DIMENSIONS INSTITUTIONAL ROLLOUT

Suggested Best Practices

Below is a list of rollout and promotional activities that we recommend to help make your Dimensions launch on campus a success. These suggestions are based on highly successful customer experiences.

The additional rollout materials (co-brandable poster, banner images, etc.) that you have received will assist in the implementation of these suggested activities.

Sample copy for announcements is also provided at the end of this document.

CREATE A DEDICATED DIMENSIONS GUIDE PAGE
(a good example can be found [here](#))
- Embed quick start videos and post quick start guide pdf
- Provide links to Dimensions with applicable log-in instructions
- Provide information on internal user affinity group (see below)

MAKE MULTIPLE INTERNAL ANNOUNCEMENTS
(see sample content for [email](#) and [newsletter](#) announcements)
- Post flyers created with co-brandable poster around campus (shuttle buses, community boards, library)
- Add Dimensions slide announcing availability to campus digital displays (where applicable)
- Post announcement on availability to campus listservs/groups involving funding, electronic resources, professional development, research analysis, data analysis, research communication
- Include announcement in faculty newsletter(s)
- Email department heads with announcement
- Announce to graduate students and post-docs via most suitable avenue

SET UP AN INTERNAL USER AFFINITY GROUP
- Learn from and communicate with each other about your use of Dimensions
- Raise questions that Dimensions can address in a regularly scheduled call with this group

SCHEDULE AND PROMOTE TRAININGS, DEMO IN STANDING MEETINGS
- Introductory trainings should be scheduled to occur after the announcements above have been made (a recording will be provided for your re-use)
- Schedule brief demos for standing internal meetings (we can assist)
- Plan ahead for user workshops that we will conduct a few months after your launch to address specific use cases, troubleshooting, etc. (we can assist with in-app messaging for promotion of these sessions)

[Institution Name] Debuts Dimensions – A New Research Analytics Tool

Would you like to know how your research program productivity stacks up against other investigators' outside of [Institution Name]? Everyone at [Institution Name] now has access to a powerful competitive intelligence and research analytics tool –Dimensions.

Produced by the technology company Digital Science in collaboration with research funders and universities, Dimensions is a dynamic, easy-to-use platform that offers a better, faster way to discover, understand and analyze the global research landscape. Users can explore the connections between different researchers and institutions and access scholarly data, such as funded grants, publications, clinical trials, patents and policy documents, that they have contributed to the academic sphere. This tool enables researchers, staff, and leadership to measure and assess their research impact, identify collaborators and competitors, and use the data to inform decisions and develop strategic initiatives.

We encourage members of the [Institution Name] research community to take a few minutes to try the tool, which is available at https://app.dimensions.ai/. Our [Institution Name] [Research Development Office /Library/Department] has prepared a guide to using Dimensions – check it out at....

SAMPLE NEWSLETTER ANNOUNCEMENT

Dimensions: A New Research Analytics Tool

Want to know how your research program's productivity stacks up? Using this guide, check out Digital Science's Dimensions, a powerful, user-friendly research analytics tool that allows everyone at [Institution Name] to measure and assess their research impact, identify collaborators and competitors, and inform strategic initiatives. Users can explore connections between researchers and institutions along with the grants, publications, clinical trials, patents, and policy documents that they may have contributed to the academic sphere.