



# Bridging the gap: using data to enhance global engagement

## The University of South Florida uses Clarivate™ products to showcase the impact and reach of its international collaborations and partnerships.

Collaboration and knowledge transfer among people, institutions and countries is critical in today's research environment. It extends the possibility of discovery and enables resources and expertise to be shared and built upon. And yet, managing an institution's growing share of global collaborations is increasingly difficult. Professionals

in the international research office are often faced with siloed departments, disparate data and busy faculty members.

Combined, these challenges can mask the needs, insights and value of the global projects and partnerships happening at an institution and minimize the potential for innovation.

Laurel Thomas at the University of South Florida (USF) overcame these challenges in her role as International Research and Global Engagement Data Manager. Ms. Thomas's role sits within USF World, which leads the university's international engagement and supports its culture, student success and other initiatives on a global scale.

## Customer

University of South Florida (USF)

## Solution

Web of Science™ and InCites Benchmarking & Analytics™.

## Challenge

The international engagement office needed to better understand global activity happening at USF to encourage and showcase strategic collaborations and outcomes.

## Outcome

Web of Science™ and InCites helped USF build a comprehensive picture of the projects and partnerships happening across campus and abroad. This nuanced view enabled USF to support and develop their global collaborations and networks, and share insights about their international connectivity.

## How Clarivate helped USF connect with their global community

**When Laurel Thomas first started at USF, there was an information gap between researchers, faculty and the research office.**

This made it difficult to respond quickly and efficiently to questions from the Director, Provost and other university leaders about the international projects happening across campus. She realized she needed a better, more simplified process to understand the global collaborations underway, and how much value they were bringing to the institution.

Thomas got to work and brought the institution's various datasets together in one, centralized location. She was then able to incorporate insights and analytics using Clarivate products to gain a comprehensive picture of USF's international activity and impact.

Together with the help of the Web of Science and InCites, Thomas used key bibliometric data to:

- Define and support global activity happening at USF
- Uncover insights about the impact and reach of global collaborations

- Align their goals with the wider institution and ensure reciprocal strategic planning
- Engage with researchers, faculty and the research office about current and future international partnerships and collaborations
- Identify funding needs and opportunities
- Support international students, attract enrollments and maintain engagement after graduation



## Showcasing impact with data

Using the Web of Science and InCites, Thomas has been able to identify, evaluate and benchmark key insights, including:

- Existing global relationships and connections
  - Top countries and institutional collaborators
  - Subject areas with higher rates of global partnerships
  - Partnerships happening across institutions
  - The success and impact of papers with international collaborations, globally funded projects
- This work put the USF team in a better position to understand its strengths in the international arena and support future enrollments and collaborations. Further, they can now share these insights with key stakeholders across campus and abroad.
- Each year, Thomas shares the successful outcomes of global collaborations in USF's annual report. This ensures their international engagement goals are at the forefront of the university's key strategic decisions.

**"We were able to show that the most influential research at USF is conducted by groups of researchers who, among other characteristics, are located around the world"**

**Laurel Thomas,**  
International Research and Global  
Engagement Data Manager, USF World.

Learn more about how Clarivate products can help you define, support and enhance the global collaborations happening at your institution:

**[clarivate.com](https://clarivate.com)**