Demonstrating Faculty Impact: New Data and Visualization Services
The University Libraries offers three Research Hub locations offering, spaces, technology, and expertise to support the entire research lifecycle.
Impact, Efficiency, and Data-driven Decision-making in Higher Education

• Provost’s initiatives for data-driven decision-making and global engagement
• Increased request from campus units:
  • Communicate impact/influence/reach
  • Identify areas of strength
  • Collaboration patterns and growth
• Inform efforts to reduce cost and maintain quality
Envisioning New Services

Five-Year Strategic Plan (2013-2018)

Foster researcher success by providing active support throughout the research lifecycle.
The three Hub sites offer services tailored to primary users of each location, but also serve the public and users campus-wide.
Organizational Changes

- 2014 Digital Research Services Department created (Davis Library)

- 2017 Cross-Departmental Impact Measurement and Visualization Team created (Health Sciences Library)
Building Expertise

• New positions and updated roles
• Training
• Projects
Building for Sustainability

Tiered Engagement Model:

• Training
• Walk-in Assistance (Davis Hub Service Desk)
• Consultation
• Project partnerships (charters)
• Outline project goals, scope, responsibilities, sun-setting, and recognition
• Unit support/funding for dedicated staff expertise
Project Examples
Career Services
Investigation of Careers for students from different schools through visualization
Demonstrating Global Reach

“Public health is the most powerful when we work across boundaries. In this case, we are grateful that you and your colleagues in Davis Library are our partners, and you’ll see that your reach extends around the globe.”

Carolina Asia Center demonstrates their broad engagement in Asia with this map
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School of Pharmacy Syllabus Project

Used text analysis to identify overlap across graduate courses. Syllabi were tagged with a controlled vocabulary of topics and skills. Research Hub Data Analyst transformed topics into overlap reports.
School of Pharmacy (ESOP) Curriculum Design Project

- With whom are ESOP faculty collaborating?

Citation Analysis: Faculty Collaborations

ESOP Faculty Collaboration Network
(includes 1150 Other UNC Collaborators)

DPET Division Collaboration Network
(includes 577 Int. and Ext. Collaborators)
Citation Analysis: Research Areas of Overlap Across Divisions

School of Pharmacy (ESOP) Curriculum Design Project

- What are the areas of research specialization and overlap across the five ESOP divisions?

"The information that you shared was extremely helpful! ... We sincerely appreciate all of the time and effort that you are investing in this project, which is absolutely critical to our graduate program transformation!"
Research Influence of NC TraCS-Supported Publications

86% of publications were above average; 31% were in the 90th the 99th percentile.

14% of supported publications are below average.

Percent of NC TraCS supported publications in each citation frequency percentile.

Average publication – 50th percentile.
NC TraCS-Supported Research Collaboration
Author

NC TraCS-Supported intra-institutional researcher collaborations
NC TraCS-Supported Research Collaboration Country

NC TraCS-supported international research collaborations
NC TraCS-supported research topic overview
Future Plans
Incorporate new methods and tools
• Multiple data types
• Automate record deduplication & screening
• Text mining full-text articles

Broader staff training
• Promoting Hub workshops to all staff
• Library Carpentry
• Community of practice
Thank you!

Questions?

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