

2012

Promotion & Tenure Outreach: An Emerging Librarian-Faculty Partnership

Brenna Helmstutler

Georgia State University Library, brenna@gsu.edu

Follow this and additional works at: https://scholarworks.gsu.edu/univ_lib_facpres

 Part of the [Library and Information Science Commons](#)

Recommended Citation

Helmstutler, Brenna, "Promotion & Tenure Outreach: An Emerging Librarian-Faculty Partnership" (2012). *University Library Faculty Presentations*. 24.

https://scholarworks.gsu.edu/univ_lib_facpres/24

This Presentation is brought to you for free and open access by the Georgia State University Library at ScholarWorks @ Georgia State University. It has been accepted for inclusion in University Library Faculty Presentations by an authorized administrator of ScholarWorks @ Georgia State University. For more information, please contact scholarworks@gsu.edu.

Oxford University 7/6/09
Photographed by Brenna

**Promotion &
Tenure Outreach:
An Emerging Faculty-Librarian
Partnership**

©Brenna K. Helmstutler, M.S.,M.L.I.S

Promotion & Tenure Outreach: An Emerging Faculty-Librarian Partnership by Brenna Helmstutler is licensed under a [Creative Commons Attribution-NoDerivs 3.0 Unported License](https://creativecommons.org/licenses/by-nd/3.0/).



tenure

tenure-track impact

research academia faculty librarians collaboration review scholarship partnership library promotion publications outreach value

Presentation Outline

- Defining Promotion & Tenure Outreach (PTO)
- Current Trends in Promotion & Tenure (P&T)
- P&T in the literature
- PTO Activities
- Multi-disciplinary P&T Tools
- Benefits/Challenges
- Study
- Next Steps

©Promotion & Tenure Outreach (PTO)

The act of librarians partnering with tenure-track teaching faculty* to strengthen evidence of scholarly impact for tenure and/or promotion review.

-Brenna Helmstutler

*Other groups who could also benefit:
doctoral students, librarians

Current Trends Impacting Promotion & Tenure



Representation in the LIS literature

“Librarians may be well positioned for new roles in consulting with clients about methods of increasing research impact of research articles”

-Mullen (2008)

“Faculty specifically benefit from citation searches that enhance tenure/promotion dossiers”

-Germain, Bergman (2006)

“When evaluated for promotion or tenure, faculty members are increasingly judged more on the quality than on the quantity of their scholarly publications. As a result, they want help from librarians in locating all citations to their published works for documentation to their curriculum vitae”

-Reed (1995)

Examples of PTO activity...

Workshops

- library
- department
- college/school
- faculty organization, i.e. Center for Instructional Innovation

Individual consultations

Faculty meetings

Online guide

- LibGuide

PTO Activity at GSU thus far...

- Departmental workshops
- Faculty workshops
 - Center for Instructional Innovation
 - Library: [blog post](#)
[assessment component](#)
- [LibGuide](#) on library website
- Individual assistance
- Training for librarians: [LibGuide](#)

Promotion & Tenure Tools

Bibliometrics: established

- Citation Analysis
 - Publish or Perish
 - Web of Science
- Journal Evaluation
 - Journal Citation Reports

Altmetrics: emerging

- Social Media

Citation analysis

Author impact analysis

Journal impact analysis

General citation search

Multi-query center

Web Browser

Program maintenance

Check for updates

Help resources

Help contents

What's new?

2-Minute Introduction

Frequently Asked Questions

Version information

Publish or Perish home page

The Publish or Perish Book

PoP Book now from \$9.95

Price reduction for the Publish or Perish Book, Kindle \$9.95, PDF version \$14.95, paperback \$26.95, individual volume paperbacks \$14.95.

 Open in browser...


Author impact | Journal impact | General citations | Multi-query center | Web Browser

Author impact analysis Perform a citation analysis for one or more authors

Author's name:

"a harzing"

Exclude these names:

Year of publication between:

0

and:

0

 Biology, Life Sciences, Environmental Science

 Business, Administration, Finance, Economics

 Chemistry and Materials Science

 Engineering, Computer Science, Mathematics

 Medicine, Pharmacology, Veterinary Science

 Physics, Astronomy, Planetary Science

 Social Sciences, Arts, Humanities

Results

| | | | | | | | |
|-------------|--------|----------------|---------|-----------|-------|-----------|--------|
| Papers: | 181 | Cites/paper: | 23.03 | h-index: | 31 | AWCR: | 500.97 |
| Citations: | 4188 | Cites/author: | 3231.67 | g-index: | 62 | AW-index: | 22.38 |
| Years: | 19 | Papers/author: | 125.27 | hc-index: | 26 | AWCRpA: | 355.77 |
| Cites/year: | 219.37 | Authors/paper: | 1.78 | h1-index: | 19.22 | e-index: | 49.55 |
| | | | | h1norm: | 26 | hm-index: | 24.83 |

| Cites | Per year | Rank | Authors | Title | Year | Publication | Publisher |
|-------------------------------------|----------|-------|---------|------------------------|------|------------------------------------------|--------------------------|
| <input checked="" type="checkbox"/> | 263 | 10.93 | 1 | AWK Harzing | 1999 | | getatod.org |
| <input checked="" type="checkbox"/> | 251 | 19.31 | 2 | AW Harzing | 2000 | Journal of International Busi... | ingeniaconnect.com |
| <input checked="" type="checkbox"/> | 244 | 22.18 | 3 | AW Harzing | 2002 | Strategic Management Journal | Wiley Online Library |
| <input checked="" type="checkbox"/> | 213 | 11.03 | 4 | AWK Harzing | 1995 | International Journal of Hu... | Taylor & Francis |
| <input checked="" type="checkbox"/> | 199 | 12.44 | 5 | AW Harzing | 1997 | International Business Review | Elsevier |
| <input checked="" type="checkbox"/> | 182 | 16.55 | 6 | AW Harzing | 2002 | Journal of World Business | Elsevier |
| <input checked="" type="checkbox"/> | 167 | 18.56 | 7 | AW Harzing... | 2004 | International human resource mana... | books.google.com |
| <input checked="" type="checkbox"/> | 161 | 16.10 | 8 | AW Harzing... | 2003 | Organization Studies | oss.sagepub.com |
| <input checked="" type="checkbox"/> | 159 | 39.75 | 9 | NU Adler... | 2009 | The Academy of Manage... | comarities.metapress.com |
| <input checked="" type="checkbox"/> | 156 | 31.20 | 10 | AWK Harzing... | 2008 | Ethics in Science and Enviro... | int-res.com |
| <input checked="" type="checkbox"/> | 123 | 10.25 | 11 | AW Harzing | 2001 | Human Resource Management | Wiley Online Library |
| <input checked="" type="checkbox"/> | 103 | 10.30 | 12 | AJ Feely... | 2003 | Cross Cultural Management:... | emeraldinsight.com |
| <input checked="" type="checkbox"/> | 99 | 7.62 | 13 | AW Harzing | 2000 | Industrial Marketing Manage... | Elsevier |
| <input checked="" type="checkbox"/> | 92 | 9.20 | 14 | AW Harzing | 2003 | The role of culture in entry-mode stu... | emeraldinsight.com |
| <input checked="" type="checkbox"/> | 92 | 8.36 | 16 | AW Harzing | 2002 | Journal of Organizational Be... | Wiley Online Library |
| <input checked="" type="checkbox"/> | 87 | 12.43 | 15 | AW Harzing | 2006 | International Journal of Cro... | com.sagepub.com |
| <input checked="" type="checkbox"/> | 82 | 6.83 | 17 | AW Harzing | 2001 | Employee Relations | emeraldinsight.com |
| <input checked="" type="checkbox"/> | 75 | 8.33 | 18 | JB Hocking, M Brown... | 2004 | The International Journal of ... | Taylor & Francis |
| <input checked="" type="checkbox"/> | 70 | 4.12 | 19 | AW Harzing... | 1996 | Research in the Sociology of... | |
| <input checked="" type="checkbox"/> | 70 | 17.50 | 21 | AW Harzing... | 2009 | Journal of the American Soci... | Wiley Online Library |
| <input checked="" type="checkbox"/> | 67 | 11.17 | 20 | J Nijgers... | 2007 | European Journal of Inform... | palgrave-journals.com |
| <input checked="" type="checkbox"/> | 61 | 12.20 | 22 | AW Harzing... | 2008 | Cross Cultural Management:... | emeraldinsight.com |

Web of Science®

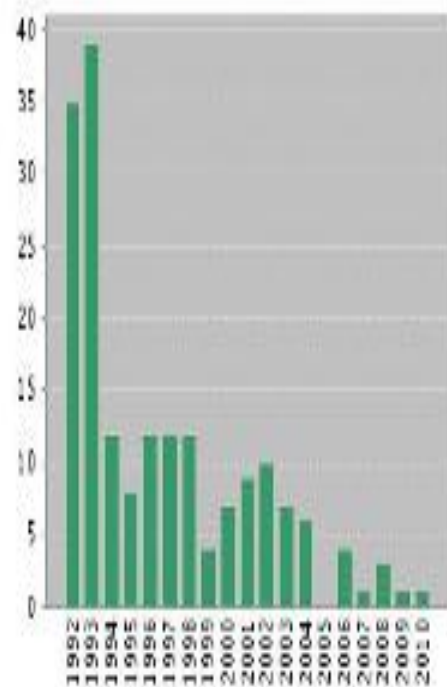
<< [Back to previous page](#)

Citation Report **Distinct Author Summary: GARFIELD E**

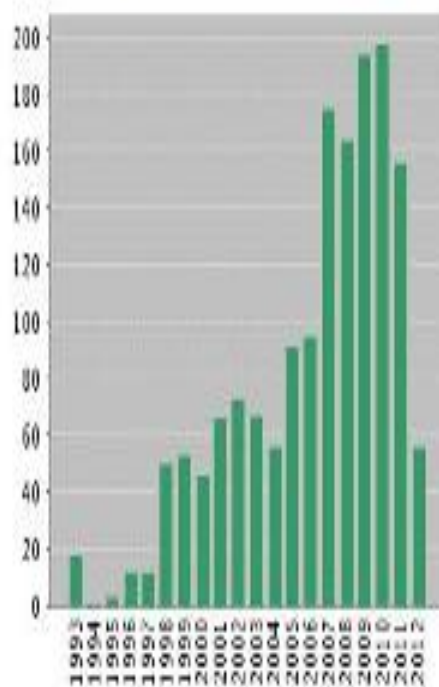
Timespan=All Years, Databases=SCI-EXPANDED, A&HCI, SSCI

This report reflects citations to source items indexed within Web of Science. Perform a Cited Reference Search to include citations to items not indexed within Web of Science.

Published Items in Each Year



Citations in Each Year



Results found: 183

Sum of the Times Cited [?]: 1600

Sum of Times Cited without self-citations [?]: 1533

Citing Articles[?]: 1251

Citing Articles without self-citations [?]: 1207

Average Citations per Item [?]: 8.74

h-Index [?]: 16

Journal Summary List

[Journal Title Changes](#)

Journals from: **subject categories NEUROSCIENCES** [VIEW CATEGORY SUMMARY LIST](#)

Sorted by: **Impact Factor** SORT AGAIN

Journals 1 - 20 (of 239)

Navigation icons: << < [1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10] >> >>

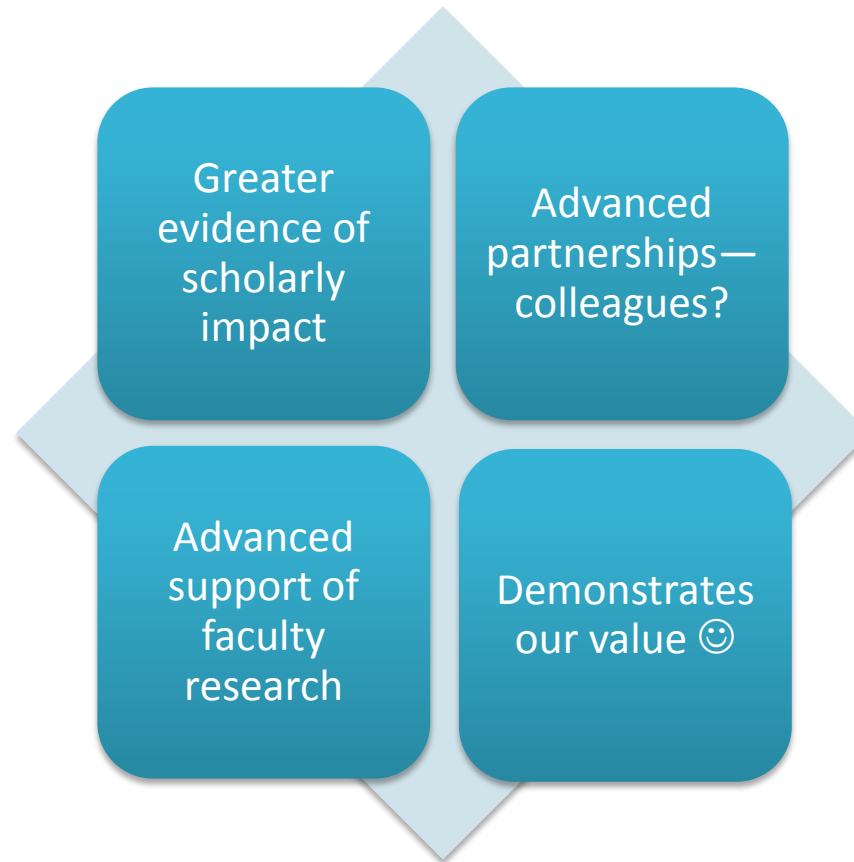
Page 1 of 12

MARK ALL UPDATE MARKED LIST

Ranking is based on your journal and sort selections.

| Mark | Rank | Abbreviated Journal Title <i>(linked to journal information)</i> | ISSN | JCR Data ^(j) | | | | | | Eigenfactor TM Metrics ^(j) | |
|--------------------------|------|---------------------------------------------------------------------|-----------|-------------------------|---------------|----------------------|-----------------|----------|-----------------|--------------------------------------------------|---------------------------------------|
| | | | | Total Cites | Impact Factor | 5-Year Impact Factor | Immediacy Index | Articles | Cited Half-life | Eigenfactor TM Score | Article Influence TM Score |
| <input type="checkbox"/> | 1 | NAT REV NEUROSCI | 1471-0048 | 21755 | 29.510 | 32.753 | 4.800 | 65 | 5.4 | 0.11197 | 15.642 |
| <input type="checkbox"/> | 2 | ANNU REV NEUROSCI | 0147-006X | 11465 | 26.756 | 30.559 | 2.350 | 20 | 9.2 | 0.03328 | 16.820 |
| <input type="checkbox"/> | 3 | BEHAV BRAIN SCI | 0140-525X | 5902 | 21.952 | 24.509 | 3.667 | 6 | >10.0 | 0.01261 | 11.401 |
| <input type="checkbox"/> | 4 | MOL PSYCHIATR | 1359-4184 | 11337 | 15.470 | 13.253 | 3.248 | 101 | 5.1 | 0.04398 | 4.772 |
| <input type="checkbox"/> | 5 | NAT NEUROSCI | 1097-6256 | 35315 | 14.191 | 16.190 | 3.202 | 208 | 6.1 | 0.17608 | 8.787 |
| <input type="checkbox"/> | 6 | NEURON | 0896-6273 | 59932 | 14.027 | 14.927 | 2.579 | 302 | 7.4 | 0.23746 | 8.265 |
| <input type="checkbox"/> | 7 | TRENDS NEUROSCI | 0166-2236 | 17347 | 13.320 | 14.358 | 2.339 | 62 | 8.5 | 0.05090 | 6.610 |
| <input type="checkbox"/> | 8 | FRONT NEUROENDOCRIN | 0091-3022 | 2595 | 12.750 | 12.067 | 1.912 | 34 | 5.7 | 0.00795 | 3.900 |
| <input type="checkbox"/> | 9 | ANN NEUROL | 0364-5134 | 30338 | 10.746 | 10.132 | 1.708 | 192 | 9.1 | 0.07254 | 3.995 |
| <input type="checkbox"/> | 10 | PROG NEUROBIOL | 0301-0082 | 9720 | 9.966 | 11.370 | 1.167 | 84 | 8.9 | 0.02114 | 4.112 |

Benefits



Potential Challenges

- Buy-in
- Time
- Workload
- Training

Research Question:

How pervasive is promotion and tenure outreach in academic libraries?

Methodology

Exploratory study

- Identified 7 US academic libraries
- Letter, 25-item questionnaire sent
- 4 of the 7 (57%) participated. Questionnaire administered via phone interview

Participant Parallels

- Doctoral universities
- Subject librarian/liaison model
- Participants are main facilitator of workshop/guide
- Participants & staff conduct individual consultations
- No formal assessment

Study Results

| Background | #1 | #2 | #3 | #4 |
|-------------------------------------------------|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Classification of institution | Doctoral | Doctoral | Doctoral | Doctoral |
| Subject librarians/liaison model | Yes | Yes | Yes | Yes |
| Outreach activities | Yes | Yes | Yes | Yes |
| 3 examples of activities | New <u>fac</u> /lit review/instruction | Office <u>hrs</u> /BB presence/ <u>fac mtg</u> <u>req</u> every 2 yrs | Instruction/faculty requests for materials/ <u>fac mtgs</u> | Feedback <u>jrnl</u> cuts/ <u>dept</u> events/inform communication |
| Development/Practice of P&T Outreach | | | | |
| Guide and/or workshop | Both | Workshop /Guide on faculty research | Workshop (also contains author <u>rts/copyrt/open</u> access info); <u>Libguide</u> for faculty | Guide |
| Idea to Implementation process | Guide created in wks-workshop based on guide-part of 3 hr faculty workshop | 2006-staff <u>mtg</u> on possible projects-list of faculty outreach goals-faculty development in admin helped promote-co sponsors and presenters (academic tech staff/ <u>ofc of tching/lrning</u>)-paid for lunch to entice <u>wkshop</u> participants | Open access workshop series for grad students-grew out of <u>sch</u> comm. Committee, involved in promoting JCR, <u>WoS</u> -main website has info on impact factors | 3-6 months-need for citation searching beyond ISI-committee create index of databases, reading material for P&T generally and for tenure review searches |
| Who conducts workshop/maintains guide | Film Studies librarian | Study participant/above staff | Study participant | Study participant |
| Workshops: training? process | Self-taught-on Senate and married to tenure-track <u>fac</u> | No but do meet a couple of times before workshop date | Self-taught w/ reading and training | |
| Guide: training? | " | Specific databases/services | | <u>Libguides</u> training |
| Individual assistance for faculty | Yes-Cit analysis service based on Dialog training yrs ago, ISI vendor demos | yes | Grad <u>st.</u> attend mostly but some <u>fac</u> ; email attendees to <u>followup</u> ; ref | Yes-steer towards personal assistance w/ searching |

| | | | | |
|----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| Job descriptions | Vaguely-“collaborate with faculty to improve awareness” | no | no | Yes, on study participant’s although other librarians on other campus library do the service |
| Outreach promoted elsewhere | Info for Faculty-Research assistance guide & cit workshop | No but plan to promote on new faculty research guide | Savvy researcher workshop series: flyers, emails | PAWS page |
| How service promoted to faculty | Not promoted much-workshops offered on demand-campus online newsletter, emails to <u>fac</u> /brochure, HR training booklet | <u>Fac mtgs</u> , <u>Ctr for Tchng/Learning</u> , new <u>fac</u> orientation program | Unevenly-hard to promote consistently, plus room has only 14 seats | Informal, word of mouth-PAWS marketed to general users |
| Funding costs | No | No, but CTL provides lunch, use vendor handouts | No but \$ available if needed | no |
| Guide: used in individual <u>appts/pres</u> , etc. | In <u>Cit Analy</u> service-small % of <u>fac</u> aware of guide | | | Yes and @ ref desk |
| Workshops: how often offered | On demand 1 yr-not regularly scheduled-2-3 times/semester | Have been offered every other year in November—will do one this year | Twice a semester-varying dates/times | |
| Recommendations | <u>Pkg</u> of services on 1 website; ID faculty going up for tenure and invite to workshop/guide | Establish relationships w/ academic offices on campus; determine best day of year to offer | Promotion to disciplines-educate with varying measures | Set guidelines-policy |
| # faculty per year attending workshops | 1 yr: 8-10 | 20 in 2007; 8 in 2008 | 4-5 10% faculty (most are grad students) | |
| # faculty per year using guide | 10 faculty or so | | | <u>Libguide</u> landing page-1198 hits (could be librarians accessing + <u>fac</u>); 2234 on each page |

| | | | | |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| # faculty per year individual assistance | 10-15 <u>fac</u> per semester | No # but many | | |
| Formal assessment | No <u>eval</u> for 3 hr workshop but does not address P&T piece | no | no | no |
| Informal assessment | Positive-faculty realize librarians are experts in research resources; guide-great | Perceive good feedback | Learned much, glad workshop offered, 20% follow up after workshop-JCR questions | no |
| Impact on library | Small service-unsure of real impact | Supports users-workshop time worth building <u>fac</u> relationship & PR for library | Good service for library; good PR; knowledge of tools good for librarians to know | Not much; requests have declined-gives library good resources though |
| Plans to continue/add | Continue guide-workshop schedule on regular basis instead of on demand; study making her think about more she wants to do; new <u>univ. lib.</u> Interested in faculty <u>collab.</u> So these services could be part of that | Outreach including department work plan | Yes-new information | Yes for guide-plan to add presentations to faculty on <u>Eigenfactor</u> , <u>h-index</u> |
| Additional comments | Valuable activity | | Good experience to do the workshop | |

Conclusions

- P&T Outreach is not pervasive...but needs to be
- Regular assessment
- Marketing strategies
- Commitment to the service
- New role for librarianship

Next steps...

- Workshops by subject cluster
- Develop formal assessment plan including needs assessment
- Continue training for subject librarians
- Integrating PTO
- Research article
- Further research

Works Cited

- Germain, C.A., & Bergman, E.L. (2006). Marketing 101 for One-on-One. *Public Services Quarterly*, 2 (1), 131-142.
- Mullen, L.B. (2008). Increasing impact of scholarly journal articles: Practical strategies librarians can share. *Electronic Journal of Academic and Special Librarianship*, 9(1).
[pagination n/a]
- Reed, K.L. (1995). Citation analysis of faculty publication: Beyond Science Citation Index and Social Science Citation Index. *Bulletin of the Medical Library Association*, 83(4), 503-508.

Thank you! 😊

**Brenna Helmstutler
Coordinator, Health & Sciences
Georgia State University Library
brenna@gsu.edu**



GEORGIA STATE UNIVERSITY

Image ©All rights reserved by Georgia State University Library