

Cultivating ORCID: Encouraging Growth

Afternoon Programme – Networking Session: Advocacy Strategies

Questions posed by Laura Wilkinson, Education & Outreach Specialist, ORCID

Delegates were invited to post responses to the questions on flip chart pages round the walls

How is ORCID promoted at your institution?

- Patchy
- Targeted emails; Research Bites session
- Schools 'encourage' their academics. Backed up with reports from CRIS (Cranfield)
- Training session; 2. Advocacy materials; 3. Bite-size sessions – short introductory sessions over lunch (with doughnuts)
- Piggy-backing on other Res Info / Open Access outreach events; occasional email posts
- Research Induction workshops; one-to-one discussions with academic staff; Research grant development training – where ORCID is mandatory
- In future / plans: 1. Through potential REF mandate; 2. Through advocacy related to Repository workshops etc once integration is in place

What have been the easiest aspects of ORCID adoption at your institution?

- Most academics see the value
- Scientists take up
- Funder requirements for ORCID IDs
- Connectivity to CRIS system (Converis) was easy. Well done!
- Researchers being ORCID champions
- Convincing academics to sign up
- Researchers get it independently without advocacy
- Linking to Symplectic easy

Please share with us your ORCID success story

- Session last week seeing researchers from Korea get outputs from Scopus
- Reached the 20% threshold for published datasets with at least one author linked to ORCID using auto-update via Datacite
- Obvious benefits from links with our metrics system – can easily identify our key researchers to

track

- Researchers seeing the benefit of Eprints integration to populate ORCID
- 80% researchers linked ORCID in Symplectic whilst not resourcing or advocating as much as would have liked

Where have been your best sources of help / ideas?

- Jisc events, Web
- Events
- Events (like this one)
- ORCID website, Events like this, Linked

Who are key people at your institution for making an ORCID integration happen?

- Anyone with enough tech expertise and interest to get as far as a proof of concept; library; academics, researchers
- Information team in the libraries
- Library staff
- Research systems manager; research data officer within research performance team
- Research Office; Library – repository team; IT Services (links to ID management)
- Developer
- Symplectic Business Owner; Ref Manager
- Library (Repository Managers); IT Services
- Senior Management

How did your institution get the ball rolling with ORCID?

- Paper at Research Committee – showed the video
- Driven from upgrade of our Converis system
- Mandating ORCID for REF
- Advocacy from the Research Office and the library
- Used Open Access as our platform for encouraging ORCID registration – which is done and managed through Symplectic
- Multiple drivers helped ‘get the ball rolling’; RCUK mandate; Publisher mandate; REF review
- Advocacy / Training sessions promoting PURE integration

What have been the most difficult aspects of ORCID adoption at your institution?

- Getting researchers to tell us what their ORCID IDs actually are
- Engagement of specific disciplines – Business / Humanities
- Demonstrating value to an academic that speaks to them
- Vendor lag when API changed. We lost connectivity for 2 months
- Persuading researchers of the benefit to them individually; ownership and support for technical implementation
- Researcher engagement
- Developing the integration

Why did your institution become an ORCID member?

- Because a librarian lobbied senior management
- How is ORCID thinking of supporting sub-entry level institution in promoting ORCID and supporting affiliated researchers to get the most from their ORCID registration?
- No brainer: helped to promote / support ORCID implementation
- REF + vision of inter-operability
- Potential REF mandate gave the opportunity to raise this up the institutional agenda; funder / publisher requirements
- Obvious benefits of ORCID x2