

Marketing CORDA

These are the outputs from an exercise at the Jisc ORCID Workshop/hackday in March 2019. Participants were asked to create and present marketing for a potential dashboard/reporting product. Each group was asked to create:

- Product name
- A logo or graphic
- A slogan
- A value statement

The purpose of this exercise was partly to get people thinking creatively about the potential for a product and partly to understand what sort of value such a product might offer to institutions.

Photos of the logos/graphics and any relevant notes are included here.

The additional “Notes” for each presentation were taken by Owen Stephens during the presentations.

ORC-estra

Logo:



Slogan:

"A place to grow your ORCiDs"

Value:

"Advanced reporting for connecting you to your research community"

Notes

- A place to grow your ORCDS
- Advanced reporting for connecting you to your research community
 - download and extract the data you want - connect to other systems

EAsY iD

Logo:



Slogan:

"One stop shop for Managing, Mining, Monitoring ORCID IDs at your institution"

Value:

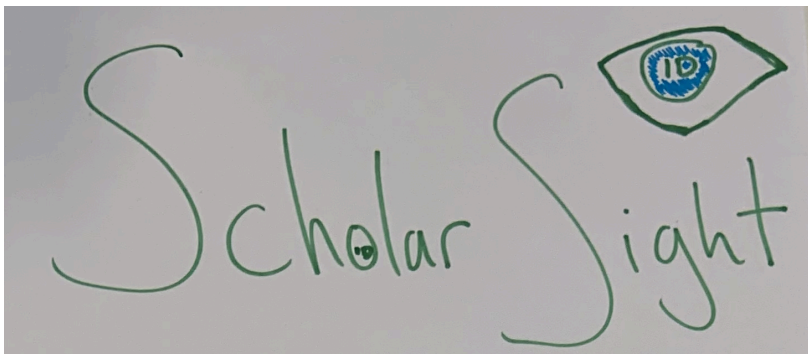
"This powerful user-friendly tool connects seamlessly to your existing systems to provide real-time data on the uptake and usage of ORCID IDs at your institution"

Notes

- Your gateway to ORCID
- Managing, Mining, Monitoring = 3Ms
- "One stop shop for Managing, Mining, Monitoring ORCID IDs at your institution"
- "This powerful user friendly tool connects seamlessly to existing systems real-time data on uptake and use of ORCID IDs in your institution"
- Drilling down in the reports
 - Granularity

Scholar Sight

Logo:



Slogan:

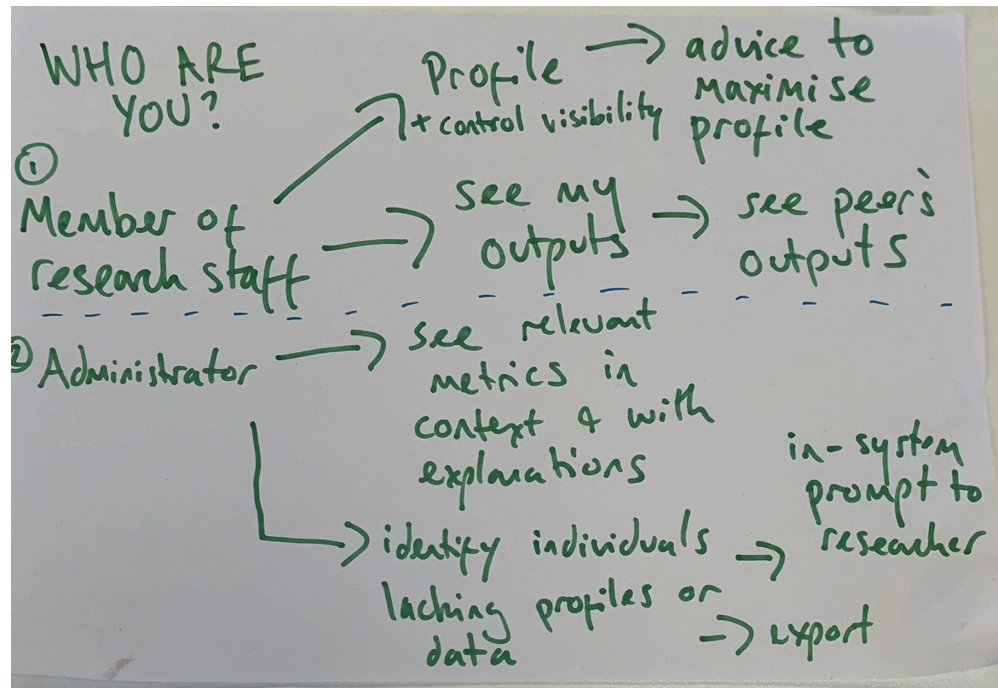
"One destination for your research information"

Value:

“Provides data and analysis on research and teaching while retaining user control on the information”

Notes

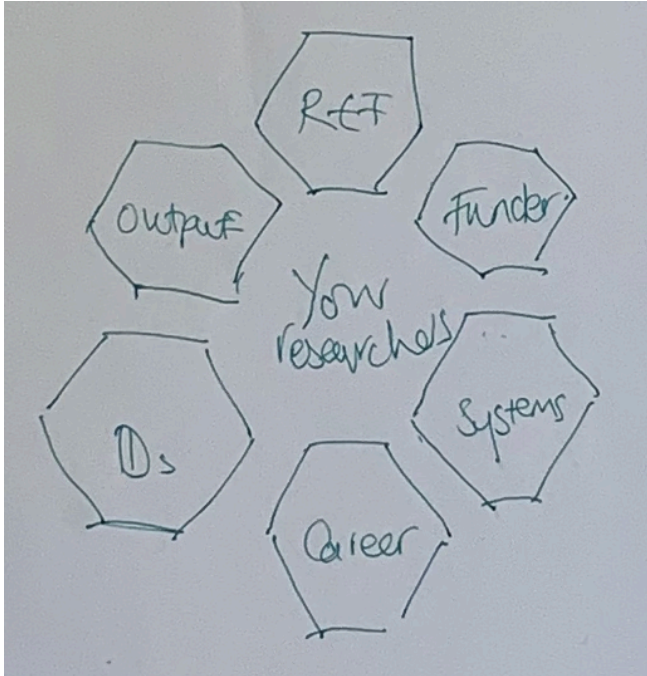
- One destination for your research information
- Provides data and analysis on research and teaching while retaining user control on the information
- Integration of ORCIDs into institutional hierarchy
 - You login and recognise the type of user you are
 - Set profile and visibility
 - Advice on "maximising your profile"
 - Outputs and peers outputs - encourage them to use the dashboard
 - Administrators would be able to manage groups from the institution
 - Flag where members of staff are lacking data or profiles
 - Send prompt from inside the system to the user
 - Analysis - metrics etc.
 - HoD or Dean
 - Groups of staff for you
 - Top level take-away summaries



③ Head of Dept / Dean → top level cleaned up data inc. visualisations

Connect-Ed

Logo:



Slogan:

"Linking your institution to your researchers"

Value:

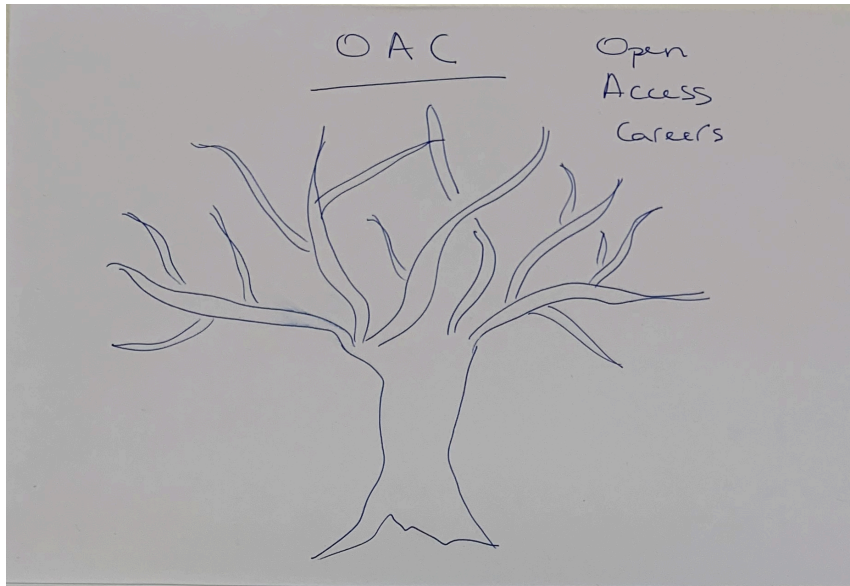
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Notes

- Target audience
 - Budget holders - research policy
- "Linking your institution to your researchers"
 - Look at this as bridge "People data" and "Research output data"
- Connecting up the systems using one ID

OAC (pronounced Oak)

Logo:



Slogan:

"Watch them grow"

Value:

"Make research outputs more transparent and visible. Tracking the growth of your staff and students throughout their careers"

Notes

- **Open Access Careers**
 - Tracking careers - marketing to 'suits'
- "Watch them grow"
- Tracking the growth of staff and students throughout their careers
- Integrated with Altmetrics and Dimensions

Alumni ← Career Tracker.

• Track Employability → Reputation of institution → Marketing

• Impact → Track where authors peak in publications / Alternative -
Merge with Alternative / Dimensions to see ranking +
impact of ~~person~~ staff + students

• Reputation Boosting.

Track people + Their Employments + Outputs / Work -
→ Better Reputation

Tag-Line: "They're great" ~~growth~~? Watch them grow! ← No.

Blurb → "Keep you going" - Make research outputs more transparent /
growth visible
Tracking the ~~progression~~ of your staff + students
throughout their careers.