



# Outreach Strategy for Researcher Engagement with ORCID @ University of Adelaide (UoA)

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## Teams Involved / Working Group

- Library
- Research Admin Applications (Research/IT dept.)
- Technology Services (IT dept.)

ORCID integrations: 2

- Bespoke / Custom Integration
- Symplectic Elements

## Communications Strategy

- Creation of an ORCID website with support and information bulletins
- Three separate information bulletins in “All Staff News” and “Graduate Centre” newsletters between August and November
- Targeted Email Communications (to ORCID champions & HDR students)
- Blog posts on Library and Aurora (Symplectic Elements) blog
- Facebook entries on the UoA library page
- Distribution of ORCID bookmarks at Academic Board in September by Pro VC Professor John Williams
- Distribution of customized merchandise (included 700 bookmarks, 250 pens, 25 mugs, 30 flyers and 10 posters)
- ORCID widget appearing in Unified (UoA Student/staff intranet) and on the UoA staff webpage.

## Researcher Engagement Activity:

The researcher engagement program was sponsored by the Pro-Vice Chancellor – Research operations and Dean of Graduate Centre.

- **HDR Travel Grants Competition**  
It was mandatory for research students to get an ORCID within the first six months of their candidature. If any of the HDR students’ supervisor also signed up or linked their ORCID to the UoA IDM system, the students went into a draw for 6 x \$500 travel grants. The [competition](#) was popular and helped drive adoption rates significantly. [Reason for success was there is very little money available for student grants].
- **ORCID Champions**

22 Researchers from University of Adelaide were identified and were invited by the PVC- Research Operations to become an ORCID champion. An ORCID promo pack was provided to each researcher and they were asked to promote ORCID in their research area and answer any questions. Promo pack consisted of their own customised ORCID mug, pens, bookmarks, flyers, posters along with a short ORCID PPT presentation for use at meetings.

#### - ORCID @ Open Access Week event

There was an ORCID@Open Access Week event held which achieved 80+ signups on the day. 96 ORCID cupcakes were consumed and research librarians were trained to be able to promote ORCID as well.

## Training Sessions

Technology Services and Training team conducted numerous sessions on creating a Researcher Profile and promoted ORCID as part of these sessions. A short video was created which is on the [ORCID support page](#).

## Budget

\$5000 was spent on marketing and travel grants:

- \$2000 for merchandise
- \$3000 in travel grants.

## Uptake

Timeline	June 2016	September 2016	November 2016	December 2016	April 2017
Researchers with ORCID	20	300	900	1000	1665

## Conclusion

Factors that made campaign successful:

- Strong support from DVCR Office, personified by Prof. John Williams
- Buy-in from researchers via champions (top-down approach) and travel grants competition (bottom-up approach)

- Skillful and committed cross-unit working group and related staff.