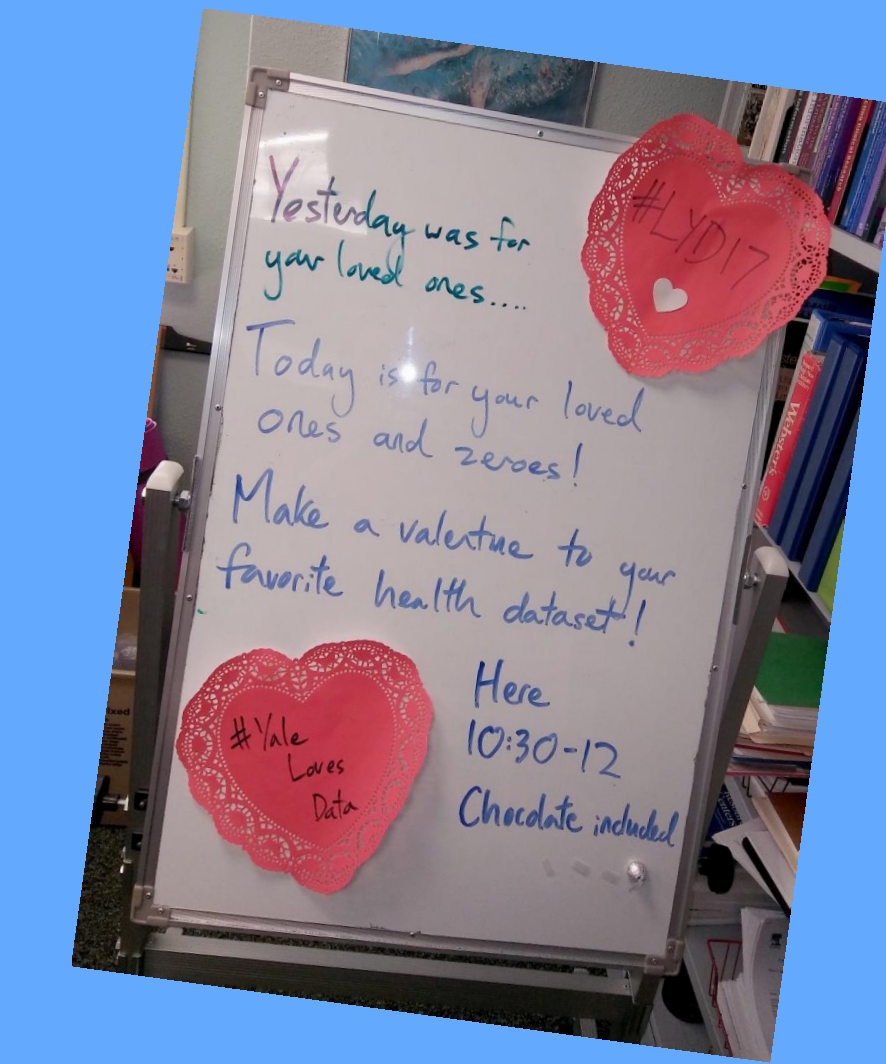


The Future Comes One Week at a Time: Data Outreach at Cushing/Whitney Medical Library

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GOALS

Raise the profile of the medical library as a campus data resource

Help users better document their data

Collect data on users' experience of library data services

Increase awareness of the importance of Census data for health services research

A DIVERSE TEAM

The organizing team brought together medical librarians with different specialties: scholarly communication, clinical librarianship, access services, and education. The presence of “data-sophisticated librarians” – a term, and goal, of NLM Director Patricia Brennan – across our library helps us better understand the research data needs of different user groups. Our collaborations with colleagues at other Yale libraries and at the Yale Institution for Social and Policy Studies also improved this outreach program.

LESSONS LEARNED

Start planning events and marketing strategies early. This was a big project involving many people and having a plan in place was essential to keeping it on track.

Budget for the events. Printing marketing materials, providing food at events, and getting thank you gifts for presenters all come at an expense.

NEXT STEPS

User testing of our new research data services libguide, drawing on volunteers who participated in data week events

Hiring a data librarian – yes, there’s a [new, open position](#); you could join our team!

Suggesting potential changes in marketing practices, especially around social media



ENDANGERED DATA WEEK 2018

What Happens to Community Health When Data is Compromised? A Discussion Panel on the 2020 Census and Other Survey Data, 2/27
The largest event of Endangered Data Week at the Cushing/Whitney Medical Library! A political scientist discussed the applications of Census data for health research and policy with five experts – an eminent public health researcher, advocates for open data and data literacy, and librarians specializing in government documents and geographic information systems. The audience learned about the risk of an undercount in the 2020 Decennial Census.

Workshop: Working with Census Data, 3/1/18

We offer this workshop at least once a semester, introducing key concepts like Census geographies and the differences between the 1-, 3-, and 5-year American Community Survey datasets. Participants also learn about options for accessing and visualizing Census data, including Social Explorer and PolicyMap as well as American Factfinder. This iteration of the workshop followed up on the Census panel earlier in Endangered Data Week with hands-on exploration.

Tour: Research and History in the Cushing Center, 3/1/18

We offer regular tours of the Cushing Center, a historical collection of pathology samples (yes, brains in jars!), photographs, and documentation from the Cushing Tumor Registry. Cushing Center Coordinator Terry Dagradi developed a special theme tour focusing on the use of this collection for research today. During this tour in 2018 and in 2017, participants started asking thoughtful questions about the long-term preservation and re-use of their own research data. Will scholars in 2118 be able to re-analyze today’s datasets?

Workshop: Biomedical Data Repositories, 2/26/18

This workshop helps researchers find the right repository for a dataset, whether they are motivated by a mandate from a journal or funder or an intrinsic interest in open science. It also introduces best practices in data documentation and citation. Having received useful feedback on this iteration, we’ll improve the materials and add it to our regular schedule.

CATCH THE ZEITGEIST

By convening a panel on the Census just before the inclusion of a citizenship status question was confirmed, we prepared researchers for that development. A focus on the Census during Endangered Data Week 2018 also built on the efforts of Yale University Library in support of at-risk government data through the Data Refuge movement in 2017.



LOVE DATA WEEK 2018

Love Data Week Kickoff Tabling, 2/12/18

We improved on our 2017 data week kickoff event in several ways. Moving out of the library made us more visible. Staffing the tables with more librarians allowed more people to interact substantively with us. Shifting the focus from data valentines (see below) to conversations suited our patron population of researchers and graduate students. Providing physical handouts with information about research data and Love Data Week events increased participation in the whole week’s programming. Finally, collecting contact information facilitated marketing for data week events and recruitment for future user testing.

Workshop: Intro to Genome Browsers, 2/12/18

This workshop is part of ongoing bioinformatics training offered by Research Support Librarian Rolando Garcia-Milian.

Workshop: Practical Data Research Management, 2/15/18

This discussion-based workshop invites participants to assess their project’s RDM needs based on a one-page checklist. It also gives practical advice about common questions: documentation, naming conventions, and version control. One participant’s feedback: “I will definitely spend less time trying to make the folders intuitive and more time documenting what’s in them :)”

Workshop: Intro to Qualtrics, 2/20/18

This workshop introduces key Qualtrics features, including branching.

BANG FOR YOUR BUCK

Leverage existing services and content. Five of the six workshops offered during these data weeks were already part of our regular instructional programming, and the sixth one will enter the regular rotation. Similarly, the successful data-themed tour of the Cushing Center was designed once and can be repeated on demand.

PUT YOURSELF OUT THERE

Incorporate face-to-face interactions into your marketing strategy. Tabling outside the library for Love Data Week 2018 correlated to larger audiences at the week’s events.



LOVE YOUR DATA WEEK 2017

Data Valentines Kickoff, 2/15/17

“I love my data... but my data doesn’t love me!” We heard that refrain when we invited researchers to create valentines to their favorite biomedical dataset. Our crafting supplies didn’t evoke as much interest as colleagues achieved in a similar event targeted to undergraduates, but this event succeeded in terms of face-to-face interaction with researchers.

Tour: The Cushing Tumor Registry as a Live Dataset, 2/17/17

The first iteration of this tour – telling the story of samples that were collected at the beginning of the twentieth century and are still used for research today, thanks to the survival of metadata about the collection – was so successful that we reprised the tour in 2018.

Workshop: Finding Health Statistics, 2/15/17

This hands-on workshop explores key sources for statistics about health and social determinants of health. By discussing data documentation, data citation, and critical appraisal, it helps participants increase their data literacy – aligning well with the theme of Love Your Data Week 2017: data quality.

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