

Dissemination, Impact, and Access Workshop

Registration

[Registration is open!](#)

Date: Thursday, July 20th

Time: 9:45 am – 3:30 pm

Location: Baldwin Auditorium (Lurie Medical Research Building, 303 E. Superior, Chicago IL 60208)

Lunch provided by Galter Health Sciences Library.

Schedule

9:45 am Welcome

Dissemination and Outreach

10:00 am Dissemination and Outreach Overview

10:30 am Panel: Dissemination in Action

11:30 am Appealing to the Masses: Tips for Publicizing your Program, Center, or Institute

12:00 pm Lunch

Tracking Outputs and Citation Impact

12:30 pm Tracking the Outputs for Your Program, Center, or Institute

1:00 pm Tracking Citation Impact for Your Program, Center, or Institute

Enhancing Research Access

1:30 pm Complying with the NIH Public Access Policy

1:45 pm Break

2:00 pm Data Sharing: Guidelines and Resources

2:15 pm DigitalHub: Making Research Open and Available

2:45 pm Wrap up

3:00 pm Evaluation

Detailed Schedule

9:45 am Welcome by Kristi Holmes, Director of Galter Health Sciences Library

Dissemination and Outreach

How do you make your program's work more visible? Dissemination is much more than publishing in journals. Learn about making a dissemination plan, using social media, and see dissemination in action.

10:00 am **Dissemination and Outreach Overview**
Karen Gutzman, Impact and Evaluation Librarian
Patricia Smith, Research Librarian

Traditionally, research is disseminated by publishing in academic journals. In the age of the internet and social media, dissemination has been given a boost through open access, tweets, facebook posts, blogging, and more. Come to this session to learn more about research dissemination plans and how they can pave the way for increased dissemination of research and stronger engagement with your stakeholders.

10:30 am **Panel: Dissemination in Action**
Proposed Panel Members:
Nicole Wiotowich, Director of Science Outreach and Education, Women's Health Research Institute
Krystal Baker, Information Specialist, Center for Prevention Implementation Methodology
Michelle Mohney, Communication Specialist, Basic Science Administration
Jennifer Bowker, Manager of Communications, Lurie Comprehensive Cancer Center
Christine De Luca, Associate Director of Communications, Department of Medicine
Moderators:
Linda O'Dwyer, Communications Coordinator and Education Librarian
Jonna Peterson, Senior Clinical Informationist

We all recognize that the “best laid plans...often go awry”. In this session, we've invited panelists to tell us what works, what doesn't work, and how to make improvements when it comes to research dissemination and outreach for their program, center, or institute. The best conceptualized dissemination plan may be impossible to implement in practice, or perhaps staffing changes have necessitated a change in direction. This panel will help you create a flexible dissemination strategy so you can identify issues and make changes before the plan can go awry.

11:30 am **Appealing to the Masses: Tips For Publicizing Your Program, Center, or Institute**
Marla Paul, Health Sciences Editor, Media Relations, Northwestern University

Ever wonder how a researcher's work gets featured in the New York Times, the Nightly News, or the Chicago Tribune? This session will feature a speaker from Northwestern's media relations office who will explain how mass media works and how your program, center, or institute can work with their team to consider promoting your research.

12:00 pm Lunch in Atrium

Tracking Outputs and Citation Impact

Do you know how the research community is using your program's outputs? Impact can be challenging not only to track, but also to write about. Learn how to efficiently track scholarly work and creatively describe impact.

12:30 pm **Tracking the Outputs for Your Program, Center, or Institute**

Karen Gutzman, Impact and Evaluation Librarian

Patricia Smith, Research Librarian

Pamela Shaw, Biosciences and Bioinformatics Librarian

Tracking the work of faculty and staff for your program, center, or institute can be a time consuming process. This session will teach you some tips and tricks for using Scopus, Web of Science, PubMed and NU Scholars for long-term tracking. We'll touch on using APIs (application programming interfaces) for creating easy data feeds directly to websites and how to export publication information for those pesky tables in grant applications.

1:00 pm **Tracking Citation Impact for Your Program, Center, or Institute**

Karen Gutzman, Impact and Evaluation Librarian

Patricia Smith, Research Librarian

Pamela Shaw, Biosciences and Bioinformatics Librarian

Research impact continues to be a buzz word in the scholarly communication landscape. This session will give you a better understanding of using Scopus, Web of Science, Google Scholar, Altmetric and more for tracking citation impact and social media attention. We will also cover other metrics, measures and methods for communicating impact.

Enhancing Research Access

Even brilliant research can go unnoticed if it's not accessible. Learn how to make your program's research accessible in many avenues and brush up on complying with federal policies.

1:30 pm **Complying with the NIH Public Access Policy**

Pamela Shaw, Biosciences and Bioinformatics Librarian

This interactive session will address some commonly-asked questions about the NIH Public Access Policy: What is the difference between the PMID and the PMCID? How do papers get into PubMed Central? Does every manuscript require a PMCID? Who is responsible for compliance with the NIH Public Access Policy?

1:45 pm Break

2:00 pm **Data Sharing: Guidelines and Resources**

Pamela Shaw, Biosciences and Bioinformatics Librarian

Many federal funding agencies and journal publishers now require researchers to share their data openly, or to at least provide a descriptive plan on how they will share data upon request. This session will provide attendees with resources on how to find funders' data sharing requirements. Attendees will also have the opportunity to use Northwestern's Data Management Plan (DMP) tool to create a sample data management plan.

2:15 pm **DigitalHub: Making Research Open and Available**

Karen Gutzman, Impact and Evaluation Librarian

Eileen Wafford, Research Librarian

Ramune Kubilius, Collection Development and Special Projects Librarian

Does your program, center, or institute have research, educational materials, reports, data sets or other files that you want to make openly available (or available to a select group)? Have you considered plans to make your program, center, or institute's outputs available in the long term? Come to this hands-on session for DigitalHub, Northwestern Medicine's institutional repository, and learn how to make an online collection for your program's outputs, how to share the collection on your program's website, and how to share outputs via social media.

2:45 pm Wrap up and last questions
3:00 pm Complete evaluation forms

Questions?

For any questions or comments, please contact [Karen Gutzman](#), Impact and Evaluation Librarian.



Printed: Wednesday, June 14, 2017 12:18 PM
Source: <https://galter.northwestern.edu/news/diaworkshop.pdf>