The Sweet Smell (and Taste) of Success: Incentivizing ORCiD Sign-Ups Among Faculty and Graduate Students

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# Recipe Ingredients

- ORCID
- Scholarly Communication Committee
- Liaison Services
- Office of Vice Provost for Research
- Graduate School
- Libraries/ITS/Marketing & Communications
RECIPE ScdalyCommications

ORCiD
Connecting Research and Researchers
RECIPE

• Identify Funding
• Design Marketing Theme
• Find Cookie Baker
• Decide On and Reserve Locations
• Schedule and Train Volunteers
RECIPe COOkies
• Email Messages
• Postcards to Faculty
• Library Website, Digital Signs, Twitter, Facebook
• http://researchguides.baylor.edu/orcid
• Posters
SPEND 30 SECONDS MAKING YOUR ACADEMIC LIFE 1000x EASIER ID AND RECEIVE A GOURMET COOKIE!

ORCID (Open Researcher and Contributor ID) is a non-profit effort to create and maintain a registry of unique identifiers for academic researchers. ORCID is intended to help researchers better manage their unique identifiers and simplify manuscript submissions, grant applications, and other academic activities. Over 1.2 million researchers, including Baylor's own Dr. Lucas Matthews, already have ORCID IDs. Visit Dr. Matthews' profile at http://orcid.org/0000-0003-1781-3868 and get yours TODAY!

- Visit orcid.org and register for your ID by April 2, 2015.
- Visit https://baylor.edu/BDORCID and link your ID with those of other Baylor researchers.
- Visit an ORCID sign-up station on March 31, April 1, or April 2. Verify your ID and pick up a free gourmet cookie! ORCID sign-up stations are located at Moody Library (near Starbucks), McMilan Faculty Center sitting room, and the Baker Science Building atrium.

If you have questions about ORCID or would like to sign-up in person, drop by an ORCID sign-up station in Moody Library (near Starbucks), McMilan Faculty Center sitting room, or the Baker Science Building atrium between 11:30 a.m. and 1:30 p.m. on March 31, April 1, or April 2, 2015. Representatives from the Baylor Libraries will be on hand to answer questions, help you register for your ID, and, of course, give you a free gourmet cookie.

If you would like assistance completing your ORCID researcher profile, please do the following after obtaining your ID:

- Log in to your ORCID account at http://orcid.org.
- Click on the "Account Settings" tab.
- Search for "Baylor users" in the search box below the "Trusted individuals" heading.
- Click on the "Add" button to the right of the Baylor Users (0000-0003-1781-3868) row.
- Confirm this by providing your ORCID account password.

A liaison librarian from the Baylor Libraries for your academic area will work with you to complete your ORCID profile.

The goal is to register at least 100 IDs for Baylor faculty and graduate student researchers by April 2, 2015. Register TODAY to help reach this goal, and don’t forget to pick up your free gourmet cookie!

For more information about ORCID, visit http://researchguides.baylor.edu/orcid.
RECIPE Postcard

PROFESSORS & GRADUATE STUDENTS

SPEND 30 SECONDS

AND MAKE YOUR ACADEMIC LIFE 1000X EASIER

Drop by an ORCID sign-up station
- Moody Library Foyer
- McMullen Faculty Center
- Baylor Science Building

Get your ID
Your unique ORCID ID distinguishes your research from every other researcher, easing the process of manuscript submission, grant applications and other academic activities.

Enjoy an amazing cookie!

If you already have your ID, visit one of the sign-up stations, register your ID & move directly to Step #3!

To get your ORCID ID TODAY, visit orcid.org, register, and then list your ID with those of other Baylor researchers at http://tinyurl.com/BUORCID.
• Encourage ORCID Sign-ups
• Register ID with Baylor Libraries
• Assign Trusted Individual (optional)
• Provide a Take-away Card
• Answer Questions/Concerns
• Give Out Cookies
What is your Baylor email address?

What is your ORCID ID? http://orcid.org

What is your status?
- Faculty
- Graduate Student
- Other

What is your department?

What other IDs do you have? (check all that apply)
- Scopus Author ID
- Web of Science Researcher ID
- Google Scholar Profile
- Figshare profile
- ISNI ID
- Other

ORCID
Connecting Research and Researchers

Baylor Libraries
**RECIPE Trusted Individual**

**Trusted individuals**

You can grant permission to another ORCID user to update your ORCID record on your behalf.

Find out more

Search for ORCID users to add as trusted individuals.

<table>
<thead>
<tr>
<th>ORCID record</th>
<th>ORCID iD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baylor Jones</td>
<td>0000-0002-0797-6511</td>
</tr>
<tr>
<td>Baylor Fox-Kemper</td>
<td>0000-0002-2871-2048</td>
</tr>
<tr>
<td>Stephen Baylor</td>
<td>0000-0001-5471-0081</td>
</tr>
<tr>
<td>Peter Woodward Jones</td>
<td>0000-0001-7392-0762</td>
</tr>
</tbody>
</table>

**ORCID**

Connecting Research and Researchers

**Baylor Libraries**
Final Product

- Over 230 Researchers Responded
- 70 Trusted Individual Accounts
- 72% Faculty and 21% Grads
- 50 Departments
- Libraries (27), Chemistry & Biochemistry (18), English (14), Religion (13), Modern Languages & Cultures (11)
University Libraries
Chemistry & Biochemistry
English
Religion
Modern Languages & Cultures
Psychology and Neuroscience
Physics
Biology
Management
Mechanical Engineering
Social Work
Computer Science
Geology
History
Curriculum & Instruction
Information Systems
Mathematics
33 Other Departments
**RECIPE Modifications & Follow-up**

- Give two examples of an ORCID in an email message
- Emphasize that ORCID is not a networking site
- Use laptops and not iPads
- Tweak table placement
- Expand Graduate Student outreach
- Train Liaison Librarians to populate ORCID profiles