Building a More Competitive Penn State: The Big Lift and Pure’s Unexpected Champions

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• Overall, Pure@PennState is being used as a searchable, wholistic view of Penn State, and there is not a focus on the build-out of individual researcher profiles

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A brief history of our long Pure@PennState implementation
We went BIG
Pure@PennState

- We brought on all of our campuses, colleges, and 7 institutes at once.

- 24 Campuses
- 16 Colleges
- 165 Departments
- 7 Institutes
- 24 PSU Libraries
- 5,020 Researchers
What did we expect back in 2016?

• We expected Pure to provide PRIMARILY an automatically updated, uniform view of faculty research activity at an individual faculty level.

• We expected our main audience would be:
  - Research analysts, deans, faculty.

• We expected to spend a lot of time:
  - Doing faculty training on updating profiles.
    - We brought on our libraries to help “train the trainers.”
  - Major focus: teaching analysts how to use Pure for reporting.
What Pure@PennState is now
Current usage focuses on the portal and API

Find Research at Penn State

Collaborate with Penn State

The Penn State Research Database is your gateway to finding research output, collaboration partners and facilities throughout all Penn State campuses. Search profiles and output by concept, researcher name or department name, or paste in text inputs such as abstracts or announcements. You can also view collaboration networks among our scholars and experts, both within and outside of Penn State. For help using the portal, click on the Help & FAQ link above or use the contact link located at the bottom of every page. Penn State faculty and staff can request training via the same contact link above.

Collaborations and top research areas from the last five years
What Pure@PennState is now

- A tool primarily used for:
  - Internal research discovery
  - External research discovery
    - External usage
- Using it almost as a content management system:
  - Websites
  - Organizing facilities, centers
- Exploring API usage
- Overall: It has become very valuable as a view of the wholistic institution
Internal research discovery

- Internal research discovery – Institute Directors looking to put together interdisciplinary teams.

“Pure has been hugely helpful in SSRI's efforts to connect researchers from different departments/colleges.... In the past we've had to rely on our memories or inefficient searches. Pure has increased capacity and speed of our efforts to advance SSRI's core mission--to promote interdisciplinary collaborations.”

- Susan McHale, Director of the Social Science Research Institute
Internal/External research discovery

- Internal: Our Office of Industrial Partnerships (OIP) staff use Pure **daily** to identify faculty based on their research expertise.

- External: Our industry partners are also using Pure
  - Example: A multinational company’s university liaison used Pure to search for faculty expertise and publications, resulting in a 2-day meeting with the faculty she identified.
Research discovery by external users

The portal is extremely SEO-friendly:
• About 75% of the hits to the portal currently originate from Google searches
• Searches include both topics and faculty

This is excellent for us because we are feeling confident that people are finding updated and “controlled” web presences.
Usage: Portal page views continue to grow steadily

In the last three months views came from:
- Google search: 73%
- Referral links: 20%
- Directly: 7%
- Other: 25%

Source: Google Analytics
Usage: Portal users also growing since going public

We launched to the campus in Jan. 2017.

We turned off the IP restriction, opening the portal to the public, in Jan. 2018.

In the last three months:
- New Users: 89%
- Returning Users: 11%

*Source: Google Analytics*
Pure@PennState and Content Management
Websites

• The Penn State Cancer Institute leverages Pure’s API to programmatically generate up-to-date faculty web pages.

• IEE has used Pure to eliminate the need to keep 500+ faculty profiles up-to-date in their affiliate database.
Organizing shared core facilities

• Many of the solutions Pure provides are leveraging it’s potential and capabilities as a content management system.
• Listing facilities in once central, searchable interface: Currently 290 instruments and services listed.

Titan scanning/transmission electron microscope at the Materials Research Institute.
Problem to Solve: Discovering shared core facilities

- The portal is a discovery tool for core facilities. There are approximately 290 facilities/instruments in Pure.

- From May 15 – Oct. 15, core facilities in Pure showed up in Google search results 31,000 times. People clicked on the Google search result 324 times. We expect these figures to grow as we perfect the titles and descriptions of the facilities.
Discovering the impact of our facilities

In Phase II of the core facilities portion of Pure, we aim to link research output to individual facilities.
Organizing centers & institutes

• By putting our hundreds of research centers into Pure’s organizations structure we, can finally get a high-level view of the output by members
• We can push these structures to SciVal for further analysis
• We can see what topics the centers are focusing on
• The API can be used to populate the research.psu.edu with a hierarchy of the centers, as well as their research output for fingerprints
Using the API: Discovering Connections, Understanding the trajectory of our work

We have a very creative developer!
What we hope Pure@PennState will become
Next....

Ultimate Goal: Link researchers, grants, papers, patents, facilities, centers… together for a comprehensive view of collaborations, performance, and impact of research at Penn State.
It takes a team:
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