CODiE Summary Document

CATEGORY: Best Business Information or Data Delivery Solution

Recognizes the best information solution that helps business professionals with their daily job functions including strategy, business development, sales, marketing, research or other corporate functions. Solutions could include business and industry news, market research, business directories, company/ industry information, executive profiles, financial data, analyst reports, vertical segment information, competitive intelligence, etc.

ProQuest Product: ETD Dashboard

The ETD (electronic theses and dissertations) Dashboard provides institutions with insights into the global impact of their graduate research being displayed in the ProQuest Dissertations & Theses Global database. The ProQuest Dissertations & Theses Global™ is the most widely used collection of dissertations and theses serving 3,100 university libraries and 4 million researchers with a searchable database of more than 5 million dissertations and theses from over 4,100 institutions worldwide.

The ETD Dashboard is a free web-based application made available to any institution that submits dissertations or theses with ProQuest. It is a visual summary of data generated from the usage and retrieval on the ProQuest platform. ProQuest has worked closely with development partners from universities around the world to build reports that assist graduate schools and libraries with data driven decisions. This includes annual reports that support resource allocation/funding requests, institution and program marketing, and student and faculty recruitment efforts. Institutions will be able to highlight subject areas of strength, benchmark performance against other university groups, identify and recognize most retrieved authors/titles, and identify other university partners for shared research endeavors. Export options are provided that allow universities to present and manipulate the data for external/internal stakeholders. Users have the ability to share metrics, graphs, and charts as image files and export raw data into .csv files for downstream analysis.

ProQuest provides this free dissemination and amplification service to graduate research institutions around the world. Research institutions want to ensure that their graduate schools are performing to high standards since this directly effects their quality of faculty and student recruitment, which is vital to their business. Research institutions are measured and ranked by Times Higher Education in which Research, Knowledge Transfer, and International outlook are the key performance indicators. Being able to address the success of research output and

quantify its reach throughout the scholarly community is an invaluable data point to support their future institutional goals and funding initiatives. It is challenging for these institutions to measure and validate the strategic direction of their graduate programs. With ProQuest providing them with this service and ETD Dashboard tool, they have provided a succinct measure of the reach of their graduate research through applicable visualizations that allow institutions to take action; promote their research strengths and popular authors, invest in certain programs/subject areas, benchmark against their peer institutions, and seek out new and exciting collaboration opportunities with other institutions.

Introductory Video: https://youtu.be/LJseq8D3YtA

https://dissdash.proquest.com/
User Name: demo@etddemo.com
Password: Dashdemo1*

ProQuest meets the following criteria by:

- Content depth and accuracy - Is the content accurate and timely for the stated use case? Does this product address the depth of information required to serve the audience?
  - Supports outlined use cases and is more visual for ease of use for stakeholders.
  - Yes, can drill into titles from Subject report
- Customization or personalization - Is the level of customization/personalization appropriate to the audience and use case presented?
  - Yes. Report criteria can be manipulated. Filtering can be saved.
- Data security/ integrity – How well protected is sensitive user data (employee related data, usage data, compliance data, financial data, etc.) from unauthorized access? Are sufficient data backup procedures in place or available?
  - Trust Arc is in place. Implementing SSO authentication. ProQuest has various roles and can control user privileges. ProQuest doesn't allow other users to see outside institution's data.
- Feature set - Does the feature set incorporated within this product appropriately meet the needs of the audience and use case indicated in previous criteria?
  - **Display Results on Subject-Area Strengths and Most Access Titles:** Delivers data visualizations and reports on Top Subjects and Top Retrievals to support university recruitment. Institutions use this data to highlight particular department or program research internally, for external marketing, and for alumni donation fundraising.
  - **Display Comparison Data for University Benchmarking:** Delivers data in Retrievals Benchmarking report to visualize academic benchmarking. Institutions use this data to demonstrate the global footprint of their graduate research and for internal benchmarking of their own program performance.

- - **Display Usage Evidence of the Value of Publishing:** Delivers data in Historical Retrieval Trends to show and validate the impact of widely sharing work. Institutions use this data to inform their students' embargo decisions
  - **Display Usage Information in Alignment with User Location:** Delivers data in Retrievals by University and Retrievals by Country to support the researchers/authors' future career development. Institutions use this data to identify post-graduate collaboration opportunities for future research with other universities or geographical locations.
- Innovation – Is the product creating value by employing any cutting-edge technology, strategies, ideas or features?
  - In order to improve the application performance and support future enhancement development, ProQuest migrated the entire back end from Oracle to Amazon Redshift. In conjunction new APIs were developed and connected the database to the User Interface that enabled faster rendering of the data visualizations to the user.
  - New Benchmark metrics to deliver on customer desires to measure against their peers (without compromising privacy).
- Interoperability - Where appropriate can this product be integrated with other relevant systems?
  - Today the ETD Dashboard only reports on PQ Platform usage data. However, this has been identified as a future development pathway.
- Platform flexibility & accessibility - Is the solution made available through the delivery platforms appropriate for the target audience?
  - For ProQuest existing ETD Administrator users (ProQuest's Dissertation Workflow software solution), The ETD Dashboard has been added to their current experience they can see the access tab immediately upon login into ETD Administrator.
  - The ETD Dashboard is a web-based platform. No downloads and no software upgrades are required. It just requires a username and password to enter the university-specific dashboard site.
  - For existing ETD Admin users, it was pushed to their existing accounts seamlessly
- Relevance to target audience - Does the product effectively solve a specific market need?
  - **Graduate School Use-Cases:**
    - Recruitment: Highlight Particular Department or Program Research
    - Academic Benchmarking: Demonstrate Global Footprint of Graduate Research, Internal Benchmarking
    - Publishing: Inform Embargo Decisions, Provide Exemplary Thesis Examples
    - Career Development and Outcomes: Identify Post-graduate Collaboration Opportunities, Advise Student Career Decisions
  - **Library Use-Cases:**
    - Impact: Long Tail of Subjects, Growth and Usage
    - Digital Preservation: Prioritize theses based on subject usage for local Digital Preservation
    - Research Themes & Peer Institutions: Key themes of interest can inform Library collection purchases and potential collaborations with peer institutions who have downloaded the university's content
    - Move to E-Only: Demonstrating the impact of online access and availability

- Usability - Can the user easily and efficiently interact with the product features to achieve their desired result?
  - Users can easily lift the data to meet their needs in various contexts. Png. Files can be downloaded for stakeholder presentations or raw data sets can be exported so that it can be manipulated further or combined with other data sets that the institution may be evaluating. The customization of the filters and the export options give the user the flexibility to apply the data to their decision-making processes surround marketing promotions, grant funding, and future resource and graduate program planning.
  - During development ProQuest conducted rigorous UX testing that contributed to the final smooth intuitive navigation.
  - The Dashboard was designed such that a user can intuitively discover and understand the controls and functionality. ProQuest has implemented brief help text and explanations in the form for help tip icons, and also provide links to more detailed help documentation hosted on Support.Proquest.com.
  - Training can be self-service with support found in built-in access points, LibGuides
  - ProQuest also supplies in-person training upon request.