

Institutional Strategies: Raising Awareness Discussion Prompts

The purpose of these discussion prompts is to help direct/inform conversations among those working on creating institutional strategies at your institution. These questions are by no means exhaustive, but are meant to provide a starting point for things to consider when working on an institutional strategy. It's also possible that not all these questions will apply to every institution, so don't feel obliged to tackle each one. Rather, use these questions to guide your process and to also think of additional questions that may be valuable at your institution.

Overall Approach to Raising Awareness

- What are your goals for your RDM awareness-raising efforts?
- What are your benchmarks for success for these efforts?

Identifying Stakeholders

- What are the key stakeholder groups at your institution?
- How will you approach these stakeholders?
- How would you discuss RDM with stakeholders in 30 seconds? In 30 minutes?
- How does RDM align with the values of various stakeholder groups?

Data Champions

- What are the opportunities at your institution for identifying data champions or potential data champions?
- How can you promote the work your data champions are doing?
- What are some ways you can collaborate with data champions to become advocates for RDM at your institution?

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RDM Awareness Materials and Activities

- Are you aware of existing materials at other institutions that are similar to yours in size, types of research, etc.?
- What are the gaps in your awareness materials?
- How will you share your awareness materials? Through what medium?
- Do you need to design your own materials or are there available materials appropriate for your promotion? See the Portage training portal.
- Have you considered hosting RDM workshops or other learning opportunities?

Communication Strategy

- What aspects of your strategy should be communicated broadly at your institution?
- What key points need to be communicated to all stakeholders?
- What key points need to be communicated to specific stakeholders?
- How will you tailor your messaging to different stakeholders?
- Through what channels would it be beneficial to communicate (newsletters, websites, departments, research labs, etc.)?
- Are there existing opportunities you can build on for promoting RDM at your institution?



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Portage Network | portage@carl-abrc.ca | portagenetwork.ca