



NORDP

2021

Utilizing Subscription Databases for Maximum Impact

Institutional Profile: Brigham Young University

- Founded in 1875 and sponsored by the Church of Jesus Christ of Latter-day Saints
- Among the largest private universities in the U.S.
(largest religious university)
- Over 30,000 undergraduate and graduate students
- Carnegie classification: R2-Doctoral Universities
(<\$40M outside funding/year)



BYU Research Development Office



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Presentation Goals

The goal of this presentation is to:

Demonstrate how BYU's Research Development Office educates, trains, and gathers metrics on faculty use of subscription databases.

External Funding Databases



Many Research Development offices pay for databases that list funding opportunities available for faculty research.

Pivot

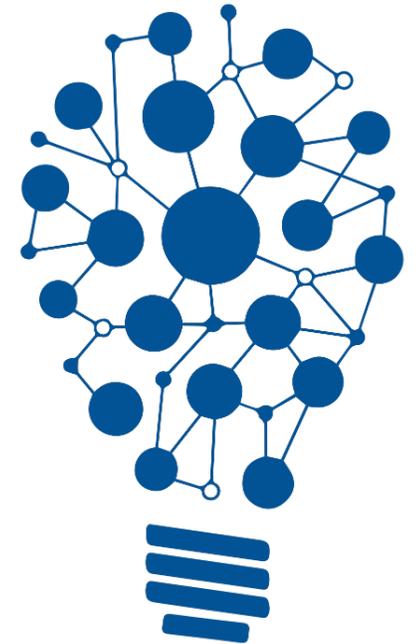
Foundation Directory Online

Databases are expensive! Are you getting the most for your money?

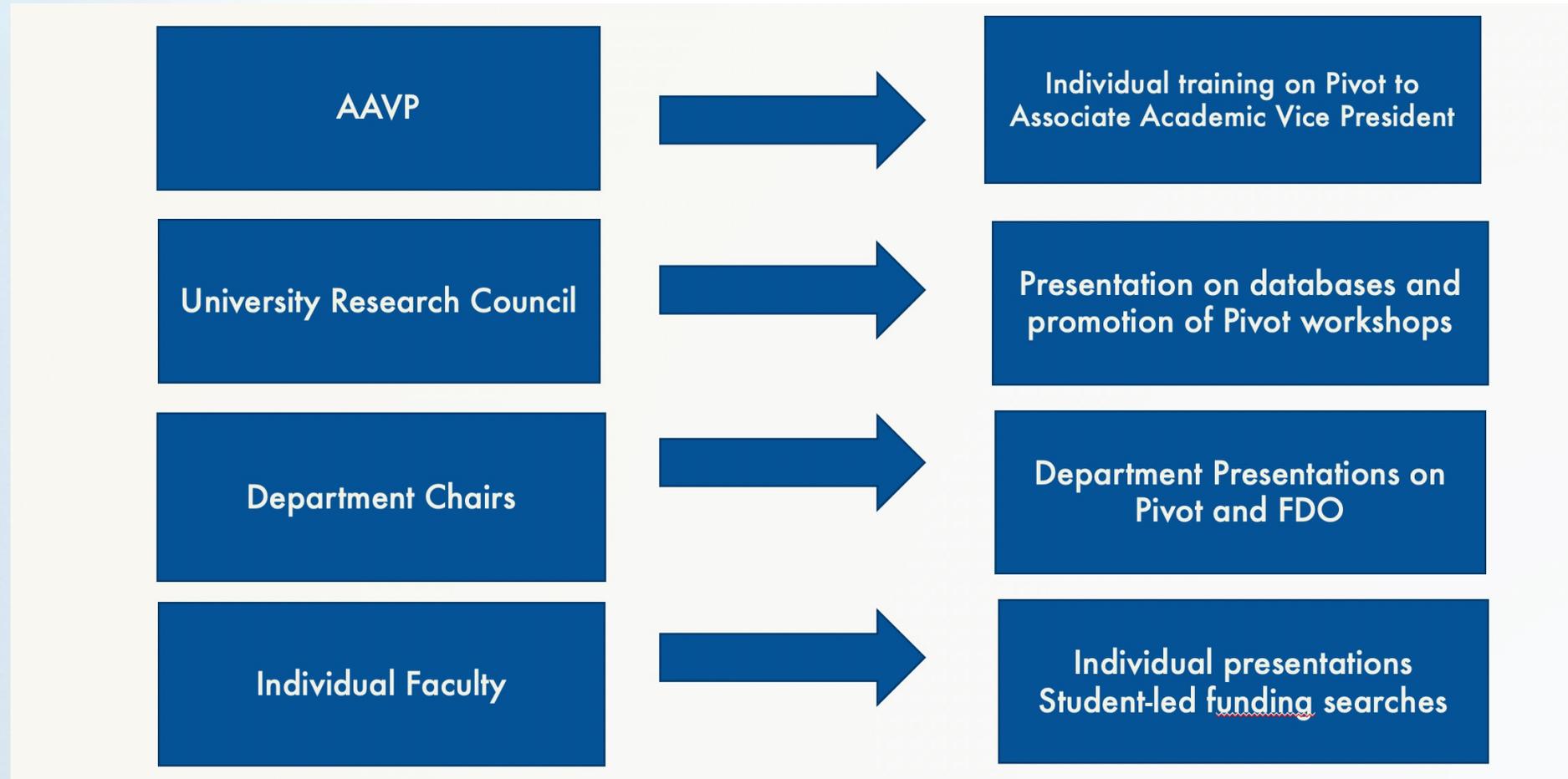
Overview

At Brigham Young University, we maximize our subscription databases by:

- Promoting them to faculty and administration
- Linking to Pivot and Foundation Directory Online on our website
- Using curated Pivot links in monthly funding newsletters
- Providing campus-wide trainings (virtual and in-person)
- Conducting in-depth funding searches for individual faculty and faculty groups



Promoting Databases



University and College Webpages

The Pivot/FDO databases are linked to:

- Research Development University Office webpage
- Research Development officers' college webpages
- Coordinating offices' webpages
 - Research Administration Office
 - Faculty Center

Tip: Use your university's branding on the Pivot homepage so faculty recognize it as a university resource!



RESEARCH DEVELOPMENT CAN SHOW YOU HOW TO USE THESE TOOLS AS PART OF A FUNDING SEARCH STRATEGY. FOR RD SUPPORT CALL KAYLIE WINTERTON AT (801) 422-0132, OR SEND AN EMAIL TO RDADMIN@BYU.EDU.

PIVOT

PIVOT uses online search engines to access a large database of funding opportunities covering most academic disciplines, including federal and private funding sources.

- [Claiming Your PIVOT Profile](#)
- [Opportunity Searching](#)
- [Other guides](#)

Foundation Directory Online

The Foundation Center provides an online search tool that accesses an extensive database of US foundations and their funding histories. It does not list federal or state grant opportunities. For a current username and password, contact rdadmin@byu.edu

Funding Newsletters



BYU Research
Development

MARCH NEWSLETTER

Funding Opportunities

Research Development has created curated searches on Pivot for each college and department, which generate relevant, up-to-date funding opportunities. Click on the links below, and log into your Pivot profile to see the curated results.

If you're new to Pivot, here are some helpful resources:

- [Pivot Youtube Channel](#)
- [Pivot Help Center](#)

And of course, if you need more help accessing your Pivot account, or if you'd like Research Development to conduct a more personalized funding search for you, please [contact us!](#)

[College of Physical and Mathematical Sciences](#)

- [Chemistry and Biochemistry](#)
- [Computer Science](#)
- [Geological Sciences](#)
- [Mathematics](#)
- [Mathematics Education](#)
- [Physical Science Program](#)
- [Physics and Astronomy](#)
- [Statistics](#)

Curated searches are used in:

- Monthly college newsletters
- Interdisciplinary collaborations newsletter
- Honors and awards newsletter

Benefits:

- Track clicked on opportunities by faculty's name/email
- Reach out to individual faculty based on newsletter engagement
- Reports allow you to see trends over time

Database Trainings

In-person and Virtual Trainings:

- Marketed in each college through digital signage, posters, college calendars and RD newsletter emails.
- Both types of trainings can be adapted to needs of audience.
- In-person: Held in library technology room where each person has a computer.

Tip: Use student employees to help faculty during in-person trainings!

- Virtual: Faculty use their own computer, and trainings are recorded to send to faculty.



Individual and Small Group Searches



Metrics



Mailchimp Newsletters



Tracks opens and clicks and can run reports on use over time

Funding Search Surveys



Tracks usefulness of funding searches and faculty engagement with RD

Workshop QR Code Surveys



Gathers faculty feedback immediately after the workshop

Metrics Workbook



Assesses RD work across campus

Lessons Learned

- Buy-in from upper administration helps justify the cost
- Collaborate with other faculty-focused offices on campus
- Worth the time & cost to train RD staff and students
- Use Pivot branding to lead faculty back to Research Development
- Curated department searches give faculty a good starting point
- Diverse marketing tactics draws in more engagement



Questions or comments?
Contact us!