Communication examples:

University of Newcastle (UoN) – ORCID Implementation Project

Communication items:

1. **UoN – Communication Plan**
2. **UoN – ORCID Screensaver**
3. **UoN – Drop-in session plan**
4. **UoN – ORCID introduction to researchers presentation**

UoN - ORCID Communication Plan

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ORCID
Communication Plan

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ORCID Communication Plan – ORCID Implementation Advisory Group

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Document Control

Document change control:

Version #	Change Description	Date	Author
0.1	Initial draft – key stakeholders	4.5.2016	ORCID IAG
0.2	Communication Plan updated	12.5.2016	Vicki Picasso
0.3	Communication Plan updated	19.5.2016	ORCID Working Group
0.4	Communication Plan updated	25.5.2016	ORCID Working Group

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1. PURPOSE OF THE COMMUNICATION PLAN

1.1 Document Purpose

The Communication Plan sets out the communication strategy for the implementation of ORCID at UON. The strategy includes: communication with key stakeholders; communication objectives; various methods of communication; timing and/or frequency; and persons or areas responsible.

The stakeholder groups identified in the Communication Plan represent key internal and external units, and individuals. While the plan provides details of the method, timing and responsibility for all identified communication aspects of the implementation and rollout of ORCID at UON it will also be inclusive of operational support.

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Communication Plan – ORCID Implementation Advisory Group

2. COMMUNICATION ACTIVITIES & TIMETABLE

The following table details the activities required for **Communication Strategy:**

The aim is to identify key messages and the key stakeholders that these messages will be directed at, in order to raise awareness and understanding of this project. A Communication Strategy is a broad overview and does not generally contain specific details.

Stakeholder	Key Communication Objective	Method of Communication	Timing/Frequency	Person Responsible

UON authors – researchers/academic	• What is ORCID, benefit to author
	• Create an Orcid
	• Enable your ORCID in NURO
	• Use your ORCID
	• More Information/Help
		• Email from DVC/Research
		• What's new in research email list
		• Follow-up email from Faculty Librarians to Faculty
		• Library news/blog/ Newsletter items
		• Libguides : add to
		   ○ Open Access
		   ○ Research Impact
		   ○ Research Publications
		• Library website homepage and Research Support web pages
		• University newsletter - In the Loop
		• University Staff Screensaver
		• Publications system – (Symplectic) NURO guide – add info on registration and authorisation
		• Academic staff forum : Community of Interest in Online Teaching, Learning and Research – ORCID presentation and drop in-session
		• Publications reporting system - NURO Login-page (Symplectic)
		• ORCID Faculty Drop-in sessions in each faculty
			18th July
			
			One time dissemination of identified communications
			
			Resources added to identified websites
			
			Screen saver for multiple weeks
				ORCID IAG co-ordination

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UON authors – Postgraduate	• What is ORCID, benefit to author • Create an Orcid • Enable your ORCID in NURO • Use your ORCID • More Information/Help	• *As per UON authors – researchers/academic, plus* • PostGraduate Blackboard site (OGS) • Email to NUPSA list	18th July	TBC
UON authors – Honours/undergraduate	• What is ORCID, benefit to author • Create an Orcid • Enable your ORCID in NURO • Use your ORCID • More Information/Help	• Communication facilitated via supervisors/faculty as per above, i.e. no direct targeted email to this student group	18th July	
UON authors – Conjoint staff	• What is ORCID, benefit to author • Create an Orcid • Enable your ORCID in NURO • Use your ORCID • More Information/Help	• Facilbs considering for each faculty – best way/mechanism for communication with conjoints	18th July	
UON authors – Professional staff (Divisions)	• What is ORCID, benefit to author • Create an Orcid • Enable your ORCID in NURO • Use your ORCID • More Information/Help	• Personal Email directly to identified individuals (approx.. 20-30) • Staff screen saver • In the Loop	18th July	Faculty Librarians
AD-Research (proxy for HoS)	• What is ORCID, benefit to author • Create an Orcid • Enable your ORCID in NURO	• Follow-up email from Library outlining support available and offer of presentation	18th July	Faculty Librarians

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	• Use your ORCID			
Faculty Publications Officers	• What is ORCID, benefit to author • Create an Orcid • Enable your ORCID in NURO • Use your ORCID	• Email from Publications Co-ordinator outlining support available and who to contact for help	18th July	Kai Chen
Library Services	• About ORCID • Implementation updates and timelines • Resource Development and Communication progress • Technical and System Ready status progress • Support for UON authors	• Regular reports to Library management and senior staff on the progress, status and timelines of the Orcid IAG and the Orcid working group	Life of the IAG 18th July	Vicki Picasso Mark Sutherland
Research Services	• About ORCID • Implementation updates and timelines • Technical and System Ready status progress • Resource Development and Communication progress • Support for UON authors	• Regular reports to Research Services management and senior staff on the progress, status and timelines of the Orcid IAG and specifically system readiness of NURO	Life of the IAG 18th July	Richard Maher
IT Services	• About ORCID • Implementation updates and timelines • Technical and System Ready status progress • Resource Development and Communication progress • Support for UON authors	• Regular reports to IT Services management and the ARCS team on the progress, status and timelines of the Orcid IAG	Life of the IAG 18th July	Jon Symon

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3.   ORCID – RESOURCES DEVELOPED

The following resources have been developed to underpin execution of the Communication Plan:

1. ORCID screen saver
2. ORCID power point presentation (researchers as target audience with multiple contextualised re-use cases)
3. ORCID webpage content (mix of text, video, images)
4. ORCID information to add to Libguides (mix of text, video, images)
5. ORCID news item : introduction and overview (multiple contextualised re-use cases)
6. ORCID email text to introduce ORCID (multiple contextualised re-use cases, across multiple email lists)
7. ORCID instructional guides for Symplectic Elements (registration and authorisation)
8. ORCID Drop-in Session Plan (to support future activity with training, presentations, group assistance)
9. Text for Symplectic Publication's system Login page

UoN – ORCID Screensavers

UoN – Drop-in Session Plan

ORCID Session Plan

ORCID Drop-in Session				
Time	**Content**	**Activity**	**Resources**	**Comments**
1.00 hour	Information and Assistance with any of the following topics: **What is ORCID** **ORCID In NURO** ☐ Registering for an ORCID and authorizing UON permission to access via NURO ☐ Linking/authorizing an existing ORCID in NURO ☐ Exporting publications from NURO in BibTex format for import into orcid.org profile (if required)	 Brief Presentation (optional) Hands-on assistance in NURO (user must logged in as themselves – trainer can demonstrate from their own login, and/or one-on-one assistance provided by other staff – whatever works best with the number of attendees) You cannot impersonate a user for ORCID.	 ORCID PPT NURO Instructions for ORCID	This is an informal drop-in session. Trainers can decide on the day how they would like to run this session: 1. If smaller number, work on a one-to-one basis with attendees, as relevant to their requirements or 2. As a small group (if sufficient number) step through PPT and then IDS, ORCID Profile, Info/help
	Other Author IDS ☐ Linking ORCID to WoS ResearcherID and Elsevier Scopus ID	Hands-on assistance in WoS and Scopus	ORCID tab on Research Impact Libguide - Instructions for linking to ORCID	
	Your ORCID Profile at orcid.org ☐ Creating an ORCID profile / adding information to an ORCID Profile ☐ Importing a BibTex file of publications into orcid profile	Hands-on Orcid.org (optional for the user)	ORCID tab on Research Impact Libguide - Instructions for importing file	
	More Information and Help ☐ Where to get more information and Help	Demo/oral Library website and ORCID tab on Research Impact Libguide Library staff	Library website/Researcher Support and ORCID tab on Research Impact Libguide	Remember: this is a drop-in session and people can drop-in at any time throughout the hour – trainer needs to be flexible.

UoN – ORCID Introduction to Researchers

Available on the AAF SlideShare (http://www.slideshare.net/AusAccFed/orcid-coi-19072016)

ORCID
Connecting Research and Researchers

Vicki Picasso, Senior Librarian Research Support
ORCID ID: orcid.org/0000-0001-9422-5021
COI in Online Teaching, Learning and Research, 19th July, 2016