Opening Doors to Research Success: Data Management Programming and Outreach

Abstract
The success of Research Data Management (RDM) programs at universities relies principally upon outreach and collaboration. Since writing the UConn Library's June 2017 PRFOS & PFAS research that we have invited students to speak at our events and opening doors to us as well. We hope to keep expanding our RDM services to the health center's student caseload.

Community Building
Open Science for Open Knowledge: A Roundtable
The 2018 Roundtable at UConn was a professional development event for librarians interested in RDM and open science. This event was co-organized by the Office of the Vice President for Research (OVPR) and the Associate Vice President for Research Integrity & Regulatory Affairs. The event featured presentations on various topics related to RDM, including best practices for data management and Open Access. Attendees had the opportunity to network with other librarians and researchers and to learn about new initiatives and resources.

Data Everywhere!
We make connections with students, staff, and faculty on campus through classes and events that are not data management specific. For example, we teach a session on library research to first-year undergraduate students in the School of Engineering. We also work with Engineering Research centers in the library and research databases. We also collaborate with the academic libraries to offer programming on topics like the digital humanities. Recently we have co-organized and supported a workshop with librarian Rachel Chisum on using Vizit for text analysis and visualization. These types of events allow us to introduce data services to faculty and students in the humanities and social sciences.

Visibility & Marketing
• We promoted the research data management program by creating a research libguide website with references to best practices in RDM as well as resources particular to UConn.
• We created a logo to represent research data services. Our logo is a representation of data management services, with a focus on accessibility and usability.

Conclusion:
Outreach and programming activities increase library visibility on campus and help build the library's reputation for providing data services. Small steps over time lead to bigger successes. Even one or two meaningful interactions with staff or graduate students will lead to new connections in our community and to help make research outputs findable, interoperable, and reusable.

Jennifer Chaput, STEM and Data Management Librarian, Jennifer.chaput@uconn.edu
Renee Walsh, STEM and Data Management Librarian, renee.walsh@uconn.edu