

VIVO

Enabling National
Networking of Scientists

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!



Val Davis



Elly Cramer



Kristi Holmes



Sara Henning



Michele Tennant



Michele Tennant

Local Outreach

University of Florida

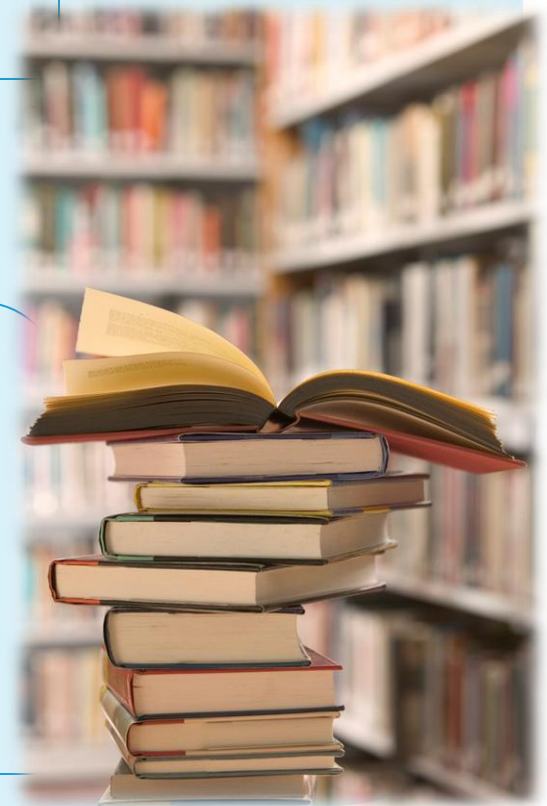
Why A Library-based Support Model?

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

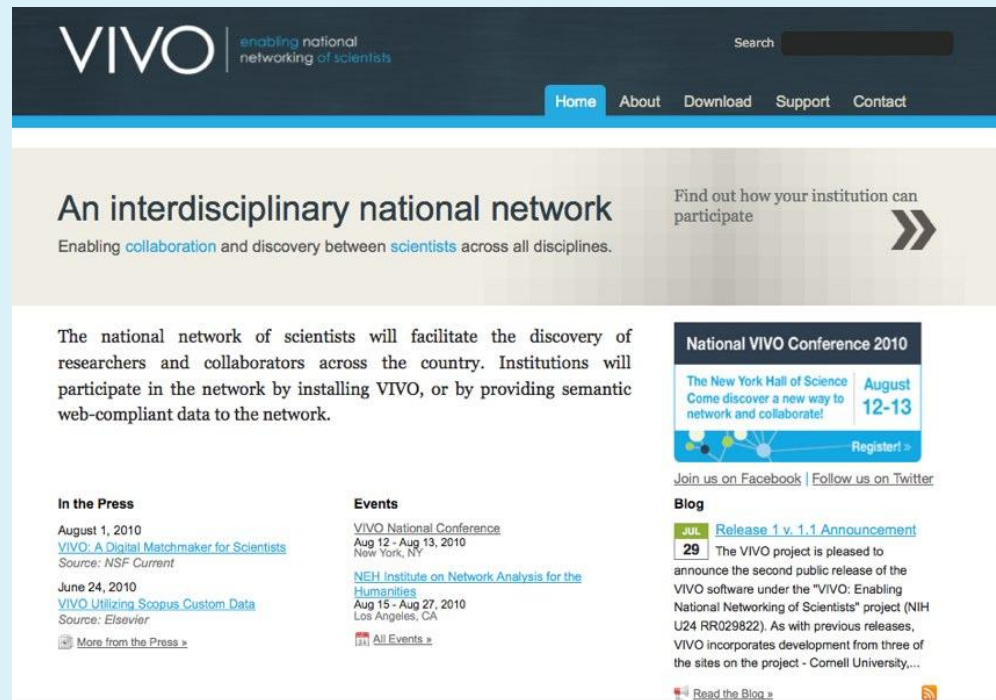
VIVOweb.org Website

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



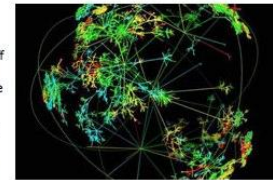
The screenshot shows the VIVO website homepage. At the top, there is a dark blue header with the VIVO logo and the tagline "enabling national networking of scientists". A search bar is located on the right side of the header. Below the header is a navigation menu with links for Home, About, Download, Support, and Contact. The main content area features a large banner with the text "An interdisciplinary national network" and "Enabling collaboration and discovery between scientists across all disciplines." To the right of the banner is a call to action: "Find out how your institution can participate" with a right-pointing arrow. Below the banner, there is a section titled "The national network of scientists will facilitate the discovery of researchers and collaborators across the country. Institutions will participate in the network by installing VIVO, or by providing semantic web-compliant data to the network." To the right of this text is a box for the "National VIVO Conference 2010" held at "The New York Hall of Science" from "August 12-13". Below the conference box are links to "Join us on Facebook" and "Follow us on Twitter". The bottom section of the page is divided into three columns: "In the Press" with a link to "VIVO: A Digital Matchmaker for Scientists" from NSF Current; "Events" with a link to "VIVO National Conference" from Aug 12 - Aug 13, 2010; and "Blog" with a link to "Release 1 v. 1.1 Announcement" from July 29. There are also icons for RSS and social media at the bottom.

Project Communication: vivoweb.org

- Press releases

VIVO: A Digital Matchmaker for Scientists

Ask any scientist what he or she is working on, and you might be surprised at just how specific most of the answers can be. A marine biologist may have devoted much of the past 20 years, for example, to examining how changes in wave action impact the reproduction of a specific microorganism in the waters off the west coast of Florida. Now imagine that an engineering graduate student is working on perfecting a desalination plant near Tampa, and could really use the biologist's insights. How do the two scientists find each other?



Visualization of Internet connections. Credit: The Regents of the University of California

- Events

Networks and Network Analysis for the Humanities

VIVO

enabling national networking of scientists

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[home » release 1 v. 1.1 announcement](#)

Release 1 v. 1.1 Announcement

The VIVO project is pleased to announce the second public release of the VIVO software under the "VIVO: Enabling National Networking of Scientists" project (NIH U24 RR029822). As with previous releases, VIVO incorporates development from three of the sites on the project - Cornell University, University of Florida, and Indiana University.

VIVO 1.1 includes publications-related visualizations contributed by the Indiana University development team, under

- Blogs

Educational Materials

- [VIVO Overview](#)
- [Implementation Plan](#)
- [Guide to Manual Data Input](#)

Marketing Materials

- [Logos & Identity Guideline](#)
- [Media Kit \(coming soon!\)](#)
- [National Conference Flyer](#)

- Resources

VIVO

enabling national
networking of scientists

networking of scientists
enabling national

VIVO Adoption – presentation/demos

Academic Institutions	Organizations
Brown University	American Academy for the Advance of Science
California Institute of Technology	Association of Biomolecular Resource Facilities
Duke University	Clinical Translational Science Award (CTSA)
Emory University	• CTSA Biomedical Informatics
Florida State University	• CTSA Communication Key Function Committee
Harvard University	• CTSA Research Networking Group
Kansas Medical Center	• CTSA Strategic Goal 3 Committee
North Carolina State University	Collexis
Northwestern University	Elsevier
Oregon Health and Science University	Florida Lambda Rail Board of Directors
SUNY Buffalo	Governor's Office, State of Florida
Tuffs University	Thomson Reuters
University of Arkansas	USDA and National Agriculture Library
University of Rochester	White House Office of Science and Technology Policy
University of Colorado, Boulder	
University of Illinois at Chicago	
University of Miami	



Sara Henning

Marketing and Education

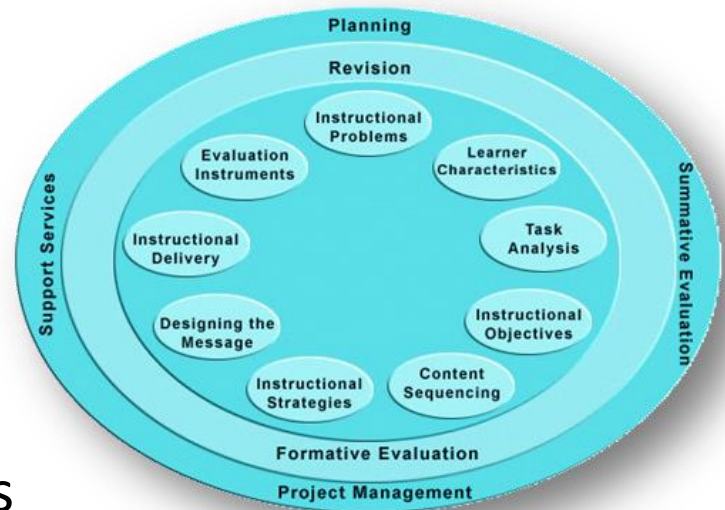
University of Florida

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:

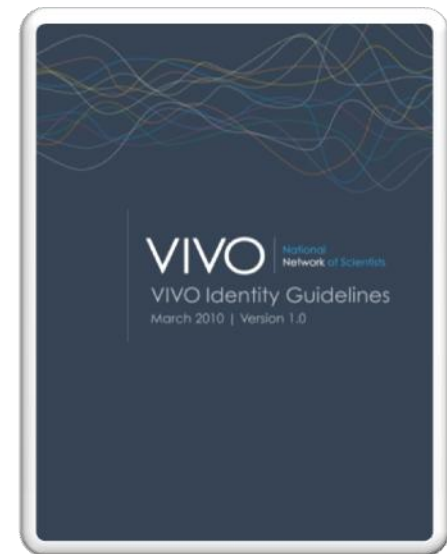
- Identify the target audiences
- Learner Analysis - characteristics of the learners
- Explore instructional design theories



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

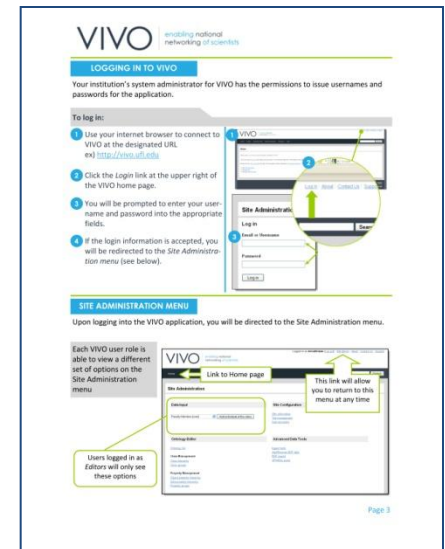
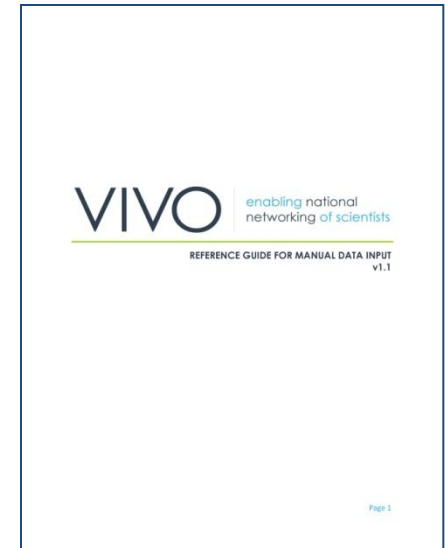


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- Assist in the refinement and development of vivoweb.org
- Implementation of national outreach approach
 - Focus Groups
 - Partner with Education Support to help create consistent training materials with the VIVO brand

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

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Events

Event	Location	Dates
VIVO National Conference	Presenting! New York, NY	Aug 12 - Aug 13, 2010
NEH Institute on Network Analysis for the Humanities	Presenting! Los Angeles, CA	Aug 15 - Aug 27, 2010
Mid Atlantic Chapter of the Medical Libraries Association	Presenting! Chapel Hill, NC	Oct 15 - Oct 19, 2010
Florida Association of College & Research Libraries Conference	<i>Pending</i> Sarasota, FL	Oct 29 - Oct 29, 2010

Speakers Bureau: past conferences

Identification of venues for VIVO presentations

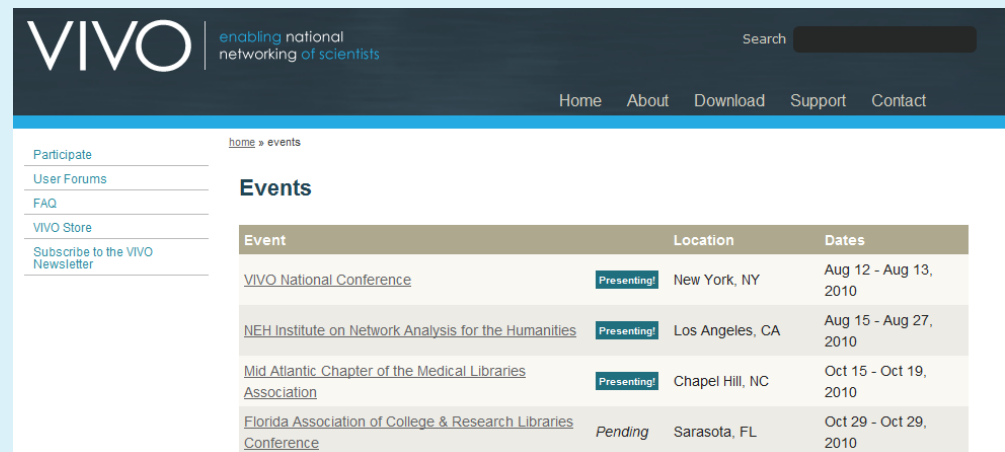
Since September 2009: 35 presentations & 7 posters

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



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	Presenting! New York, NY	Aug 12 - Aug 13, 2010



Kristi Holmes

Data Aggregators

National VIVO Conference

National Outreach Coordinator

Washington University School of Medicine

Data Aggregators

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

<http://www.museumofspacetravel.com>

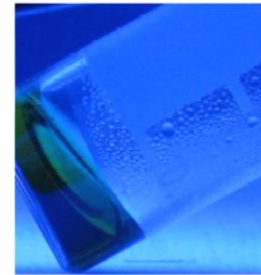


<http://museumdesignlab.wordpress.com>



VIVO

Enabling National
Networking of Scientists



FIRST ANNUAL VIVO NATIONAL CONFERENCE

August 12 - 13, 2010 • New York City • ● ● ● ●

New York Hall of Science

47-01 111th Street
Queens, New York 11368



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!