

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



Mixing

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



Baking

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



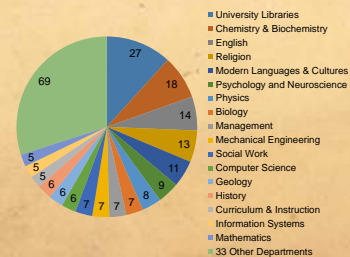
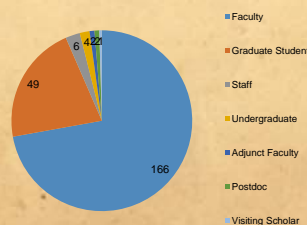
Icing

- 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% Grads
- 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