

# External Discovery Site Highlights an Institution's Research Profile



## Challenges

Institutional leaders want to showcase their institution's research capabilities to external stakeholders to help form partnerships, attract funding, and raise the institution's profile.

However, few external stakeholders — including companies, foundations, and students — are aware of an institution's portfolio and capabilities.

Lack of awareness among external stakeholders is because institutions haven't had a good way to showcase their research capabilities.

This is a way for universities to put themselves out there in a way to show their research capabilities to others . . . this is exactly what I would have liked to have.

~ George Walker,  
Former VPR and administrator;  
Academic Advisor, Academic Analytics

Examples of how External Discovery Site solutions can elevate an institution's research profile, view the following sites at <https://academicanalytics.com/eds-sites/>

Learn more about External Discovery Site, contact Academic Analytics at [info@academicanalytics.com](mailto:info@academicanalytics.com)

 [Academicanalytics.com](https://academicanalytics.com)

## External Discover Site is a Powerful Solution

External Discovery Site (EDS) allows an institution to put its research information on a public-facing, external site.

EDS combines Academic Analytics' data with a university's own warehoused data, which can include: faculty record systems, research expenditure data, course descriptions, faculty bios and profiles (that scholars can control), and postdoc and GRA positions available.

This data can be made available to the public through an integrated, fully configurable user interface. This allows the public to search the institution's research portfolio and display information at the faculty, program, department or center level.

### Benefits of EDS for institutions include:

- Showcases the institution's research portfolio and capabilities
- Enables users to identify faculty experts in specific fields for possible research collaboration
- Allows users to discover scholars based on topics of interest
- Exposes scholars' research externally, possibly leading to funding to support further research
- Attracts students with interest in a particular research area

For institutions, External Discovery Site showcases the institution's research profile and has the potential to attract collaborators, funding, and students. It leverages the institution's core research capabilities and turns these capabilities into an attractive, differentiating asset.