

ADVANCE “Charting Your Path” Conference:

Self Promotion and Visibility Workshop

Presented by:

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Professor, Mechanical Engineering & Engineering Science
Director, Center for Biomedical Engineering Systems
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Fellow, American Society of Mechanical Engineers
Fellow, American Institute for Medical & Biological
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Director, Diversity in Information Technology Institute
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University of North Carolina at Charlotte



UNC CHARLOTTE

*Why Is Visibility
Important at this Phase
of Your Career?*



The Academic Scale



Are your efforts in these areas recognized favorably by others?



The Road To Full Professor:

Innovative Researcher



Respected Leader In My Field



Strong University Citizen



Great Educator



*How do I become that
scholar with “national
and international”
recognition?*



Identify the Measures

How are reputation and impact measured in YOUR discipline?

- Publications
- External grants
- External reviewer letters
- PhD student placement
- Awards, keynote talks, blog following
- Research leadership
- Professional leadership



Identify Your Brand

What are you (or could you be) known for?

- Research Leader
- Teaching Scholar
- Interdisciplinary Pioneer
- University Citizen

- Multiple identities...over time or all at once



Enhance Your Visibility

How to enhance the measures that exemplify your brand?

PUBLICATIONS, EXTERNAL GRANTS

- Refocus
- New areas
- Collaborate
- Interdisciplinary



Enhance Your Visibility

PROFESSIONAL SERVICE:

- Choose the right-sized community
 - Volunteer; Work your way “up”
- Conferences/journals
 - paper reviewer → general chair, (guest) editor
- Sponsors
 - Visit, panelist, meeting host, working group, expert



Enhance Your Visibility

AWARDS AND EXTERNAL LETTERS

- Be proactive
- Make it easy for people to support you

Awards

- Write your own nominations; ask someone to submit

Letters

- Tell them what you want them to say (indirectly)
- Invite more than you need; let the DRC find the rest



*Your Story,
Your Personal Brand,
and Your Portfolio.*



Considering Your Story, What is Your Brand?

Innovative Researcher



Respected Leader In My Field



Strong University Citizen

Great Educator



Does Your Intended Brand Match Your Portfolio?

Intended Brand: “Respected Educator and Researcher”

Dr. JT Lawson earned her Biology BS & MS at ECU, and her PhD degree at MIT, where she finished her PhD in 1999. She is currently an Associate Professor of Biology at “XYZ” University, where in July 2007 she became the Associate Dean of Student Affairs of the College of Arts & Sciences. Her research interests are in developmental biology with a special emphasis on the role of chemical gradients in directing tissue growth. She has published over 10 journal articles and is the co-author of the book “Mentoring Students For Biology Careers”.



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Your Story, Your Brand, & Your Portfolio:

Innovative Researcher



Great Educator



Respected Leader



Strong University Citizen



Are They Consistent?



UNC CHARLOTTE

Next: Devise A Plan of Action!

*Ensure That Your Activities
(and thus your Portfolio)
Match Your Brand.*





QUESTIONS?

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