ENSURING YOUR VISIBILITY

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Your professional stature as a researcher is based on

- **Research productivity and quality**
  - publications, software, other artifacts

- **Reputation**
  - the attention someone gets is not always proportional to the quality of their work

- **Impact**
  - typically higher for more senior researchers

- **Visibility**
  - getting noticed the way you want to be seen
  - for important research results, leadership activities, on-line presence, etc.
Enhancing your visibility

- Attend conferences
- Publications in top-tier outlets
- Invited talks and presentations
- Professional activities
  - Program Committee member
  - Journal editor
  - NSF reviewer
- Attend PI meetings of funding agencies
- Network
  - know influential people in your field
  - know people who can help you
- Take on responsibilities of leadership
- Have the on-line presence you select
  - webpage, blog, LinkedIn, ResearchGate, Facebook, etc.
What is under your control?

- Attend conferences
- Publications in top-tier outlets
- Invited talks and presentations
- Professional activities
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Small Group Breakout Activity

Form groups of 2 to 4:
Each member of a group
• name 1-2 activities you are already pursuing to enhance your visibility
• name 1-2 activities you want to pursue
Share answers with others in the group
• Determine your group’s favorite visibility enhancing activity
Internal visibility: Assistant Professor

• research record
  • annual departmental review
  • most important part of your tenure case
• professional judgement and vision
  • faculty hiring meetings, research with your students
• ability to navigate difficult situations
  • students, colleagues, committees
• asking the right people for advice
  • mentors, senior colleagues
• being fair, articulate, open-minded, and a team player
• make sure you get noticed for all of the above
• a professional and managed on-line presence
Professional web page

- Description of research interests
- Publications
- Research opportunities for students
- Media coverage
- Teaching materials
- Link to CV/bio
- Personal information?
A range of webpages

- Jennifer Neville: https://www.cs.purdue.edu/homes/neville/
- Eva Tardos: http://www.cs.cornell.edu/~eva/
- Beth Mynatt: http://www.ic.gatech.edu/people/elizabeth-mynatt
The other side of visibility

• Getting press is not an indication of success
• Going for too much visibility can be time-consuming
• Don’t be known for being too visibility oriented
• Things can happen without you doing anything
  • Tom Coburn’s annual [Wastebook]
Why is visibility important?

• You want to get the recognition you deserve.
• Visibility allows you to
  • Influence organizations in directions you like
  • Have a greater impact
• Enables a “Snowball Effect”
  • Once you are seen as an effective leader, more opportunities become available.
• Provides personal rewards