BUILDING YOUR ACADEMIC PROFESSIONAL NETWORK

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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

Academic careers

Undergraduates   Graduate Students

2400+ students & PhDs a year

Industry/government labs

Stay in touch: CRA-W.org, @CRAWomen,
Facebook: CRA-W, Linked-in: CRA-Women

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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?
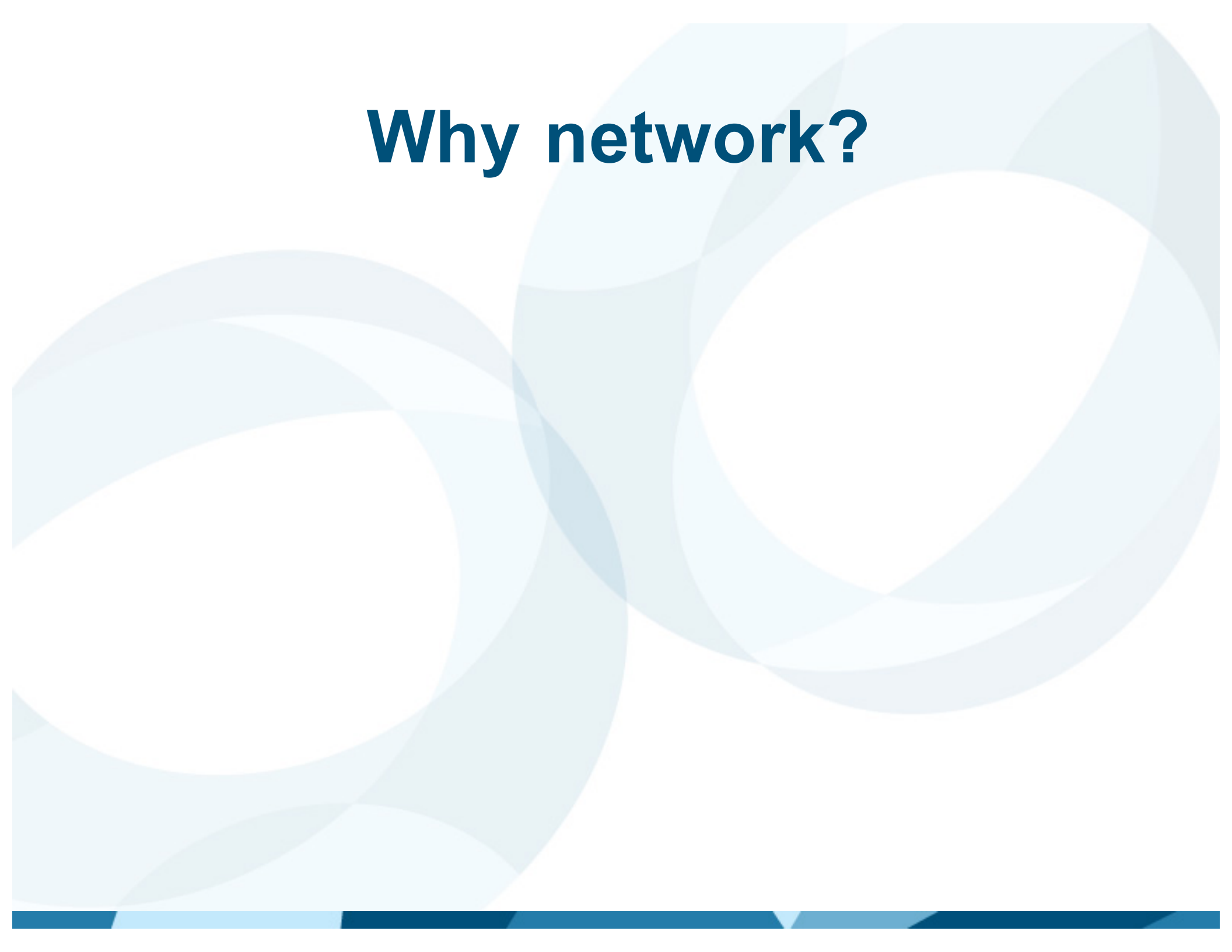
Benefits of a professional network

- 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

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

tion

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-persona 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

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

5. Volunteering

4. Elevator Speech

2. Set networking goals

3. Talk to those around you

1. Prepare for an event: Deliberately target your networking

Established Researchers

Alumni

Business Leaders

People with Possible Job Opportunities

Technical Advisors

Contemporaries
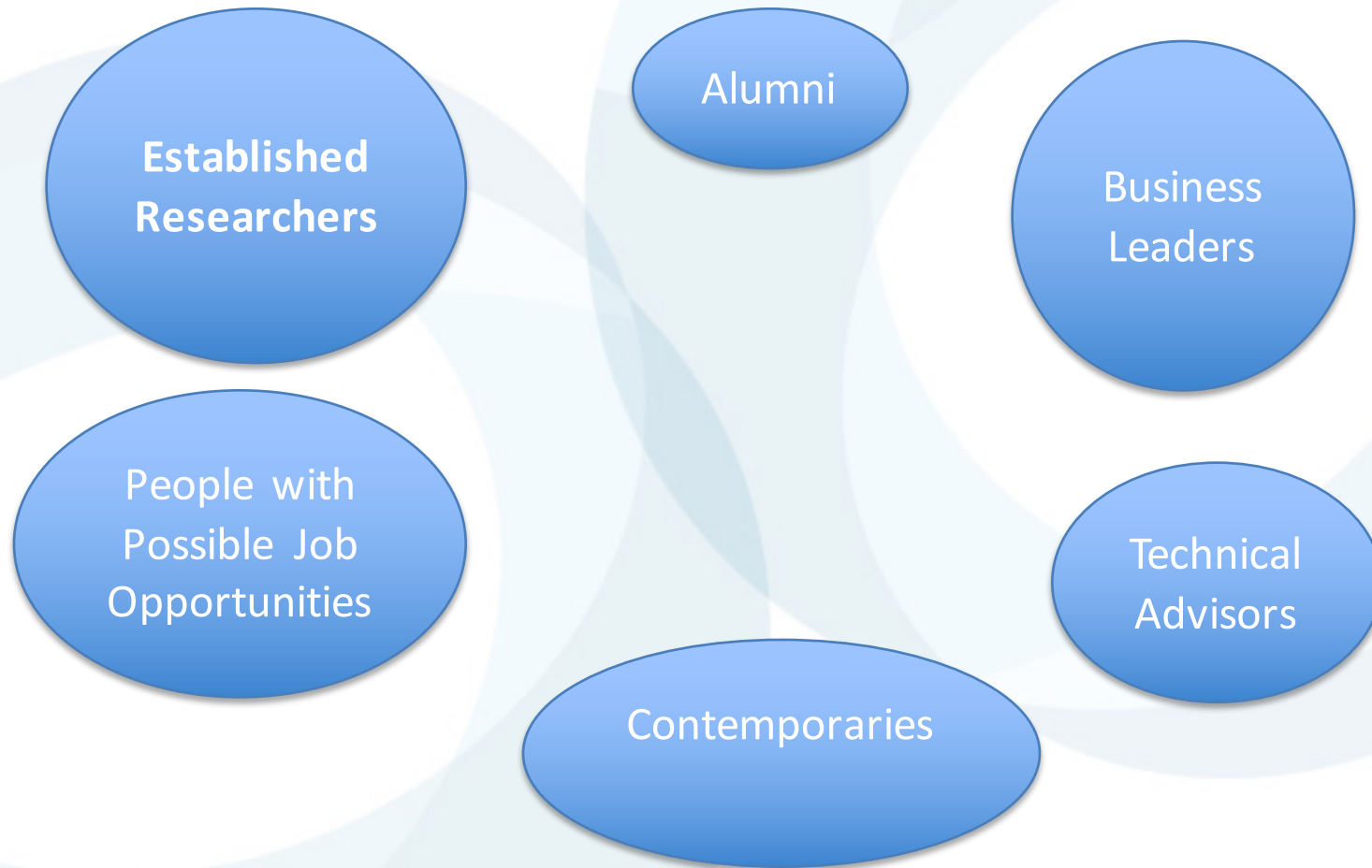
Get to know who they are before you come to the event!!

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?

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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

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

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"

✓<u>DON'T</u> hang around with your friends

✓<u>DON'T</u> interrupt heavy or private conversations

✓<u>DON'T</u> be overly negative/critical

✓<u>DON'T</u> hang on to a conversation too long

✓<u>DON'T</u> put too much stock in a single, short conversation

✓<u>DON'T</u> 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

THANKS

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

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