# Partnerships and Tool-Kit for Making STI More *Visible*

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DOE/OSTI

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# Making STI MORE *Visible*

- **Partnerships**
  - **New focus from OSTI**

- **Tool-Kit**
  - **Resources and ideas for <u>your</u> use, at <u>your</u> site**
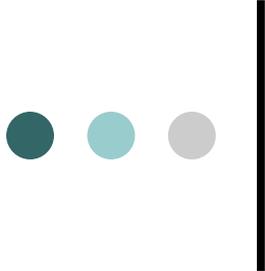
# GOAL 4 of the OSTI Strategic Plan

- **Increase Visibility and Understanding of DOE Contributions to Science**
  - **Increase Understanding by Public and Stakeholders**
  - **Raise Visibility of Research Achievements**
  - **Raise Visibility Across University Research Programs**

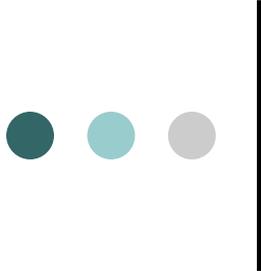Filling the Gap:  University research programs not equipped with knowledge of DOE STI resources.

# Why University Outreach

- Approx 50% of DOE's research $$ supports university research grants
- DOE's STI program effectively incorporates STI produced through university grants into E-Link process and makes STI available via InfoBridge, ECD, etc.
- Universities are the future for science and discovery
- *HOWEVER* university research programs and supporting libraries are often unaware of DOE information resources available for their use

# University Outreach: Libraries

- Federal Depository Library Council participation
  - Tim Byrne elected chair in 2008
  - Walt Warnick served on Council in 2004-2007
- Contacts with U.S. University organizations, e.g., University Research Association
- Library Tools and Special Services page
- Exhibits and presentations
  - American Library Association meeting, June 2008
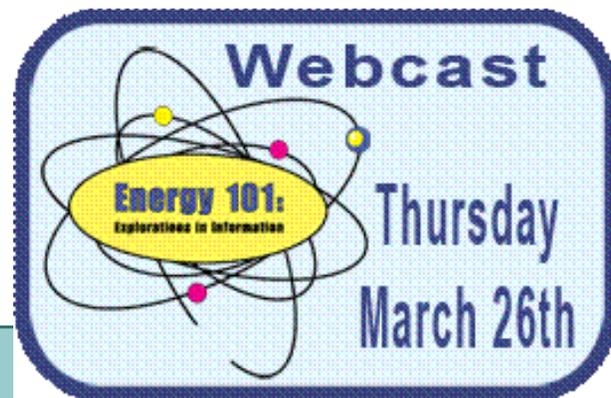  - SLA presentations

# University Outreach: Libraries

- Focused STI tools, including MARC records and web 2.0 tools
- Workshops and webcasts on searching DOE products
  - Federal Depository Librarians
- Special Libraries Association (SLA) participation
  - Valerie Allen served as Government Information Division (DGI) Director 2007 and 2008
  - Presentations and exhibits
- Listservs for science, engineering and government document librarians
- Answer questions, post news and updates as appropriate

**Energy 101: Explorations in Information**
Presented by Tim Byrne, OSTI
March 26th, 2009



o Covered Science Accelerator, Science.gov, WorldWideScience.org, DOE Data Explorer, and ScienceLab

o Web conferencing was done using OPAL (Online Programs for All Libraries http://www.opal-online.org/ )

o There were at least 120 web attendees

o Audience included on and off site attendees:

   o 31 academic libraries participated, including two law libraries, three public libraries, two state libraries and one state agency library

**Positive feedback received from Webinar**

# OSTI Exhibits 2009

**Science.gov plus OSTI with SC**

**AAAS**
**February 12-15, 2009**
**Chicago**

**The "Big 3"**

**NSTA**
**March 19-22, 2009**
**New Orleans**

Upcoming…
SLA Exhibits
June 12-17, 2009

# Researcher outreach



- Peer-to-Peer Project
  - Collaboration technology effort
  - Working to facilitate *real-time* communication between scientific communities of common interest by adding functionality to electronic dissemination products, e.g., IB or ECD
  - To allow users to communicate and collaborate utilizing the technical information they seek as the catalyst for discussion and collaboration.
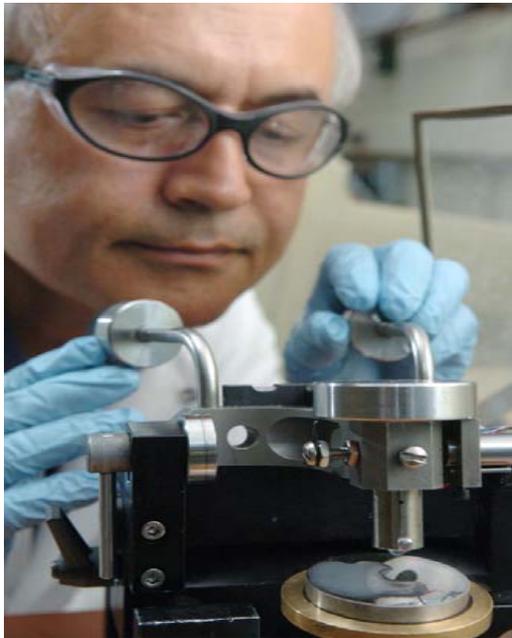
- Author Awareness Activity
  - Targeted emails supplement routine author notifications
  - Primary focus to date: increase awareness of federated search portals
  - New DOE authors to be contacted on quarterly or semi-annual basis about available resources
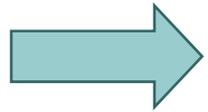
# Making STI MORE Visible

○ **Tool-Kit**

● **Resources and ideas for <u>your</u> use, at <u>your</u> site**

# REALITY CHECK

Many of us wear multiple hats, with one hat labeled "STI Manager," but not one for "PR Specialist"

Many of us have limited staff and limited time

Many of us are primarily involved on the submission side of the house and

have no real user interaction

**So…**
**why a tool-kit?**

# Here's why….

- Reason 1 – to effectively support DOE, Sites', and STIP missions
  - *Communication Is Key*
  - *Our Jobs Are Important To Furthering The Nation's Knowledge Base For Science And Technology*
  - *The Right STI In The Right Hands At The Right Time Could Be Critical To Research*

# Why a tool-kit…

- Reason 2 – Create awareness for your site's contributions and, in many cases, your organization's contributions
    - *It is never a bad idea to demonstrate your value and role within your organization*
    - *You have a stake in how your work is understood to the larger user base*
    - *Especially now and especially with new management and potential influx of new staff*

# Why a Tool-kit…

- Reason 3 – It will help us all leverage resources and ideas, AND save time
  - You choose the tool, depending on your particular needs and organization
  - OR suggest a tool to a colleague for their use

# TOOL #1
# The STIP webpage

- **The re-focused STIP webpage**
  - Will serve STIP while providing relevant information to non-STIP visitor
  - Increased public understanding of STIP
- **New look and feel**
  - Updated graphic elements
- **Easier navigation**
  - Streamlined menus and reorganization of text elements
- **More accessible information**
  - Contacts, meeting information, and documents available directly from menu
- **New convenience features**
  - Event calendar
  - Site search
  - Photo Gallery
  - STIPWorks

UNDER CONSTRUCTION

# TOOL #2
# OSTI Website

- If you haven't been to [www.osti.gov](www.osti.gov) lately, you should visit!

- Quick links to RSS/Podcast feeds, OSTI blog, Library Tools and Special Services page, and much more

- BIG NEWS:  new revision under way.  Shhh…. Sneak peek ahead  >>>>>>

# *DRAFT CONCEPT*

# TOOL #3
# The mighty URL

- Look for opportunities to share URLs to websites and documents, making it easy for users to quickly link in
- Include URLs in emails, signature blocks, business cards, articles, listservs, etc.
    - www.osti.gov/bridge
    - www.osti.gov/src
    - www.osti.gov/ecd
    - www.scienceaccelerator.gov
    - www.osti.gov/tools - for Library Tools and Special Services
    - www.science.gov
    - www.worldwidescience.org

# TOOL #4
## The powerful widgets

- Post them
- Send them
- Embed them

# TOOL #5
## The far-reaching newsletter

- Use your site's newsletter to communicate
- Write original articles or pull ideas from STIPWorks
- Contribute to listservs, forums, social networks
- Broadcast "OSTI [or _your_ site] in the news"
- Use postings from OSTI blogs or submit to blogs

# TOOL #6
# The persuasive metric

- Quantify your site's contributions
- Utilize E-link report capabilities

    e.g., "NREL contributed over XXXX technical reports during the first quarter of FY09, significantly contributing to the current information on renewable energies available through DOE's Information Bridge, www.osti.gov/bridge

- OSTI can help with metrics too

    e.g., popular downloaded documents

# TOOL #7
# The attention-getting poster

- OSTI "HQ Outreach" Project offers shared opportunity
- Designs/ideas may be re-used at your site to highlight your site's contributions
- Sample posters currently created in Word for your personalization via text box
- Keep messages simple, professional looking
- Place in a well-trafficked area – library, cafeteria, commons area, i.e., *"take it to the people"*
- Depending on the feedback or the need, we can expand the collection
- Following are initial samples  >>>>>>>>>

science.gov
USA.gov for SCIENCE
Find DOE and other U.S. Government

Department of Agri
Department of Co
Department of
Department o
Department
Department of Heal
Department
Department
Environme
Gove
L

National Aero
National A

INFORMATION
BRIDGE

Get full-text BNL
and other DOE
research documents
at your desktop

Free, open access
1991 to present

For more information contact Mary Petersen
mpetersen@bnl.gov

www.osti.gov/bridge

WORLDWIDE
SCIENCE.ORG
The Global Science Gateway
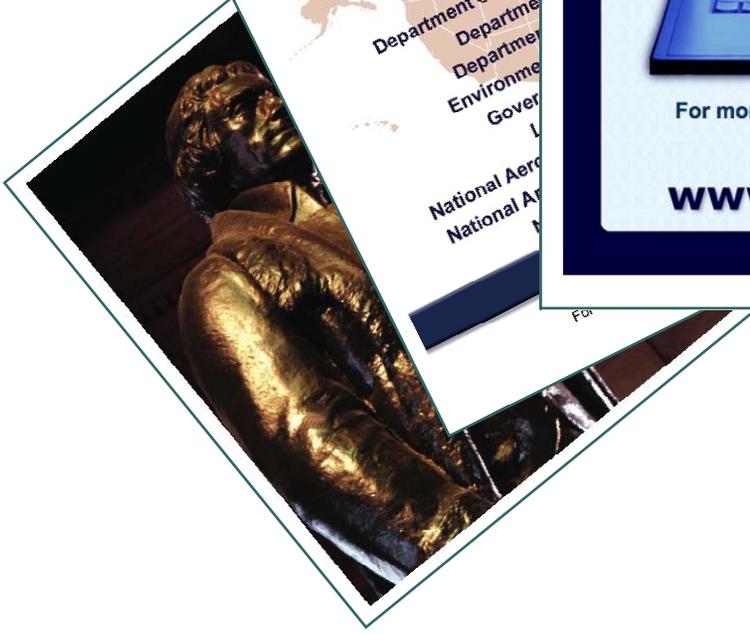
to global science information
results from [Lab Name]
tional laboratories

Norway
Philippines
Portugal
Senegal
South Africa
Spain
Sri Lanka
Sudan
Sweden
Swaziland
Tanzania
Togo
Uganda
United Kingdom
United States
Venezuela
nam

dinary
OOLS

e science

osti.gov

U.S. Department of Energy
Office of Scientific and Technical Information

# INFORMATION BRIDGE

**Get full-text [Lab Name] and other DOE research documents at your desktop**

Free, open access
1991 to present

For more information contact [STI Manager]
xxxxxxxxx@xxx.gov

**www.osti.gov/bridge**

**Sample customized for BNL's use**

# TOOL #8
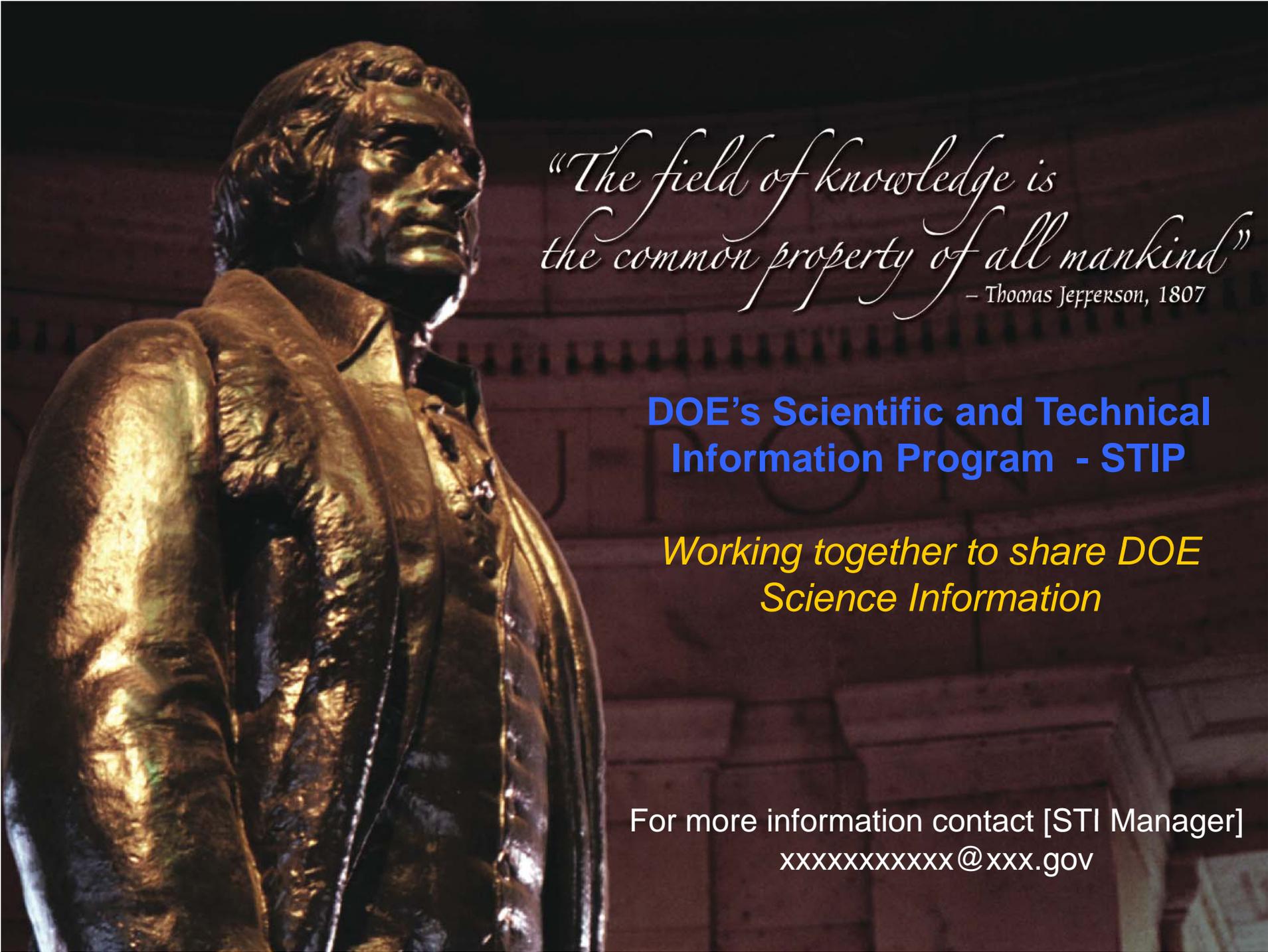# The all-important *New Employee* orientation

- Identify your site's process for new employee orientation
- Create "on message" resources, ready for use
- Tie to DOE mission e.g. **Scientific Discovery and Innovation or to** site's 'branding' e.g., **Strengthen U.S. Scientific Foundations for Innovation, Overarching commitment to pioneering science, etc.**
- Include relevant information on STI process and products for your site in orientation material  OR  Obtain new hires' emails and send informational email
- Make sure they receive the right information from those who know rather than mis-information

- IDEAS:
  - Clarify benefit of STI in research
  - Include a sample of a lab produced report
  - Mention google-ability of DOE resources too….

# Next steps

- Tool-Kit ideas and samples will be available in the STIPworks section of the STIP homepage

- Finalize STIP homepage re-design

- Together, let's continue to raise awareness, increase visibility, and share ideas and examples

"The field of knowledge is the common property of all mankind"
— Thomas Jefferson, 1807

**DOE's Scientific and Technical Information Program  - STIP**

*Working together to share DOE Science Information*

For more information contact [STI Manager]
xxxxxxxxxxxx@xxx.gov