

This document refers to functionality that may not be available within your institution's installation of Pure. We encourage you to customize the below as necessary.

Promoting Pure on Campus

Gaining support from faculty, researchers, administrators, librarians, IT, and others for Pure is key to the success of your implementation. The first step is building awareness – of what Pure is, its features and functionality, and, most importantly, the value it will bring to your stakeholders.

Whether you are spreading the word via newsletters, email, internal webpages, presentations, or press releases, the below messaging can be used to introduce and explain Pure on campus.

Based on your audience, you may also consider including:

- Background information on why your institution is implementing Pure (as part of a broader strategic initiative? To drive and increase collaboration with industry?)
- Names and contact details for your Pure site administrator or department liaisons
- Links to or information about upcoming training sessions, if applicable
- Links to FAQs, Quick Start Guides, and other documentation for new users
- [Paper and Video Case Studies](#): let users hear how others benefit from Pure in their own words

Sample Messaging

Audience: Administrators

Introducing [Pure]

[Pure] aggregates [name of institution]'s research information from numerous internal and external sources, and ensures the data you use to strategic decisions is trusted, comprehensive and accessible in real time. With a single repository of validated and verified information on [name of institution]'s research, the data in [Pure] can be used to build reports, measure progress towards departmental targets, discover new funding opportunities, create robust researcher profiles, enable research networking and expertise discovery and more, all while reducing administrative burden for researchers, faculty and staff.

Research Managers, Administrators, and others can build tailored reports to analyze and benchmark the achievements of researchers, teams, departments, or custom-defined groups. Reports can be saved, then set to run and be distributed automatically with the latest data in [Pure], preventing the need to manually re-create the same analysis multiple times. Along with reports, [Pure] also offers an at-a-glance view of research performance via dashboards, which can be set to monitor and track any number of targets or indicators.

Access [Pure] at: [\[link\]](#)

For more information, or to get started using [Pure], please contact [\[name\]](#) at [\[email\]](#)

Audience: Faculty and Researchers

Introducing [Pure]

[Pure] is [name of institution's] new research management system, which aggregates information about faculty and researcher outputs – including publications, projects, awards, teaching activity, datasets, press clippings, posters, and more – all in one place.

[Pure] includes a searchable web portal, [name of public portal, if different], that enables you to find and discover thousands of [name of institution] experts from [within certain fields]. [Pure] automatically pulls publication data [if applicable: “from Elsevier’s Scopus®, the world’s largest abstract and citation database, and combines it with data”] from [other databases you’ve chosen to import from, such as Web of Science, PubMed, Embase, etc.], and [name of institution's] internal [names of systems, e.g. PeopleHUB] systems to create comprehensive and accurate profiles, allowing you to find and be found by potential collaborators at [name of institution] and beyond. You can verify, add, or update the information in your profile – including checking for new publications – at any time. Data in [Pure] can also be reused to generate up-to-date CVs, including NIH Biosketches, with a single click

Am I included in [Pure]?

[List of institutes, departments, and/or centers that you’ve added in Pure. You also may want to indicate other groups which have or have not been included, e.g. tenure v. non-tenure track faculty, and any future plans for adding additional experts.]

Access [Pure] at: [link]

Questions about getting started or managing your [Pure] profile?

Email us at [local contact for questions about Pure]

Audience: Librarians

Introducing [Pure]

[Pure] is [name of institution's] new research management system, which aggregates information about faculty and researcher outputs all in one place. With a single view of validated and verified information on [name of institution]'s research, the data in [Pure] can be used to build reports, track progress towards departmental targets, discover new funding opportunities, create robust researcher profiles, enable research networking and expertise discovery and more, all while reducing administrative burden for researchers, faculty and staff.

What data does [Pure] include?

[Pure] includes over a dozen different data types, including: publications, patents, datasets, press clippings, funding opportunities, awards, projects, activities, equipment, and more. [Pure] pulls together and links data from [external databases you’ve chosen to import from, such as Web of Science, PubMed, Embase, etc.], and [name of institution's] internal [names of systems, e.g. PeopleHUB] systems. For publications, you can set [Pure] to automatically search for new data at regular intervals; new publications are then sent to researchers for their review, and then onto librarians for validation. [Pure] provides numerous workflows for

data validation and control (e.g. de-duping of publications), ensuring an accurate, authoritative, and complete view of [institution name]'s research output.

Additional Features

[Pure] can also be used for Open Access monitoring and compliance. The OA status of journals is clearly indicated in [Pure], which uses the SHERPA/RoMEO API to display archiving policies for each title, and a summary of all OA outputs – those with and without full-text – allows you to monitor and encourage compliance with OA mandates.

Able to store the full-text of multiple versions of documents, [Pure] can function as an institutional repository for your researchers' publications. Or, data from [Pure] – aggregated, refined, and validated – can also be automatically fed into your current institutional repository. [Note: Pure supports DSpace, ePrints, and FEDORA.]

Access [Pure] at: [link]

For more information, or to get started using [Pure], please contact [name] at [email]