UNIVERSITY-WIDE RESEARCH GRANTS FOR LIBRARIANS

COVER SHEET

NOTE: Grant proposals are confidential until funding decisions are made.

INSTRUCTIONS: The applicant(s) must submit two (2) copies of their application packet. The application packet consists of the Cover Sheet and the Proposal. Applicants send 1 (one) printed copy of their application packet, with signatures, to the Chair of the divisional research committee, who forwards the packet to the Chair of the university-wide Research and Professional Development Committee. Applicants send the second copy of their application packet as an email attachment to the Chair of the divisional research committee who forwards it on to the Chair of the university-wide Research and Professional Development Committee.

Date of Application: 10/30/2014
Title of Proposal/Project: Appeal to Peers – Data Curation Testimonials
Expected Length of Project: 4 months
Total Funds Requested from LAUC University-Wide Research Funds: $499

Primary Applicant
Your Name (include your signature on the paper copy): Christy Caldwell
Academic Rank and Working Title: Librarian, Science & Engineering Librarian
Bargaining Unit Member/Non-Member: Member
Campus Surface Mail Address: UCSC, 1156 High St, Santa Cruz, CA 95064, Science & Engineering Library
Telephone and Email Address: 831-459-1287, caldwell@ucsc.edu
URL for home campus directory (will be used for link on LAUC University-Wide Funded Research Grants web page): http://library.ucsc.edu

Co-Applicant(s)
Name: Christy Hightower
Academic Rank and Working Title: Distinguished Librarian, Science & Engineering Librarian
Proposal Abstract (not to exceed 250 words):

Our team has been experimenting with different approaches to communicate with faculty about data curation issues. We have conducted focus groups, as well as presented a pilot data management presentation, and collected audience feedback. We have also reviewed the presentations, webcasts and online documents of many other academic institutions. One such example is the University of Minnesota\(^1\), who used IMLS funding to create a data management course. In session 1, there is a campus researcher talking about the importance of file organization for data management. It is arguably the most persuasive part of the session, even though the researcher’s participation is only by audio, no video.

Based upon this experience, we have come to the conclusion that faculty are most swayed by listening to other faculty. This conclusion is supported by library literature: “Librarians need to recognize who their potentially most effective spokespersons and advocates are, which psychological research seems to suggest is faculty talking to other faculty.”\(^2\) However, there aren’t many examples we could find of short, reusable videos of researchers talking about data curation issues. This is much more common in the Open Access realm, with the fantastic example of “Experts Speak” in the Netherlands\(^3\). Locally, we have UC Open Access testimonials on eScholarship, with static pictures and quotes\(^4\). The videos on open access provided by the UC Office of Scholarly Communication are plausibly more compelling\(^5\).

Therefore, our goal is to make up to three video testimonials of prominent UCSC faculty discussing the importance and benefits of data curation. Considering the differing archiving concerns between the sciences, social sciences, and humanities, we will be engaging faculty from a variety of disciplines, including at least one from a non-science field. They would be selected both for their prominence in their respective fields and also for their passion for the topic and for their ability to speak persuasively.

Our intention is to make the videos reusable by other campuses both within and outside of UC (so we would avoid UCSC-specific branding or topics), to apply a Creative Commons license to encourage reuse, and to deposit the videos into eScholarship and YouTube for both archiving and accessibility. By editing the video footage into small modules (ideally around 3 minutes
each) we hope the videos will be useful in a wide variety of venues from their insertion into web pages and course management systems to their showing in seminars and classes to augment other material being presented.

Managing the building blocks and products of scholarship and research, including content created by UC scholars is part of the mission statement from the latest version of the Systemwide Plan and Priorities document⁹. These videos will directly support this system-wide goal.

Our assessment of the effectiveness of this approach may lead to more research into making persuasive appeals to campus researchers. We also hope that our approach mirrors the laudable practice of our UC colleagues in creating materials that can be reused with minimal effort.


Does the proposal require any of the following:

Use of UC Library facilities or other site(s) requiring prior approval (Yes/No): No

If yes, include signature and position of person authorized to permit use of facilities on paper copy of application:

Release time (Yes/No): No
If yes, include signature(s) of person(s) authorized to approve release time on paper copy of application:

Use of Human Subjects (Yes/No): No. Our campus IRB office does not require approval for oral histories and testimonials.

If yes, attach appropriate university form to paper application form. The process of obtaining IRB approval or a determination of exemption from subject protection regulations does not have to be completed prior to submitting your grant proposal.
However, the grant cannot be awarded without evidence that the approval or exemption has been obtained.

List any previous grant proposals (divisional and university-wide) from this program that have been awarded to the primary applicant or co-applicants by title. Include date of completion and amount funded:

Presentation Grant (2012): Getting the Most Bang for No Buck. Hubble, Ann; Caldwell, Christy

Budget Summary
Total amount requested from LAUC statewide research funds: $499

Total amount requested from LAUC divisional research funds: none available

Other funding obtained or expected (amount and source): none

Fiscal Year of Application (fiscal year that funding begins): 2014/15
New Project (Yes/No): Yes
Supplemental Funding (Yes/No): No

Salaries:
Total Salaries:

Supplies:
Total Supplies:

Travel:
Total Travel:
Other Expenses: video taping and editing, $499
Total Other Expenses: $499
Total State-Wide Research Funds Requested: $499 (see attached)

Campus Fund Wide Manager

Name of business officer who will manage receipt of your funds: Kim Hughes
Phone, email: 459-5887, klhughes@ucsc.edu

Revised 2/2014 nr

[Signatures]

Cheryl Hubble 10/30/14

Christy Hightower 10/30/14

Ann Hubble 10/30/14
Job# 138546  O Academic  @ Special Event

FullName  Hubble, Ann

Dept  Library
Fund  CASH

Course/Event Name  Faculty Interview

Date Requested  10/16/2014
Contact Phone  9-3940

Be There

Email  ahubble@ucsc.edu

Setup by  John R.
Strike by  John R.

Start Date  Mon 10/20/2014
Return Date  Mon 10/20/2014

Start Time  Strike
End Time  < Date Time

Delivery/Equipment Location  FITC Mini Video Production Studio

Entered by  jraedeke
Support Type  □ Pickup  □ Demo  □ Qtr Loan
□ Delivery  □ Reset  □ Operator
□ Installed  □ Repair

Special Instructions
For RATES information see http://its.ucsc.edu/special-events/rates.html
Shoot interview of Faculty Member

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Equipment & Labor List

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Notes
Recharge Total  $499.00

Contact History

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This job (#138546) was last modified on 10/30/2014 by jraedeke at 12:30:18 PM