

Elsevier Administrative Analysis Tools

Central Michigan University (CMU) has adopted two complimentary analytical packages from Elsevier: SciVal and PURE.

SciVal can be used to access research worldwide, capture a snapshot of the research performance of units and individuals at multiple levels, benchmark institutional research performance against peers, analyze trends in research, and establish collaborative partnerships.

By contrast, PURE is a research information management system that can be used as a system-of-record for scholarly output. It will be regularly, automatically updated from Digital Measures/OFIS, reducing the burden on faculty to provide upkeep for an additional database. As an external facing portal, it will serve as an experts database, making it easier for external partners to find CMU collaborators with specific scholarly expertise and interests.

These platforms represent a substantive financial investment; as such, it is imperative that these products be put to use to benefit faculty, departments, colleges and the university. All CMU faculty and administrators will have access to both platforms. Areas where we anticipate these resources will be of use include:

- Analysis of unit research output in terms of scholarly output, collaborations, NSF/NIH grants
- Comparison of unit performance against domestic peer institutions
- Search and recruitment of targeted hires of national prominence
- Development of international linkages (e.g., partnerships for Fulbright, etc.)
- Metrics on faculty engagement by external stakeholders seeking experts in a field
- Department and college annual reporting and strategic planning
- Center/Institute performance analysis
- Public showcase of departmental scholarship, expertise, patents, etc.
- Analysis of media mentions (print and online)

No analytics software package is flawless and there will undoubtedly be instances where information captured in one discipline is more robust than others. Explicitly, if a faculty member does not have works captured in the Scopus database, they will not be populated in SciVal – that is totally fine and no cause for concern; again, some disciplines will be captured more fully than others. However, all faculty and their associated expertise should be captured in PURE, which also pulls on information from a faculty member's Digital Measures/OFIS profile. Having reviewed the offerings from three different companies, Elsevier appears to provide the best and most robust service currently available. However, recognizing the potential limitations of these analytics packages, we want to stress that their intended use is for strategic planning, benchmarking and goal-setting, faculty recruiting, and identifying collaborations for programmatic initiatives. These resources are not to be used as the sole basis for faculty evaluations.

These tools are being provided to all CMU faculty and administrators for use in advancing our institution towards greater national prominence. The metrics provided should be used as a tool, but not the only tool when benchmarking unit performance and planning. While such tools can be powerful, they are only useful if they are applied. The new platforms will also provide an outward-facing searchable database, allowing the media, industry, and other university partners to establish collaborations with our faculty more efficiently.