Moving the NIST Research Library's Laboratory Liaison Program Into the Future

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Background

Scientists at the National Institute of Standards and Technology (NIST) conduct research in bioscientific measurement and standards as well as in physics, chemistry, engineering, and other areas. The NIST Research Library, part of the Information Services Division (ISD), supports this research as it does the entire knowledge management lifecycle at NIST, from research/discovery → publishing/dissemination → preservation.

Evolution of Liaison Program

The Liaison Program dates back to 1997 and at first centered around traditional activities. As the program evolves, customer perceptions and expectations of the liaison role are shifting from support to collaborating partner in research.

Blogging

For many years ISD's print and PDF newsletter served as a major marketing vehicle, with nearly all staff contributing content. After a customer survey showed that customers wanted a quicker, more streamlined way to receive library news, the library established a blog-like ISD NewsCenter to which customers subscribe.

NewsCenter Guidelines
Post 150-word articles twice a week.

Focus on:
- new resources, books, services
- strengths of various databases
- publishing news

Post longer "white papers" monthly on other topics of interest that relate to libraries and publishing.

Solicit customer comments.

Recent NewsCenter posts

Appoint staff to serve as authors, editors, reviewer/publishers, comment moderators.

Request that articles be submitted as Word or email files.

Send out email alerts of new posts/permit subscription by RSS feed.

After Four Months	
Subscribers	78
NewsCenter Hits	387

Web site usage 12/1/2008 – 4/1/2009

Podcasting

Introductory slide — *Liaison introductions* — *Scientist testimonials*

The Liaisons produced a video podcast in July of 2008 to market the program. The "vodcast" included videos of Liaisons and Scientist testimonials about Liaison collaborations.
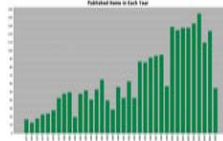
Word mock-up of script of podcast

Podcasting Details

What – *Podcasts*: series of audio or video broadcasts on the Web that customers can subscribe to/download to a computer or mobile device. *Vodcasts*: video podcasts

Why - Excellent marketing tool

How – Sent draft script to our A-V department; they took care of filming/added musical intro and spinning logo/file, then converted to flash file for streaming on PC and to mp4 file for customers to download to their personal iPods

The "what," "why," and "how" of the first podcast

The podcast spurred requests for Liaison services. The Liaisons are currently preparing additional podcasts to highlight various Library features and editorial review processes.

Citation/Impact Analyses

Lab Liaisons routinely work with their labs to help determine the impact of the work being done at the lab, division, group, and individual levels. The h-index is one of the measures the Lab Liaisons use to help determine impact of the work of an individual or group of scientists.

The h-index quantifies both the actual scientific productivity, and the apparent scientific impact of a scientist. The index is based on the set of the scientist's most cited papers and the number of citations they received in other people's publications.*

Polymers Division - published items since division's inception (from ISI Web of Science Citation Report)

Analysis of the Journal of Research of NIST

The *Journal of Research of NIST* is the flagship publication of NIST. In order to determine the relative influence and impact of the *Journal*, ISD used several assessment methods that use citation rates as their basis. These methods are:

- Thomson Scientific Impact Factor – citation measure based on data from *Science Citation Index (Web of Science)*
- Eigenfactor Scores – metrics for assessing scientific journals' importance and article influence based on citation data from Thomson Scientific's *Science Citation Index (Web of Science)*
- SCImago Journal Rank – scientific indicators based on Elsevier's SCOPUS Database

Since citation studies show that the nature of publishing and citation characteristics varies across scientific disciplines, ISD selected six peer journals to compare with the *Journal of Research*. Analysis results showed that the *Journal* compared favorably with its peers using each of the three assessment methods. ISD shared the results with the *Journal of Research* Editorial Board, an important ISD partner.

*Hirsch, J.E. ; 2005. "An index to quantify an individual's scientific research output." *Proceedings of the National Academy of Sciences of the United States of America*, volume 102, issue 46, November, pp. 16569-16572.

Impact of Collection

To help determine the impact of the NIST Research Library's collections, the Lab Liaisons performed a citation analysis on the most highly cited NIST-authored papers for 2007. The Liaisons analyzed about 20 NIST Gaithersburg papers to determine what percentage of those papers were held by the NIST Gaithersburg Library in electronic or print format. A high percentage would indicate that the Library's collection of journals supported NIST research having the greatest impact.

Below is a partial listing of the journals publishing the 20 most highly cited NIST-authored papers in 2007. The NIST Research Library owns 623 (88%) of the 706 papers referenced by these 20 highly cited papers, indicating that the Library's journal collection is very much on target in supporting NIST's high-impact research.

Selected Top Articles by Citations for 2007				
Original Source	Journal Impact Factor	# Cited Refs	# Refs in Collection	% Refs Owned
Advanced Materials	8.191	26	23	88
Nature	28.751	29	29	100
Nature	28.751	24	24	100
Proteomics	5.479	45	37	82
Science	26.372	45	37	94

Articles authored by NIST-Gaithersburg staff

Lessons Learned

- Social media tools like blogs and podcasts pay off as additional venues for increasing visibility
- Keep marketing vodcasts short for greatest interest
- Post vodcasts as ".swf" files for streaming to PC (fast to open) and as ".mp4" files for downloading to handheld devices
- Validate the strength of your library's collections using analysis and statistics, which go beyond anecdotal evidence
- The h-index is but one element in a battery of tools used to measure impact
- Keep communications lines open and active with customers to make sure new products and services meet customer needs

Identification of commercial entities in this presentation is not intended to imply recommendation or endorsement by the National Institute of Standards and Technology.