

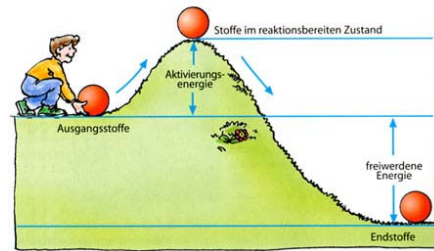




Living up to the promise....

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.

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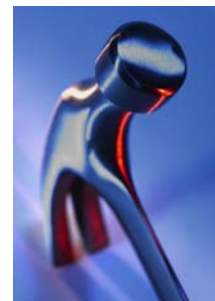


Implementation of a CRIS at Leuphana Where we are

- 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



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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



* Including double affiliations

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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

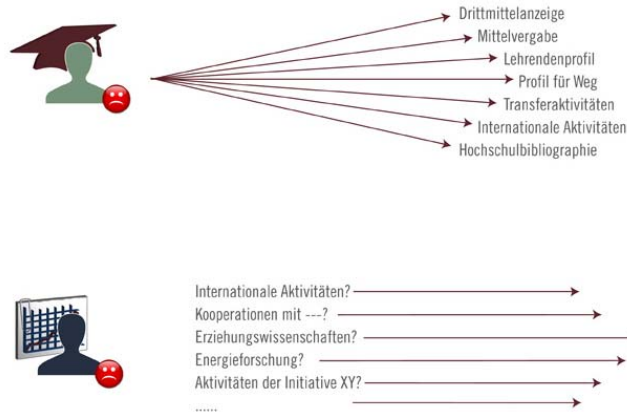


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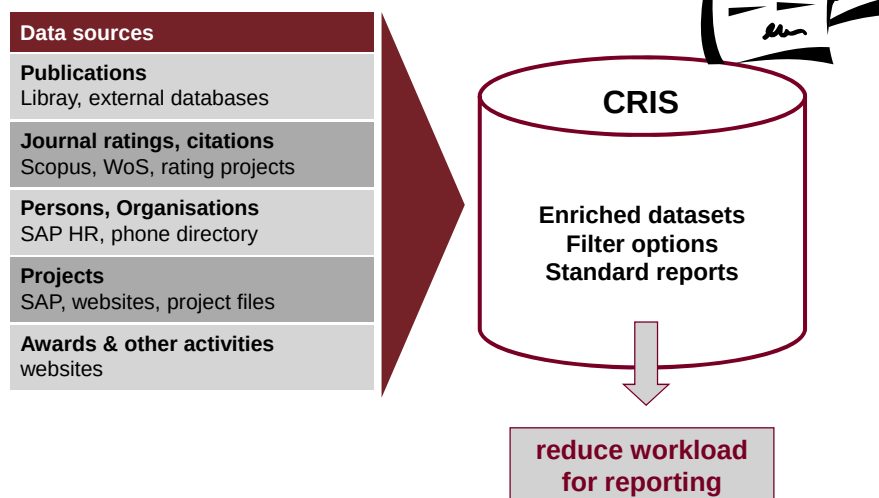
What does a University typically know about its performance? Realities of research reporting



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Collect distributed data & facilitate reporting



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2010/2011: Introduction of a Current Research Information System

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

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Use cases we started with



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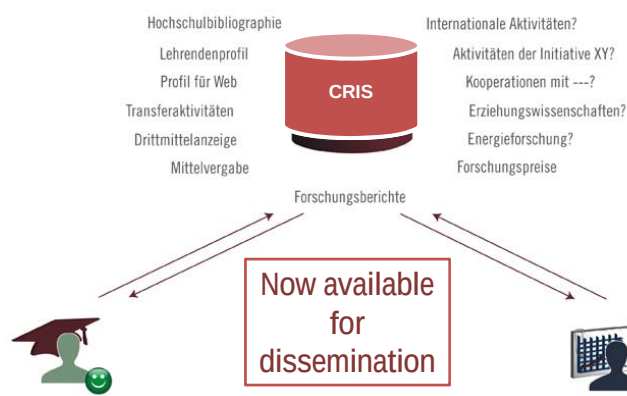
Since 2011, 28 reported processes have used CRIS data Return on investment of time and resources

Nr.	Anwendungsprojekt	Start in:
1	Leuphana Nachhaltigkeitsbericht - Projektliste	03/2011
2	Leuphana Forschungsbericht 2009/2010 - Statistiken, Projekte, Preise	05/2011
3	Leuphana Forschungspreise – Etablierung von Standardauswertungen für • Best Young Researcher of the Year 2010 • Best Publisher of the Year 2010 • Most Cited Publisher of the Year 2010	05/2011
4	Fakultät K – Bericht über Internationale Aktivitäten – Entwicklung Standardauswertung	06/2011
5	Fakultät W – Leistungsbezogene Mittelvergabe 2011 (Erstberatung & Schulung)	06/2011
6	Fakultät K – Leistungsbezogene Mittelvergabe 2011 (Erstberatung & Schulung)	08/2011
7	Fakultät B – Leistungsbezogene Mittelvergabe 2011 (Erstberatung & Schulung)	09/2011
8	MWK-Abfrage über Kooperationen mit der Stadt Lüneburg	09/2011
9	WKN Evaluation Theologie – Anlagen für den Zwischenbericht	09/2011
10	WKN Evaluation Genderforschung – Gender-Bibliographie, AG-Berichte, Projekt-Portfolio	10/2011
11	Leuphana Forschungskatalog – öffentliches Suchportal für Pure-Daten	11/2011
12	Fakultät W – Bericht über Internationale Aktivitäten (Erstberatung & Datenanalyse)	01/2012
13	Leuphana Nachhaltigkeitsbericht – Konsultation zur Datenverfügbarkeit + Statistiken	01/2012
14	Leuphana Pressestelle: Monatsbericht „Neuerscheinungen“	03/2012
15	Neuer Bibliothekskatalog LUX – Anbindung Pure über OAI-Schnittstelle	03/2012
16	Fakultät N – Leistungsbezogene Mittelvergabe 2012 (Erstberatung & Schulung)	03/2012
17	Pure als Open Access Repository – Volltextmanagement	03/2012
18	Team Q - Programmakkreditierung der lehrerbildenden Studiengänge	03/2012
19	Fakultät W – Leistungsbezogene Mittelvergabe, Weiterentwicklung	04/2012
20	Professional School – Anbindung an Transferportal Forschung in Niedersachsen	04/2012
21	Leuphana Forschungspreise – Anpassung Standardauswertungen für 2011	05/2011
22	Expertenplattform „Wissen schaffen im Global Change“	06/2012
23	Großprojekt Innovations-Inkubator Lüneburg - Anschluss des Inkubator-Cockpit & Schulungen	06/2012
24	Fakultät B – Bericht über Internationale Aktivitäten	07/2012
25	Sonderauswertung Digitale Medien an der Leuphana	08/2012
26	Fakultät K - WKN Zwischenevaluation Kulturwissenschaften, Anhang Publikationen	09/2012
27	Fakultät B – Leistungsbezogene Mittelvergabe 2012, Weiterentwicklung & Schulung	09/2012
28	International Office – HRK Audit Internationalisierung	11/2012

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What we achieved: A corpus of authorized research information Formerly distributed and fragmented information is aggregated



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Part II: Marketing's point of view



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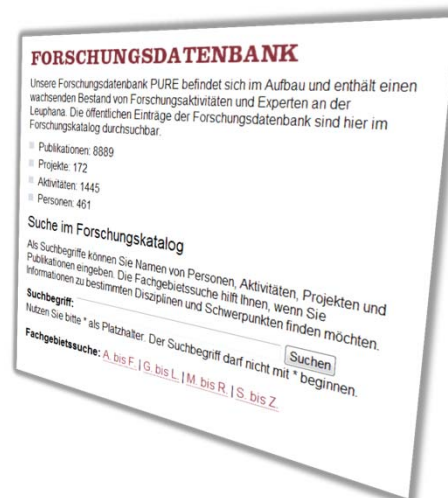


Webintegration of CRIS data

- 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



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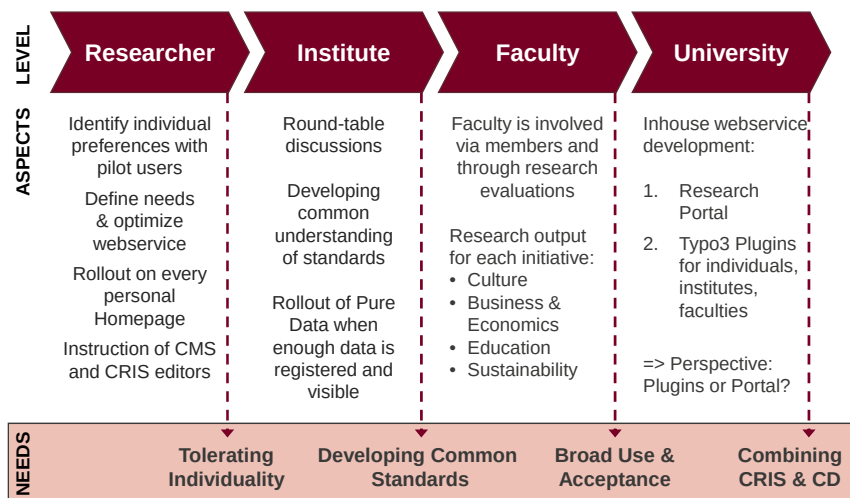


Individuals: Combining Facts & Attractivity

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CRIS web integration: Different needs on different levels



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The CRIS facilitates discovery of facts and expertise



Institutional interest

**Easily accessible
reservoir of information**

■ **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?

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Research Marketing adds value to CRIS data



**Public Interest:
Context & Emotions**

■ **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

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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)

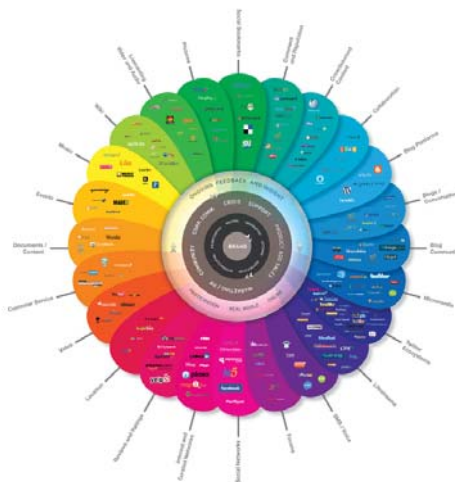


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Discussion: Beyond traditional ways - research information on the web

- Academia.edu
- LinkedIn, XING
- Mendeley
- Twitter
- Facebook
-



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Thanks for your attention



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