

# Tackling Silos and Cultures:

VIVO Outreach and Engagement  
at Duke University

August 13, 2015

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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

The screenshot shows the Scholars@Duke website. The header is dark blue with the Duke University logo and 'SCHOLARS@DUKE' in gold. A search bar is on the right. Below the header is a navigation menu with links: Home, People, Schools / Institutes, Research, and About. The main content area features a large image of Patrick Charbonneau, an Assistant Professor in the Department of Chemistry, holding a glass lens. To the right of the image is a 'Faculty in the News' section with three news items: 'Boulding Speaks at White House about Developing Leaders Supportive of Working Families' (AUG 10), 'Molecular Tinkering Doubles Cancer Drug's Efficacy' (AUG 10), and 'Launching Undergraduates into Clinical Research' (AUG 08). Below the image is a caption for Patrick Charbonneau. To the right of the caption is a 'Research Events' section with two items: 'IRB Update for 2015: New Structure and Policies' (AUG 12 | 1:00 PM) and 'Office of Research Informatics--Project Updates and New Initiatives' (AUG 26 | 1:00 PM). At the bottom, there is a 'Read Updates From the Scholars Team >>' link and three columns of links: 'Explore' (Find People, Explore Duke Research, Browse Duke Schools), 'Get Help' (New to Scholars?, Support Page, Video Tutorials, FAQ's, Users' Guides), and 'Update' (Edit My Profile, Manage Scholars Data, Learn How to Update).

**Scholars@DUKE**

Search People, Places or Things

[Home](#) [People](#) [Schools / Institutes](#) [Research](#) [About](#)



**Faculty in the News**

- › Boulding Speaks at White House about Developing Leaders Supportive of Working Families  
AUG 10
- › Molecular Tinkering Doubles Cancer Drug's Efficacy  
AUG 10
- › Launching Undergraduates into Clinical Research  
AUG 08
- › Long battle with mental illness marked man killed at theater  
AUG 07

[see more at Duke Today](#)

**Research Events**

- IRB Update for 2015: New Structure and Policies  
AUG 12 | 1:00 PM
- Office of Research Informatics--Project Updates and New Initiatives  
AUG 26 | 1:00 PM

[Read Updates From the Scholars Team >>](#)

**Explore**

- Find People
- Explore Duke Research
- Browse Duke Schools

**Get Help**

- New to Scholars?
- Support Page
- Video Tutorials
- FAQ's
- Users' Guides

**Update**

- Edit My Profile
- Manage Scholars Data
- Learn How to Update



# 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

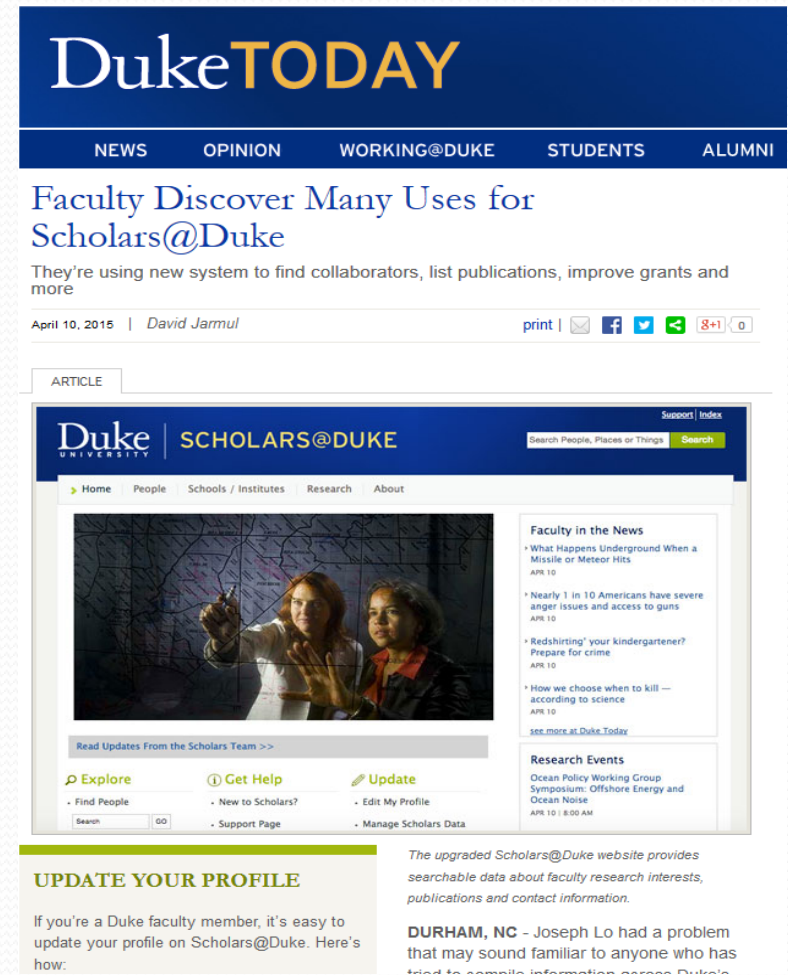
- News story introducing Scholars@Duke to campus community
- User group meetings to provide regular updates to users
- Periodic electronic updates through school communicators
- Accessible training, office hours, and help resources
- Help consultation meetings with schools and departments
- Focus group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



# Outreach and Engagement Strategy

## Duke Today News Story

- Released: April 10<sup>th</sup>, 2015
- [today.duke.edu/2015/04/scholars](http://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?