

Broadcast Your Institution's Scholarship to External Stakeholders

Data-driven tools to expose your institution's research capabilities broadly

Current Landscape

Institutions, departments, research centers, and individual scholars conduct important research they want others to know about, yet no systematic method exists to expose this research outside of the institution. In addition, there are external stakeholders who have interest in the research taking place at institutions like yours, yet lack visibility into the breadth and scope of the research. These stakeholders include government entities, industrial collaborators, foundations, and potential faculty members and graduate students.

Institutional Challenges

Colleges and universities lack a systematic way to aggregate information about their faculty's scholarship and share it externally. As a result, faculty members and even entire institutions have not been recognized for their work. Other challenges include:

- External stakeholders looking for faculty subject matter experts lack a way to find them.
- Early career researchers and graduate students considering an institution lack an easy, data-driven way to learn about the research and expertise of scholars on campus.
- An institution's communications office or advancement office may be unaware of the research being done on campus and can't easily identify subject matter experts when opportunities arise.

External Discovery Site Enables Institutions to Showcase Research Capabilities Externally

Previously, data about faculty and institutional scholarship have been used internally by administrators and faculty members. Now, External Discovery Site — a new tool in Academic Analytics' Discovery Suite — allows institutions to make their scholarly achievements and research capabilities visible to external stakeholders.

External Discovery Site provides visitors access to a rich, searchable scholarly database containing information about the scholarship of more than 227,000 faculty members. Users can see the scholarship activity of an individual faculty member or an entire institution and can search by topic or theme. External Discovery Site:



- Is a tool for institutions to market their faculty members' scholarship externally, and can be leveraged by the university's communications and advancement offices.
- Can be customized for each institution to integrate Academic Analytics data with an institution's own locally stored data. Leading institutions are already using this practice.
- Gives external stakeholders visibility into the scholarship at institutions. This is valuable for companies, foundations, and government entities looking for university partners for their projects.
- Provides external parties the ability to find subject matter experts on specific, user-chosen topics for collaboration — which can lead to funding opportunities for both researchers and institutions.
- Helps attract graduate students who can learn about the university's cutting-edge research.
- Enhances the reputation of institutions and providers, and increases exposure for faculty members, enabling media to recognize and draw on your institution's expertise in areas of public interest.

Learn how External Discovery Site can showcase your institution's research capabilities and achievements to external audiences. Contact us at info@academicanalytics.com.