



**Show Me the Numbers:  
Storytelling with Data and Visualizations**

**A one-day conference presented by**

**The Maryland Chapter of the Special Libraries Association and  
the University of Maryland Libraries**



**Conference Program**

**October 12, 2017 • University of Maryland**



As President of the Maryland Chapter of the Special Libraries Association, I'm pleased to invite you to our premier one-day conference event, ***Show Me the Numbers: Storytelling with Data and Visualizations***, the latest in our *Leadership and Data* series. Our Chapter's signature programming draws librarians and other information professionals from the academic, corporate, government, and non-profit sectors from Maryland, the District of Columbia, Virginia as well as other Middle Atlantic states such as Delaware, New Jersey, and Pennsylvania.

Our Chapter events provide unique opportunities for information professionals to develop essential skills, network with colleagues, explore noteworthy trends in knowledge and information management, and spend time with the foremost product and service providers within the information industry. Sponsors heighten the educational experience, making our Chapter program not only possible, but unforgettable—all while adding exposure and value to your brand.

I encourage you to take advantage of this valuable opportunity to connect with attendees, eager to learn how your organization can benefit from the latest technological advances and innovations can benefit and be effectively implemented into their own organizations.

Welcome to the University of Maryland!

Sincerely,

Zaida Diaz  
President, SLA Maryland Chapter  
Head of the Humanities and Social Sciences Librarians  
Liaison, Robert H. Smith School of Business and the Department  
of Economics  
University of Maryland

The Maryland Chapter of SLA extends its gratitude to  
the following sponsors:



Without our sponsors' support, we would be unable to offer  
this professional development programming.

**THANK YOU!**

# Conference Program At-a-Glance

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## Welcoming Remarks

9:00-9:05

Room 6137

Keith Marzullo, Professor and Dean, University of Maryland College of Information Studies (iSchool)

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## Opening Keynote: "From numbers to words to visuals: Storytelling your research"

Ya-Ling Lu, Informationist, National Institutes of Health Library

9:05-10:00

Room 6137

Researchers have to talk about or present their research results for different audiences. But translating the analyzed data into a communicable format can be daunting, and the requirements to do it right have been evolving. We need to know how to write up and report the results of statistical analyses; we need to interpret the results so readers know the answers to our research questions; more recently, we are often asked to display our results in a graphical context to help readers grasp difficult concepts or identify patterns. This talk focuses on how we can tell good research stories by providing aesthetically pleasing and necessary visuals.

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## You Can't Use This for That!: The Adventure of Learning Two New Data Visualization Tools

10:00-10:45

Room 6137

Jessica Sigman, STEM Librarian, University of Maryland STEM Libraries

This presentation will be a brief overview of applications of Cytoscape and Gephi, both data visualization tools, to an agricultural dataset. This discussion will include lessons learned in tool application as a new user, including utilizing the correct visualizations to tell a story.

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10:45-11:05

6th Floor Hall

**Break sponsored by Zimmerman Associates, Inc.**

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## Industry Panel: Hot trends, innovations

11:05-11:50

Room 6137

Featuring Dr. Di Cross, Director of Research Data Science & Evaluation, Clarivate Analytics; Gregory DiDonato, Vice President of Corporate Sales, EBSCO; and Stephanie Kaelin, Senior Library Sales Manager, Cambridge University Press

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11:50-12:05

6th Floor Hall

**Boxed Lunch Pickup**

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12:10-1:25

**Industry Showcase: Concurrent Lunch Breakout Sessions**

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## Interacting with and Visualizing Data for Research Evaluation & Management

Dr. Di Cross, Director of Research Data Science & Evaluation, Clarivate Analytics

*"We hear more and more these days about a so-called crisis in scientific literature...There is a literal deluge of literature published each year, and it is increasing in geometric proportions." - Eugene Garfield, 1955 addressing the Maryland Section of the American Chemical Society.*

12:10-1:25  
Room 6137

Information overload is a current problem, but it is not one unique to today. Over the year, we have developed methodologies to visualize and quickly understand a broad scientific landscape. During this session, we will share a newly developed interactive tool for identifying relevant research and drilling down to the fine details to find actionable insights. We will also examine some visualizations combining content sets on a broad scale. Finally, we'll ask the audience to join us to share their approaches, discuss their needs, and share perspectives on challenges and limitations of presented approaches.

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## Moving Beyond STM Research to Support Leadership Development

Gregory DiDonato, Vice President of Corporate Sales, EBSCO

[UNC Leadership Survey 2014: Accelerating Leadership Development](#), a study by University of North Carolina Kenan-Flagler Business School and the Human Capital Institute (HCI), found that 85 percent of respondents agree that there is an urgent need to accelerate the development of their leaders. However, only 40 percent report that their high potentials can meet future business needs.

12:10-1:25  
Room 6107

Expand your reach and support within your organization to include access to leadership development solutions. Learn how EBSCO is able to support competency-based leadership development initiatives via access to best practices from business authors, coaches and executives. Accel5 is a micro-learning solution that helps employees develop soft skills such as communication, teamwork, leadership, innovation, and more. Content can be consumed in minutes—ideal for busy professionals from millennials to seasoned executives.

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## Who's The Boss: Letting Data Drive, But Not Dictate Selection with Evidence-Based Acquisition

Stephanie Kaelin, Senior Library Sales Manager, Cambridge University Press

12:10-1:25  
Room 6101

With so many data-driven acquisition models out there, it can be hard to keep track. This session will focus on exploring and demystifying Evidence-Based Acquisition (EBA). Special attention will be given to how EBA keeps selection squarely in the hands of librarians and how the flexibility of EBA addresses the unique needs of special libraries.

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***A Tale of Two Repositories: How Data Sources Affect Data Narratives***

1:25-2:10  
Room 6137 David Durden, Data Services Librarian for Digital Programs and Initiatives and Joseph Koivisto, Systems Librarian with the Consortial Library Applications Support Team at the University of Maryland, College Park

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***Reading Between the Lines: A Bibliometric Approach to ILL Data at the Goddard Space Flight Center***

Brynne Norton, Information Services Team Lead at the NASA Goddard Library  
(contracted by the Cadence Group)

2:10-2:55  
Room 6137 Traditional interlibrary loan metrics, like frequently requested journals, only show part of the picture when evaluating emerging fields of study. They also traditionally present data in spreadsheets and charts which make it difficult to identify trends. A bibliometric analysis of the NASA Goddard Space Flight Center's interlibrary loan data revealed trends in emerging fields of research by presenting the data in a visual way using VosViewer. The resulting visualization identified keyword clusters in an easily understandable format that was presented to other librarians and subject matter experts for collection development purposes. This program will give an overview of the process in addition to pointing out the successes and limitations of the method.

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2:55-3:10  
Room 6137 **Break sponsored by Zimmerman Associates, Inc.**

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***Closing Keynote: "Show Me a Story: Data Storytelling Using Familiar Tools"***

Sally Gore, Medical School Research Evaluation Analyst, Center for Clinical & Translational Science, University of Massachusetts Medical Center

3:10-3:55 Data is almost always collected and analyzed for the purpose of telling a story. Charts, tables, and other graphics are the go-to tools for presenting stories in a clear and efficient manner. Unfortunately, relying upon these default practices of data presentation often results in a story being told unclearly or without meaning. This session will demonstrate best practices for designing charts and other visuals that enhance one's ability to clearly and effectively present the story behind the data using tools and technologies that most librarians already have. It will also highlight how this skillset expands the role(s) of librarians into the realm of research evaluation. The speaker is a research librarian and evaluation analyst with more 12 years of experience in an academic health sciences library and research center.

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3:55-4:00  
Room 6137

**Closing Remarks**

Gary White, Associate Dean for Public Services, University Libraries, University of Maryland

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4:00-5:00  
McKeldin  
Portico  
Room 2109

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**Closing Reception**

## About Our Speakers

### Keynote Speakers....



#### ***From numbers to words to visuals: Storytelling your research***

**Dr. Ya-Ling Lu** is an Informationist at the NIH Library, where she provides support in the area of bibliometric analysis and user services. Before joining the NIH Library, she was on the faculty of the Department of Library and Information Science at Rutgers University, where she taught courses and conducted research in the areas of information-related behavior and user services. Dr. Lu earned her Ph.D. from UCLA.



#### ***Show Me a Story: Data Storytelling Using Familiar Tools***

**Sally Gore**, MS, MS LIS, is a research evaluation analyst for the University of Massachusetts Center for Clinical and Translational Science with responsibilities in development, implementation and analysis of evaluation related to the programs and projects of the CCTS. Most immediately prior to this, she was an embedded research librarian and informationist at the Lamar Soutter Library, UMass Medical School, serving on grant-funded clinical and community outreach research teams, providing information, data, and knowledge management services for the projects. Sally earned her graduate degree in Library and Information Science from Syracuse University and an MS in Exercise Physiology from Ithaca College. Sally writes the blog, "A Librarian by Any Other Name" (<http://librarianhats.net/>) and can be found on Twitter at @mandosally.

#### ***You Can't Use This for That!: The Adventure of Learning Two New Data Visualization Tools***

**Jesse Sigman** is the Physics, Astronomy, and Meteorology subject librarian for the University of Maryland - College Park. Jesse earned her MLIS from the Catholic University of Maryland in 2016. Her research interests lie in open source data management and visualization tool application in science librarianship. When she is not focusing on her subject liaison responsibilities, she devotes time to learning new programming languages, data visualization tools, and data management tools.

#### ***Interacting with and Visualizing Data for Research Evaluation & Management***

**Dr. Di Cross** is the Director of Research Data Science & Evaluation at Clarivate Analytics. An epidemiologist by training, Dr. Di Cross and her team conduct scientometric evaluations of research portfolios for academic institutions, government funding agencies, industry R&D groups, publisher and scientific associations globally leveraging the data underlying the Web of Science, and integrating it with publicly available data and customer data.

#### ***Moving Beyond STM Research to Support Leadership Development***

**Gregory DiDonato** is the Vice President of Corporate Sales at EBSCO.

#### ***Who's The Boss: Letting Data Drive, But Not Dictate Selection with Evidence-Based Acquisition***

**Stephanie Kaelin** is the Senior Library Sales Manager at Cambridge University Press. With over 10 years of experience at several major academic presses, Stephanie is enthusiastic about



finding areas of collaboration between libraries and publishers. At Cambridge University Press, Stephanie enjoys a hybrid role, managing sales territories and overseeing the Account Development program, which focuses on post-sale support and customer engagement.

***A Tale of Two Repositories: How Data Sources Affect Data Narratives***

**David Durden** is the Data Services Librarian for Digital Programs and Initiatives in the University of Maryland Libraries. David earned his Master's in Library and Information Science from the University of Maryland in 2017 where he specialized in digital preservation and curation. His current research agenda includes data preservation, linked data applications, and creating workflows for the capture of research data and born-digital content.

**Joseph Koivisto** serves as a systems librarian with the Consortial Library Applications Support team at the University of Maryland, College Park. Joseph earned his Master's in Library and Information Science from the Catholic University of America in 2014, completing a curriculum focusing on the intersection of cultural heritage information management and digital libraries. Currently, his research focuses on novel approaches to authority creation, data preservation, and exposing technological infrastructure through outreach and engagement.

***Reading Between the Lines: A Bibliometric Approach to ILL Data at the Goddard Space Flight Center***

**Brynne Norton** has been the Information Services Team Lead at the NASA Goddard Space Flight Center under the Cadence Group since January of 2016. In her position she oversees reference, circulation and interlibrary loan services. She received her MLIS from the University of Pittsburgh in 2010 and more recently her MA in Liberal Arts from McDaniel College in 2016. She has spent most of her career working in Access Services.

## 2017 SLA Maryland Chapter Executive Board & Advisory Members

### Executive Board Members

- Zaida Díaz, President [zdiaz@umd.edu](mailto:zdiaz@umd.edu)
- Kimberly Yang, President-elect [yangkimb@gmail.com](mailto:yangkimb@gmail.com)
- Angela Prikockis, Secretary [angela.prikockis@gmail.com](mailto:angela.prikockis@gmail.com)
- Michal McCullough, Treasurer [mimccull@syr.edu](mailto:mimccull@syr.edu)
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- Sara Thomas, Director [stthomas@milesstockbridge.com](mailto:stthomas@milesstockbridge.com)
- Lea Wade, Past-President [lea.wade@gmail.com](mailto:lea.wade@gmail.com)

### Advisory Board Members

- Membership: Leif Johnson, Director [lejohnson@ebSCO.com](mailto:lejohnson@ebSCO.com) and Sara Thomas, Director [stthomas@milesstockbridge.com](mailto:stthomas@milesstockbridge.com)
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- Nominating Committee Chair: Lea Wade [lea.wade@gmail.com](mailto:lea.wade@gmail.com)
- Communications Committee Chairs: Annette Haldeman [Annette.Haldeman@mlis.state.md.us](mailto:Annette.Haldeman@mlis.state.md.us) and Maria Pisa [pisa.mariag@gmail.com](mailto:pisa.mariag@gmail.com)

Wait, wait—there's more!

**Join the fun, 'hon...#bmore2018!**

Mark your calendars! The **Special Libraries Association** will convene in Baltimore, Maryland for its **2018 Annual Conference** on June 9-13. As the host Chapter, the Maryland Chapter will have LOTS of opportunities for volunteers!

Don't miss out on all the fun with the **best** of Maryland's special libraries—join the Maryland Chapter's Annual Conference volunteer squad and **#bmore2018!**



Please visit <http://maryland.sla.org/connections/volunteer/> to sign up as a Chapter volunteer!