

# Engagement and outreach for data management

Case studies explaining what worked and an exercise in determining the future of data management outreach

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figshare

# University of Cape Town

## Online Drop-in Sessions

We ran a series of online drop-in sessions for any new figshare user at the institution. Users can bring their own data and be guided through the upload process by the engagement manager or we can do a general demo with questions throughout.

Key takeaways:

- Know where researchers are likely to see the message (flyers, newsletters, posters, postcards in mailboxes, etc.)
- Let them play around with the system themselves (either in the sandbox version or supervised in production for the first instance)
- Show lots of examples of other people uploading similar data.

“ It was a great success from our side. Everyone was awed and inspired.

”

Niklas Zimmer  
Head: Digital Library Services

# Cranfield University

## Champions Group

Cranfield's RDM, Georgina Parsons, has arranged to have one data management champion in each research theme to be able to help her speak at library events, be a colleague for other researchers to speak to, and be an ear-to-the-ground for Georgina.

Key takeaways:

- Having champions in a variety of subject areas is key - data is different in different fields
- Most people were willing to help without compensation. They were already advocates for open data
- Look for people with influence and who are known in the department.

“ One [champion] attended my staff training and was invaluable in providing real life examples of good RDM and why it helped him. ”

Georgina Parsons  
Open Access and Research  
Data Manager

# Carnegie Mellon University

## Repository Naming Competition

Just before they were ready to go live with figshare, CMU ran a naming competition across their global campuses. They had 51 submissions, including 27 submissions from faculty and staff and 24 submissions from students.

Having a naming competition helped accomplish several goals:

- Building awareness about the new repository
- Educating the community about the purpose of a repository
- Encouraging their participants to engage meaningfully with the mission of the repository

“ The naming competition promoted creativity and critical thinking, themes we hope will extend to the use of the repository itself. ”

Dave Scherer  
Scholarly Communications and  
Research Curation Consultant

# University of Sheffield

## Launch Event

Sheffield ran a lunchtime launch event about 18 months after going live with their repository. They opened it up to a small number of people to deposit and used them as case studies to speak at the launch event.

Key takeaways:

- Make sure you have a few good examples of data in your repository before going live with a wider audience
- Get endorsement from the Head of the Library or Head of Research to speak at the launch event
- Allow people to mingle after and ask questions while they're still fresh in their minds.

“ An early soft launch works really well: when we came to our full launch we already had loads of real data to show off.

”  
Jez Cope  
Research Data Manager

# Activity

- There are four posters around the room with one question on each one
- We're going to split into groups and spend 3 minutes on each question before rotating to the next question
- Use the post-it notes at each poster to write out your responses to the question
- Once your groups has had its turn at all four posters, you'll each be given three stickers. Place a sticker on the post-it you feel most strongly about. You may not put more than one of your stickers on a post-it
- The results will be shared with conference organisers to share after the conference