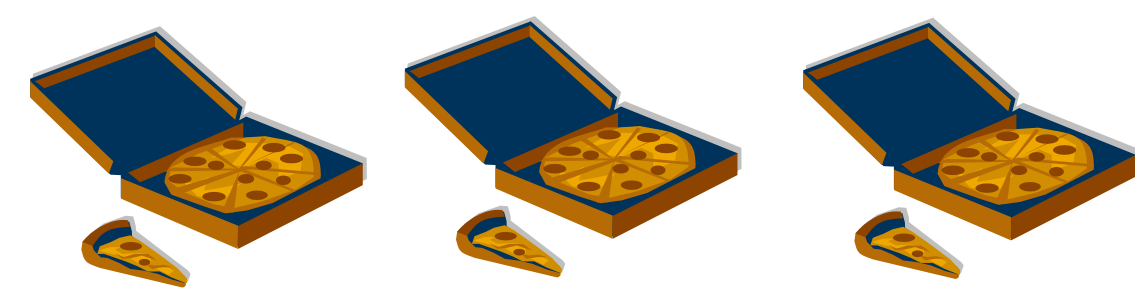


ORCID-opoly: Where High-Touch Meets High-Tech

Learning and Outreach in Support of ORCID Integration at Texas A&M

Gail Clement, Associate Professor, Texas A&M, gclement@tamu.edu



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

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

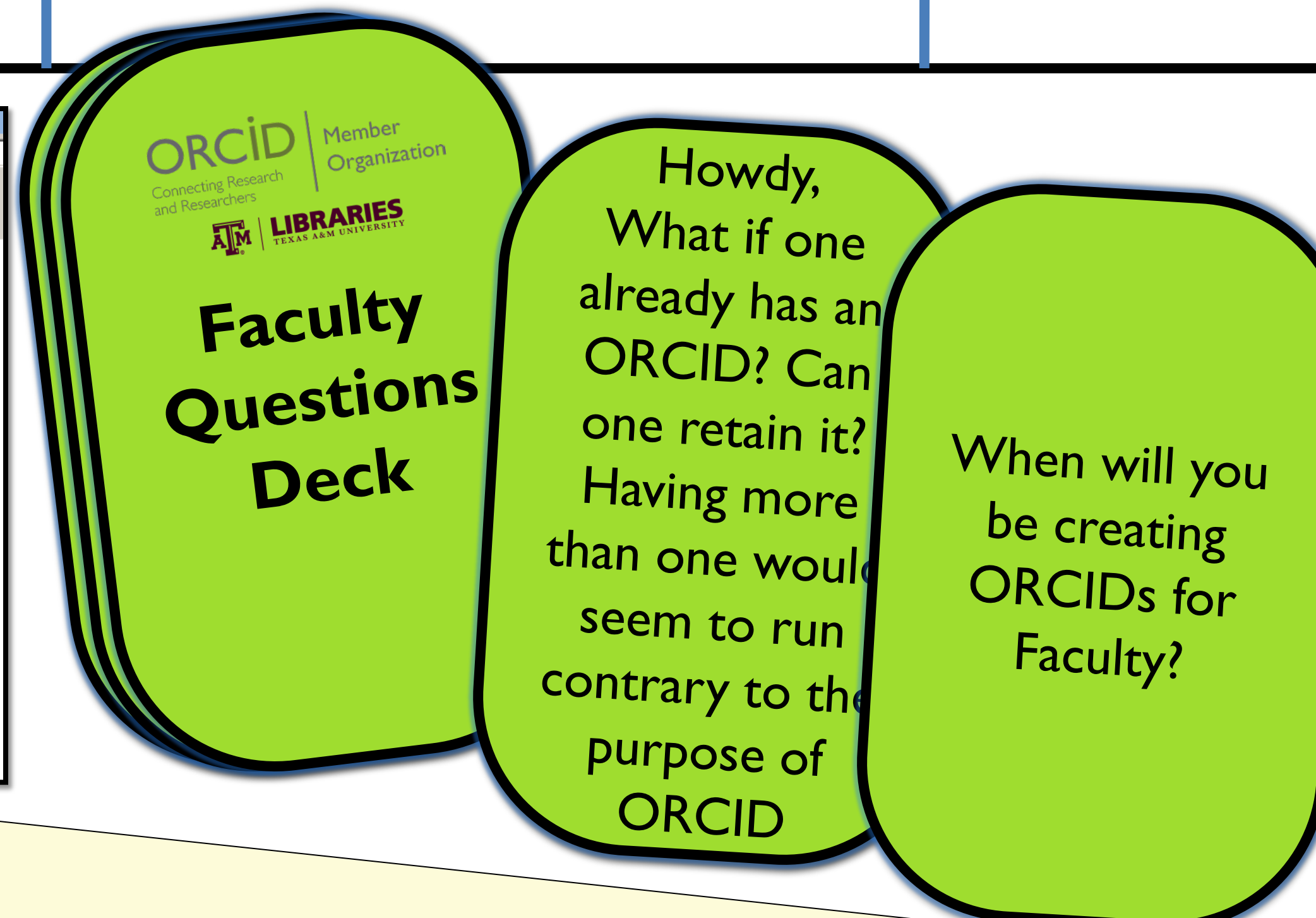
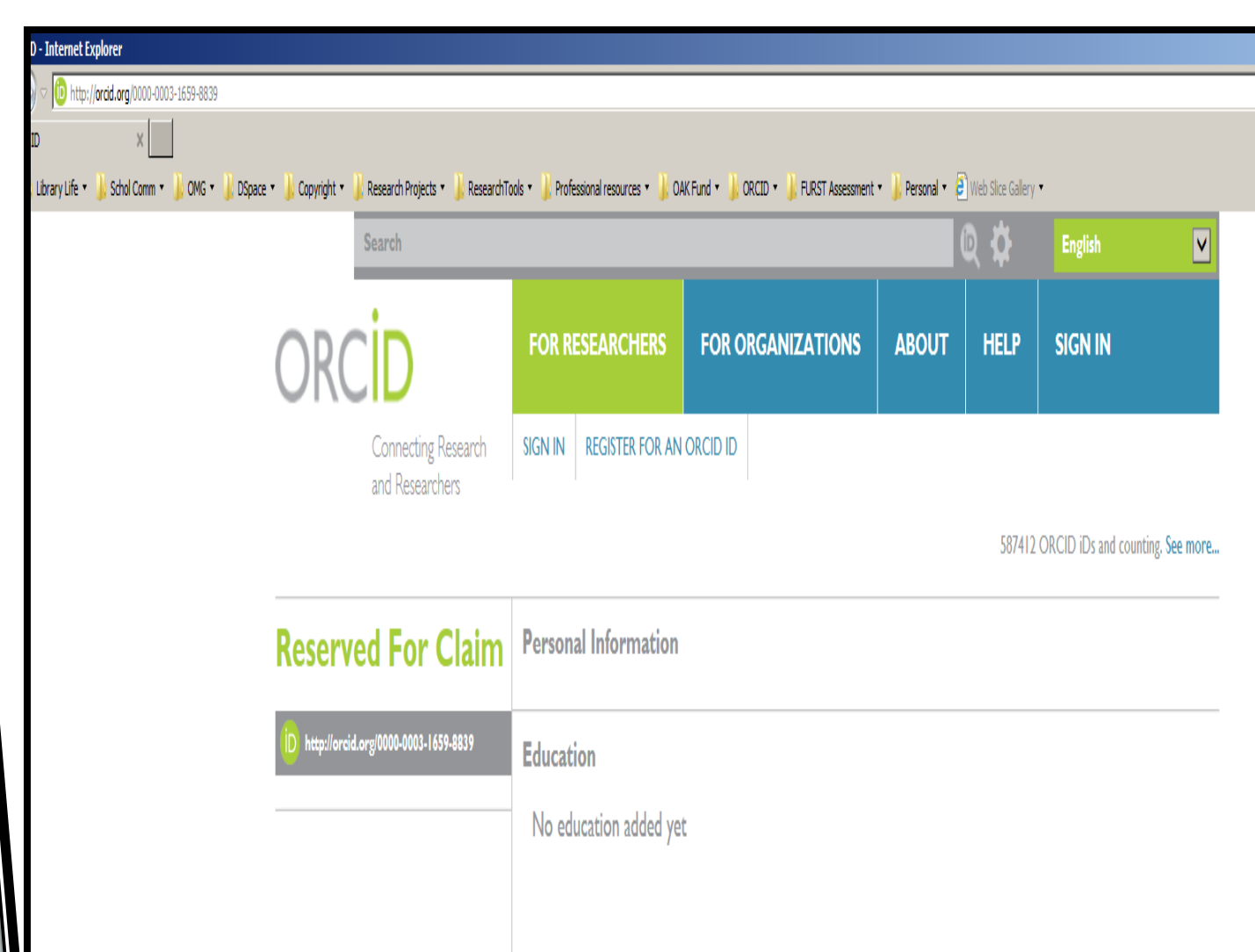
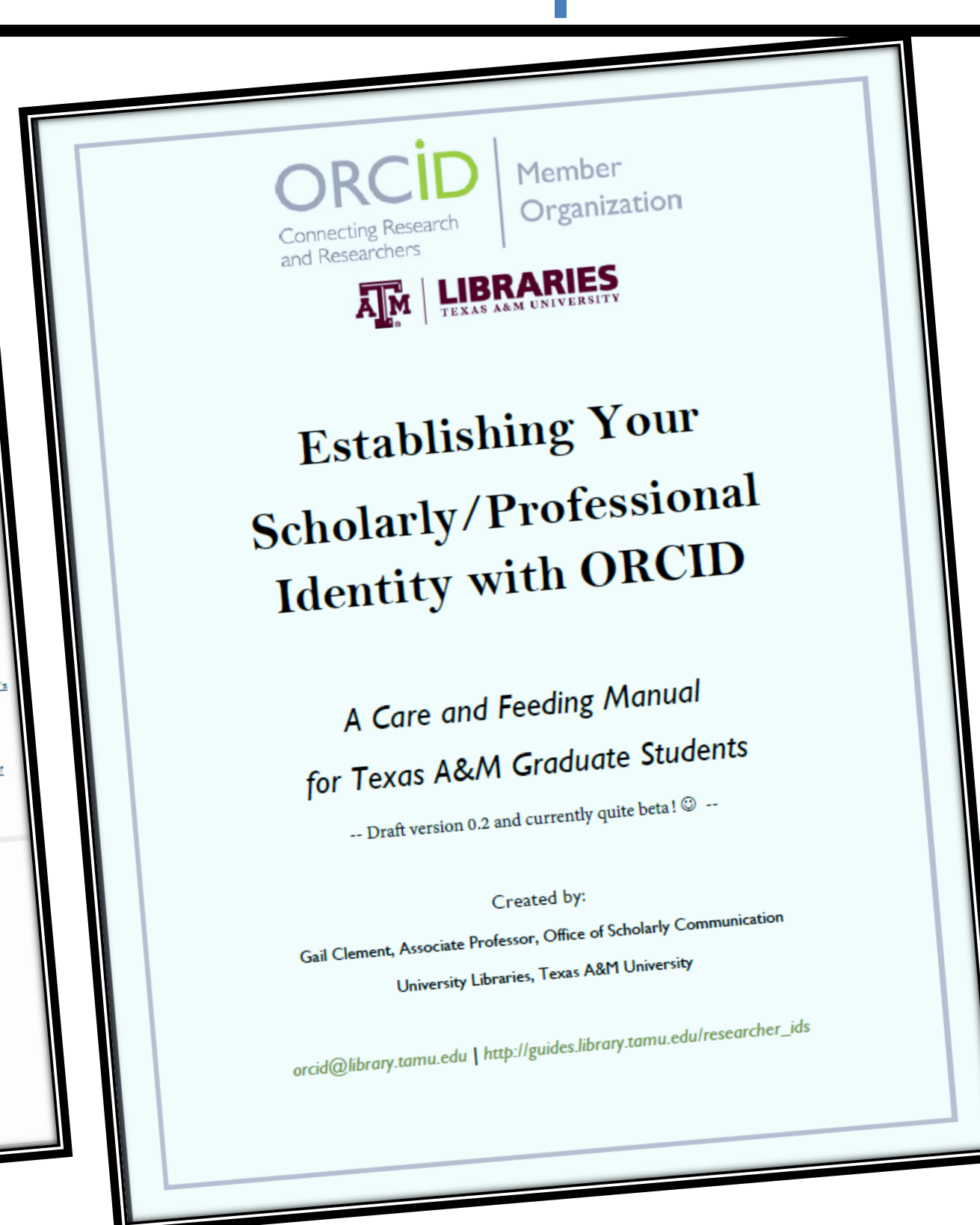
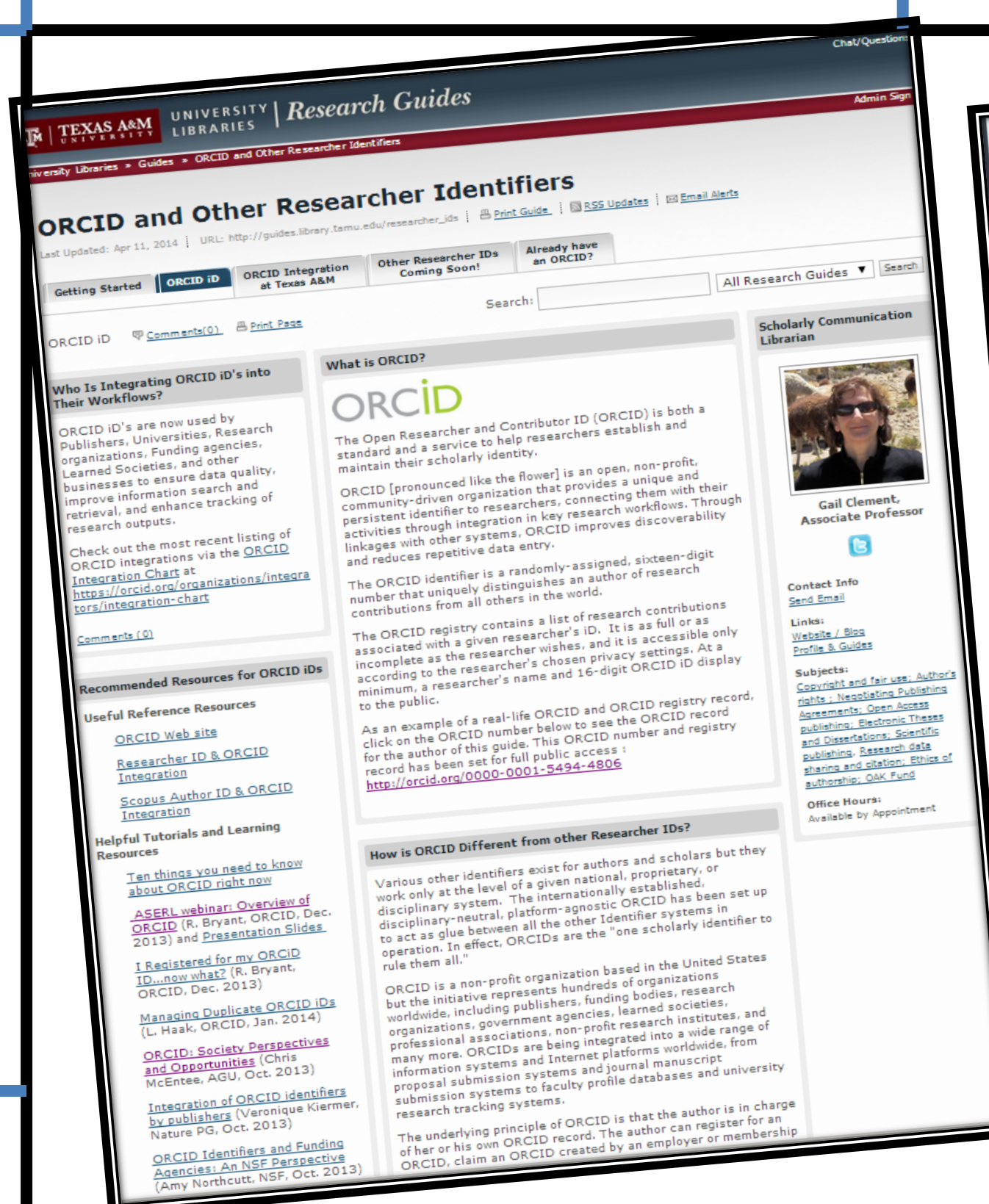
Send Bulk Email #1 to graduate students and faculty that ORCID's are coming

Pick up one card from Faculty Questions Deck

Pick up another card from Faculty Questions Deck

Share ORCID Integration plans with key stakeholders:

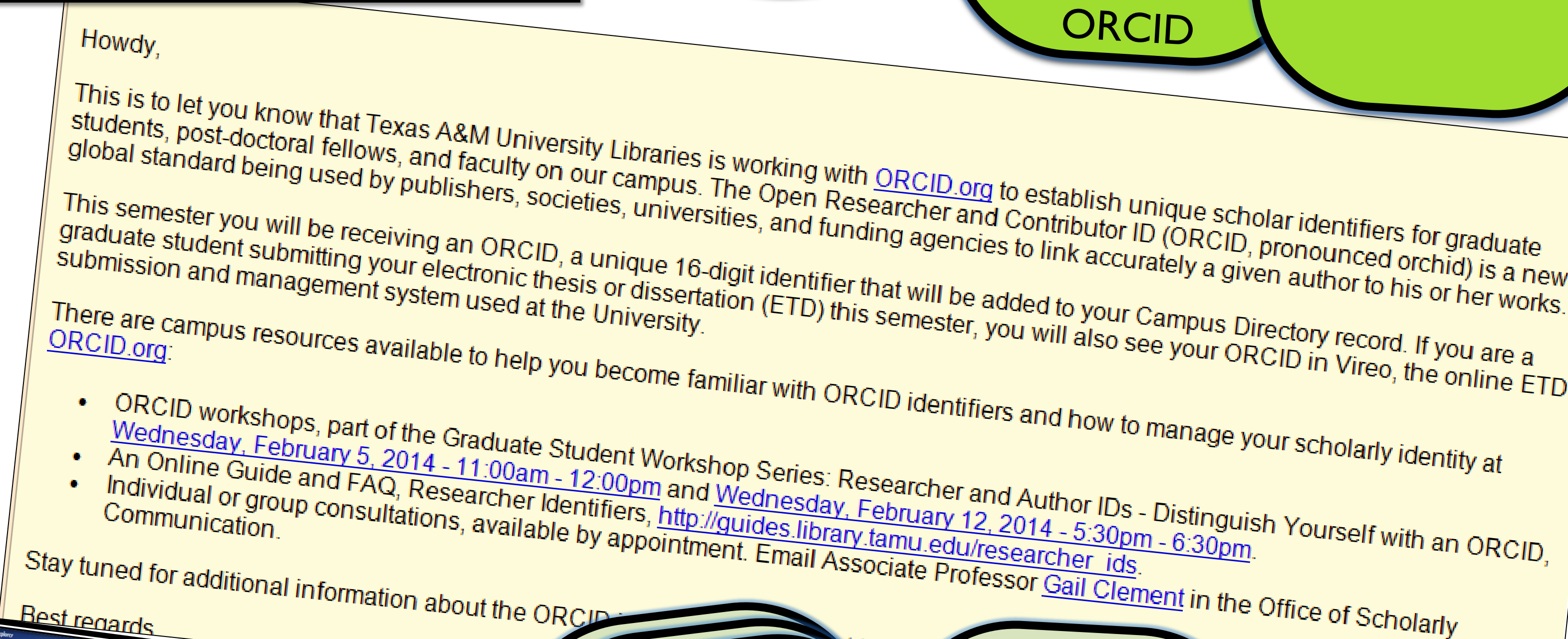
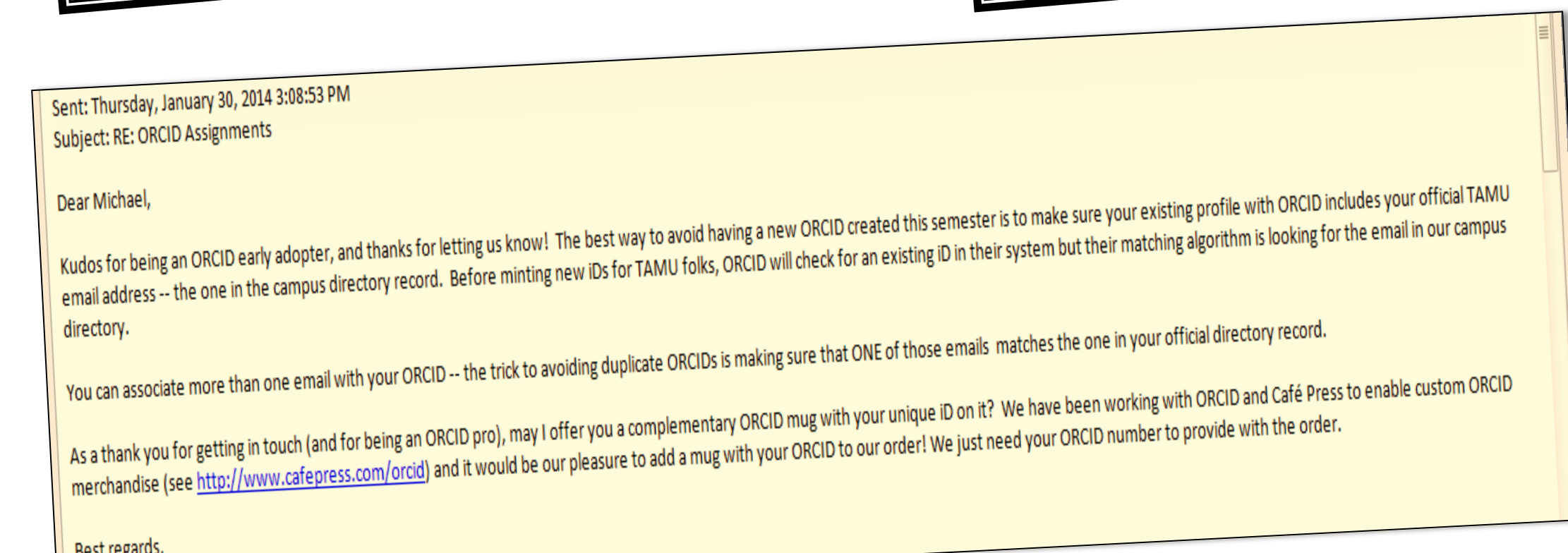
Graduate Student Council
Graduate Ops Council
Thesis Office personnel
Council of Principal Investigators
Texas Digital Library



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

Address policy issues with University Administration

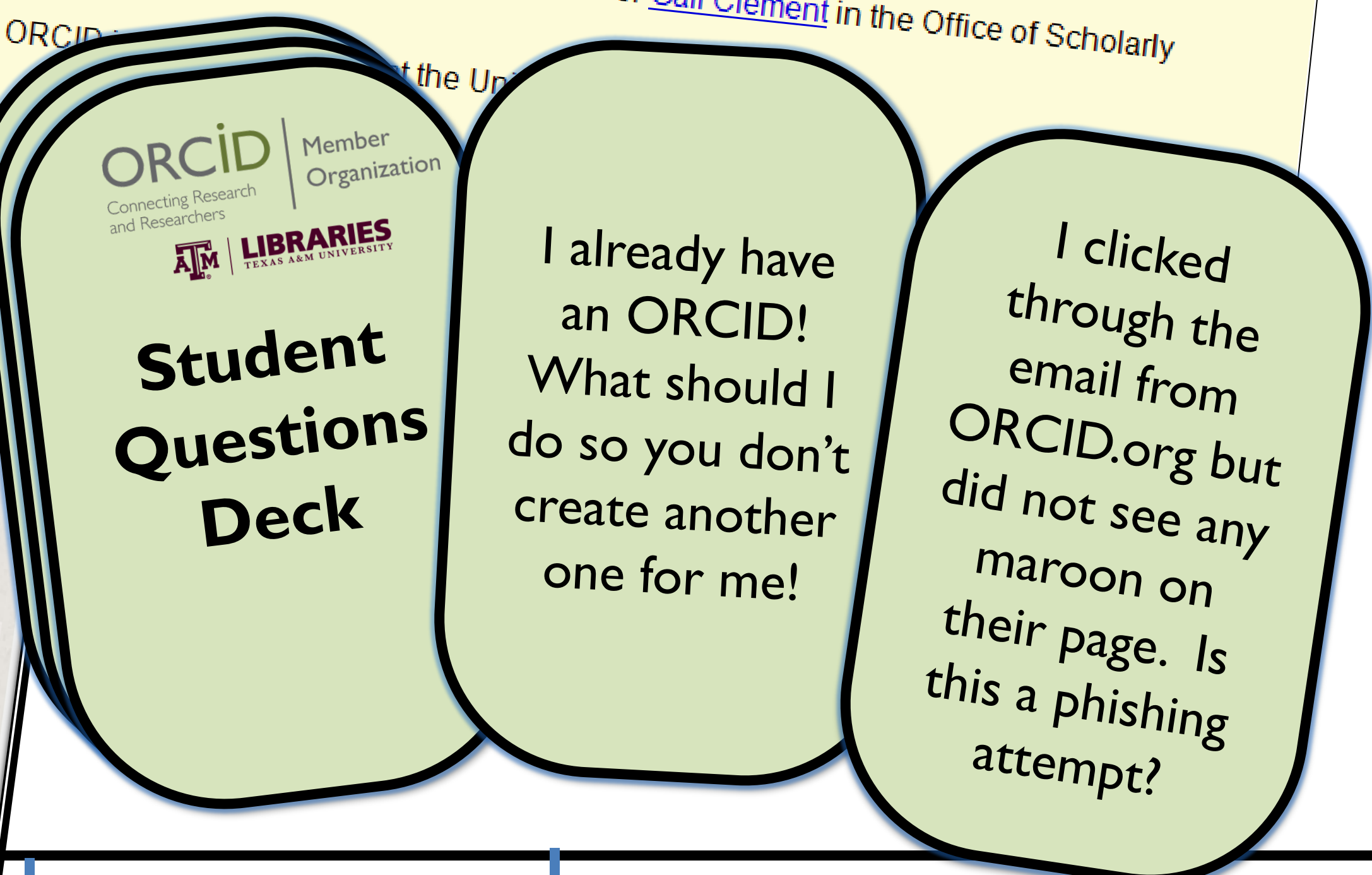
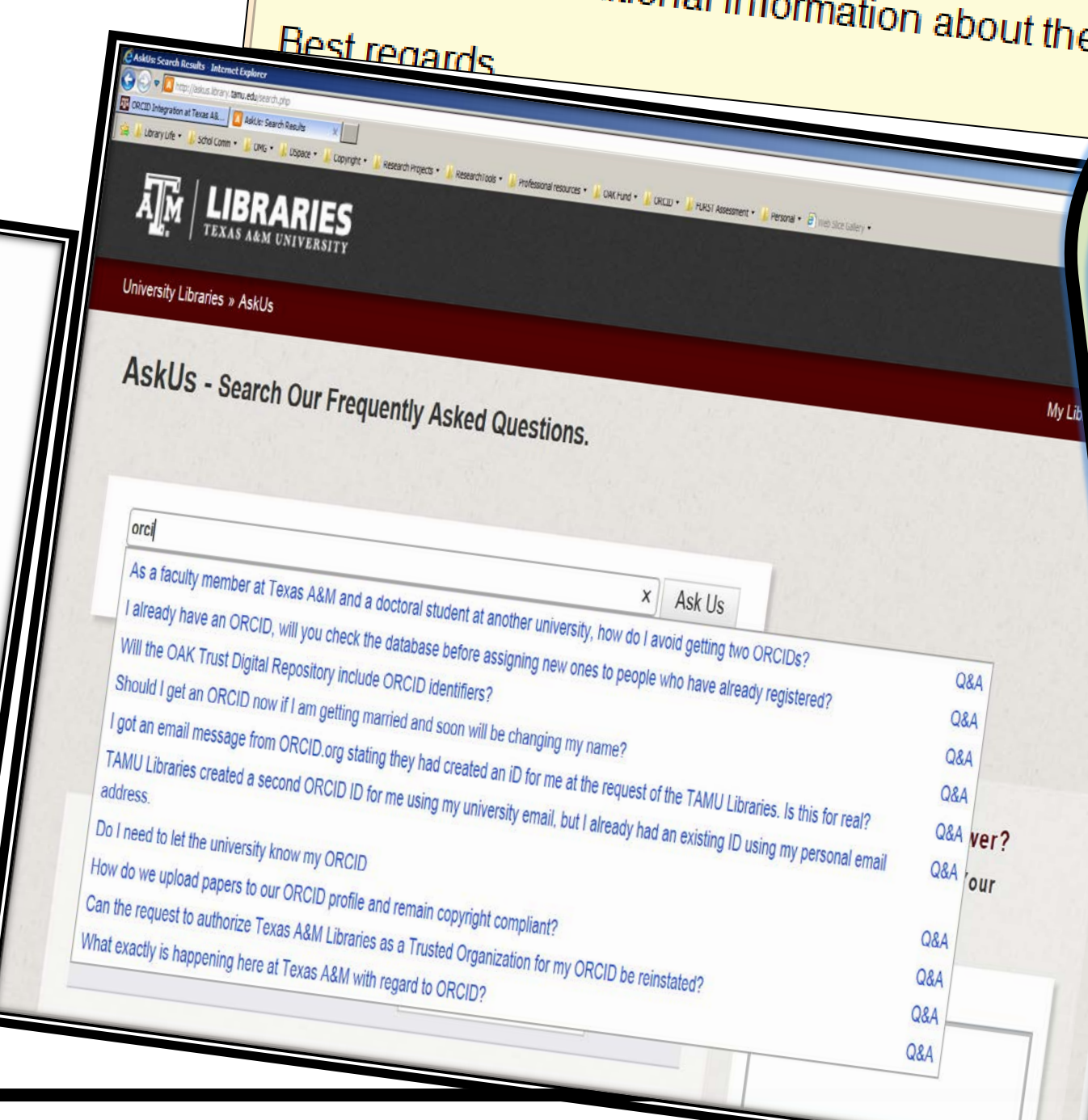
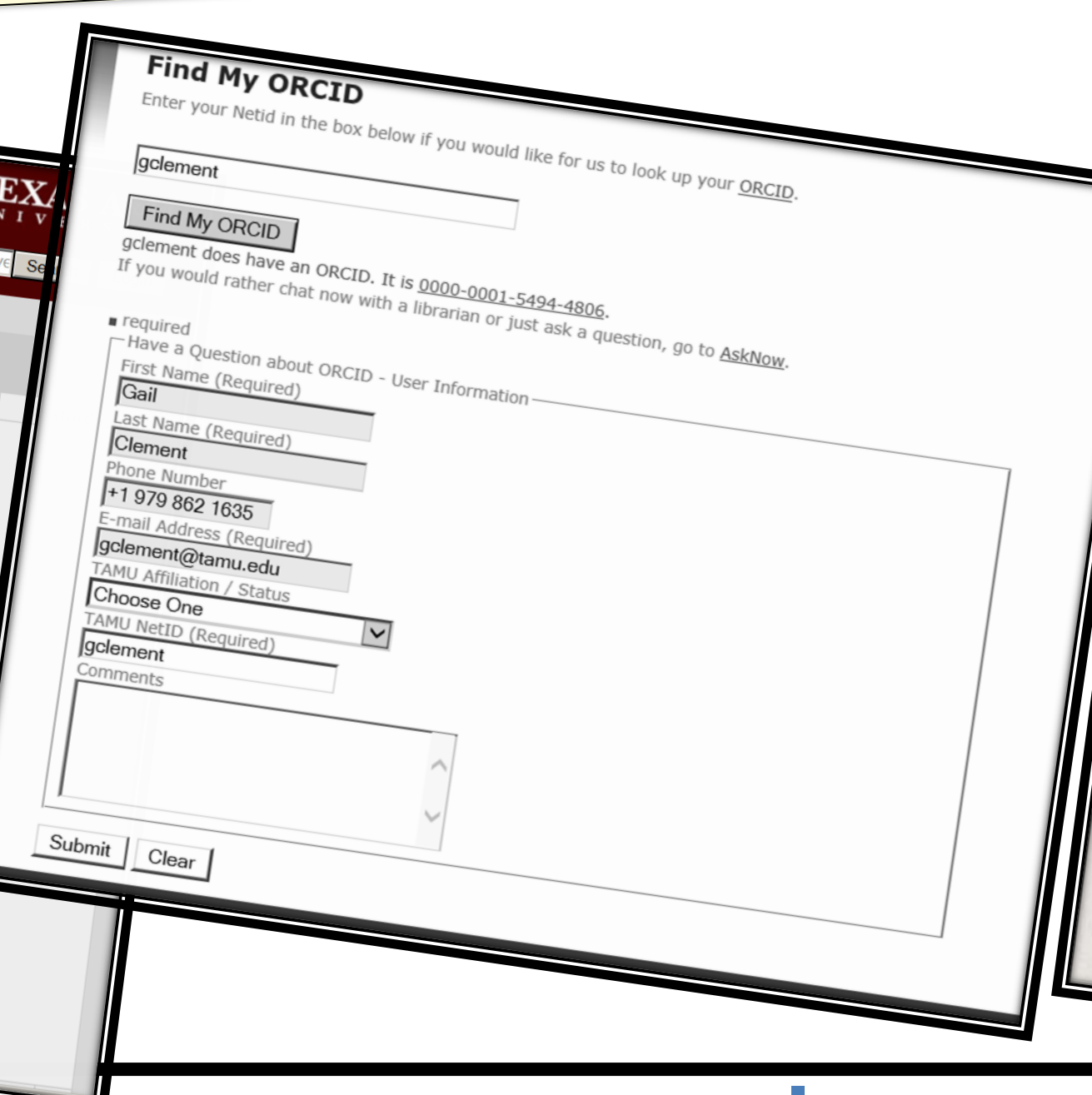
Take extra turn!



Send Bulk Email #2 to graduate students:
Your ORCID's created by end of week

Join ORCID as member organization

Advance one space



Mint 10,363 ids for Graduate Students

Tweet your progress

Cross fingers that students read and click-through ORCID.org email



Launch ORCID Lookup tool to help people reunite with their ORCID's

Add couple dozen ORCID FAQs to Libraries' Ref Answers System

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

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!