

# RECIPE



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

*Christina Chan-Park  
Billie Peterson-Lugo*





# RECIPE *Ingredients*

- *ORCID*

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- *Scholarly Communication Committee*

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- *Liaison Services*

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- *Office of Vice Provost for Research*

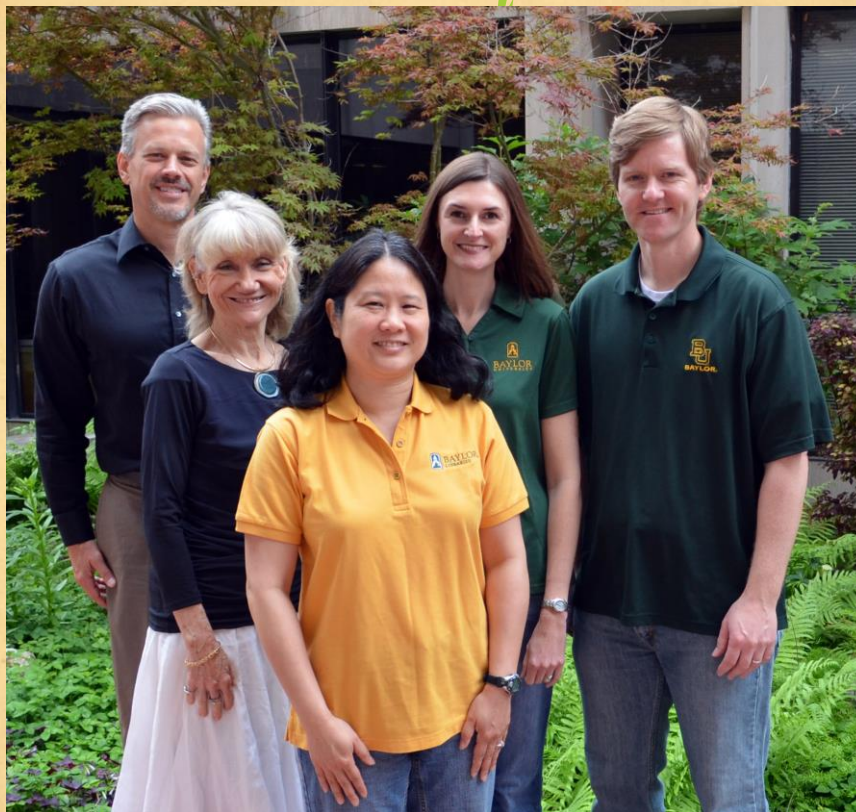
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- *Graduate School*

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- *Libraries/ITS Marketing & Communications*

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# RECIPE *Scholarly Communications*



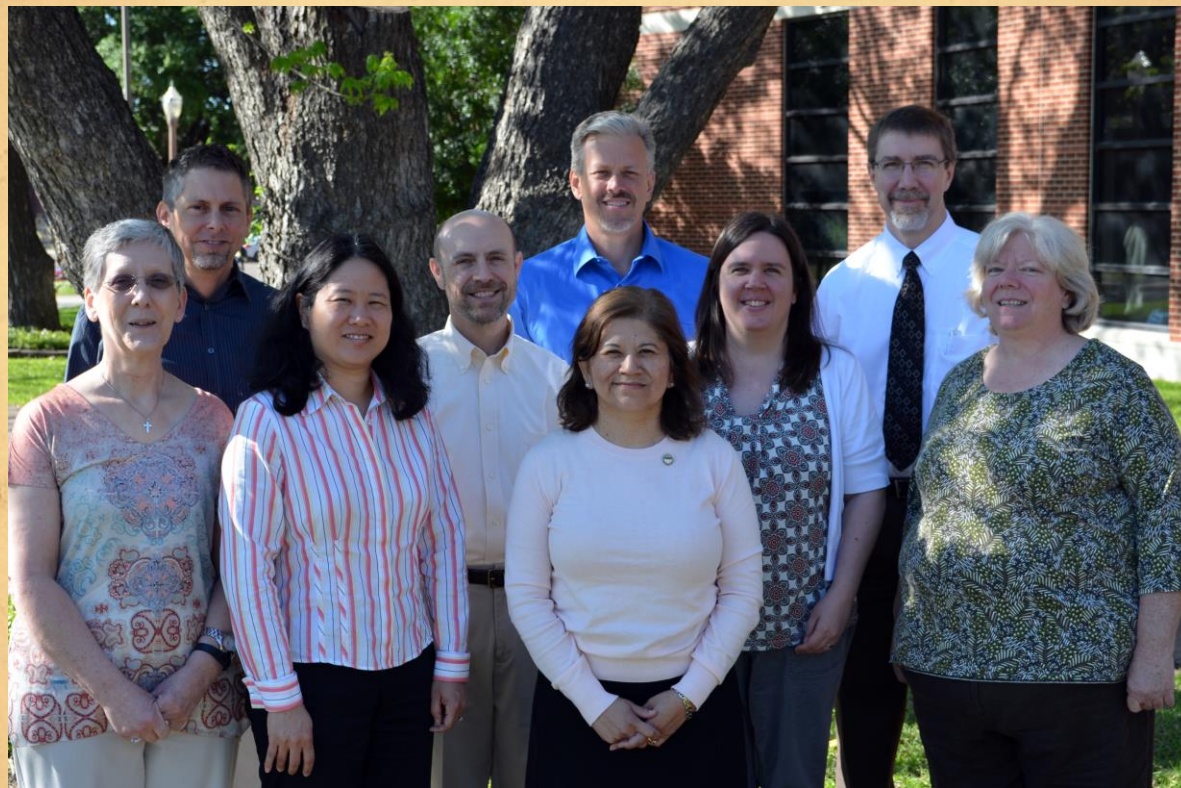
**ORCID**  
Connecting Research and Researchers



**BAYLOR**  
LIBRARIES



# RECIPE *Liaison Services*



**ORCID**  
Connecting Research and Researchers



**BAYLOR**  
LIBRARIES



# RECIPE *Mixing*

- *Identify Funding*
- *Design Marketing Theme*
- *Find Cookie Baker*
- *Decide On and Reserve Locations*
- *Schedule and Train Volunteers*



# RECIPE *Cookies*



**ORCiD**  
Connecting Research and Researchers



**BAYLOR**  
LIBRARIES



# RECIPE *Baylor Science Building*



**ORCID**  
Connecting Research and Researchers



**BAYLOR**  
LIBRARIES



# RECIPE *Moody Library*



**ORCID**  
Connecting Research and Researchers



**BAYLOR**  
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# RECIPE *McMullen Faculty Center*



**ORCID**  
Connecting Research and Researchers



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# RECIPE *Baking*

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



# RECIPE *Email to Faculty/Grads*

SPEND **30** SECONDS  MAKING YOUR ACADEMIC **LIFE** **1000x** EASIER **iD**  
AND RECEIVE A GOURMET COOKIE!

ORCID is a non-profit effort to create and maintain a registry of unique identifiers for academic researchers. These unique identifiers distinguish your research from that of others with a similar name and can simplify manuscript submissions, grant applications and other academic activities. Over 1.2 million researchers - including Baylor's own Dr. Lorin Matthews - already have ORCID iDs. Visit Dr. Matthews' profile at <http://orcid.org/0000-0003-1781-2868> and get yours **TODAY!**

- Visit [orcid.org](http://orcid.org) and register for your iD by April 2, 2015.
- Visit <http://tinyurl.com/BUORCID> and list 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! Sign up stations are located at Moody Library (near Starbucks), McMullen Faculty Center sitting room and the Baylor 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), McMullen Faculty Center sitting room or the Baylor Science Building atrium between 11:00 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:

- Login to your ORCID account at <http://orcid.org>.
- Click on the "Account Settings" tab.
- Search for "baylor jones" in the search form below the "Trusted individuals" heading.
- Click on the "Add" button to the right of the Baylor Jones (0000-0002-0797-6511) entry.
- Confirm this request 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 300 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>.



**ORCID**  
Connecting Research and Researchers



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LIBRARIES



# RECIPE *Postcard*

PROFESSORS  
& GRADUATE  
STUDENTS

SPEND  
**30**  
SECONDS  
  
AND MAKE  
**YOUR**  
ACADEMIC  
**LIFE**  
**1000x**  
**EASIER**

[researchguides.baylor.edu/orcid](http://researchguides.baylor.edu/orcid)



BAYLOR  
UNIVERSITY

**ORCID**

Connecting Research and Researchers

**1** Drop by an ORCID  
sign-up station

- Moody Library Foyer
- McMullen Faculty Center
- Baylor Science Building

March 31  
April 1  
April 2  
11:00am-1:30pm

**2** 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.

**3** 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](http://orcid.org), register, and then list your iD with those of other Baylor researchers at <http://tinyurl.com/BUORCID>.



BAYLOR  
UNIVERSITY



BAYLOR  
LIBRARIES



# RECIPE *Web Page & LibGuide*



## TODAY'S HOURS

Central Libraries (7:00A-1:00A)  
Sterling (7:00A-1:00A)  
Moody/24HR Areas (OPEN)  
Browning Library (9:00A - 5:00P)  
The Texas Collection (8:00A - 5:00P)  
Poage Library (9A-12P; 1P-5P)

[Full Hours]

## EVENTS

APR 2 Workshop: Introduction to Zotero  
APR 10 Workshop: Reading Scientific Papers  
APR 10 Workshop: Creating Scientific Poster Presentations

[More Events]

PROFESSORS  
& GRAD STUDENTS



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ACADEMIC  
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EASIER  
& GET A  
GOURMET  
COOKIE!



Ask a Q

Director, RCMS, Electronic Library



Billie Peterson-Lugo

Email Me

## Contact:

Moody Library -- G29

254 710 2344

Science Librarian



## ORCID IDS

Describes ORCID IDs and the importance of establishing an ORCID ID for researchers, authors, scholars.

### ORCID Overview

#### Benefits of an ORCID ID

Step 1 -- Register an ORCID

Step 2 -- Connect Scopus Author ID

Step 3 -- Connect Web of Knowledge ResearcherID

Step 4 -- Other Connections

### ORCID At a Glance

ORCID is an acronym for Open Researcher and Contributor ID. ORCID identifiers (ORCID IDs) are a persistent unique identifier for researchers and scholars and enable the automation of links to research objects such as publications, grants, presentations, data, patents and more. Think of an ORCID ID as a DOI (digital object identifier) for researchers and scholars. It takes less than 30 seconds to register for an ORCID ID. For more information watch the brief video below.



What is ORCID? from ORCID on Vimeo.

Below is a partial list of ORCID partners:

- Academic Analytics
- American Association for the Advancement of Science
- American Chemical Society
- American Physical Society
- British Library
- Dryad
- EBSCO
- Elsevier
- Figshare
- Food and Drug Administration
- IEEE
- Modern Language Association
- OCLC
- Oxford University Press
- ProQuest
- Public Library of Science
- Springer
- Taylor and Francis
- Thomson Reuters
- Wellcome Trust
- Wiley

View the growing full list for more details, including the status of their participation.


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LIBRARIES



# RECIPE *Poster at Site*



**SPEND**  
**30**  
**SECONDS**




**MAKING YOUR ACADEMIC LIFE 1000X EASIER**  
**AND RECEIVE A GOURMET COOKIE!**

CONNECTING RESEARCH & RESEARCHERS **iD**

**Sign up for your ORCID iD TODAY!**

- iD** Easier publishing & grant applications
- iD** Distinguish your research from others with similar names
- iD** Consistent citations for your work
- iD** A sharable, up-to-date online CV
- iD** Convenient portability for your information

**Already have an ORCID iD?**  
Register your iD with us and receive a cookie!

 **BAYLOR UNIVERSITY** <http://researchguides.baylor.edu/orcid>

**ORCID**  
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# RECIPE *Icing*

- *Encourage ORCID iD Sign-ups*
- *Register iD with Baylor Libraries*
- *Assign Trusted Individual (optional)*
- *Provide a Take-away Card*
- *Answer Questions/Concerns*
- *Give Out Cookies*



# RECIPE *Baylor Science Building*



**ORCID**  
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# RECIPE *Registration Form*

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

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# 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.



ORCID record

ORCID iD

Baylor Jones

0000-0002-0797-6511

Baylor Fox-Kemper

0000-0002-2871-2048

Stephen Baylor

0000-0001-5471-0081

Peter Woodward Jones

0000-0001-7392-0762

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# RECIPE *Moody Library*



**ORCID**  
Connecting Research and Researchers



**BAYLOR**  
LIBRARIES



# RECIPE *McMullen Faculty Center*



**ORCID**  
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LIBRARIES



# RECIPE *Final Product*

- *Over 230 Researchers Responded*

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- *70 Trusted Individual Accounts*

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- *72% Faculty and 21% Grads*

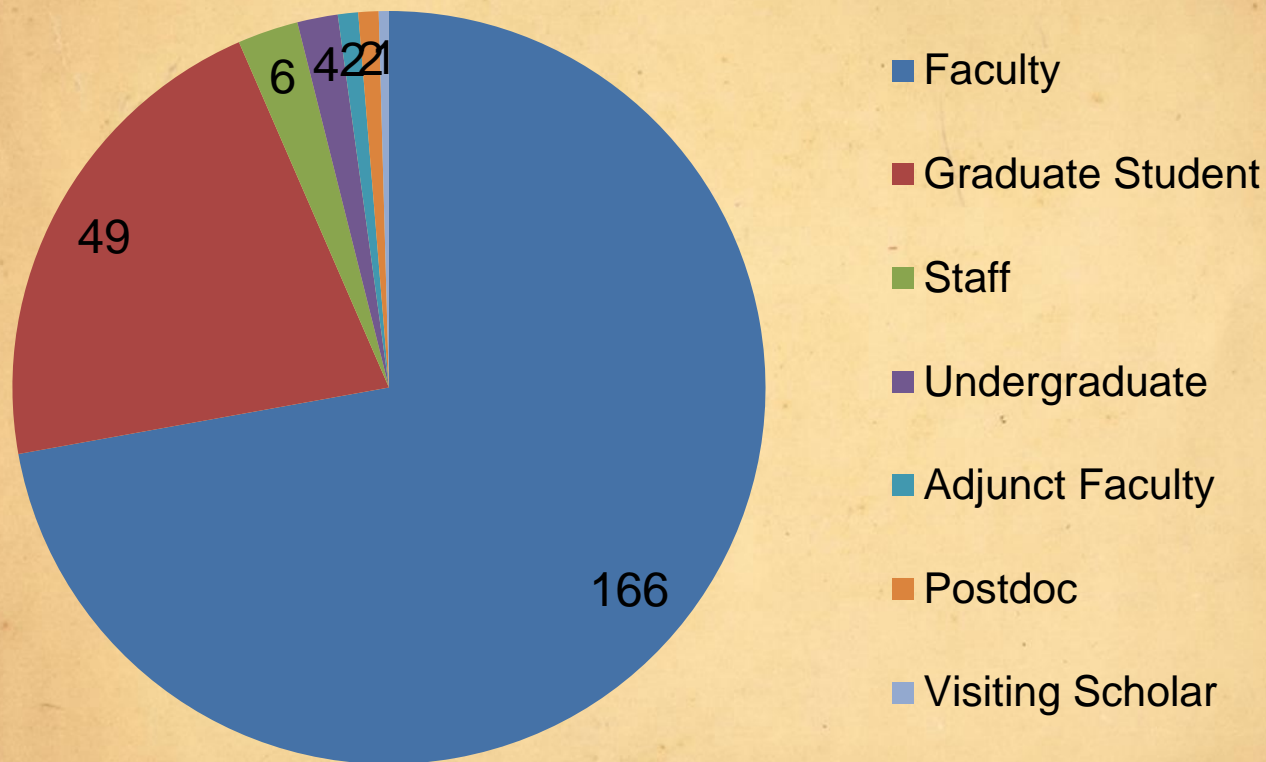
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- *50 Departments*

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- *Libraries (27), Chemistry & Biochemistry (18), English (14), Religion (13), Modern Languages & Cultures (11)*

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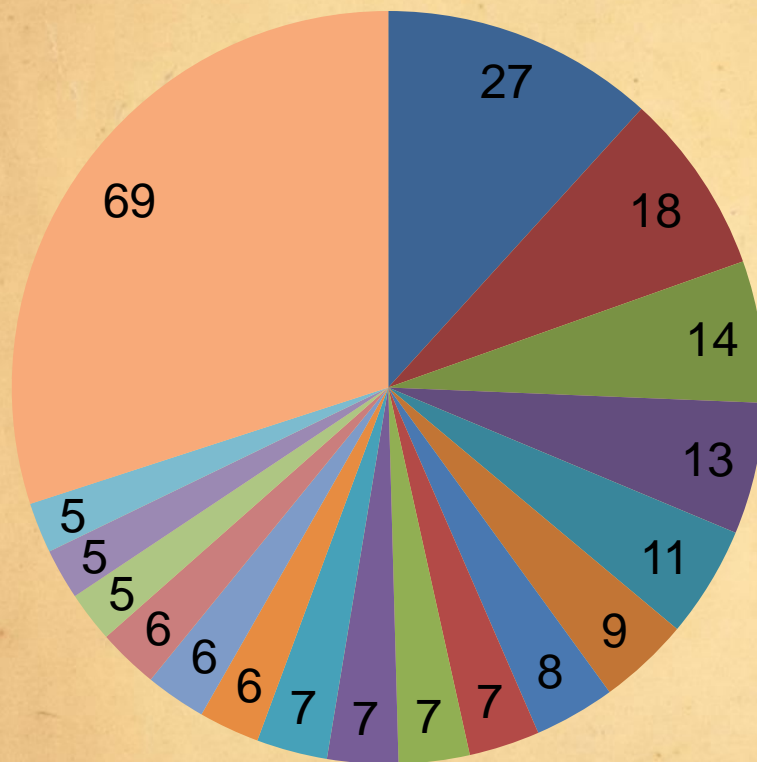


# RECIPE *Status*





# RECIPE *Departments*



- 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 iD in 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*