



Love Data Week 2023 Final Report:

A Review of Planning a Program in its Second Year

Assembled by Randall Library and Research & Innovation at University of North Carolina-Wilmington

Lynnee Argabright, Research Data Librarian, argabrightl@uncw.edu

Kirsten Wisneski, Research Development Specialist, wisneskik@uncw.edu

June 2023



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).



Contents

Introduction and Background 3

Process Compared to the Pilot Year 3

 Brainstorming Topics..... 5

 Partnerships..... 6

 Marketing..... 6

Session Highlights 10

 Live Events: Attendance & Evaluation..... 10

 Data for Social Good 11

 Practice Writing a Data Management Plan 12

 Real-Time Data: Uses and Challenges of Data Streaming for Research 12

 Storage and Cloud Resources for Research Data at UNCW..... 12

 The Line Graph and the Slave Ship: Rethinking the Origins of Data Visualization..... 13

 Science Communication Using Data Storytelling..... 13

 Let’s Talk about Administrative Data: A Conversation about Archiving the Data in your Office..... 14

Reflections Upon Changes..... 14

 Event Planning 14

 Marketing..... 15

 Working with Faculty 17

Challenges and Opportunities for Continued Programming 19

 Positive Changes..... 19

 Challenges..... 20

 Plans for Additional Growth..... 20

Appendix..... 21

 Save the Date Marketing Template..... 21

 Finalizing Panelist Scheduling..... 22

 Thank You Letter to Speakers 23

Introduction and Background

Love Data Week is an annual international celebration of data organized by the social science data repository ICPSR. Each year, institutions are welcome to host and participate in Love Data Week, as well as share their events collectively through ICPSR's event page. For a sample of events, see McGill University's content analysis study of 2021 Love Data Week events (<https://doi.org/10.1016/j.acalib.2021.102449>). Some common topics included Open Data, ethical use of data, social justice practices such as specifically highlighting Black lives data or Indigenous data, data visualization, finding data, data analysis, how to use data tools, and cybersecurity.

Randall Library's Data Librarian and Research & Innovation's Research Development Specialist worked together to bring Love Data Week to University of North Carolina-Wilmington (UNCW). A series of online workshops, panels, and spotlights about research data were hosted at UNCW throughout the week. For a description of the experience putting together UNCW's pilot year, see their 2022 final report (<https://libres.uncg.edu/ir/uncw/listing.aspx?styp=ti&id=37358>). The debrief report breaks down the planning timeline, marketing process, and partnerships developed, and it reflects upon lessons learned from planning a pilot program and future opportunities for the program. It was meant to act as a transparent preparation guide for others planning Love Data Week—or any other programming, really--as a first iteration. Please share and adapt that guide widely if it can be of use to you.

In February 2023, UNCW held its second iteration of Love Data Week. The aim of this year's final report is an addendum to the 2022 final report—**to show how a second iteration differs from a pilot year of a program**. This report will reflect upon what was done differently or the same, and whether these decisions made positive impacts on the success—and, hopefully, the future success—of the program at UNCW. It will delve into sustainability, given that the experimentation and chaos of planning a program once it has already been done previously is different than that of trying to figure out how to even do a pilot year.

A few primary differences about planning a program in its second iteration were:

- We were able to lean heavily on what was done last year as a guide for what to do (or not do) this year
- Partners (such as the graphic designer at the library) were more prepared to get involved in the planning process because they were familiar with the program
- We strategized more heavily on how to build the brand of the program to gain its recognition, rather than on how to put together a program
- A lot more of our time was spent on marketing, even if we thought it was overkill (it will never be too much), because we were more efficient at the program planning process

The report below will outline the literal [planning process](#) in comparison to the pilot year, the [workshops held](#), and a [reflection](#) about the growth and continued sustainability of Love Data Week at UNCW.

Process Compared to the Pilot Year

This section describes what was done in preparation for the Love Data Week (LDW) event.

Table 1 provides an overview of the steps that were taken throughout the event planning process—noticeably, the schedule was bumped up for 2023 planning. More details will be described about brainstorming topics, collaborating with partners, and marketing in the sub-sections below.

Table 1: Planning Timeline Overview

Action	for 2023 LDW	for 2022 LDW
Learn annual theme and brainstorm ideas	Late-February – Mid-October	Mid-November
Narrow down session ideas with others in the library	Mid-October	Mid-November
Introduce program to RL Scholarly Research Services department	N/A	Mid-November
Request to co-sponsor with R&I	N/A	Mid-November
Regular check-ins with R&I	Late-October – Early-February	Early-December – February
Honorarium budget request for external speakers	Early-November	N/A
Reach out to prospective panelists	November 8 - November 18	Early December – Mid-January
Get input from research partners related to session topics	Late-October – Early-November	Mid-December
Attend ICPSR prep session	Early-December	Mid-January
Introduce program to Outreach & digital media (graphics) librarians	Late-August	Mid-January
Regular check-ins with Outreach & digital media (graphics) librarians	Mid-October – Mid-January	N/A
Introduce program to RL liaison librarians	Mid-December	Mid-January
Finalize speakers, write session descriptions	Early-December	Mid-January
Launch website and marketing	LDW logo complete October 21; 'Save the Date' outreach launched November 15; Website set up November 3; Official marketing launched January 17	January 31
Register events on ICPSR website	January 4	January 31
Send marketing to UNC System schools	January 17	February 3
Conduct panelist prep sessions	January 10-17	February 1-11
Facilitate events, send follow-ups, update website with webinar recordings	February 13-17	February 14-18
Review evaluations and debrief	Debrief late-February; Panelist thank you letters late-March	February 28-March 4



Brainstorming Topics

Logistics

As library colleagues had already been introduced to Love Data Week from UNCW's 2022 pilot year, there was a small group of peers excited and willing to help us brainstorm on ideas—and speakers—for this second year's program. Kirsten provided topic feedback from the Research and Innovation office to make sure the program would cover particular aspects about the research workflow that the university needed research support for. We believe that checking in with different research partners to see if they have any feedback about session topics could be a good way to motivate those partners to support and push for Love Data Week every year.

Topic generation

The following six brief paragraphs rationalize different underlying motivations we had for what we wanted Love Data Week to be that brought us to select our 2023 session topics.

Thematic: Given this year's international theme of "Data: Agent of Change," we wanted to relate topics to showing how data can be used as a resource for political, economic, or societal change. All three of the panel topics (especially "Data for Social Good") were chosen to reflect data for change, with the hope to get speakers from different departments to reflect how different disciplines approach the same concept: for example, how might finance and education researchers use data to communicate about important issues to stakeholders in their areas?

Hot topics: We were interested in the idea of incorporating hot topics in research to attract audiences—in particular, the topic of AI; however, we decided to push the topic since some important researchers who would have been good panelists were on leave for the semester. Another hot topic was the NIH's newly released DMSPP policy, for which we came up with the idea to do a sit-down hands-on writing workshop ("Practice Writing a Data Management Plan") to help researchers feel comfortable with writing DMPs, with a particular focus on support for the NIH elements.

Method awareness: As with last year's session introducing what citizen science was, giving examples of citizen science projects at UNCW, and explaining what was involved in doing those projects, we wanted to introduce other methods to help break down barriers to how data can be used in research. Coming up with the "Real-Time Data" panel topic was especially relevant to this aim.

Skill awareness: Based on last year's attendance, in which faculty had been the primary audience, yet few faculty attended, for this second iteration we thought we might try adjusting our primary audience to graduate students as early career researchers who can gain skills and idea awareness about data concepts through this program. The "Data Storytelling" panel was especially developed—and pitched to potential panelists—as being for a graduate audience, because of a common graduate question about how to break down their complex research into a brief, digestible overview. We discovered that the faculty speakers we reached out to were particularly motivated to participate on the panel because of this very reason of providing mentorship advice for a student audience.

Collaboration opportunity: Two topics ("The Line Graph and the Slave Ship" and "Let's Talk About Administrative Data") were developed because of Lynnee's interest in building more professional collaboration with data-adjacent library colleagues—as had been the motivation in last year's program that had included a makerspace session. The Digital Scholarship Librarian and the Archivist in the library

were asked to help brainstorm on a topic that would be relevant to their functional areas that had overlap in data. These colleagues were very excited to get a session featured in an existing program that would get them more attention than if they had offered the session standalone. These sort of cross-functional collaborations are deemed important areas for 1) building support for data to different audiences who may not realize they use data or have UNCW support for data; and 2) for efficiently collaborating on programming rather than competing for audience attention.

Base essentials: Finally, only one session (“Storage and Cloud Resources”) was left very similar to a session in the pilot year. When choosing how many sessions we should offer (in consideration of labor time for planning and of the saturation limit for our audience’s capacity to attend), we decided it was very important to maintain a link to Campus IT’s support for research data on campus. Infrastructure can be a big factor for whether or not research data can be collected, handled, and managed safely. We wanted to continue a precedent for giving Campus IT a public-facing platform to provide policy and tool updates and answer individuals’ questions, so that researchers could feel fewer technological barriers to starting a research data project.

Partnerships

The UNCW events of Love Data Week were once again co-organized by Randall Library and Research & Innovation. This partnership thrives because of the joint goals to build campus research community, highlight various facets of data, showcase UNCW research strengths, promote research support services, and foster relationships with researchers.

Additional partners supported Love Data Week activities for 2023 as advisers, promoters, sponsors, moderators, and panelists/presenters. These included:

- Center for Marine Science
- Information Technology Services
- Graduate School
- Digital Humanities
- Data Science Program
- The Center for Social Impact
- The Truist Center for Global Capitalism and Ethics
- University Archives
- Scholarly Research Services at the library
- The Innovation Project
- Virginia Commonwealth University library
- Digital Humanities Lab at Emory University
- ICPSR, the Inter-university Consortium for Political and Social Research (at University of Michigan)

Marketing

Responsibility

Lynnee was the primary contact between the two co-facilitators for periodic planning checkups with the marketing staff—the Outreach Librarian and the Graphics designer—at the library. It was decided that having one key contact would be simpler for them to coordinate with. Given parameters, the marketing

staff came up with a marketing timeline, and proposed graphics. Lynnee supplied contextual language needed for outreach messaging. Together, the team doled out who would reach out to what audiences.

Lynnee became the primary contact for maintaining the Love Data Week webpage, with setup support and editing page permissions access from the Web Librarian. It was decided that having direct editing access to the webpage would enable updates to be posted faster than they had in the previous year.

Graphics

One new addition was the creation of a Love Data Week logo for UNCW. Having a recognizable logo (Figure 1) that could be used repeatedly regardless of the graphic for the year would help increase the program’s brand recognition now and in future iterations.

Figure 1: Love Data Week logo at UNCW



Another new addition was the implementation of a “Save the Date” marketing push that occurred in mid-November to encourage audiences to hold space in their February calendar before their schedules got too busy by the time the official launch occurred in mid-January. This was also intended to help build recognition for this program so that when the marketing launch occurred they would be more likely to notice the announcement and understand what Love Data Week was. The Save the Date graphic (Figure 2) was to appear different in a more formal, standard way than the official graphic, so that the official graphic (Figure 3) would be eye-catching, colorful, and fun.

Figure 2: Save the Date graphic for Love Data Week 2023

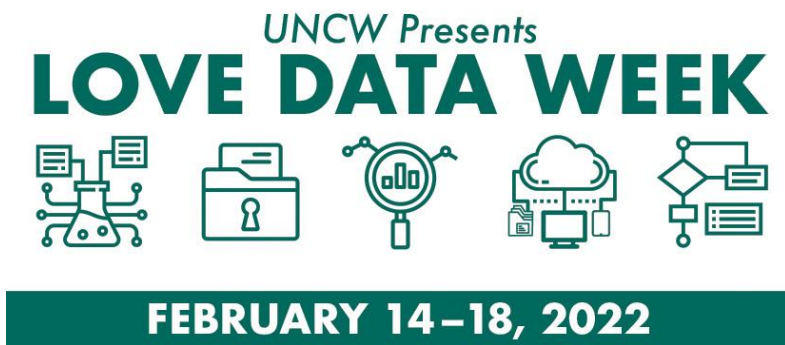


In the first iteration in 2022, the Love Data Week graphics (Figure 4) followed standards of all other programs hosted at the library. Noticeably, the 2023 graphics (Figure 3) were given a unique look, and coincided in style to the international theme for the year (2023’s theme was “Data: Agent of Change”), so that it could appear as a campus-wide effort rather than a library-specific program. The session speakers even found they could utilize the unique flyer backdrop in their session’s PowerPoint for additional connection of the session to the program.

Figure 3: Love Data Week 2023 thematic graphic for UNCW



Figure 4: Love Data Week 2022 standardized graphic for UNCW



Additionally, for this year, only one overall graphic was made for Love Data Week. In the first iteration in 2022, there had been an overall graphic for Love Data Week (Figure 4) in addition to one graphic per session (example in Figure 5) to help market those individual sessions, such as on social media; however, if any changes to a session occurred last minute—such as a panelist dropping out or a time change—the marketing staff had to scramble to update the graphic and still meet individual promotional avenue deadlines. We decided the overall Love Data Week graphic had not been used as much as it could have been due to the individual graphics being what were chosen for use in marketing, which seemed like redundant effort and reduced program recognition.

Figure 5: Individual session graphic from Love Data Week 2022



Promotional avenues

Marketing was sent to the following places—notice there are more avenues than in 2022:

- Marquee LED sign (Figure 10) on the main public road by campus (week before and week of)
- Randall Library website—event page and news page, and a news spotlight on the home page
- SWOOP: UNCW faculty & staff newsletter (week before and week of)
- Bathroom signs in Library
- Rotating monitors in Library
- Digital Humanities listserv from UNCW’s digital scholarship specialist
- UNCW Housing rotating monitors
- Randall Library social media: Twitter, Instagram, and Facebook
- Email sent to the Outreach and Data Librarians and an Office of Research staff within the UNC System (16 universities)
- College of Health & Human Services website calendar and staff newsletter
- Research & Innovation newsletter
- Research Innovation Council
- Email to Interim Associate Provost for Undergraduate Education and Faculty Affairs
- Email to Center for Marine Science department head
- Email to 2022 and 2023 Love Data Week panelists
- Email to 2022 Love Data Week registrants
- Email to faculty who are big library champions
- Email to Associate Deans of Colleges
- Email to marketing and communications staff and to administrative assistants around UNCW
- Email to Centers for Teaching Excellence & Faculty Leadership
- Topic overview to Liaison librarians to departments
- ICPSR Love Data Week website list of events
- Panelists from each session to distribute to their networks, including students

Research & Innovation promoted Love Data Week in a Research News story on its homepage, in the January 2023 newsletter sent to all faculty and staff (2259 people), in a direct email communication to the Research & Innovation Council, and on Instagram (392 followers). Each individual LDW event was listed on the R&I events calendar with a link to its corresponding registration page.

UNCW’s Center for Marine Science posted LDW event information on Facebook (2100 followers), Instagram (2287 followers), Twitter (494 followers), in the CMS staff and faculty newsletter, and on the lobby screens at both its Center of Marine Science and MARBIONC buildings. Love Data Week was also shared through the Osher Lifelong Learning Institute’s mailing list and to other research development professionals in the UNC system via a distribution list.

Targeted event promotion was sent out to audiences who may be interested in one specific session rather than to the Love Data Week program at large. These targeted contacts were often to offices who could then distribute to their topic-relevant audience:

1.) Data for Social Good –Community Engagement, Gender Studies and Research Center, Office of Institutional Diversity & Inclusion, Office of Community Engagement & Partnerships, Office of Applied Learning & High Impact Practices, QENO, Restorative Justice Collaborative

- 2.) **Practice Writing a Data Management Plan** – SPARC (UNCW’s sponsored programs office), College of Health and Human Services’s Research Grant Administrators, previous grantwriting workshop participants, previous applicants of NIH/NSF grants within 1 year
- 3.) **Real-Time Data** – Center for Marine Science, Graduate School
- 4.) **Storage and Cloud Resources for Research Data at UNCW** – Research & Innovation Service Team, new faculty from last three years
- 5.) **Rethinking the Origins of Data Visualization** - Gender Studies and Research Center, Office of Institutional Diversity & Inclusion, Restorative Justice Collaborative, Digital Humanities at UNCW, Digital Humanities Collaborative of North Carolina
- 6.) **Science Communication Using Data Storytelling** – new faculty from last three years, participants from previous science communication/data visualization workshop, Graduate School
- 7.) **Let’s Talk About Administrative Data** – Research & Innovation Service Team, library archives’ listserv

Session Highlights

Live Events: Attendance & Evaluation

Seven events were hosted during the week of February 13-17, 2023. The formats included a lecture, a workshop, two Q&A forums, and three panels. The seven topics were:

- Data for Social Good (panel)
- Practice Writing a Data Management Plan (writing time)
- Real-Time Data: Uses and Challenges of Data Streaming for Research (panel)
- Storage and Cloud Resources for Research Data at UNCW (Q&A)
- The Line Graph and the Slave Ship: Rethinking the Origins of Data Visualization (lecture)
- Science Communication Using Data Storytelling (panel)
- Let’s Talk about Administrative Data: A Conversation about Archiving the Data in your Office (Q&A)

Attendance of these sessions totaled 239 participants; counts are displayed in Figure 6 and Figure 7.

Figure 6: Audience Engagement at UNCW Love Data Week 2023 by Session

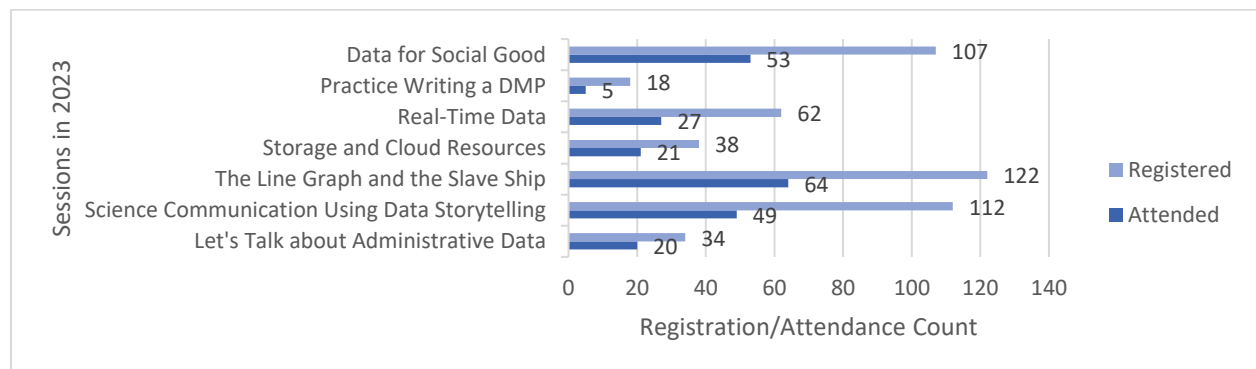
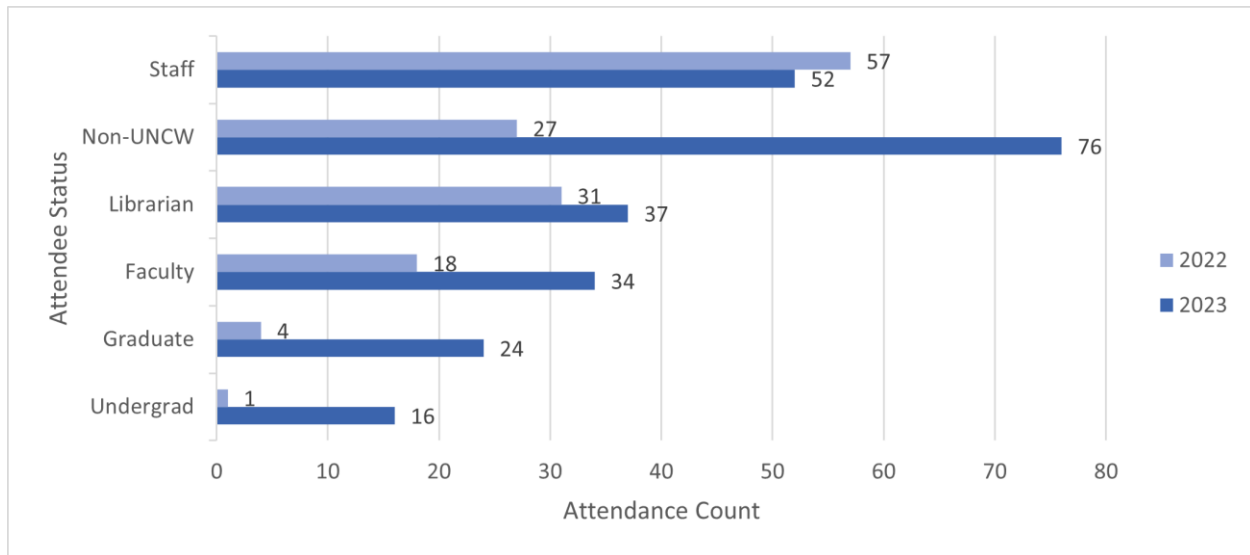


Figure 7: Love Data Week Attendance Comparison by Year



Data for Social Good

Data can be used to bring about changes that matter. In addition to its use in research that is published, read, and added to amongst scholars, it can be used to advocate for policy changes, environmental changes, social changes, and more. It can be used for engaging with the local community, or improving state and national economy, or for moving towards global social justice. Hear from various researchers about how they have used data to make an impact on society. They will reflect upon how they first recognized what impact their data could have, and how they then worked towards turning that data into a form to be practically used beyond academia.

Moderator: Dr. Chris Prentice – Professor of Nonprofit Management, Department of Public & International Affairs and Director, Center for Social Impact

Panelists:

- Dr. Adam Jones – Professor of Economics and Chair, Department of Economics & Finance
- Dr. Hayley Estrem – Assistant Professor, School of Nursing
- Dr. Daniel Soques – Associate Professor of Economics, Department of Economics & Finance and Director, The Truist Center for Global Capitalism and Ethics
- Dr. Blake Wiggs - '22 UNCW EdD in Curriculum and Instruction, and Director of Strategic Initiatives, The Innovation Project

“Really great multiple perspectives from the panelists, and I really want to talk to all of them more and hear more from them! This was a great group.”

“I really enjoyed the idea of how to present data to an audience and within the scope of the project but also engaging.”

Practice Writing a Data Management Plan

As funders are increasingly asking for Data Management Plans as part of grant applications, drafting this document well will increase researchers' project competitiveness, in addition to generally preparing researchers for better management of their data. As of January 2023, all NIH grants now require Data Management Plans, for example. Data Management Plans templates have specific questions that funders expect will be addressed. In this two hour in-person workshop, time will be provided for researchers to work on drafting quality answers to these template questions. Guidance for each topic question will be provided, and experts will be available for hands-on support during writing time.

Facilitator: Nina Exner, PhD, MLS – Research Data Librarian, Virginia Commonwealth University and NLM National Center for Data Services Ambassador

Real-Time Data: Uses and Challenges of Data Streaming for Research

Real-time data is information delivered immediately; depending on the need, the use of data streams can keep research up to date for immediate accuracy and depth in analysis, or continually updating earlier data for shared visualizations such as data dashboards – like COVID-19 data trackers. This panel will showcase examples of research projects at UNCW involving real-time, near real-time, or batch processing. It will highlight benefits and challenges for its use and break down various conditions and practices involved when using real-time data, including the set-up, collection, analysis, and maintenance of the data.

Moderator: Dr. Ray Danner – Assistant Professor, Department of Biology and Marine Biology

Panelists:

- Dr. Ryan Mieras – Assistant Professor of Coastal Engineering, Department of Physics and Physical Oceanography
- Dr. Joanne Halls – Professor of Geography, Department of Earth and Ocean Sciences
- Dr. Mark Lammers – Professor, Department of Mathematics and Statistics and Director, Data Science Program

“Very cool to see how different people use real time data VERY differently!”

“I found that the multiple examples of how data is used the most fascinating. Citizen science was a newer concept for me too.”

Storage and Cloud Resources for Research Data at UNCW

UNCW ITS (Information Technology Services) support for Research Computing is growing as faculty and students embark on research projects that demand more in the way of technology resources. In this forum, we will discuss new solutions that are available to researchers for storing large data sets in the cloud at no cost. We will also highlight new offerings through a partnership with AWS (Amazon Web Services) that changes the model of technology consumption and shortens the procurement process from months to minutes. Join Parker Moran, director of Networks, IT Operations, and Research, to learn about available infrastructure resources and ask questions specific to your research data needs.

Speaker: Parker Moran – Director of Networks, IT Operations, and Research in Information Technology Services

The Line Graph and the Slave Ship: Rethinking the Origins of Data Visualization

In the world today, when we encounter a line graph or a pie chart, we tend to think of the role of visualization – if we think of it at all – as simply revealing the meaning of the data underneath. The reality, however, is that the act of visualizing data generates meaning in and of itself. “The Line Graph and the Slave Ship” returns to the origins of modern data visualization in order to excavate this meaning. Exploring two examples of early data visualization – the line graphs of British trade data included in William Playfair’s Commercial and Political Atlas (1786) and the Diagram of a Slave Ship (1789) created and circulated by a group of British antislavery activists – this talk will connect Enlightenment theories of visual and statistical knowledge to contemporaneous ideas about race and nation. By examining and re-visualizing the data associated with these charts, Klein will further show how data visualization always carries a set of implicit assumptions – and, at times, explicit arguments – about how knowledge is produced, and who is authorized to produce it. Placing this visualization work in the context of her larger project, *Data By Design: An Interactive History of Data Visualization*, Klein will conclude with a consideration of the ethics of visualization in the present. Through a discussion of contemporary examples, she will show how data visualization can bear witness to instances of oppression at the same time that it can – if intentionally designed – hold space for what cannot be conveyed through data alone.

Speaker: Dr. Lauren Klein – Winship Distinguished Research Professor and Associate Professor, Departments of English and Quantitative Theory & Methods, Emory University

“Really fascinating array of different historical visualizations and clear explanation of the underlying issues of representation I never would have noticed!”

“Loved seeing examples that haven't traditionally been mentioned in the history of data visualization.”

“All of the resources that were posted in the chat were so great!”

Science Communication Using Data Storytelling

Science communication is, in essence, the practice of describing to others about the research you do. One effective method is through data storytelling-- incorporating graphs and visualizations into a narrative to convey specific insights from your results. Science communication is a vital skill that can be used to drive practical change and clarify meaning about a research topic, and especially to engage with public audiences and scholars unfamiliar with your research. Researchers at UNCW will describe their experiences about how they have effectively communicated their own research to various audiences with the use of figures, visualizations, infographics, and other data objects. This panel will thus offer several disciplinary perspectives about what works and what doesn’t work when it comes to wrangling a research project into a concise, clear narrative. The session will be geared especially (but not exclusively!) for graduate students.

Moderator: Dr. Ian Weaver – Assistant Professor, Department of English

Panelists:

- Dr. Kevin McClure – Associate Professor of Higher Education, Department of Educational Leadership
- Dr. Peter Haproff – Assistant Professor of Geology, Department of Earth and Ocean Sciences
- Dr. Wendy Strangman – Assistant Professor, Department of Chemistry & Biochemistry
- Mr. Jared Kerr – Clinical Associate Professor & Graduate Program Coordinator, Clinical Research Program, School of Nursing



“Very practical and thoughtful tips, panelists were prepared.”

“JUST SO GOOD. SO VALUABLE. SO MANY GOOD THINGS. Loved this panel and all these people and all this discussion! CAN WE HAVE THIS PANEL EVERY YEAR PLEASE.”

“The practical suggestions were great, and the panelists were engaging.”

Let’s Talk about Administrative Data: A Conversation about Archiving the Data in your Office

In an interactive workshop, the university archivist will introduce research support and administrative staff to the UNC System Records Schedule--a tool to help determine when to retain, dispose or archive university information, including data. University Archives collects administrative reports and data dashboards of long-term historical value and advises offices on how to preserve and archive these records.

Speaker: Adina Riggins, University Archivist at Randall Library

“Presenter was very knowledgeable.”

“Thank you for taking the time to provide this information. I have only been in my position for 5 months and am interested in what I need to keep and discard. I am more of a packrat due to not knowing the records schedule.”

Reflections Upon Changes

Event Planning

Having previously done an iteration of Love Data Week at UNCW, Kirsten and Lynnee felt much more confident about what we needed to do and how we would set about doing it. We found ourselves referring quite often, actually, to the 2022 Final Report we had written, as a reminder of tips we’d left ourselves about what worked/didn’t work and why, rather than us having to dig through our emails and scrawled notes to remember what we’d thought. We also found this year’s planning timeline (Table 1), based on a debrief with our Marketing team last year, to be very convenient and doable. This year’s program planning was more efficient, and we hope that our work in these two years will help us streamline our process for sustainable future planning.

Two administrative logistics that were new for this year were:

Budget and paperwork for bringing in external speakers: We had 2 external speakers participate in sessions we offered, and we wanted to thank them for their time. One speaker, who gave a 75 minute lecture over Zoom, we offered a honorarium upon inviting them to speak for us. We decided how much money would be appropriate and submitted the request to our library administration, with references to why that honorarium amount would be appropriate (here were some references we found: [GreatGardenSpeakers](#), [SocWomen](#), [HBR](#) sources). The other speaker, who drove to Wilmington to lead a 2 hour workshop in person, was given reimbursement for their travel, hotel stay, and meals taken during the duration of their trip. When submitting this request to library administration, we had to include a line-item travel expenditure estimate to justify the budget request. These two speakers were considered different payment categories (the former qualified as an “independent contractor” and the latter as “non-employee travel”), which meant the paperwork required for them to be paid were different. We needed to

be cognizant of what paperwork was needed ahead of time, what we should inform our external speakers about, and how the money was to be paid. To avoid embarrassment, we made sure to check unaffiliated-to-UNCW payment policies and wait for the budget request was approved prior to mentioning any financial compensation to the speakers, which meant that we confirmed those details *before* initializing the invitation to the speakers. The library’s Executive Assistant was very helpful in navigating this procedure. The external speaker lecture had the most popular topical appeal, had the highest attendance amongst the sessions, and received the most evaluation responses.

Zoom room security: Given one session topic had the potential for zoom bombing, and had the most external-to-UNCW attendance appeal, we wanted to be prepared to handle creating a safe environment. Figure 8 shows the Zoom security plan we put together (possibly overzealously?). To come up with this security plan required us to consider what methods zoom bombing could occur as (such as via audio, visual, screensharing, and chat), research what settings could protect against these methods, and then practice in Zoom to implement the settings. This was doable and can be confidently repeated.

Figure 8: Zoom security plan

Zoom security plan for “The Line Graph and the Slave Ship”:

- Lynnee, John, Lauren, and Kirsten will be co-hosts
 - Lynnee tech person
 - John facilitator and chat monitor
 - Lauren speaker
 - Kirsten add resource links into chat as they are referenced in lecture
- Registration to attend required—Lynnee will review registration list in advance to check likely authenticity of attendee
- Waiting room enabled—Lynnee will check attendee against the registration list to ensure the attendee’s identity has been reviewed already; if they are a last minute signup, research will be done quickly on that new attendee before allowing into the meeting
- Attendees will be automatically muted when they join: Lynnee will control whether participants can unmute themselves
- Attendee videos disabled
- Attendees can chat with only co-hosts (co-hosts can chat to everyone)
- File sharing disabled
- Remote controlling disabled
- Only co-hosts can screen share
- Removed attendees will not be able to rejoin the meeting
- Attendees cannot change their name
- Attendee list is visible to everyone, however

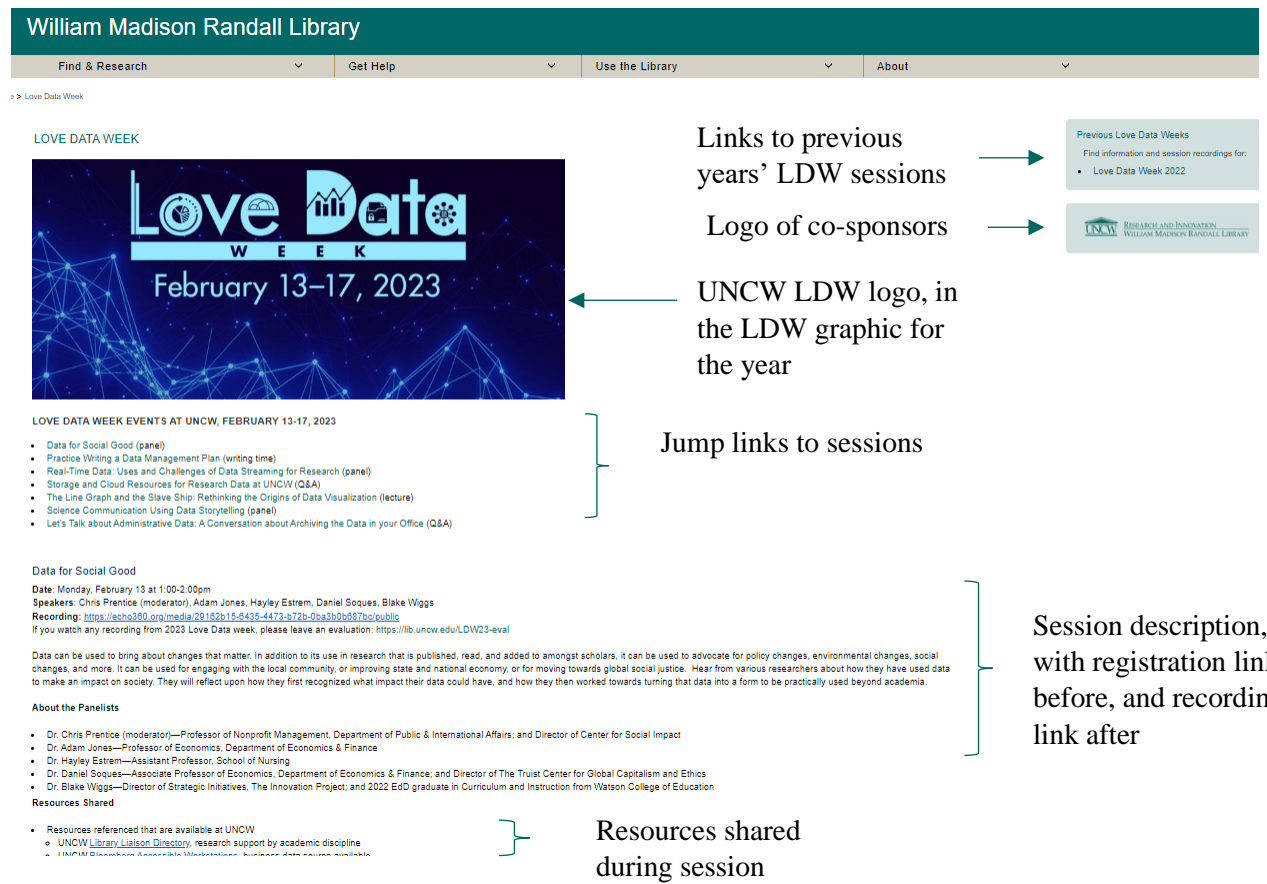
Marketing

Marketing logistics were added to and improved for this year.

We spent time setting up a more sustainable layout for UNCW’s Love Data Week web presence. Our Love Data Week program would now have a “home page” (Figure 9) off of the UNCW Library website (https://library.uncw.edu/love_data_week), with subpages (/love_data_week_2022) for access to previous

years’ Love Data Week programs. This home page would have the main Love Data Week graphic followed immediately by jump links to the events, with the event descriptions below, and at the bottom of the webpage would be a description of what Love Data Week was as well as general contact information and related trainings links. Setting it up this way, with the events right at the top, would help audiences get to the good stuff much faster. After the sessions concluded, the descriptions would get updated to include the recording link as well as any resources shared during the session—so that more than just the attendees could access relevant links. In a side column of the “home page” would be a box with links to previous years’ Love Data Week subpages, as well as a UNCW sponsorship logo between Randall Library and Research & Innovation.

Figure 9: UNCW Love Data Week home webpage



William Madison Randall Library

Find & Research | Get Help | Use the Library | About

> Love Data Week

LOVE DATA WEEK

Love Data WEEK
February 13–17, 2023

Links to previous years’ LDW sessions →

Logo of co-sponsors →

UNCW LDW logo, in the LDW graphic for the year ←

Jump links to sessions

Session description, with registration link before, and recording link after

Resources shared during session

Previous Love Data Weeks
Find information and session recordings for:
• Love Data Week 2022

UNCW RESEARCH AND INNOVATION
WILLIAM MADISON RANDALL LIBRARY

LOVE DATA WEEK EVENTS AT UNCW, FEBRUARY 13-17, 2023

- Data for Social Good (panel)
- Practice Writing a Data Management Plan (writing time)
- Real-Time Data: Uses and Challenges of Data Streaming for Research (panel)
- Storage and Cloud Resources for Research Data at UNCW (Q&A)
- The Line Graph and the Slave Ship: Rethinking the Origins of Data Visualization (lecture)
- Science Communication Using Data Storytelling (panel)
- Let’s Talk about Administrative Data: A Conversation about Archiving the Data in your Office (Q&A)

Data for Social Good
Date: Monday, February 13 at 1:00-2:00pm
Speakers: Chris Prentice (moderator), Adam Jones, Hayley Estrem, Daniel Soques, Blake Wiggs
Recording: <https://edms330.org/media/23162/15-8435-4473-372b-2b633099376c/record>
If you watch any recording from 2023 Love Data week, please leave an evaluation: <https://lib.uncw.edu/LDW23-eval>

Data can be used to bring about changes that matter. In addition to its use in research that is published, read, and added to amongst scholars, it can be used to advocate for policy changes, environmental changes, social changes, and more. It can be used for engaging with the local community, or improving state and national economy, or for moving towards global social justice. Hear from various researchers about how they have used data to make an impact on society. They will reflect upon how they first recognized what impact their data could have, and how they then worked towards turning that data into a form to be practically used beyond academia.

About the Panelists

- Dr. Chris Prentice (moderator)—Professor of Nonprofit Management, Department of Public & International Affairs, and Director of Center for Social Impact
- Dr. Adam Jones—Professor of Economics, Department of Economics & Finance
- Dr. Hayley Estrem—Assistant Professor, School of Nursing
- Dr. Daniel Soques—Associate Professor of Economics, Department of Economics & Finance, and Director of The Trust Center for Global Capitalism and Ethics
- Dr. Blake Wiggs—Director of Strategic Initiatives, The Innovation Project, and 2022 EdD graduate in Curriculum and Instruction from Watson College of Education

Resources Shared

- Resources referenced that are available at UNCW
 - UNCW Library Liaison Directory, research support by academic discipline
 - UNCW Database Catalog

Regarding timing of website content, to prepare for the Save the Date marketing in November, we set up the homepage to include the date, the international theme, and bullet points with brief phrasing of what the sessions would be for the year. At that point, we just wanted to give enough information about the upcoming event to serve as a teaser. By the time of the official marketing launch in January, we had updated the homepage with all the session details and descriptions finalized. We decided we would move the content to a 2023 subpage in 3-6 months after the conclusion of that year’s Love Data Week. All hyperlinks in our follow-up emails would be taken to the “home page,” as finding the relevant year’s content would be easy to locate once the content had been shifted to a 2023 subpage that wouldn’t have been created by the time of the follow-up email.

As visible in Figure 1, the marketing schedule was pushed up by about 2 months. Upon reflection, we all agreed this helped dramatically, because it gave more time for program awareness, it took a lot less stress to plan, and it made requesting colleague work and budget considerations more possible.

In addition to the official marketing launch, two follow up marketing launch dates were chosen to help remind about the upcoming program. As discussed in the [Marketing process section](#), the addition of the Save the Date marketing, the brand logo, and the graphics consolidation to one overall banner graphic were also perceived to be positive—and sustainable—changes.

We were thrilled to have gotten our Love Data Week graphic on the marquee LED sign on the main public road by campus (Figure 10). This sign is managed by the main communications office, who tend to restrict signage to programs that have a community focus. Our primary reason for wanting this sign up was to bring awareness to community members—who aren't our intended audience—that data topics were happening at UNCW. It is unclear whether this sign helped bring in audiences, but the overall awareness impact was important to us.

Figure 10: Love Data Week on marquee sign



Working with Faculty

We continued to hone our partnership interactions since our first iteration in 2022. This was our process, with reflections on why we made the change in 2023 and how it impacted planning:

1. Invite speakers. One of our speakers this year was a freshly graduated UNCW doctoral student!
 - a. *Reflection:* Next year, we should include a reference to why we invited them to help reduce uncertainty of their value in the session. We found that speakers, when they met

- up with the panelist group, would introduce themselves with an uncertain addition of “I guess I was invited because...”
2. If speakers accepted our invitation, we would respond right away to say we’d reach back out with additional details soon—with language like: “We have a couple of other emails out for additional panelists so I’ll circle back with the larger group with additional details very soon. I’ll want to have all details finalized before the year ends.”
 - a. *Reflection:* Setting an expectation about timing was likely helpful for maintaining a positive opinion about willingness to help. Transparency when involving others matters.
 3. When we confirmed all our speakers for a session, we asked them to select their availability in a poll to finalize the session date.
 - a. *Reflection:* We did this in the first week of December, to beat out Finals week rush and the holiday break. This mini deadline likely improved our efficiency.
 4. Right after confirming session dates, we sent out calendar invitations to speakers for the session event and the speaker planning meeting, so they wouldn’t forget.
 - a. *Reflection:* We hadn’t done this as early last year and think it helped improve speaker interactions. For next year, we should set the calendar meeting to begin 15 minutes earlier so that panelists will remember to join 15 minutes early instead of right at the session start time. This happened for one of our panels, making the moderator (who’d joined early) feel like they had to rapidly prepare to give a one hour lecture all by themselves.
 5. We held session planning meetings with speakers in early January before classes started rather than in early-February, to help them feel comfortable about what Love Data Week was and feel out what they each could bring to the panel.
 - a. *Reflection:* Since this was the only panelist prep meeting prior to the session, speakers had a whole month to forget what they had so fervently discussed during this meeting, so next year we would like to include at least one more scheduled touchpoint with them.
 6. We held a moderator planning meeting with moderators right after the group panelist meetings, to pull together panel questions based on what was discussed in the group meeting. Panel questions were then emailed to the session group shortly after.
 - a. *Reflection:* We found that the moderators were looking for guidance about format structure, so we would like to have a more prepared response to help support moderators next year. For example, suggesting they prepare a specific question per panelist to help encourage everyone to speak.
 7. After Love Data Week, thank you’s were sent to speakers (See [Appendix](#) for our template language). Kirsten and Lynnee emailed thank you’s to the speakers, as well as coordinated a physical thank you letter signed by the director of Research & Innovation and the dean of the library. Letters were printed in color on ivory linen paper with library letterhead, in envelopes with Academic Affairs letterhead.
 - a. *Reflection:* In our own thank you emails, this year we included evaluation feedback we’d received, as this could make them feel like their effort in Love Data Week was worth their time. The director letters were intended to show administrator gratitude and impact of faculty service. We should absolutely do this again next year, and consider if there’s any way to make these more useful in, for example, tenure and promotion portfolios.

Challenges and Opportunities for Continued Programming

Positive Changes

Though positive changes are mentioned throughout this reflection report, here is a recap of our top outcomes as a result of a program in its second year:

- **Interdisciplinarity of session topics**
Though last year's sessions received more STM participation, we made intentional effort to offer topics of interest to humanities and social science researchers as well this year, such as bringing up how the topic can handle qualitative data as well as quantitative data, and inviting English faculty to be involved as speakers. We wanted to help change the perception that humanities doesn't use data. Regardless of whether this impacted audience turnout, it encouraged rich conversations between the panelists, and potentially inspired future cross-departmental faculty research collaborations. One example was that the panelists mentioned course names that they teach and the other panelists wanted to encourage their own department's students to take those courses.
- **Registration numbers, attendance numbers, and attendee status diversity increased**
As seen in Figure 6, registration numbers for many of our sessions reached about 100 signups—a big jump from last year. Attendance numbers were pretty consistently 1/3 to 1/2 of what the registration numbers were for each session, which helped set our expectations mid-week about whether our program overall had a successful turnout. We saw many external-to-UNCW people attend, including internationally, and including people in professions outside of academia—we suspect this was due to posting our events early on ICPSR's webpage. We feel that external attendees help put UNCW on the global map for providing impactful data education and promoting visibility of UNCW research.
- **Marketing push increased awareness**
We saw a direct correlation to our increased marketing push in that almost 100 more people attended than last year. Our choice to target specifically student audiences increased engagement from those audience groups.
- **Growing event awareness at UNCW**
Later in the semester, we heard references about people's awareness of Love Data Week. Regardless of actual attendance metrics, growing awareness helps plant Love Data Week into the campus culture, and could become one of many benefits for choosing UNCW. Growing awareness can improve attendance, make marketing more sustainable and passive, and make collaborations easier to initiate/maintain.
- **Resources on website**
Posting the resources discussed during the sessions gives access to those who weren't able to attend, and makes the resources easier to find than digging through email to remember.
- **Thank you notes to panelists**
Small but nice touches show gratitude to the people who helped make Love Data Week happen. In return, this could help spread positive feelings about Love Data Week in future years, and potentially motivate them to spread the word about the value of attending or participating.

Challenges

Though challenges are mentioned throughout this reflection report, here is a recap of our top challenges encountered running a program in its second year:

- **Student availability**
We wanted this year to increase graduate student attendance, but one comment we heard fairly often was that the timing of the sessions were when the individuals were busy. This will continue to be difficult because graduate students in different (and even the same!) departments have such varying schedules. Perhaps this will be where targeting specific audiences or clubs, and rotating which disciplines are targeted every year, will be necessary.
- **Student research**
In one of the sessions, one audience question asked how students could get involved with the particular topic of research. The response from the speaker(s) did not quite come out complimentary—it, perhaps unintentionally, came off as if students did not have that level of capability to do that type of research. In the future, we can prepare our speakers that there may be audiences listening from various status levels and to consider mindfulness in how undergraduates could engage in that topic.
- **Greater engagement for keeping registration vs attendance numbers**
Though many sessions did have high turnout (~50 attendees), it is still worth exploring how to get people who registered to come. This is of especial value for sessions with paid external speakers, as that could be used as evidence when requesting future speaker funding.
- **Preparing panelists**
We had some snags with speakers this year—a few original speakers dropped out last minute, and some speakers appeared right at the beginning of the session. Having experienced speaker dropouts last year, we planned ahead for this and added more speakers than necessary so that if anyone left, the conversation would still be interesting and authoritative. Unfortunately this year, though we still had a good number of panelists, we hadn't accounted for reduced diversity in speaker representation.
- **Streamline follow-up emails**
We planned to get out follow-up content while attendee attention was still on Love Data Week, but it didn't happen as quickly this year as we had hoped. To help ensure it does happen next year, we can add some defensive scheduling to our calendars to make sure to have time for turning around asynchronous content following a session, including adding captions to recorded webinars, finding links to resources mentioned in the sessions, and adjusting template follow-up email messages.

Plans for Additional Growth

- **Assessment adjustments**
 - Consider what other metrics could be collected (website clicks, asynchronous viewing, etc.)
 - Use data to identify which marketing locations (physical and virtual) were more effective
- **Marketing adjustments**
 - Get the UNCW Chancellor to make a short video introduction for the program

- Put a Love Data Week advertisement flyer in the New Faculty Orientation bags, with a coupon of sorts to get people in the library overall
- Contact postdocs as a potential audience group
- Compile a list of labs that exist on campus to target data sessions to research teams
- Compile a list of specific classes on campus that would be most relevant to target marketing for
- Coordinate with teaching faculty to set up extra credit for attending and writing reflection posts as a class assignment
- Use the annual international theme to target graphic appearance and audience groups rather than a general marketing audience
- Topic adjustments
 - Include more students as speakers
 - Ask for external speaker budget earlier so can get Research & Innovation to split payment

Appendix

Save the Date Marketing Template

Subject: SAVE THE DATES: Love Data Week (February 13-17, 2023)

Greetings,

Please share this announcement broadly with your respective departments or units.



Randall Library is gearing up for Love Data Week 2023, and you're invited!

What is UNCW Love Data Week?

UNCW Randall Library and Research & Innovation are co-presenting Love Data Week (February 13-17, 2023), an international celebration of data. A series of online workshops, panels, and spotlights about research data will be hosted throughout the week to build campus community and highlight various



aspects of data. This year's theme is Data: Agent of Change. Take a sneak peek of this year's UNCW Love Data Week 2023 session topics at: https://library.uncw.edu/love_data_week

For questions about UNCW Love Data Week 2023, please direct to Lynnee Argabright, Research Data Librarian at argabrightl@uncw.edu

Additional Love Data Week Info:

Love Data Week 2022: https://library.uncw.edu/love_data_week_2022

International Love Data Week: <https://www.icpsr.umich.edu/web/about/cms/3799>

Finalizing Panelist Scheduling

Subject: Love Data Week – Real-Time Data details

Hi everyone,

Quick update:

Tuesday February 14 at 10:00 looks like it would work for everyone (last chance to say otherwise!).

If you would like to include an example of a real-time project you are/recently worked on, please share a link with me, and I can add it to your bio.

I'll send you holding invitations for the actual panel session as well as a planning session.

We have marketing graphics ready to push out in January for social media and rotating monitors—I've attached a flyer for your reference.

Thank you all again for your interest in participating! Good luck with grading, and congratulations on finishing classes!

Thanks,

Lynnee

Hi all,

Thank you for your interest in supporting Love Data Week for the planned Real-Time Data event! At this point, we would like to **schedule a date** for the panel and ask you to **review the below title, description, and bios** to suggest any revisions.

Once we nail these down, we will schedule a planning meeting in early January to get a feel for the desired flow of discussion. We are happy to talk any suggestions, feedback, and/or questions.

Topic Title:

Real-Time Data: Uses and Challenges of Data Streaming for Research



Format:

Panel (1hr via Zoom)

As you will see below, the presenters have different research areas and are from a range of departments across the university. We would like to embrace this to show various different perspectives about how real-time data is used in research. We will have a moderator to introduce the general topic, and then the panel will all respond to questions plus Q+A. Ideally this will feel like a conversation!

Date + Time:

Fill out this quick When2Meet poll to let us know your schedule availability during February 13-14, as we already know some of you have commitments Feb 15-17

Draft Description:

Insert abstract for session

Presenters + Bios:

- Dr. name—title of department, school if applicable

Thank you again,
Lynnee

Thank You Letter to Speakers

Letters from Administration

(letterhead logo)

(address)

(date)

Dear [speaker name],

On behalf of Randall Library and Research and Innovation, we want to thank you for serving as a panelist/moderator during this year's Love Data Week. We realize that you, as a faculty member, have many competing demands and that your time is limited and valuable. We appreciate your service to building our campus research community.

We see Love Data Week as an opportunity for UNCW to highlight its faculty and their research expertise and impact. In addition to the faculty, graduate and undergraduate students, and staff within UNCW who attended this year, it was exciting to see national and international participation at many of our events!

This second iteration of Love Data Week saw tremendous growth, and we look forward to that continuing in 2024. We are grateful for your contribution as data champions and hope you will continue to engage in UNCW's research data community moving forward. Thank you again!

Sincerely,

(signatures)

Letters from co-organizers



Subject: Re: Recording & Resources from UNCW Love Data Week Event: [session title]

Dear [speaker names],

Thank you again for your support of and participation in this year's **Love Data Week!** We are incredibly pleased with the engagement in our second year (we had a total of 239 attendees across the seven sessions offered) and very much look forward to growing this opportunity even more **in 2024.**

For your reference, the final attendance for "Science Communication Using Data-Storytelling" was 49, and below are some comments from the feedback survey:

- "Very practical and thoughtful tips, panelists were prepared."
- **JUST SO GOOD. SO VALUABLE. SO MANY GOOD THINGS.** Loved this panel and all these people and all this discussion! **CAN WE HAVE THIS PANEL EVERY YEAR PLEASE.**"
- "The practical suggestions were great, and the panelists were engaging."

As we noted in our planning meeting, our goals for Love Data Week include building the campus research community, highlighting various facets of data, and showcasing UNCW research strengths. It is an added bonus that we, in our research support roles, can meet and further develop relationships with our faculty.

It was a pleasure getting to know and work with you all. Please do not hesitate to reach out to us should you have any needs related to **Research Data** (*data analysis, data citations, data visualization, finding data, and data management plans*) and/or **Research Development** (*funding identification, collaborator cultivation and team building, enhanced proposal support, grantwriting workshops, and research recognition*).

We are here to help! Thank you again, and we hope you have a great rest of the semester.