ORCiD@University of Adelaide

I’m Mary O’Connor, eResearch Support Librarian, and I’d like to share with you the story of our experience implementing ORCiD in 2016.

# Consortium/Working Group

The Australian Consortium kicked off in January, and it was decided that the Library would convene an ORCiD Working Group, with members from the Library, Research Branch and Technology Services. The working group reported to a Research Technology Project Board, chaired by Professor John Williams, the Pro Vice Chancellor Research Operations, who you can see on the slide. He became our ORCiD champion in chief and was instrumental to the success of our rollout. But more on that later.

ORCID was not a project in Technology Services terms, and there were no human or monetary resources officially allocated to it. So the development work was fitted around other projects. However, Technology Services generously donated $5,000 for promotion and marketing, and this was also essential to our success. More on that later too.

# Integrations

Adelaide University has two integrations, which is unique in Australia. The other 21 integrations are single. Our Identity Management System signup/linking application went live on 4 May – see Screen snippet on the slide under the graph. The Symplectic Elements integration went live on 9 September, together with a website, whose address is also on the slide. Felix Hudson is our ORCiD developer and he’s here today – please stand up Felix. Feel free to have a chat with him if you’d like to find out more about our approach. He’d be very happy to answer your questions.

# ORCiD signups using the application - graph

The graph shows IDM signups or linking of pre-existing ORCiDS from June to December. We were excited to reach 1,000 signups in that time.

There are a further 300 people with ORCiDs, who are using the Symplectic Elements integration or linking to the ORCID widget in our Researcher Profiles system.

The big jump in signups between September and November happened for three reasons

1. HDR travel grants competition – John Williams’ brainchild
2. Network of ORCiD champions
3. ORCiD@Open Access Week event

I’d like to briefly expand on each of these. We carried out other researcher engagement activities but these were the most successful, being influential, not just informational. Jess Tovara, a Technology Services Change Manager in the Working Group, significantly enhanced the success of the activities because of his background in engagement.

# Researcher Engagement

## HDR Travel Grants Comp

It is already mandatory for research students to get an ORCiD in their first six months of candidature. If any HDR’s principal supervisor also signed up or linked their ORCiD to our IDM system, the students went in a draw for 6 x $500 travel grants. John was a little worried about a supervisor pushback, but the competition was very popular, and we will repeat it this year. One of the reasons for its success is that there is very little money available for student grants.

## ORCiD champions

Other universities were succeeding using champions and customised ORCiD mugs. So John, Jess and I identified 22 researchers, and invited them under John’s name to become an ORCiD champion. Jess and I then delivered ORCiD promo packs to each one. The packs included their own customised mug, and Adelaide Uni customised pens, bookmarks, flyers and posters, along with a short ORCID PPT presentation.

## ORCiD@Open Access Week event

Finally, we held an ORCiD@Open Access Week signup event, which achieved 80+ signups on the day. 96 ORCID cupcakes were consumed, and Research Librarians were trained up to be able to promote ORCIDs as well.

For those of you interested in figures, we spent

* $1900 on customised merchandise including
  + 700 bookmarks 250 pens 25 mugs, 30 flyers, 10 posters.

We worked with ORCiD, Australian Access Federation and our Marketing and Communications section to brand the ORCiD merchandise.

# Conclusion/future

To conclude. 2016 saw successful integrations and researcher engagement. We look forward to building on this success in 2017, eg with further integrations, and shifting the emphasis from just getting an ORCiD, to populating it as well.

Factors in our success include

* Strong support from the DVCR office, personified by Professor John Williams
* Buy in from researchers via the champions (top-down) and the travel grants competition (bottom-up)
* Finally and perhaps most importantly, a skilful and committed working group and related staff

Thank you.