BUILDING YOUR ACADEMIC PROFESSIONAL NETWORK

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CRA-W.org
@CRAWomen
Susan Rodger

Intro #1: The Technical Me...

• NCSU BS  Math & CS
• Purdue PhD
• Rensselaer 89-94 – Assist Prof
• Duke ‘94-now - Professor of Practice
• Research: Visualization, algorithm, computer science education

Intro #2: Non-Technical Me

• Married (met in graduate school, CS – Networking)
• Kids: (one in college), (one in H.S.)
• 3 cats, over 200 fish
• Other fun: swimming, running, write Wikipedia pages, baking
Ayanna Howard

My Career

• Senior Robotics Research at NASA/JPL for ~ 10yrs
• Professor at Georgia Tech
• BS from Brown University, PhD EE from USC, MBA from Drucker
• Founder/CTO of startup company (Zyrobotics)

My Balance

• K-12 Mentor
• Zumba Instructor
• Adventurer
• Family
What does CRA-W do?

Individual & Group Research Mentoring

Undergrads: Undergraduate Research Experiences
Undergrads: Distinguished Lecture series/role models
Grad Cohort: Group mentoring of graduate students
Grad Students: Discipline Specific Research workshops
Academics/PhD Researchers: Group mentoring for early and mid career @ CMW, Grace Hopper, and Tapia

2400+ students & PhDs a year

Stay in touch: CRA-W.org, @CRAWomen, Facebook: CRA-W, Linked-in: CRA-Women
CRA-W Events at Grace Hopper

Visit the CRA-W Booth in the EXPO to learn more (#2050)

Attend another CRA-W Session
Wednesday (3): Thursday (3) or Friday (1)

Visit a CRA-W Table at the Student Opportunity Lab on Friday (Undergrads)

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How would you define networking?
Networking is:

Cultivating productive relationships to further one’s career
Why network?
Benefits of a professional network

• Present opportunities that you would not have otherwise, leading to:
  • Internships, job leads, ..
  • Collaborations, inside and outside discipline
  • Invited to talks, program committees, ..

• Direct promotion of yourself and your work, in the form of:
  • Promoting your technical expertise and opinions
  • Introducing/reminding others of your technical work and skills
  • Allow others to nominate you for awards

• Build a supporting community
  • Letter writers, supporters, advocates
  • A sense of belonging
KEY IDEA #1
Networking starts with you!
Build your personal brand
KEY IDEA #2
Networking is a skill

You probably have it!
Practice often!
KEY IDEA #3
Networking is a relationship

Nurture it!
KEY IDEA #1: NETWORKING STARTS WITH YOU!

KEY IDEA #2: NETWORKING IS A SKILL

KEY IDEA #3: NETWORKING IS A RELATIONSHIP
Networking starts with you!

Your in-person personal brand

- **Appearance:**
  Your body language, clothing attire and overall posture

- **Communication Skills:**
  - Confidence, attitudes toward people

- **Competencies:**
  Your special skills in the current context

- **Differentiation:**
  What separates you from others and leaves a lasting memory in minds of others
Online networking

- Online ➔ your public image
- Remember you are not there to interpret what others view/read
- Remember your presence on Internet is archived and will always be available to anyone, employer or social group, who search for it

Clean up your E-persona
Your E-Persona

E-persona

- How many have a web presence?
  - Facebook
  - Twitter
  - Youtube
  - Blogs
  - Linked-In
  - Wikipedia page
  - Personal Webpage
  - Google scholar …
E-persona-Social

- Twitter
- Youtube
- Blogs
- Facebook

Don’t allow your E-persona to tarnish your image
Use WISELY!
E-resources can be used to advertise your skillset and capabilities
Professional Webpage

- Professional web page
  - Publications
  - Research interests
  - Teaching materials
  - Link to CV/bio
  - Media coverage
  - Photos
  - Personal information – choose what you share!

_Update incrementally and often!_
What’s KEY IDEA #2?
KEY IDEA #2
Networking is a skill

1. Prepare for an event
2. Set networking goals
3. Talk to those around you
4. Elevator Speech
5. Volunteering
1. Prepare for an event: Deliberately target your networking

- Established Researchers
- Alumni
- Business Leaders
- Technical Advisors
- People with Possible Job Opportunities
- Contemporaries

Get to know who they are before you come to the event!!
2. Set networking goals

• Long-term goals
  • How do they fit with your career goals?

• Short-term goals
  • How do they fit with a specific event?
3. Talk to those around you

- How do we talk to one another?
- where do you start
Activity: Introduce yourself

• Find someone near you that you don’t already know and introduce yourself
  • Let’s use some eye contact and pay attention to body language to figure out who is receptive

“Hi, my name is X. I’m from Y and I work on Z.”

• Practice this activity at least 50 times at GHC!
3. Talk to those around you

• How do we talk to one another?
  • where do you start
• What do you share?
• How do you respond?
• How do you avoid ... the silence?
• How about asking yourself, “what do I want to know about that person” instead?
If talking doesn’t come easy

• Read papers ahead and write down questions you want to ask.
• Join a group that is casually talking and introduce yourself. More than 2 people good because otherwise they might be having private conversation.
• Practice: Meet new people; sit down with people you don’t know
4. Elevator pitch

• An accessible overview of your research/expertise
• Must be tailored to your customer:
  • 2 minutes, 1 minute, vs 30 seconds
  • How technical?
Activity: Practice your 30-second elevator pitch

• Find someone new near you that you don’t already know and practice
5. Expanding your network via volunteering

• Contribute to your community
  • Reviewing papers
  • Sitting at a booth
  • Preparing a web site
  • Contributing to open source

• Naturally follows: your service will give you positive visibility, and open up networking opportunities
KEY IDEA #3: Networking is a relationship

- Establish relationship
  - In person, via email..
- Follow through
  - Deliver what you promised
- Follow up
  - Follow up on business cards and contacts
- Keep in touch
  - Periodic updates –
    - *are you going to event X?*
    - *I just published a new paper related about a discussed topic*
- Plan to meet again
AT CONFERENCES SPECIFICALLY
At the conference: DO’s

✓ Be yourself
✓ Wear your badge visibly
✓ Speak! (don’t just stand there)
✓ Use the dreaded microphone
✓ Talk to speakers after their presentations
✓ Make lunch/dinner plans
✓ Attend social activities
✓ A good advisor should be introducing you
✓ Make plans for follow up (write it down!)
✓ Re-connect with people you’ve met before
✓ Be active, be confident
At the Conference “Don’t”

- DON’T hang around with your friends
- DON’T interrupt heavy or private conversations
- DON’T be overly negative/critical
- DON’T hang on to a conversation too long
- DON’T put too much stock in a single, short conversation
- DON’T get discouraged
Homework

• Today and beyond: PRACTICE!
  • Introduce yourself
  • Elevator pitch
• Set a goal of meeting 10 more people today at GHC
• Follow-up with email, Linked-In, or Facebook
Summary

KEY IDEA #1: NETWORKING STARTS WITH YOU!

KEY IDEA #2: NETWORKING IS A SKILL

KEY IDEA #3: NETWORKING IS A RELATIONSHIP
THANKS

Please rate and review the session in the GHC 17 mobile app

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