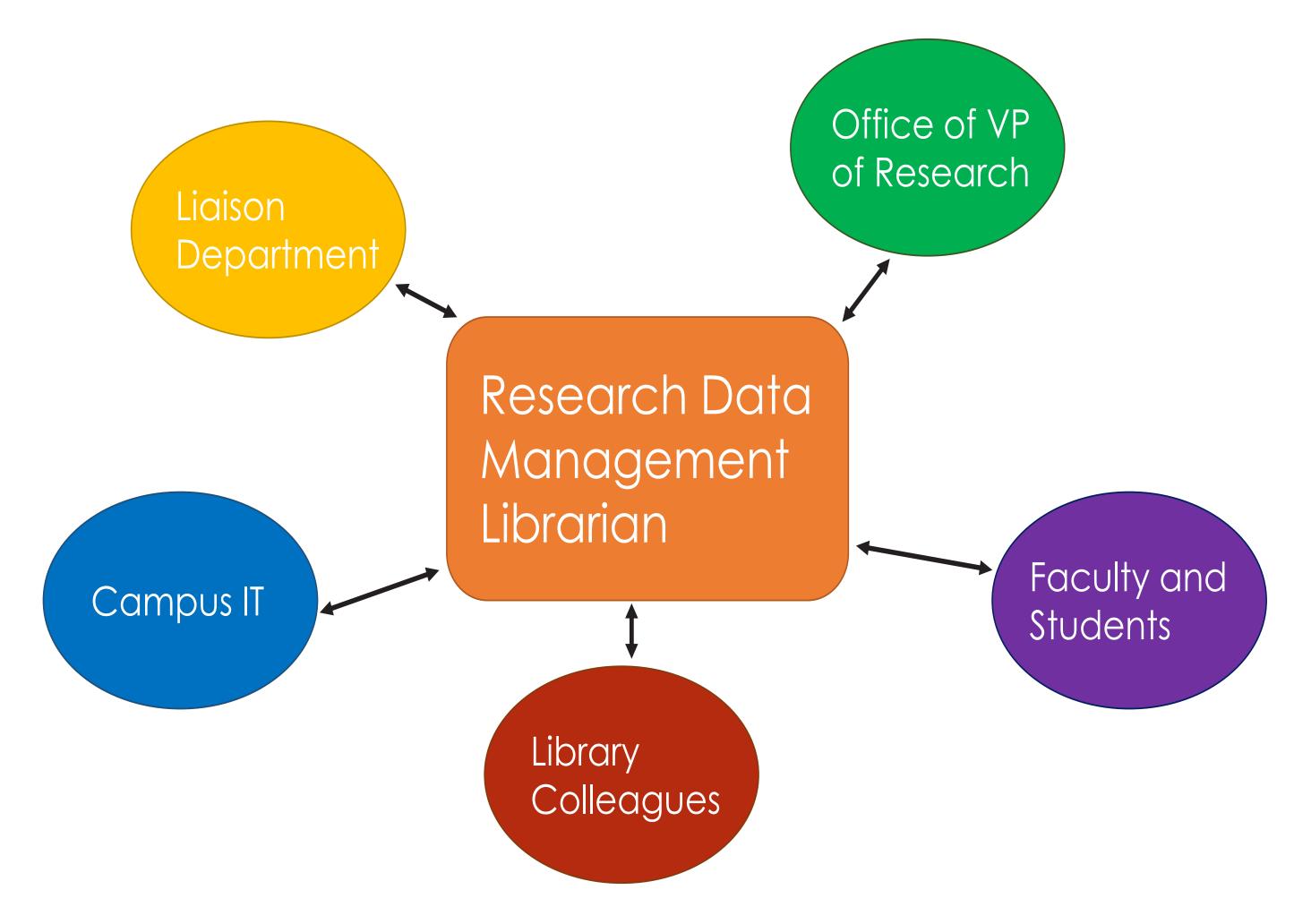
### Growing Research Data Services Organically at a Land-Grant University Ali Krzton, Auburn University Libraries

Colleges and universities demonstrate considerable variability in institutional support for research data services. The library can play an important role in research data management initiatives on campus, but it must negotiate competing visions of what such services should look like and who should offer them (Verbaan & Cox, 2014). When a university commits to building up research data services largely from scratch, it is both a challenge and an opportunity for the library to lead coordination efforts.

Auburn University, a land-grant university traditionally focused on agriculture and engineering, plans to grow its research programs and achieve R1 classification. As part of this agenda, a research data management librarian was hired in 2017. Tasked with developing library-led research data services, the RDM librarian must work within a complex web of stakeholders.



### First Steps

In order for their research data services to be accepted and adopted, librarians must make the case that the library should be the university's hub for RDM activities (Mullins, 2014). Thus, the RDM librarian's first priority was to increase the visibility of data management issues on campus and develop trust.

Although many research data management programs are mandate driven, the RDM libraran elected to pursue a bottom-up approach (Rice & Southall, 2016: 71) at Auburn, which entailed meetings with faculty across colleges, and also IT managers, sponsored programs administrators, and the graduate student council. She established a web presence early with a data services library guide and designed a research data management needs assessment for faculty adapted from a study conducted at Oregon State (Whitmire et al., 2015). At Auburn, the construction of the human RDM infrastructure has preceded the technnical.



# The Organic Model

Building upon Cox et al.'s (2017) maturity model for universities' data management programs, which classfies individual services as basic, intermediate, or advanced, the research data mangement librarian has developed a new conceptual model for the library's growth in provisioning data services. Based on the relationship between library-supported services and researchers' actual workflows, it is a tool to gauge progress in researcher uptake of library services and support for research data management.

Awareness - Researchers understand how research data management issues apply to their work.

Relevant Auburn initiatives to achieve awareness include: preparing subject liaisons be ambassadors for research data management; introducing pertinent issues at faculty meetings and listening to concerns; distributing the needs assessment survey; and providing trustworthy information during reference consultations on data management plans and data deposit.

Positioning - Researchers identify the library as their best source of subject matter expertise in data management. Relevant Auburn initiatives to position the library include: Use liaison relationships to connect research data management needs to services offered by the library; train graduate students in best practices for handling data in their supervisors' labs and on their own projects

Integration – Researchers merge library services into their workflow and normalize best practices. Currently aspirational, but the RDM librarian's inclusion in a recent interdisciplinary internal grant proposal provides the potential for integration.

## Looking Ahead

- Opportunities
  •Formalized/machine-readable data management plans
- •Student data literacy
- Training for research personnel
- Conversations about data sharing and overall research impact

#### Challenges

- •Faculty time management and priorities
- •"Backlogged" data
- •Quality vs. quantity in data curation
- Lack of coordination between stakeholders

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