

Networking



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How would you define networking?



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Networking is:

Cultivating productive relationships
to further one's career



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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

Use your personal brand to differentiate yourself and make a positive impression

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



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Your E-Persona

E-persona

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



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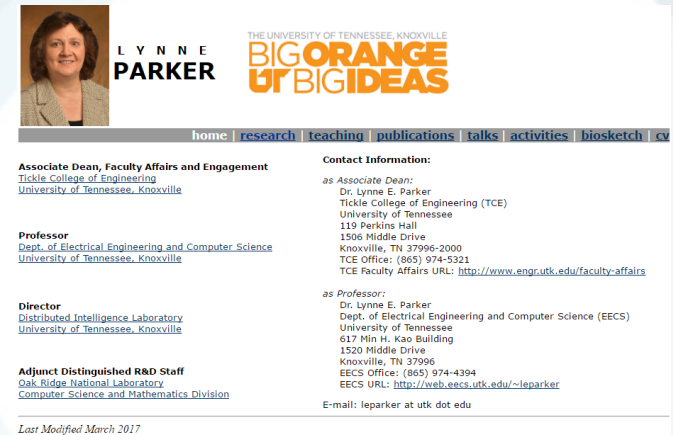
E-persona-Social

- Twitter
- Youtube
- Blogs
- Facebook

***Don't allow your E-personae to tarnish your
image
Use WISELY!***

E-persona - Technical

- LinkedIn
- Google +
- Professional Webpage
- Research Gate
- Google scholar



E-resources can be used to advertise your skillset and capabilities



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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!



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What's KEY IDEA #2?



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KEY IDEA #2

Networking is a skill

Networking Tools

**1. Prepare
for an
event**

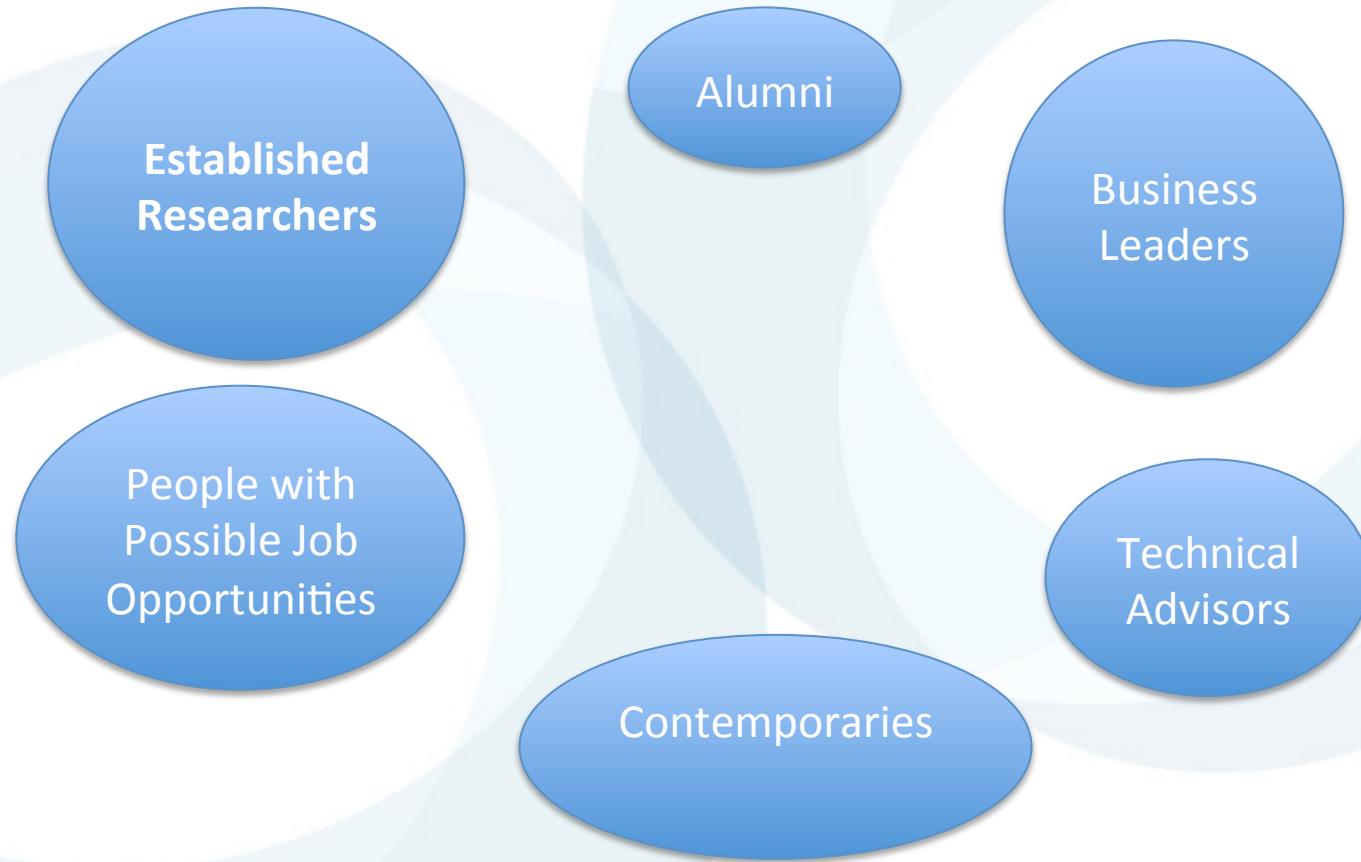
5. Volunteering

**4. Elevator
Speech**

3. Talk to those around you

**2. Set
networking
goals**

1. Prepare for an event: Deliberately target your networking



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?



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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!



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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



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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



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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



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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**



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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



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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



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Summary

Key Idea #1: Networking starts with you!

Key Idea #2: Networking is a skill

Key Idea #3: Networking is a relationship