**RECIPE**

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

From the Baylor University Kitchen of **Christina Chan-Park & Billie Peterson-Lugo**

**Ingredients**

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

**Baking**

- Email Messages
- Postcards to Faculty
- Library Website, Digital Signs, Twitter, Facebook
- http://researchguides.baylru.edu/orcid
- Posters

**Mixing**

- Identifying Funding
- Design Marketing Theme
- Find Cookie Baker
- Decide on and Reserve Locations
- Schedule and train Volunteers

**Icing**

- Encourage ORCiD iD Sign-ups
- Register iD with Baylor Libraries
- Assign Trusted Individual (optional)
- Answer Questions and Provide a Take-away card
- Give out Cookies

**Final Product**

- Over 230 Researchers Responded
- 70 Trusted Individual Accounts
- 72% Faculty and 21% Graduates
- 50 Departments
- Libraries (27), Chemistry & Biochemistry (18), English (14), Religion (13), Modern Languages & Cultures (11)

**Tweaks**

- Give 2 examples of an ORCiD iD in email
- Emphasize that ORCiD is not a networking site
- Use laptops not iPads
- Tweak table placement
- Expand Graduate Student outreach
- Trained Liaison Librarians to populate ORCiD profiles