

# ENSURING YOUR VISIBILITY

**Susanne Hambrusch, Purdue**



**CRA-W**

Computing Research Association  
Women

# 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
  - 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.

# 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?



**CRA-W**

Computing Research Association  
Women

# 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>
- Leonid Levin:  
<http://www.cs.bu.edu/~lnd/>
- Walter Lasecki:  
<http://www.cs.rochester.edu/u/wlasecki/index.html>



# 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



**CRA-W**

Computing Research Association  
Women