Challenges
A quickly growing team and evolving areas of emphasis

Galter Team Composition (exempt)

- 32%
- 68%

Hired since May 2014 (15)
Hired before May 2014 (7)

Galter Library

- Education and Curricular Support
- Clinical Support
- Research Support
- Compliance
- Research Impact & Evaluation
- Digital Initiatives
- Preserving Our Heritage
- Renovation

Northwestern Medicine
Approach
Marketing the library is a team sport

Galter Library

NUCATS

Partner organizations

Office of Medical Education

Office of Research

FSM Communications

Partner organizations
Communication Vehicles

Websites
- Galter
- NUCATS
- Projects & Grants

Emails
- FSM Bulk Mail
- NUCATS Minutes

Newsletters
- NUCATS
- Office of Research
- Office of Medical Education

Social Media
- Galter Facebook
- Galter Twitter
- Partner social media

Signage
- Digital monitors
- Partner monitors
- Posters

Presentations
- NUCATS Road Show
- NUCATS Studios
- Lectures
- Meetings

“write and reuse” whenever possible
Some examples...
Northwestern 10th in World Ranking of Highly Cited Researchers
Northwestern University ranks 10th among worldwide institutions with the most highly cited researchers in 2015. The Thomson Reuters analysis includes nine Feinberg faculty members.

Science Maps on Exhibit at Galter Library Embrace the Power of Data
One hundred maps guide exploration of both the physical world and abstract ideas in Places & Spaces: Mapping Science, a visiting exhibit on display at the Galter Health Sciences Library through September 23, 2015.

Northwestern Ranks 14th Worldwide for Highly Cited Researchers
With 29 researchers on the list, six of them scientists from Northwestern University Feinberg School of Medicine – Northwestern ranks 14th among institutions with the highest number of highly cited researchers.

New Director of Galter to Strengthen Informatics Efforts at Library
Kristi Holmes, PhD, joins the medical school from Washington University in St. Louis, where she was a bioinformaticist focused on research impact and genomic medicine.
Investigators Find Success with the DigitalHub

Understanding Citation-Related Metrics

Keeping Track of Your Work

NIH Biosketch: Contributions and Capabilities

Dissemination of Research in the Wild World Wide Web

Galter Library Connection: Liaison Librarians

FAQs About NIH Public Access Compliance and PMCIDs

Sharing, Publishing and Archiving Your Work

Informatics Support and Software at Galter Health Sciences Library

Galter Health Sciences Library Launches Digital Repository for Scholarly Outputs

Choosing a Journal and Making a Match

Writing About Your Impact in the New NIH Biosketch
Twitter

...is a team sport at Feinberg!
DigitalHub
Institutional Repository

DOIs for all deposited objects provide secure and long term preservation, easy citation, and persistent access.

Metrics for deposited items, management of licensing, enhanced discoverability, and support for large dataset deposit.

Need help using DigitalHub? Want to upload large datasets? Questions about what the repository will accept or how to share your research more widely?
https://digitalhub.northwestern.edu/contact

Highlights:

- Statistical Considerations in Basic Science Sex Inclusive Research
- Pediatric Neurology Briefs
- Science in Society Scientific Images Contest gallery
- StatTag reproducible research plug-in
- Galter outputs!

https://digitalhub.northwestern.edu
How do we know that it is working?
Track metrics across different vehicles

Analytics for emails and newsletters from various sources are available. Some specific “webometrics” tracked include: the open rate and click thru rate for each mailing, the number of clicks on each article that is in the email/newsletter, geography/domain of access, downloads.
How do we know that it is working?
Track metrics across different vehicles

NUCATS “Minutes” emails…

**DigitalHub Accepts Datasets**
The DigitalHub repository now supports deposit of datasets associated with publications to help investigators comply with journal data sharing policies. DigitalHub supports a variety of compression formats and rights statements to meet your needs. Learn more at digitalhub.northwestern.edu/news or contact DigitalHub support directly at DigitalHub@northwestern.edu.

**Research Impact**
Want to learn more about who’s citing your work, your h-index, and the journals with the highest impact in your field? Sign up for Galter Library’s Scopus and Web of Science classes this September. Scopus and Web of Science are citation databases that go beyond PubMed and can help you assess your research impact. Sign up here: galter.northwestern.edu/classes

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Acknowledgements:
• Galter team – Linda O’Dwyer
• NUCATS team – Camille Vicino and Don Lloyd-Jones
• Communications partners

Related sites:
• http://www.feinberg.northwestern.edu/research/news/newsletter/
• https://galter.northwestern.edu/news
• https://nucats.northwestern.edu/about/newsroom/minutes

Credits:
• http://chicago.suntimes.com/sports/chicago-cubs-stage-musical-in-the-works
• https://i.ytimg.com/vi/TZcNLnOJafY/maxresdefault.jpg
• http://i.huffpost.com/gen/1339922/images/o-DOG-FOOD-facebook.jpg
Thank you!

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