Creating a Content Type: Improvise, Adapt, Overcome

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Improvise, adapt, overcome.

When our in-house database for marketing materials began to fail, the corporate communications team turned to RTI's Library and Information Services (LIS) team for a solution. After considering many options, LIS decided the marketing materials would be best managed by bringing that data into the Comprehensive Research Information System (CRIS), our rebranded Pure instance. However, there appeared to be no suitable content type! After much trial and error, LIS decided to improvise by repurposing the Equipment content type. We adapted the fields to fit those required for our marketing materials, and, in doing so, we overcame many obstacles, including some from the requestors!

Requirements for Marketing Materials Content Type

Data had to be managed by the communications staff and business marketing staff. Pure had roles to accommodate this. It had to offer version control, archiving, and decommissioning, and indexing by unit, topics, and type. Several of Pure's content types allow for attachments with date limits, and all offer the option of specialized keywords. PDF copies needed to be available to staff for immediate use. Pure's Equipment content type was not well suited to this—a workaround using the photo and URL fields was necessary. It had to integrate with the external website and link to issues and topics. We already had an existing integration of Pure/CRIS publication data to our external website. And there had to be a place for contact information for getting printed quality/quantity copies. The Equipment content type is the ONLY content type within Pure that offers a separate section for contact information! Therefore, we transformed Pure's Equipment content type into RTI's Marketing Materials database.

Repurposed Equipment Content Type in CRIS

Marketing Materials Content Type Template

Abstract

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Accessing Marketing Materials Content Type on Portal

Example of Marketing Materials Record on Portal

Export and Display of Marketing Materials on RTI Website

Bios

Bonnie Crotty Nelson is responsible for electronic resource management at RTI International. She holds a Master's in Library and Information Sciences and certifications in Records Management and Quality Improvement, and her experience with library repositories and data management has led to her additional role as a Pure administrator. In 2016, she imported two internally created scientific stature databases to create CRIS, one of the first non-academic instances of Pure.

Matt Nelson is RTI's CRIS Administrator and is responsible for all data curation and validation. He also shares responsibility for training and monthly reporting. He is a graduate of the University of North Carolina at Chapel Hill with degrees in Global Studies and History.

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More Information

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