Project Charter  
Research Visibility  

**Project Sponsors**  
Champion the project at the administrative level of the library. Work with the project team to achieve project outcomes and provide resources and support.

Associate University Librarians  
- Janet Bangma  
- Louise White  
- Louise McGillis  

**Project Leads**  
Lead the team to achieve the deliverables of the project as described in the Charter.

- Kristen Romme  
- Katie Lawton  

**Project Team**  
Reporting to the Project Leads, achieve the deliverables of the project in the specified timeframe.

- Erin Alcock  
- Patrick Gamsby  
- Krista Howell  
- Ryan Lewis  
- Amanda Tiller-Hackett (on leave)  

**Problem Statement**  
Memorial University Libraries has not had a cohesive approach to promoting and educating about research visibility. One of the goals of Memorial University Libraries' Strategic Plan is to "increase [the] global visibility and impact of Memorial University research." Accordingly, MUN Libraries will develop an education plan, relevant services, and a communications strategy to facilitate discovery of and access to Memorial University research. All Memorial University Libraries will participate in this project in order to ensure that a consistent message is sent on all campuses.

**Goal Statement**  
In order to develop a cohesive approach to promoting and educating about research visibility, MUN Libraries will dedicate resources and personnel to develop educational programs and services to increase global visibility of research at Memorial University of Newfoundland.

**Deliverables**  
- An environmental scan of academic libraries' services related to research visibility (Winter 2019)  
- Interviews with stakeholders (e.g. faculty, the Office of Research, Yaffle) to determine their needs and wants related to research visibility (Winter 2019)  
- Training and workshops for librarians and staff (Summer 2019; earlier if possible)
• Creation of a “Research Visibility Toolkit” for liaison librarians (Summer 2019)
• Implementation of an external education plan for administration, faculty, and graduate students, including:
  o A LibGuide or webpage to provide information on research visibility (Fall 2019)
  o Workshops on topics such as: ORCID, SciVal, Open Access, Altmetrics (Fall 2019)
• Implementation of an ORCID pilot project to test strategies for helping faculty create and populate ORCID profiles (Fall 2019 / Winter 2020)
• A proposal for a pilot Scholarly Impact Service through which the library will provide reports on research output and impact for campus units (note: this is contingent on hearing a desire for such a service in stakeholder interviews) (Fall 2019 / Winter 2020)
• Recommendations on strategies for cleaning up publication data for Memorial University authors and increasing coverage of Memorial research (Winter 2020)
• Evaluation of current research information systems (Winter 2020)

**Stakeholders**

Librarians
- Need to have common message re: research visibility
- Need to have core competency

Library Staff
- Need to have current communications
- Need to know where to direct people for answers

Faculty & Researchers
- Make it easier to maintain research profile

Prospective faculty and graduate students (recruitment)
- Raising MUN’s research profile will help with recruitment

Office of Research
- Increasing research visibility supports the mandate of the Office of Research
- Need accurate data on Memorial’s research output

Office of Public Engagement
- Increased visibility will help the public engage with Memorial research

School of Graduate Studies
- Increasing research visibility can help with university rankings and student recruitment

**Risks and Mitigation**

Risk: Resistance (appearing like we’re imposing)
Impact: Library image
Mitigation: Ensure that the message is consistent and clear and that we’re here to offer support and education.

Risk: Too much uptake (too successful)
Impact: Too much work, shortage of resources, strain on library
Mitigation: Tool Kit, clear mandate

Risk: Not successful
Impact: No uptake
Mitigation: Measurable goals, re-evaluate, realistic goals

Risk: Potential to cause stress (turf war or power struggle) with the Office of Research
Impact: Loss of Research Office support. Not being able to support project. Risk of appearing to duplicate work.
Mitigate: Clear mandate. Clear communication with the Office of Research.

Risk: Being seen as the “next shiny new thing” from the Library.
Impact: After cutting subscriptions, will university people lose respect for the Library.
Mitigate: Clear communications plan.

Risk: Vendor lock-in. Difficulty retrieving data from vendor if we change vendors.
Impact: We lose our data to vendor.
Mitigation: Investigate other software options (different vendors). Ensure contracts are well vetted.

**Not Part of the Defined Project**

*Work (features, functions, deliverables) that is not included in the project or is determined to be outside of the scope of the project.*

- Integration of ORCID data into the new Research Repository via the ORCID API (this may happen at a later phase, but due to technological limitations is not currently possible)
- Implementation of a platform or software for faculty research profiles (though the library does have a role to play in populating such a system)
- Establishment of a Digital Scholarship Centre or similar service

**Timelines**

*A list of activities or events to complete the project deliverables, in chronological order.*

Winter 2019:
- An environmental scan of academic libraries' services related to research visibility
Interviews with stakeholders (e.g. faculty, the Office of Research, Yaffle) to determine their needs and wants related to research visibility

Spring/Summer 2019:
- Training and workshops for librarians and staff
- Creation of a “Research Visibility Toolkit” for liaison librarians

Fall 2019:
- Implementation of an external education plan for administration, faculty, and graduate students, including:
  - A LibGuide or webpage to provide information on research visibility
  - Workshops on topics such as: ORCID, SciVal, Open Access, Altmetrics

Fall 2019 / Winter 2020:
- A proposal for a pilot Scholarly Impact Service through which the library will provide reports on research output and impact for campus units (note: this is contingent on hearing a desire for such a service in stakeholder interviews)
- Implementation of an ORCID pilot project to test strategies for helping faculty create and populate ORCID profiles
- Recommendations on strategies for cleaning up publication data for Memorial University authors and increasing coverage of Memorial research (Winter 2020)

**Resources**
The resources necessary to complete the project, including funding, training, technology, and staffing (both internal to the library resource requirements and identification of any additional expertise).
- Librarian(s) whose role (or part of whose role) is dedicated to research visibility
- Dedicated staff time to support research visibility activities (e.g. cleaning up Scopus data)
- IT staff who have the knowledge and time to implement APIs
- Funding for training opportunities for librarians and staff, such as:
  - Bibliometrics and Scientometrics for Research Evaluation (Chicago, IL, July 8-10, 2019, Cost = €1525 / CAD$2300 registration fee)
  - Bibliometrics and Research Impact (BRI) for Libraries (Carleton University, usually in May, Cost = $50 registration fee)
- Potential software expenses:
  - Research management software (pending evaluation and conversations with the Office of Research)

**Communication**
When, and by whom information about the project will be managed and disseminated to the Library and other stakeholders.
- Project Kick-Off Event – December 18, 2018
- Monthly meetings with the Portfolio Group
• Will establish a Communications Plan following template provided and in consultation with Kristine Power

**Reporting to the Sponsors**
A statement about how, when and by whom the status of the project will be reported to the Sponsors. Reporting will be aligned with the project dashboards (TBA) and will be used to inform the Portfolio Group and the University Librarian about progress as per the deliverables.

• Monthly meetings with the Portfolio Group
• Other updates to the sponsors as needed via email