Self Promotion and Visibility Workshop

Presented by:

Robin Coger, Ph. D. and Teresa Dahlberg, Ph. D.

Robin Coger, Ph. D.
Professor, Mechanical Engineering & Engineering Science
Director, Center for Biomedical Engineering Systems
University of North Carolina at Charlotte
Fellow, American Society of Mechanical Engineers
Fellow, American Institute for Medical & Biological Engineering

Teresa Dahlberg, Ph. D.
Professor, Computer Science
Director, Diversity in Information Technology Institute
Director, STARS Alliance
University of North Carolina at Charlotte
Why Is Visibility Important at this Phase of Your Career?
The Academic Scale

Research
Teaching
Citizenry
Service

Are your efforts in these areas recognized favorably by others?
The Road To Full Professor:

Innovative Researcher

Respected Leader In My Field

Great Educator

Strong University Citizen
How do I become that scholar with “national and international” recognition?
Identify the Measures

How are reputation and impact measured in YOUR discipline?

- Publications
- External grants
- External reviewer letters
- PhD student placement
- Awards, keynote talks, blog following
- Research leadership
- Professional leadership
Identify Your Brand

What are you (or could you be) known for?

- Research Leader
- Teaching Scholar
- Interdisciplinary Pioneer
- University Citizen

- Multiple identities...over time or all at once
Enhance Your Visibility

How to enhance the measures that exemplify your brand?

PUBLICATIONS, EXTERNAL GRANTS

• Refocus
• New areas
• Collaborate
• Interdisciplinary
Enhance Your Visibility

PROFESSIONAL SERVICE:

• Choose the right-sized community
  • Volunteer; Work your way “up”

• Conferences/journals
  • paper reviewer → general chair, (guest) editor

• Sponsors
  • Visit, panelist, meeting host, working group, expert
Enhance Your Visibility

AWARDS AND EXTERNAL LETTERS

- Be proactive
- Make it easy for people to support you

Awards

- Write your own nominations; ask someone to submit

Letters

- Tell them what you want them to say (indirectly)
- Invite more than you need; let the DRC find the rest
Your Story,
Your Personal Brand,
and Your Portfolio.
Considering Your Story, What is Your Brand?

Innovative Researcher

Respected Leader In My Field

Great Educator

Strong University Citizen
Dr. JT Lawson earned her Biology BS & MS at ECU, and her PhD degree at MIT, where she finished her PhD in 1999. She is currently an Associate Professor of Biology at “XYZ” University, where in July 2007 she became the Associate Dean of Student Affairs of the College of Arts & Sciences. Her research interests are in developmental biology with a special emphasis on the role of chemical gradients in directing tissue growth. She has published over 10 journal articles and is the co-author of the book “Mentoring Students For Biology Careers”.

**Intended Brand: “Respected Educator and Researcher”**
Does Your Intended Brand Match Your Portfolio?

Intended Brand: “Respected Educator and Researcher”

Dr. JT Lawson earned her Biology BS & MS at ECU, and her PhD degree at MIT, where she finished her PhD in 1999. She is currently an Associate Professor of Biology at “XYZ” University, where in July 2007 she became the Associate Dean of Student Affairs of the College of Arts & Sciences. Her research interests are in developmental biology with a special emphasis on the role of chemical gradients in directing tissue growth. She has published over 10 journal articles and is the co-author of the book “Mentoring Students For Biology Careers”.

UNC CHARLOTTE
Dr. RG Dwight earned her BS, MS, and PhD degrees in Electrical Engineering at GA Tech, where she completed her PhD in 2000. She is currently an Associate Professor of Electrical Engineering at “ABC” University, a fellow of the Institute for Educational Leadership, and the author of over 100 journal articles in the field of digital optics. Dr. Dwight is also the 2011 vice chair of the IEEE Photovoltaic Specialists Conference in Seattle, WA.
Dr. RG Dwight earned her BS, MS, and PhD degrees in Electrical Engineering at GA Tech, where she completed her PhD in 2000. She is currently an Associate Professor of Electrical Engineering at “ABC” University, a fellow of the Institute for Educational Leadership, and the author of over 100 journal articles in the field of digital optics. Dr. Dwight is also the 2011 vice chair of the IEEE Photovoltaic Specialists Conference in Seattle, WA.
Your Story, Your Brand, & Your Portfolio:

Innovative Researcher  Great Educator  Respected Leader  Strong University Citizen

Are They Consistent?
Next: Devise A Plan of Action!

Ensure That Your Activities
(and thus your Portfolio)
Match Your Brand.
QUESTIONS?

Speaker Contact Information:
Teresa Dahlberg, Ph. D (Teresa.Dahlberg@uncc.edu)
Robin Coger, Ph. D. (Rncoger@uncc.edu)