ORCiD-opoly: Where High-Touch Meets High-Tech
Learning and Outreach in Support of ORCiD Integration at Texas A&M
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START!

- Not enough pizza ordered for Graduate Student Council
  Lose next turn!

- Share ORCiD Integration plans with key stakeholders:
  - Graduate Student Council
  - Graduate Ops Council
  - Thesis Office personnel
  - Council of Principal Investigators
  - Texas Digital Library

- Address policy issues with University Administration
  Take extra turn!

- Join ORCID as member organization
  Advance one space

- Post ORCID LibGuide as primary landing page for project info & updates
- Create ORCID Cookbook for Graduate Students
- Design cool swag with Marketing Team
- Identify 10,334 current graduate students in campus records database
- Send Bulk Email #1 to graduate students and faculty that ORCIDs are coming
- Pick up one card from Faculty Questions Deck
- Pick up another card from Faculty Questions Deck

- Discover that 120 messages bounced due to bad email address
  Lose next turn!

- Send Bulk Email #2 to graduate students:
  Your ORCiDs created by end of week
- Mint 10,363 ids for Graduate Students
- Tweet your progress
- Cross fingers that students read and click-through ORCID.org email

- Students confess they don’t check official @tamu.edu email, in spite of requirements
  Lose next turn!

- Launch ORCID Lookup tool to help people reunite with their ORCIDs
- Add coupla’ dozen ORCID FAQs to Libraries’ Ref Answers System
- Pick up six cards from Student Questions Deck

- Game on! Intensify outreach & learning opportunities to reach 8000 student hold-outs

- 2138 ids claimed by Graduate Students in first 9 days
  Take extra turn!