Living up to the promise:
Use cases to reduce workload and increase quality for research reporting and university marketing

euroCRIS Membership Meeting, June 13th, 2013
Dr. Barbara Ebert & Dörte Krah
Leuphana University Lüneburg, Germany

A CRIS implementation project
Living up to the promise….

Implementation of a CRIS leads to more efficiency in research documentation!

- Register once and reuse
- Reduce workload for single reporting requirements

But in our use cases, quality of information is valued most.
- Structured, enhanced, accessible, validated.

Implementation of a CRIS at Leuphana
Where we are

- 2.5 years of live operation
- 500 active database users
- 80 content editors in university institutions
- 27 use cases in 2 years (research reporting)
- 6 major business processes adapted (ongoing)
  - Owners: Finance, Library, Marketing, Faculties
- Doubling of bibliography (number of publications)

Effort
- 18 months preparation
- 30 person months full-time project manager
- XX person months inhouse staff (part-time)
- 2,500 tickets in issue management system
Who we do it for: Leuphana University of Luneburg

- A mid-size university in the metropolitan area of Hamburg
  - 140 professors, 7,000 students
  - 80% Social Sciences & Humanities
  - 20% Natural & Technical Sciences
- A model university in terms of study concepts
  - College and Graduate School
  - Consecutive Master & Dissertation
- A developing university in terms of academic reputation

Our mission: Developing a young university’s reputation

- Achieve recognition in the national and international research community
- Raise key indicators
  - Third party funding + publications
- Membership in the German Research Foundation DFG
- Close interaction between research & academic curriculum: research-based teaching
What does a University typically know about its performance?
Realities of research reporting

Collect distributed data & facilitate reporting

<table>
<thead>
<tr>
<th>Data sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications</td>
</tr>
<tr>
<td>Library, external databases</td>
</tr>
<tr>
<td>Journal ratings, citations</td>
</tr>
<tr>
<td>Scopus, WoS, rating projects</td>
</tr>
<tr>
<td>Persons, Organisations</td>
</tr>
<tr>
<td>SAP HR, phone directory</td>
</tr>
<tr>
<td>Projects</td>
</tr>
<tr>
<td>SAP, websites, project files</td>
</tr>
<tr>
<td>Awards &amp; other activities</td>
</tr>
<tr>
<td>websites</td>
</tr>
</tbody>
</table>

CRIS
Enriched datasets
Filter options
Standard reports
reduce workload for reporting

System: Pure, by Atira A/S, DK (acquired by Elsevier)

- **Publication repository** with integrated full text management
  - Document management for Open Access (visibility, embargo dates)
  - Integration of Sherpa Romeo Information (Open Access Policies)

- **Project directory**
  - Third-party funding, internal projects
  - Description, staff/partners, finance, outcome (publications, activities)

- **Expert directory**
  - Person profiles with CV, plus recording of posts and offices, awards etc.

- **Directory of Funders and external cooperation partners**
  - Registered with projects and publications

- **Tool for bibliometric analyses**
  - Citations, journal ratings

- **Reporting & exhibition tool**
  - Flexible generation of lists, statistics, analyses
  - Webservices and xml exports

---

**Use cases we started with**

- **Faculty Business**
  - Publication report
  - Performance-based funding

- **Gender & Equality Office**

- **Evaluation Report**
  - Gender Research

- **State Scientific Commission**

- **Report**
  - International Activities

- **Knowledge Transfer Office**

- **Organisation profiles**
  - State Research Portal

- **Research Database Project**
  - Publication report
  - Performance-based funding

- **Faculty Culture**

---

13.05.2013 8
Since 2011, 28 reported processes have used CRIS data

Return on investment of time and resources

<table>
<thead>
<tr>
<th>No.</th>
<th>Anwendungsfälle</th>
<th>Anfangsjahr</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Leuphana Forschungsbericht 2012/2013 - Standalkerne, Projekte, Phase</td>
<td>03/2011</td>
</tr>
<tr>
<td>2</td>
<td>Leuphana Forschungsbericht 2012/2013 - Leistungsbezogene Mittelvergaben 2012</td>
<td>03/2011</td>
</tr>
<tr>
<td>7</td>
<td>Leuphana Forschungsbericht 2012/2013 - Leitstandards und Leistungsbeurteilungen für 2012</td>
<td>03/2011</td>
</tr>
<tr>
<td>8</td>
<td>Leuphana Forschungsbericht 2012/2013 - Leitstandards und Leistungsbeurteilungen für 2012</td>
<td>03/2011</td>
</tr>
</tbody>
</table>

What we achieved: A corpus of authorized research information

Formerly distributed and fragmented information is aggregated
Part II: Marketing’s point of view

Webintegration of CRIS data

- Leuphana Research portal
  - Search by research area
  - Free search

- Typo3-Plugins for personal websites and institutions
  - CV
  - Publication lists
  - Activities
  - Projects

Observations
- Intervals of updates differ between individuals
- Some scientists prefer manual editing of their website
Individuals: Combining Facts & Attractivity

CRIS web integration: Different needs on different levels

- **ASPECTS LEVEL**
  - **Researcher**
    - Identify individual preferences with pilot users
    - Define needs & optimize webservice
    - Rollout on every personal Homepage
    - Instruction of CMS and CRIS editors
  - **Institute**
    - Round-table discussions
    - Developing common understanding of standards
    - Rollout of Pure Data when enough data is registered and visible
  - **Faculty**
    - Faculty is involved via members and through research evaluations
    - Research output for each initiative: Culture, Business, Economics, Education, Sustainability
  - **University**
    - Inhouse webservice development:
      1. Research Portal
      2. Typo3 Plugins for individuals, institutes, faculties
    => Perspective: Plugins or Portal?

- **NEEDS**
  - Tolerating Individuality
  - Developing Common Standards
  - Broad Use & Acceptance
  - Combining CRIS & CD
The CRIS facilitates discovery of facts and expertise

- **Overview**: Who is who? AND: What is the outcome of a research institution or a single researcher?
- **Campus**: What are my colleagues working on?
- **Press Office**: What is new and fits to a current issue in public discussions?
- **Media**: Who can serve current media interests?

Institutional interest

Easily accessible reservoir of information

---

Research Marketing adds value to CRIS data

- **Traditional**
  - Onpage: Storytelling and illustrations
  - Events: Information days, public lectures, awards and elections
  - Informing local and national media

- **Innovative**
  - Forums: Getting and spreading information in the scientific community (worldwide)
  - Social Media: Increase recognition of research output in personal networks, such as Twitter, Facebook, LinkedIn & ...?
  - Researcher portals: Increase representation of Leuphana research by automatic data transfer from CRIS

Public Interest:

Context & Emotions
Going beyond local marketing tools: Feeding CRIS data into regional and local databases for better representation & recognition

Three German examples of research portals

- „Forschung in Niedersachsen“: Regional transfer database
  - Previously: ~100 outdated profiles
  - Current: 210 Team profiles
    plus weblinks to related projects

- SOFIS: social sciences research
  - Current LEU data: unknown
  - Potential: 600 current research projects
    plus related publications
    plus current organisation structure

- FIS Bildung: educational research
  - Current LEU data: 90 Publications
  - Potential: 400 publications (2011-2013)

Discussion: Beyond traditional ways
- research information on the web

- Academia.edu
- LinkedIn, XING
- Mendeley
- Twitter
- Facebook
- …..
Thanks for your attention

Dr. Barbara Ebert  
Leuphana Research Service

Dörte Krahn  
University Marketing

barbara.ebert@uni.leuphana.de  
doerte.krahn@uni.leuphana.de

13.05.2013