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## Taking Control of Your Faculty Identity: Exploring Your Scholarly Reach

Grace Wilson

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# **Taking Control of Your Faculty Identity: Exploring Your Scholarly Reach**

Grace Wilson, JMU Libraries

# Introductions

- Name
- Department
- Research Interests





## Why does scholarly identity management matter?

***Consistency*** of an author name enhances the ***discoverability*** of research.

***Uniqueness*** of an author name establishes a ***presence*** for an author.

- Communicate with others in your field
- Create research relationships and collaborations
- Minimize the effects of false or misleading information



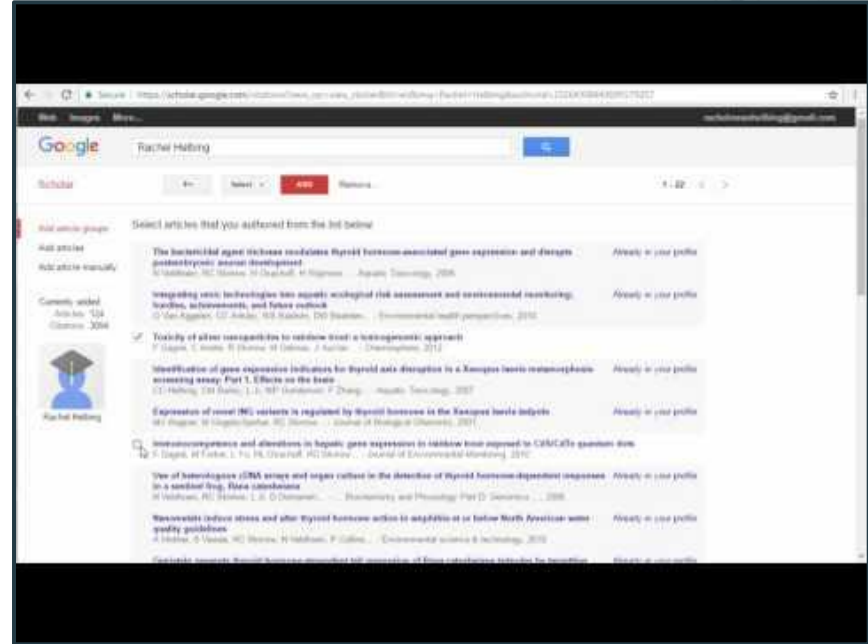
# Discuss

- Which sites or platforms do you use to share your scholarship? What's popular in your discipline?
- Whose online scholarly identity impresses you? Why?



- Profile service that collects published works
- Track your citation counts

Tip: Auto-filled data might be incorrect or incomplete-  
disable automatic profile updates



# ORCID

[orcid.org](http://orcid.org)

- Persistent identifier service that combats name ambiguity
- Integrates with select platforms (Scopus, ResearcherID, CrossRef, OSF...)
- Increasingly required by journal publishers



ORCID

Connecting Research  
and Researchers

**Eisen MB**

 <http://orcid.org/0000-0002-7528-738X>

Other IDs:

Scopus Author ID: 7004331829



SELECTEDWORKS™

- Profile platform supported by the Libraries
- Integrated with our institutional repository, JMU Scholarly Commons
- Share published & unpublished work in customizable categories
- Indexed by Google and other search engines to make your profile more discoverable

**SelectedWorks of Jennifer A Keach** 📶

Professor

Training and talent development professional working within higher education and libraries.

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My current focus is on supporting career development, communication, leadership, and new employees as an internal consultant and trainer within an academic library. My background and interests are primarily interpersonal while finding ways to make technology really help (instead of getting in the way). [read more →](#)

☰ Works | 👤 About

Jump to Category -  🔍

**Articles (2)**

<p><b>Article</b></p> <p><b>Managing Web Projects in Academic Libraries</b> Library Leadership &amp; Management (2011)</p> <p>Jennifer A Keach and Jody C Fagan</p> <p>The authors conducted a 24-item survey via a listserv to gain a better understanding of the current state of web ...</p> <p><a href="#">🔗 Link</a></p>	<p><b>Article</b></p> <p><b>Change is Good: The Role of the Librarian as Project ...</b> Library Management Today (2010)</p> <p>Jennifer A Keach</p> <p>Publication is no longer available. A modified version of the original article is available on Library   Work   Success.</p> <p><a href="#">🔗 Link</a></p>
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**Books/Chapters (1)**

<p><b>Book</b></p> <p><b>Web Project Management for Academic Libraries</b> (2009)</p> <p>Jennifer A Keach and Jody C Fagan</p> <p>Managing the process of building and maintaining an effective library website can be as challenging as designing the product</p> <p><a href="#">🔗 Link</a></p>
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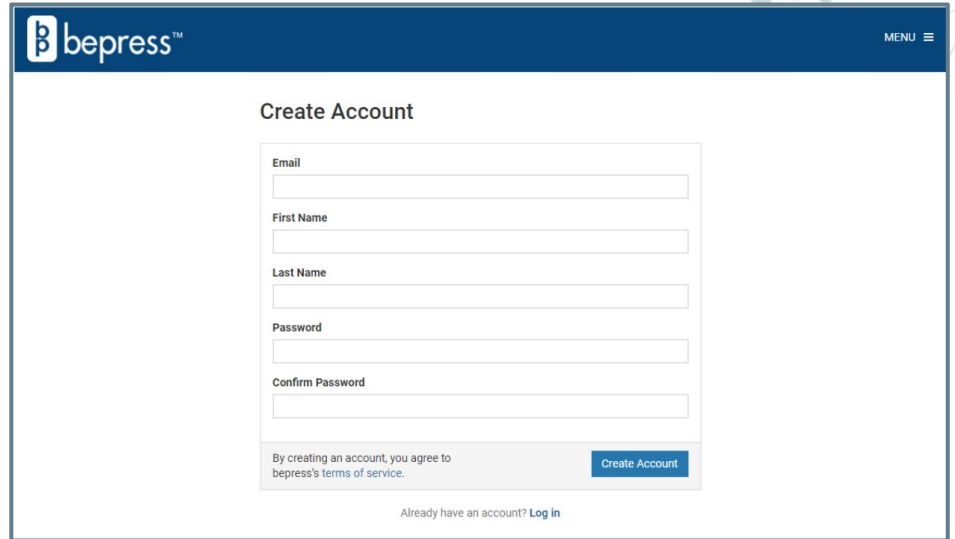
**Poster Presentations (6)**

<p><b>Presentation</b></p> <p><b>What's Your Next Step? Offering a Career Development Program ...</b> Virginia Library Association Conference (2018)</p> <p>Jennifer A Keach and Chandra Lane</p>	<p><b>Presentation</b></p> <p><b>Great Libraries Open Doors: Collaborating with Career Services to Support ...</b> American Library Association Annual Conference (2018)</p> <p>Jennifer A Keach and Chandra Lane</p>
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## Create a SelectedWorks account in four easy steps

1. Go to <http://works.bepress.com>, click on the **Menu** link
2. Click **Sign Up** (or **Login** if you already have an account)
3. Complete the form and click **Create Account**
4. Click the **Confirm Account** button in the confirmation email

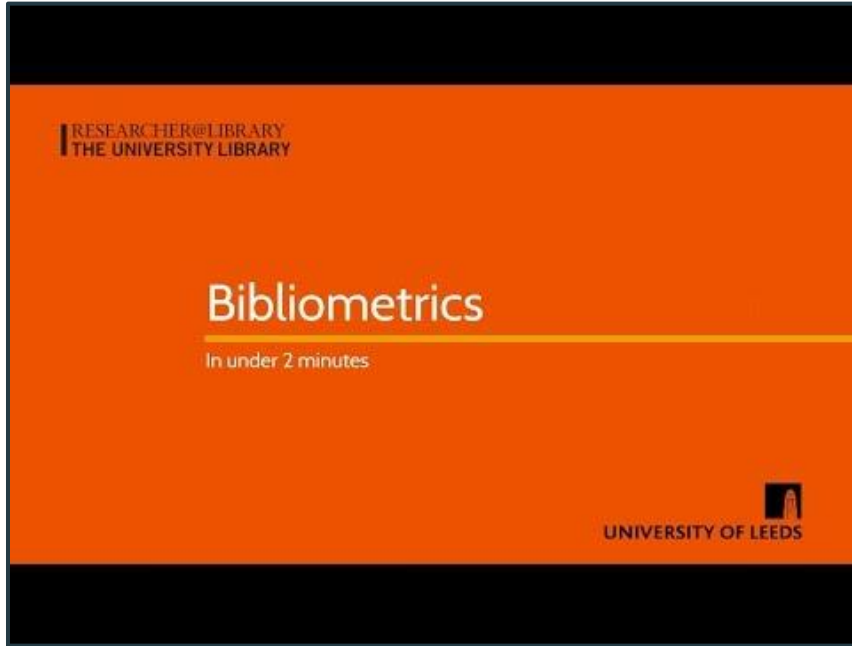


The screenshot shows the Bepress website's account creation page. At the top left is the Bepress logo (a blue square with a white 'b' and 'p') and the text 'bepress™'. At the top right is a 'MENU' link with a hamburger icon. The main heading is 'Create Account'. Below this is a form with five input fields: 'Email', 'First Name', 'Last Name', 'Password', and 'Confirm Password'. At the bottom of the form is a blue button labeled 'Create Account'. Below the button is a line of text: 'By creating an account, you agree to bepress's terms of service.' At the very bottom of the page is a link: 'Already have an account? Log In'.


# Discuss

- Which aspects of scholarly identity management are most difficult?
- What strategies have worked for you?





# Bibliometrics





























What are altmetrics?

Brought to you by  Altmeter



**Altmeter**

 Altmetric Attention Score	 Amazon: ratings and reviews	 Blog Mentions	 Citations, articles	 Citations, books and book chapters
 Citations, data	 Citations, software	 Downloads, articles	 Downloads, books and book chapters	 Downloads, software
 Facebook: comments, likes, and shares	 Faculty of 1000 Prime: FFA, ratings, reviews	 Github: forks, collaborators, watchers	 Goodreads: Ratings and Reviews	 h-index
 Journal Acceptance Rate	 Journal Impact Factor	 Mendeley Readers	 Monograph Holdings	 Monograph Sales and Ranking
 News Mentions	 Policy Mentions	 Publons Score	 Pubpeer Comments	 Relative Citation Ratio
 Twitter Mentions	 Wikipedia Citations	 <b>METRICS TOOLKIT</b> HELPING YOU NAVIGATE THE RESEARCH METRICS LANDSCAPE		
<a href="https://metrics-toolkit.org">metrics-toolkit.org</a>				



**Take a holistic approach:** Use a combination of bibliometrics and altmetrics to demonstrate impact

**Know your audience:** Choose metrics relevant to your discipline, institution, funding agency, etc.

**Context is key:** Discipline, career length, and data source all affect metrics results

# How do trends in scholarly communication impact faculty identity?



# Evaluating publishing venues



# Takeaways

- Make sure your online presence is *consistent*, *current*, and *interconnected*
- Use metrics *selectively*, integrated with other impact indicators
- *Increase access* to your work by considering *open publication venues*







# Thanks!