Successful Tactics for Introducing New Databases to Library Patrons: A Case Study

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Background
Centers for Disease Control and Prevention
Stephen B. Thacker CDC Library

- CDC’s mission is “to protect America from health, safety and security threats, both foreign and in the U.S."

- CDC Library’s mission is to serve as CDC’s hub for research, information exchange, and learning.
  - Exposes public health community to new products and services
  - 5 locations throughout the U.S.
Why altmetrics for CDC?

- Robust scientific community
- Data-driven decision making
- Useful in understanding how social media attention is gauged and tracked
- Complementary to traditional research analytics
Altmetric

- Our mission is to track and analyze the online activity around scholarly research outputs

We're committed to:

- Providing a consistently high level of service and an approachable, flexible team
- Helping researchers get credit where it’s due
- ...among other things!
Altmetric @ CDC
Pilot Launch: September 2015
Altmetric Library Implementation Team (ALIT)

Comprised of:

• Systems Librarians (2)
• Electronic Resources Librarian
• Health Communications Scientist
• Reference Librarian
• Library Team Lead
Methods: What did we do?

- Developed implementation plan
- ALIT met weekly to discuss progress & issues
- Incorporated project management workflow
  - Used Microsoft SharePoint to assign and track specific tasks across timeline
Altmetric Interest Group

- 14 CDC employees/contractors
- Representatives from all three CDC journals (*MMWR*, *EID*, *PCD*) and CDC’s institutional repository
- Identified challenges to CDC:
  - Technical
  - Marketing and promotions
  - Training
  - Evaluations
Altmetric Focus Group

- Assisted ALIT with:
  - Communication and marketing
  - Evaluation tools
  - Training content

Challenges:
- Scheduling and recruitment
- Data collection and analysis
Altmetric @ CDC Soft Launch: November 2015

- Released to:
  - Altmetric Interest Group
  - Library staff
  - Focus groups
- Vendor provided training
- Solicited feedback
Communications

- Developed marketing announcements for CDC-wide
- Library’s website materials including FAQs
- Presentations for various programs within CDC
- Briefing documents for leadership within CDC
Training

- Scheduled and advertised sessions via:
  - CDC University Learning Portal
  - CDC Library’s website
- Developed lesson plans
- Distributed detailed user guide
- Offered trainings:
  - In-person
  - Skype
Evaluation

- Incorporated into Implementation plan
- Outlined goals and recommendations
- Data collection methods
  - Surveys via SharePoint
  - Post-training feedback forms
  - Anecdotal (emails, phone calls, etc.)
- Data analysis
What worked well

- Utilization of SharePoint
  - Evaluation
  - Training
- Focus groups
  - Highlighted perception of CDC users
- Leadership Communications
  - Engagement of agency-wide programs
Takeaways
For libraries

- Plan, Plan, Plan
  - Utilization of Project Management Techniques
- Communication is Key!
  - Regular Leadership Briefings
  - Almetric Interest Group
- Focus Groups
- Customized Training to Specific Groups
For vendors

- Flexible, ready-made "train the trainer" onboarding materials that *address customer needs*
- Connect with key influencers
- Well-organized and adaptable documentation
- Create a centralized knowledge base for implementers (eg Basecamp)
- Offer "out of the box" training materials for local use
- Work with great customers 😊
For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.