- today.duke.edu/2015/04/scholars

- "Officially" introduced campus to Scholars@Duke

- Incorporated faculty testimonials, use cases, and success stories

Outreach and Engagement Strategy
User Group Meetings

- **Frequency:** Monthly
- **Audience:** Faculty, staff, researchers, graduate students, power users
- **Purpose:** Discuss outreach, development, ongoing issues, and roadmap
- "Guest speakers" from user community discuss how they leverage Scholars@Duke data
- Provide open forum for audience to discuss challenges with adoption and/or success stories

Outreach and Engagement Strategy

Periodic email updates to school communicators

- **Frequency:** Bi-annually

- **Purpose:** Scholars@Duke updates that school communicators can distribute through their normal communications channels:
  - Newsletters
  - Blogs
  - Websites
  - Social media

- Communicators can distribute as is, in smaller chunks, or revise for their own culture

Scholars@Duke News Updates

April, 2015

- Announcing Scholars News Updates
- Recent enhancements:
  - Report Generator
  - Professional Activities
  - Upgrade to VIVO 1.7
- Planned development
- New version of Elements
- Sending feedback

Announcing Scholars news updates

We've added new features and data to Scholars@Duke, and more changes are planned! Twice a year, we will send news updates to let users know what's new with Scholars@Duke.

Reminder: update your overview and photo

Summer is a great time to add or update your Overview paragraph and photo on your Scholars@Duke profile. It only takes ten minutes and makes your profile much more accessible and helpful to readers. Just click "Manage This

Outreach and Engagement Strategy
Accessible/convenient office hours and training

- Weekly office hours and bi-weekly training sessions
  - No registration/RSVPs

- Onsite office hours and training at by request
  - Faculty can reserve time slots

Outreach and Engagement Strategy
Information table and additional help resources

- Host information table at various venues on campus to answer questions and assist with profiles

- Seek to increase awareness of Scholars@Duke by distributing information and promotional items

Outreach and Engagement Strategy
Additional help resources

- Publications technologist who is available to assist faculty with updating their publications in Elements per their C.V.

- Book a Scholars@Duke and Elements Expert

- Assist schools and departments with "bulk" changes in dFac system

Outreach and Engagement Strategy

Help consultation meetings

- Meet with department chair, power user, and dFac user
- Discuss what assistance the Scholars@Duke team can provide to assist faculty
- Devise and confirm plan of engagement
- Follow up with department chair and power user to ensure that all steps of the plan are carried out

Outreach and Engagement Strategy

Focus Group Lunches

- Dates: January 27 – 30, 2015

- Participants: 20 faculty across 4 days representing the various schools

- Asked each faculty member:
  - What they like most about their profiles?
  - What they liked the least?
  - What improvement(s) they would most like to see in Scholars@Duke

- Used feedback to make improvements to Scholars@Duke and prioritize future enhancements

Outreach and Engagement Strategy
Signage

- Digital slide
  - To be displayed on monitors in various locations on campus

- Posters
  - To be posted in various campus locations

What We Learned

- **School communicators critical to understanding culture**
- Faculty complaints are opportunities
- Help consultations key to understanding needs and managing concerns
- Onsite training and office hours are most effective
- Electronic updates more effective when kept clear, concise, and targeted to audience
- Faculty more receptive to information when it comes through their department's normal communications channels
- Faculty more likely to participate in focus groups/provide feedback when done over lunch or coffee and conducted when schedules are less full

Questions?