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

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# Ingredients

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

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
RECIPE Baylor Science Building
**RECIPE: Baking**

- Email Messages
- Postcards to Faculty
- Library Website, Digital Signs, Twitter, Facebook
- [http://researchguides.baylor.edu/orcid](http://researchguides.baylor.edu/orcid)
- Posters
RECIPE

Email to Faculty/Grads

SPEND 30 SECONDS MAKING YOUR ACADEMIC LIFE 1000X EASIER 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. Louis Matthewes, already have ORCID IDs. Visit Dr. Matthewes’s profile at http://orcid.org/0000-0003-1781-2828 and get yours TODAY!

• Visit orcid.org and register for your ID by April 2, 2015.
• Visit http://baylor.orcid.org and log in with your ID.
• 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), McMillan Faculty Center seating rooms 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 at Moody Library (near Starbucks), McMillan Faculty Center seating rooms or the Baylor Science Building atrium between 11:30 a.m. and 2:30 p.m. on March 31, April 1 and 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” in the search box below the “Trusted individuals” heading.
• Click on the “Add” button to the right of the Baylor ID (0000-0003-1781-2828) entry.
• Confirm this request by providing your ORCID account password.

A lesson 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

RECIPE Postcard

PROFESSORS & GRADUATE STUDENTS
SPEND 30 SECONDS
AND MAKE YOUR ACADEMIC LIFE 1000X EASIER

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, register, and then list your ID with those of other Baylor researchers at http://tinyurl.com/BUORCID.
SPEND 30 SECONDS
MAKING YOUR ACADEMIC LIFE 1000X EASIER
AND RECEIVE A GOURMET COOKIE!

CONNECTING RESEARCH & RESEARCHERS

Sign up for your ORCID iD TODAY!

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

http://researchguides.baylor.edu/orcid

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

ORCID
Connecting Research and Researchers

BAYLOR LIBRARIES
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
### Registration Form

**What is your Baylor email address?**  

**What is your ORCID ID?**  [http://orcid.org](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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[ORCID](https://orcid.org)  
Connecting Research and Researchers

[Baylor Libraries](https://www.baylor.edu/library)  
1845
**RECIPEx 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>Baylor Jones</th>
<th>0000-0002-0797-6511</th>
</tr>
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<tbody>
<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>
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RECIPE McEuen Faculty Center
RECIPE 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)
Status

- Faculty: 166
- Graduate Student: 49
- Staff: 6
- Undergraduate: 421
- Adjunct Faculty: 2
- Postdoc: 2
- Visiting Scholar: 1
Departmental Distribution

- University Libraries: 27
- Chemistry & Biochemistry: 18
- English: 14
- Religion: 13
- Modern Languages & Cultures: 11
- Psychology and Neuroscience: 9
- Physics: 8
- Biology: 7
- Management: 6
- Mechanical Engineering: 6
- Social Work: 5
- Computer Science: 5
- Geology: 5
- History: 5
- Curriculum & Instruction: 4
- Information Systems: 4
- Mathematics: 3
- 33 Other Departments: 11

Total: 69
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