Elements and Altmetric at Virginia Tech

A Client Case Study

Lily Troia, Altmetric and Virginia Pannabecker, University Libraries, Virginia Tech

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What we’ll cover

- Introductions and background
- Wrangling your institution’s publications: Elements at Virginia Tech
- Integrating with the Altmetric Explorer: multi-tiered roll-out approach
- Developing a sustainable Altmetric Strategy
- What’s next at VT
- Elements and Altmetric: two systems working in tandem
- Questions and Discussion
Who we are

**Ginny Pannabecker** | Associate Director, Research Collaboration and Engagement | Virginia Tech University

 Develops and supports services to assist the VT community in collaborative, open research practices; and in discovering and sharing the impact of their work.

Previous positions at Arizona State University

**Lily Troia** | Engagement Manager | Altmetric, Digital Science | DS Data and Analytics

Digital scholarship librarian + communications & copyright specialist

Previous positions at William & Mary Virginia Institute of Marine Science, Harvard University Office of Scholarly Communication
Digital Science and Virginia Tech University

- Long standing commitment at VT to support researchers by supporting and elevating research impact
- VT and DS relationship started with Elements over four years ago
- Integrate enterprise data systems with Elements for internal reporting and feed public facing web profiles through CollabVT, Virginia Tech's in-development implementation of VIVO.
- Soft launch of Altmetric and the Explorer in October 2017
- Integrated with Elements Summer 2018 for full roll-out autumn 2018
- View Elements and Altmetric as vital to evidencing reach and influence of scholarship that extends beyond the academy -- key to meeting academic mission as a Land Grant institution
Quick Elements Recap

- At VT, Elements is part of a larger research ecosystem

- Automated data feeds, data privacy, systems integrations
  - Inst Repository VTechWorks

- Provost’s Office and University Libraries partnership

- College and departmental uptake of Elements
  - Annual Faculty activity reporting
  - Departmental custom reports
  - Custom use of data to feed departmental websites

- Training and Support
  - VT Elements - FAQ, Getting Started, College-specific info
  - Regular workshops, liaisons, additional support on request
Launching Altmetric at Virginia Tech

- Initial setup
- Soft launch
- Liaison collaboration
- Department workshops & reports
- Consultations & Open workshops
Developing a strategic Altmetric approach

- Help researchers and faculty **tell their story**
- Altmetric as part of broader impact & engagement services
- Encourage responsible use of complementary, diverse metrics
- Elevate visibility and impact of **all research outputs**
- Targeted user training coordinated through VT Libraries
- Specialized, collaborative research projects
The Altmetric Explorer at Virginia Tech: Phase 1

- Soft launch of Altmetric in Fall 2018
- Goal: provide staff and faculty immediate access to full Altmetric database prior to Elements
- Initial onsite train-the-trainer sessions
- Ability to search for outputs en masse via identifier

Example: Materials Engineering
Altmetric Phase 2: Custom institutional instance via Elements integration
Highlight: custom Altmetric user persona research

- Develop User Personas for ag/life sci researches, faculty, and extension agents in collaboration with Inga Haugen, Agriculture, Life Sciences, and Scholarly Communication Librarian + Texas A&M Libraries
- Approach process with a critical lens, keeping mission and values at center
- Meet needs of extension program workflows and behavioral patterns
- Personas crafted in the context of engagement scholarship/non-traditional research outputs
- Identify and align with communication methods and associated with each user
- Treat personas be living, iterative documents
- Ensure personas are openly available, shared broadly, and repurposable
What’s next

● Integration = easier
  ○ Repository records & pubs

● Outreach
  ○ Institutional news stories
  ○ Outreach to institutional communications staff

■ Optimizing for altmetrics
  ○ College and departmental
  ○ Individual consultations
  ○ Custom group reports

● Altmetrics across platforms
Maximizing the potential of Elements + the Explorer

- Ease of implementation, coordinated DS team
- Updates to Elements → updates in The Explorer
- Department/Author columns in data export
- Support of two unique teams working together
- Fosters development of research assessment workflows
- Helps elevate and surface diverse, current attention for all research outputs at your institution
- Promote clearer pathways to research visibility and impact
Question? Discussion!
THANK YOU!