



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

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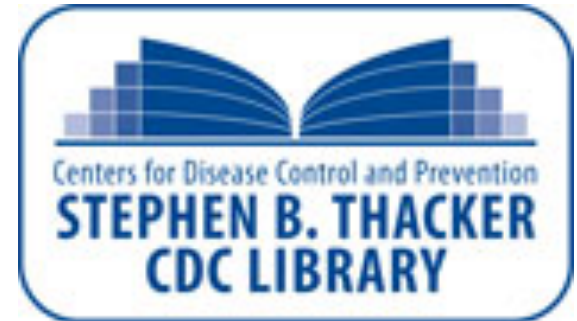
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Background

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



Altmetric @ CDC
Goes Live: January 2016

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



The screenshot displays the CDC Connects website interface. At the top, the CDC logo and 'Connects' branding are visible, along with the tagline 'CDC 24/7: Saving Lives. Protecting People.' and a search bar. Below this is a navigation menu with letters A-Z and a search icon. The main header identifies the 'Stephen B. Thacker CDC Library'.

The left sidebar contains a 'CDC Library' menu with links: About the Library, Altmetric, Citation Leaderboard, Meet our Staff, Resources/Services, Science Clips, and Walking Workstation.

The main content area features a photo of a training session. Below the photo is the 'Training Courses' section, which includes a paragraph: 'The Stephen B. Thacker CDC Library offers formal and informal training opportunities to introduce new resources, services, and information management methods to researchers.' and a note: 'Course offerings include basic library training as well as more in-depth courses on various topics, such as PubMed and EndNote. All training sessions are open to all CDC staff, but space is limited.' It also states: 'Registration via CDC University/HHS Learning Portal is required for all sessions.' and 'Additional training offered through CDC University is available online below. The following courses will be offered in 2017.'

To the right of the photo is a 'Courses Offered' section with a list of links: Scholarly Impact Metrics and Tools, Altmetric @ CDC, Scopus, OvidMD, Discover Your Library, EndNote Basic Training, PubMed Training, and Request a Training Session.

At the bottom of the page, there is a section titled 'Courses Currently Offered by the CDC Library'.

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



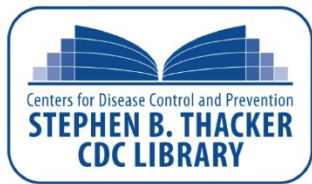
Takeaways

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 😊



Division of Public Health Information Dissemination

Center for Surveillance, Epidemiology, and
Laboratory Services



Altmetric

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

Get in touch!
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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.

