



Welcome to Yaffle! This tutorial will teach you about crafting your first **lay summary**, uploading it as a **Project**, and building your **Research Interests** and **Expertise profiles**.

Note to Graduate Students: Research Interest profiles are currently limited to Memorial **faculty members** only - this menu item will not appear in your account.

I. What is Lay Summary?

Projects (records of completed or ongoing research, teaching or outreach work at Memorial) are stored in Yaffle as lay summaries. They can be seen as the 'elevator pitch' for your project: how do you describe that piece of work to a person you've never met in 30 seconds?

Each lay summary contains the following information:

Title: Use the published or working title of the project

Lead Researcher: This can be yourself or another researcher

Collaborators: List any collaborators for this projects, if applicable

Funding Resources: List any sources of funding, if applicable

Summary: This is the bulk of the lay summary – you may have already written one if the project was funded any of the national tri-council funding bodies.

If not, a good starting point would be with a project abstract: take the introduction and concluding paragraphs, and edit any academic-level words to a high school reading level. This isn't to devalue the academic nature of the work, but instead make it easy for anyone to see the value of your work and understand it. If you have 700 words or less, you're done!



Getting Started with Yaffle Adding Projects, Research Interests & Expertise

The remaining 5 sections are as important as the summary itself, as they are the tags that will lead Yaffle users to your work. Don't worry if you feel you've missed any - our staff will review your entry and make any suggestions to you before it is finalized.

Keywords: Take the important terms from your lay summary - if you think someone would be searching for your work, what would they search for? Yaffle will look through the entire summary when searching, but it will give listing priority to projects with matching keywords.

Locations: List all geographical locations where the results of this work are applicable; if a project relates to a specific communities, Regional Economic Development Boards, or Rural Secretariat Boards you can specify them.

Industry Sectors: These use the North American Industry Classification System (NAICS) codes. Choose any that apply.

Thematic Categories: These are a University listing of the common research themes

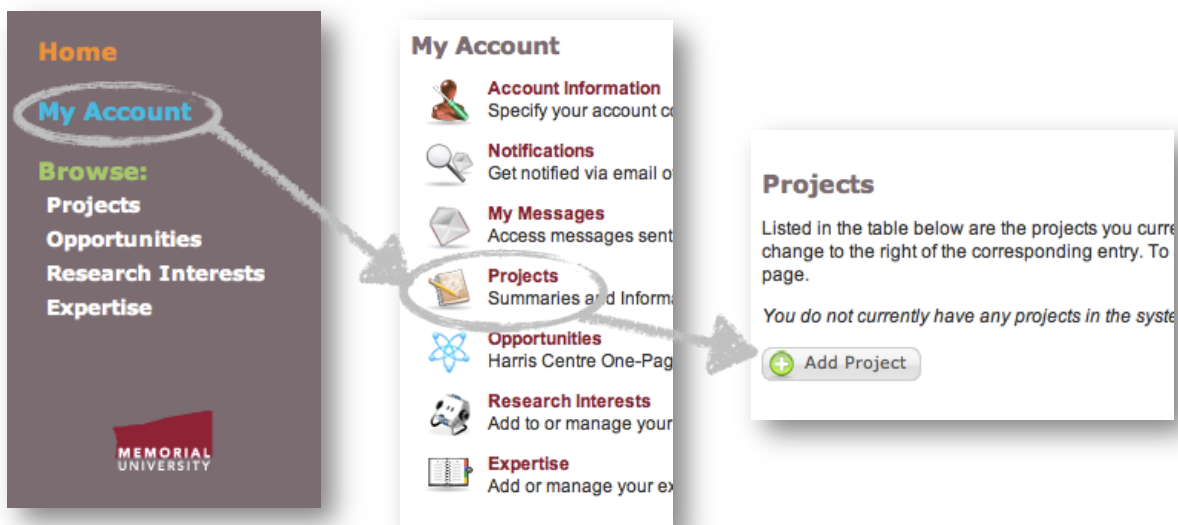
Departments: Yaffle users can browse by Memorial faculties/departments, so list all that were partnered in this project

To get started, you might want to try drafting your first lay summary in an external text editor, as you can simply copy and paste work into Yaffle's entry form when ready. We'd recommend using a plain-text editor such as Notepad for Windows or TextEdit for Mac - copying from Microsoft Word will sometimes cause your lay summary to display incorrectly when submitted.

Ready to submit your lay summary?

II. Adding a Project

1. Once you are logged in to Yaffle, click on the **My Account** link, found in the left menu bar on any page in Yaffle.
2. Click on the **Projects** link - (NOTE: If this link is missing from your Account menu, the system did not recognize as a faculty member or graduate student when setting up your account - just email us at support@yaffle.ca and we'll make the change for you.)
3. Click the 'Add Project' button.



4. This is the entry form for your lay summary (see an example on pg. 4) - Fill in the appropriate fields, or copy and paste from an external document. The locations, industry sectors and thematic categories fields use a simple pop-up selection box - click the red 'Add __' links to bring up these boxes.
5. Click the 'Add Project' button to submit your lay summary. Congratulations!
6. To add another Project, or to edit/delete existing entries, simply click on My Account, the select Projects.

Lay Summary Entry Form

Add Project

Use the form below to describe the details about your project. The last 4 fields, keywords, industry sectors, thematic categories and departments are used for search and filing your project for browsing purposes. Once you are finished, click the Add Project button at the bottom.

***TITLE OF PROJECT OR INITIATIVE:**

***LEAD RESEARCHER AND DEPARTMENT:**

COLLABORATORS (with affiliation) AND STUDENTS (if applicable):

FUNDING RESOURCES:

***LAY SUMMARY: (700 words or less)**

This should be in everyday English if possible and avoid using overly technical terms.

DATES: (Start/End, if available)

KEYWORDS:

LOCATIONS: (+ Add Location)

Click the Add Location link above to specify the locations to which the research applies. You can add up to a maximum of 70.

INDUSTRY SECTORS: (+ Add Industry Sector)

Add up to 5 industry sectors for your project.

THEMATIC CATEGORIES: (+ Add Thematic Category)

Add up to 8 thematic categories for your project.

DEPARTMENTS: (+ Add Department)

Add up to 5 departments that your project applies to.

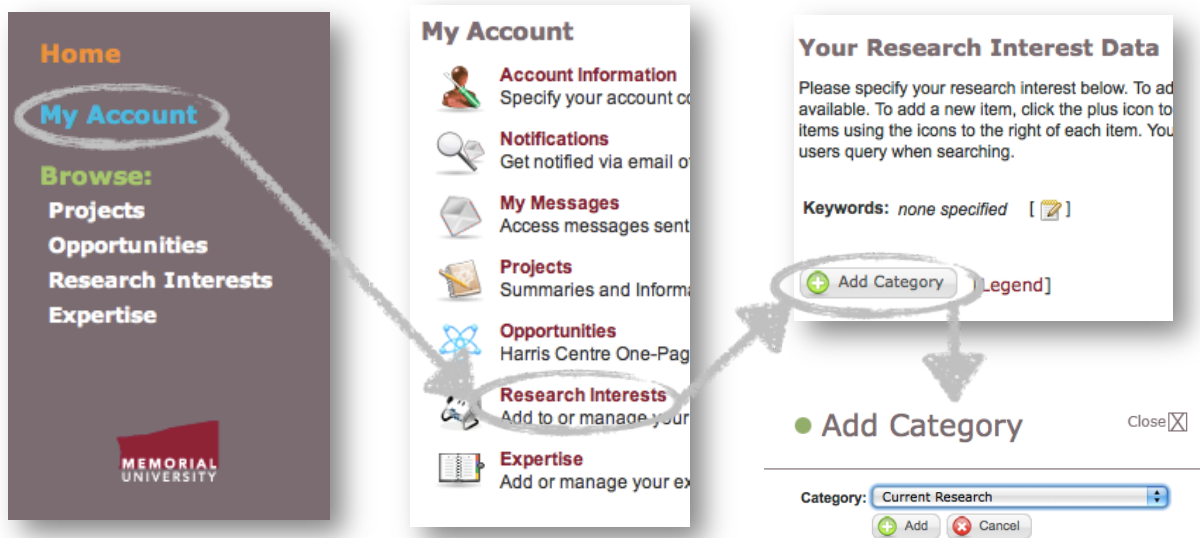
III. Adding Research Interests & Expertise

Research Interests highlight the current, past and potential areas of academic research for Memorial faculty members, as well as any specialized equipment or facilities that they may have access to.

Expertise listings highlight topical areas in which Memorial faculty, staff and students can identify their areas of expertise - this is used primarily by members of the media to identify experts for commentary on current topics.

We'll look at how to create a Research Interests profile; Your Expertise profile will use an identical system, with the only exception being the use of thematic categories rather than current/past/potential research categories.

1. Click on the My Account link in the left menu bar.
2. Click on the Research Interests link.
3. Click on the Add Category button, and select your first category.



4. Click the green plus sign next to your new category heading.
5. Type in your entry, and click the Add button.
6. You can add multiple entries to each category, or add new categories at any time.
7. You can modify each entry with it's corresponding set of icons: the notepad to edit the entry, the trash can to delete it, and the green arrow to move it up or down in the category.
8. Add keywords by clicking on the notepad by the "Keywords:" label; choose keywords relevant that are unique to your profile, but not too obscure. Use words that you think users would enter when searching for you.
9. No need to save - your profile is updated as soon as you add an entry. To make changes at any time, simply click on 'My Account' followed by 'Research Interests'

