VIVO Outreach and Adoption: Experiences on the Local and National Level

Panel Discussion
National Outreach Efforts
• Speakers Bureau
• Adoption & Collaboration
• VIVOweb.org Website
• Marketing
• Education
• Data Aggregators
• National VIVO Conference

Local Outreach Efforts
• Occurring at the seven VIVO Collaboration institutions and beyond!

Sara Henning
Val Davis
Elly Cramer
Kristi Holmes
Michele Tennant
Sara Henning
Michele Tennant
Local Outreach
University of Florida
Why A Library-based Support Model?

**Libraries:**
- Are a trusted, neutral entity
- Have a tradition of service and support
- Strive to serve all missions of the institution
- Are technology centers and have IT and data expertise

**Library Staff:**
- Have skills—information organization, instruction, usability, subject expertise
- Have close relationships with their clients (buy in)
- Understand user needs
- Understand the importance of collaboration and know how to bring people together
- Have knowledge of institution, research, education, clinical landscape
Local Outreach: what’s happening at UF

• Outreach Team:
  • Liaison librarians from HSC Libraries
  • Subject specialists from Marston Science Library

• Tested affiliation relationships and manually added overview information

• Collected and entered CVs

• Begin outreach to departments and colleges in September – speak at various venues

• Campus-wide kick-off in late fall semester
Local Outreach: challenges

• When will we be ready?
• Differing expectations and communication issues
• Team leader hat versus supervisor hat
• So how do you get initial buy-in?
Elly Cramer
Adoption & Collaboration
VIVOweb.org Website
Cornell University
Project Communication: vivoweb.org

- **Home**: latest information, links to social networking
- **About the project**
- **Download the software**: (source, virtual appliance, ontology)
- **Support materials**
- **Contact form**

Participate
User forums
FAQ
VIVO Store
Subscribe
Project Communication: vivoweb.org

• Press releases

• Events

• Blogs

• Resources

Educational Materials
  • VIVO Overview
  • Implementation Plan
  • Guide to Manual Data Input

Marketing Materials
  • Logos & Identity Guidelines
  • Media Kit (coming soon)
  • National Conference Flyer
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<td>American Academy for the Advance of Science</td>
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<td>Association of Biomolecular Resource Facilities</td>
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<td>Duke University</td>
<td>Clinical Translational Science Award (CTSA)</td>
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<td>Emory University</td>
<td>• CTSA Biomedical Informatics</td>
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<td>Florida State University</td>
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Sara Henning
Marketing and Education
University of Florida
Education

To create a variety of materials to meet the instructional needs of the project in regards to installation, adoption and dissemination

Early in the project we completed a needs assessment to:

- Identify the target audiences
- Learner Analysis - characteristics of the learners
- Explore instructional design theories

Kemp Model, 1977
Marketing

Goal to create and implement a marketing strategy plan for VIVO on national and local level

• To establish the VIVO brand
  • VIVO logo
  • Identity Guidelines
  • Media Kit
• Assist in the refinement and development of vivoweb.org
• Implementation of national outreach approach
  • Focus Groups
  • Partner with Education Support to help create consistent training materials with the VIVO brand
Materials will be developed in a variety of formats

• **Text-based instruction**: Installation Guide, Administration Guide, Virtual Appliance download guide

• **Text & Graphic Instruction**: Manual Data Entry Guide and Mapping CV Entry Guide

• **Information on the project in general**

• **Quick-start guides**

• **FAQs**

• **Video Tutorials**

• **Podcasts**

• **Workshop materials**
Education & Marketing Summary

• Education will occur both face-to-face and via web-based instruction
• Librarians - VIVO pilot-test education materials and provide feedback.
• Deliverables posted on vivoweb.org/support
• Focus groups to evaluate materials
• Quick reference and tutorials
• Update and modify existing user support
• Customizable marketing templates will be produced for the local/institution level
Val Davis
Speakers Bureau
National Implementation Lead
University of Florida
Speakers Bureau: challenges

- Originally the “primary” effort in VIVO Outreach
- Keeping track of presentations for evaluation
- Consistent VIVO message
- Keeping the content “fresh”
- Fitting the travel into our schedules!
- Speaker with the right blend of “technical” and “applied” knowledge
Speakers Bureau: past conferences

Identification of venues for VIVO presentations

Since September 2009: 35 presentations & 7 posters

AAAS; ALA; AMIA; CNI; Code4Lib; IASSIST; MLA; Int. Conf on Active Media Technology; Scientific Publishing in Biomedicine and Medicine; Special Libraries Association; Team Science Conference; World Wide Web Conf.
Speakers Bureau: upcoming conferences

• NEH Institute on Network Analysis for the Humanities
• caBIG Annual Meeting
• Mid-Atlantic Chapter of MLA
• Florida ACRL
• American Society for Human Genetics 2010
• Charleston Conference
• AAMC
• eResearch Australasia
• AMIA
• Educause 2011
Kristi Holmes

Data Aggregators
National VIVO Conference
National Outreach Coordinator
Washington University School of Medicine
The Data Aggregators Team is charged with developing relationships with content providers for the purpose of data ingest and availability in VIVO. 

Bibliographic information about publications, full text content from Open Access publishers, grant information, and more...

Do you have suggestions of data that would be useful in VIVO? Please let us know!

Email: holmeskr@wustl.edu
National VIVO Conference
National VIVO Outreach by the numbers (since 09/09)

• 50 – presentations on VIVO by team members
• 20 – VIVO posters displayed
• 4 – papers that have resulted from conference presentations
• >40 – full-length demonstrations to institutions and organizations
• 837 – Constant Contact contacts
• 15,265 visits to vivoweb.org and 63,577 pageviews
• 270 Facebook fans
• 1 national conference
Thank you!