

**Queen's University Library
Open Contributor and Research ID (ORCID) @ Queen's
Communication Plan, Nov. 22, 2017**

BACKGROUND

ORCID is an international, not-for-profit initiative. Its core mission is to provide an open registry of persistent unique identifiers for researchers and to automate linkages to research objects such as publications, datasets, other IDs, grants, and patents.¹

If widely used across the research ecosystem, ORCID offers many improvements that reduce the administrative burden on researchers, enabling them to create a single and 'authoritative' source for their CV, maintaining full control and privacy. This ensures that they are correctly attributed for all of their work and reduces the time-consuming process of keeping this information up-to-date in multiple places. In addition, the ORCID identifier is a key component of system-to-system interoperability allowing seamless exchange of information, which a researcher has chosen to share between systems.

Aligned to this, research information systems and workflows are adopting ORCID as a standard and globally recognized person identifier. For example, publishers are increasingly requiring corresponding authors to enter their ORCID identifier as part of the manuscript submission processes, enabling them to generate timely links to an author's new publications, which can then be seamlessly fed back into their ORCID record. For these benefits to be realised researchers, need to create/claim ORCID identifiers.

At a national level, Queen's has recently joined ORCID-CA, the ORCID Consortium in Canada (<https://orcid-ca.org/node/1>.) Member organisations include funders, universities, national laboratories, publishers, national science agencies, publication and data repositories, professional societies and others. As a member of this national consortium, Queen's can explore opportunities to integrate ORCID identifiers in to local research information systems in order to improving the accuracy and exposure of the researchers CV across these platforms as well as reducing the administrative burden through minimizing duplicate data entry.

TARGET AUDIENCE

- Queen's Researchers (Faculty, Graduate Students)
- Library Staff

¹ Open Researcher Contributor ID. (2017). *Researcher Overview*. Retrieved from <https://orcid.org/content/orcid-overview-researchers>

OBJECTIVES

Communications Plan Purpose

Supporting a phased approach to ORCID implementation at Queen's, this communications plan addresses objective one (1) below, as stated in the Project Charter:

1. Promote ORCID id registration and record population at Queen's by raising awareness of its benefits: author and affiliation name disambiguation, time saving through reduced duplicate data entry, and the potential for increased visibility/impact of Queen's researchers and their research.
2. Explore interoperability provided by ORCID-CA membership.

High level communication objectives:

Develop a package of re-usable promotional materials consistent in tone and language that:

- Communicate the benefits of ORCID to Queen's researchers.
- Encourage researchers to sign-up for an ORCID id.
- Introduce ORCID as one of a suite of Library supported services provided to Queen's researchers throughout the research lifecycle.

CONSIDERATIONS

- Successful communication about ORCID ids and their benefits to both individual researchers and the institution will be greatly enhanced if these 'messages' are communicated via a coordinated cross-campus approach, engaging all partners and stakeholders.
- As appropriate, co-promote to support Digital Scholarly Record Working Group - work plan item 5.4, *just in time researcher training that supports the full research lifecycle*.

HOW WE WILL MEASURE SUCCESS

- Monitor new Queen's affiliated ORCID sign-ups.
- Solicit feedback from the Queen's community on the effectiveness of communication approaches and methods.
- Gather information about the consistent use and uptake of the package of re-usable promotional materials by training partners, both in the Library (librarians and staff), URS and others.



KEY MESSAGES

ORCID id registration and record population provide the following benefits: author and affiliation name disambiguation and the potential for increased visibility/impact of Queen's researchers and their research, time saving through reduced duplicate data entry in research management systems.

OTHER STAKEHOLDER INVOLVEMENT

- Researchers (Faculty, Graduates)
- University Administration
- Research Administrators (VP Research, Dean's, HODs)
- Librarians and Library Staff
- University Research Services

ACTIVITIES/PRODUCTS

Date	Activity/Product	MRP	Status/Notes
Fall term 2017	Prepare practical boilerplate texts that can be re-purposed to various audiences and channels e.g. a standard slide deck brief talking points and other promotional materials that contextualises ORCID and its benefits across the research lifecycle	Rosarie/Courtney	
Winter	Gazette article	Rosarie/Jen/Courtney	Underway
Winter	Tweet from Provost or Principle	Jen	Investigate feasibility
Winter	Expanding Horizons workshop(s)	Rosarie/Courtney	
Winter	Present package of promotional materials to Subject Librarians via Library working groups and other appropriate channels, E.g. RS-WG, LO-WG, Unit Heads etc.	Rosarie/Courtney	
Spring	Present to Faculty Boards	Rosarie/Courtney	When do these occur?
Winter/ Spring	Present to Associate Dean's	Rosarie/Courtney	



January 2018	Present to URS Research Advisors	Rosarie/Courtney	A joint meeting with these folks was discussed at the Sept. RSWG meeting
March 2018	Present to Graduate Coordinators	Rosarie/Courtney	
Spring 2018	Workshop for Faculty of Engineering and Applied Science and other faculties	Rosarie/Courtney	
Future phase	User testimonials	Rosarie/Courtney	Contingent on soliciting user feedback

QUESTIONS/NEED TO KNOW