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# TOOTING YOUR OWN HORN

## *SELF-PROMOTION IN SCIENCE*

JENNIFER NEUWALD & MEENA BALGOPAL



GRADUATE DEGREE  
PROGRAM IN ECOLOGY  
COLORADO STATE UNIVERSITY

Student Ecology Research Program; Summer 2018

# MEET TABITHA...



Science Fair Volunteer Judge



Summer field course



Work-study student in lab



Co-author on ESA Poster



Volunteer for local bird count



TA<sup>2</sup> for Intro Bio



Graduate with a BS, with honors



REU at Univ. Wisc.





## Evaluate her CV draft

# CURRICULUM VITAE (CV)

- CV vs. Resume
- CV Categories
  - Contact Information ♦ Education ♦ Professional Employment ♦ Research Experience ♦ Publications & Presentations ♦ Teaching Experience ♦ Mentoring Experience ♦ Honors, Awards, Grants ♦ Professional Service ♦ Community Service

Categories aren't fixed - Add your own!

- Target audience?
- Peer review!

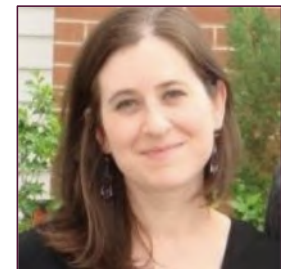
CV	Resume
<p>Your CV is an entire record of your experiences and career.</p> <p>It presents all of your accomplishments.</p>	<p>Your resume is tailored to the particular position that you are applying to.</p> <p>It lists relevant experiences as they relate to the position of interest.</p>
<p>Chronological and Inclusive</p> 	<p>Focused and Concise</p> 
<p>Theoretically, should grow and be longer as time passes</p> 	<p>About 1-2 pages edited down to focus on the position you are applying for</p> 

<https://www.igrad.com/infographics/cv-vs-resume>

## BIAS IN CV REVIEW

- Bias was present when the CV was good, but went away when the CV was outstanding:
  - Steinpreis, R. E., Anders, K. A., & Ritzke, D. (1999). The impact of gender on the review of the curricula vitae of job applicants and tenure candidates: A national empirical study. *Sex roles, 41*(7-8), 509-528.
- Remove the gender of the applicant, women suddenly get hired more often:
  - Goldin, C., & Rouse, C. (2000). Orchestrating impartiality: The impact of "blind" auditions on female musicians. *American Economic Review, 90*(4), 715-741.
- Maybe there isn't bias in evaluations?:
  - Ceci, S. J., & Williams, W. M. (2011). Understanding current causes of women's underrepresentation in science. *Proceedings of the National Academy of Sciences, 108*(8), 3157-3162.

Thanks for the help,  
Dr. Bloodhart!



**Brittany Bloodhart, Ph.D.**  
Postdoctoral Fellow  
Departments of Psychology &  
Atmospheric Science; CSU

## MEET PHOEBE...



Tabitha's Grad Student Mentor



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“Oh, well, it’s really awesome! There are these lizards, and we are looking at different places to see if there are differences in territoriality...well, or maybe similarities...I guess we’ll just have to see...but, anyway, I’m doing genetics to look at relatedness and...oh, look! BACON WRAPPED DATES!”

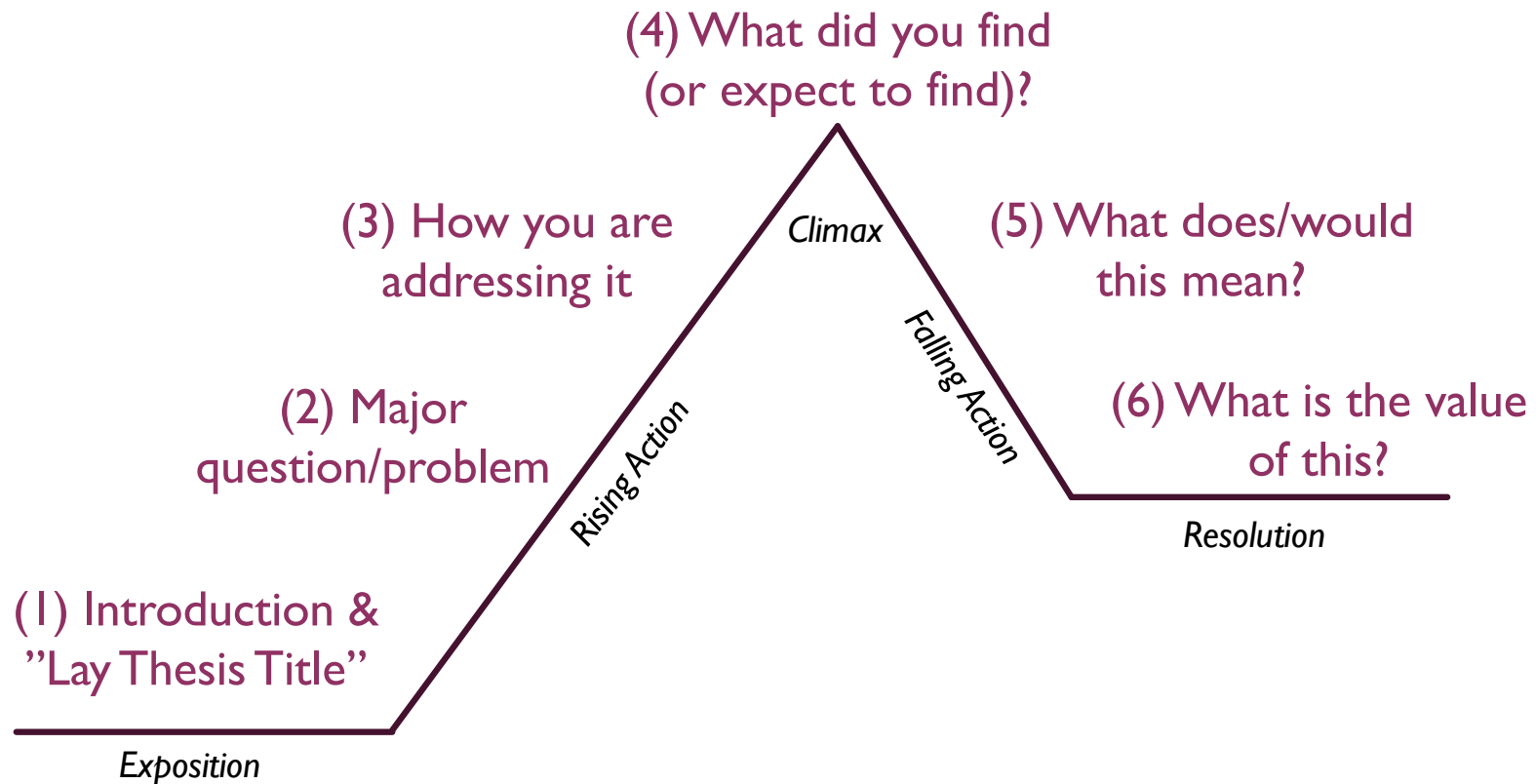
How do you describe your work briefly, but succinctly?

## PREPARING YOUR “SHORT STORY”

- What is a “short story” (a.k.a. “elevator speech”)?
- Why think about it now?
- Who is your target audience?\*\*\*
- Get feedback (especially from mentors)

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# STORY ARC FOR SCIENTISTS



<https://sharingscience.agu.org/craft-an-elevator-pitch/>

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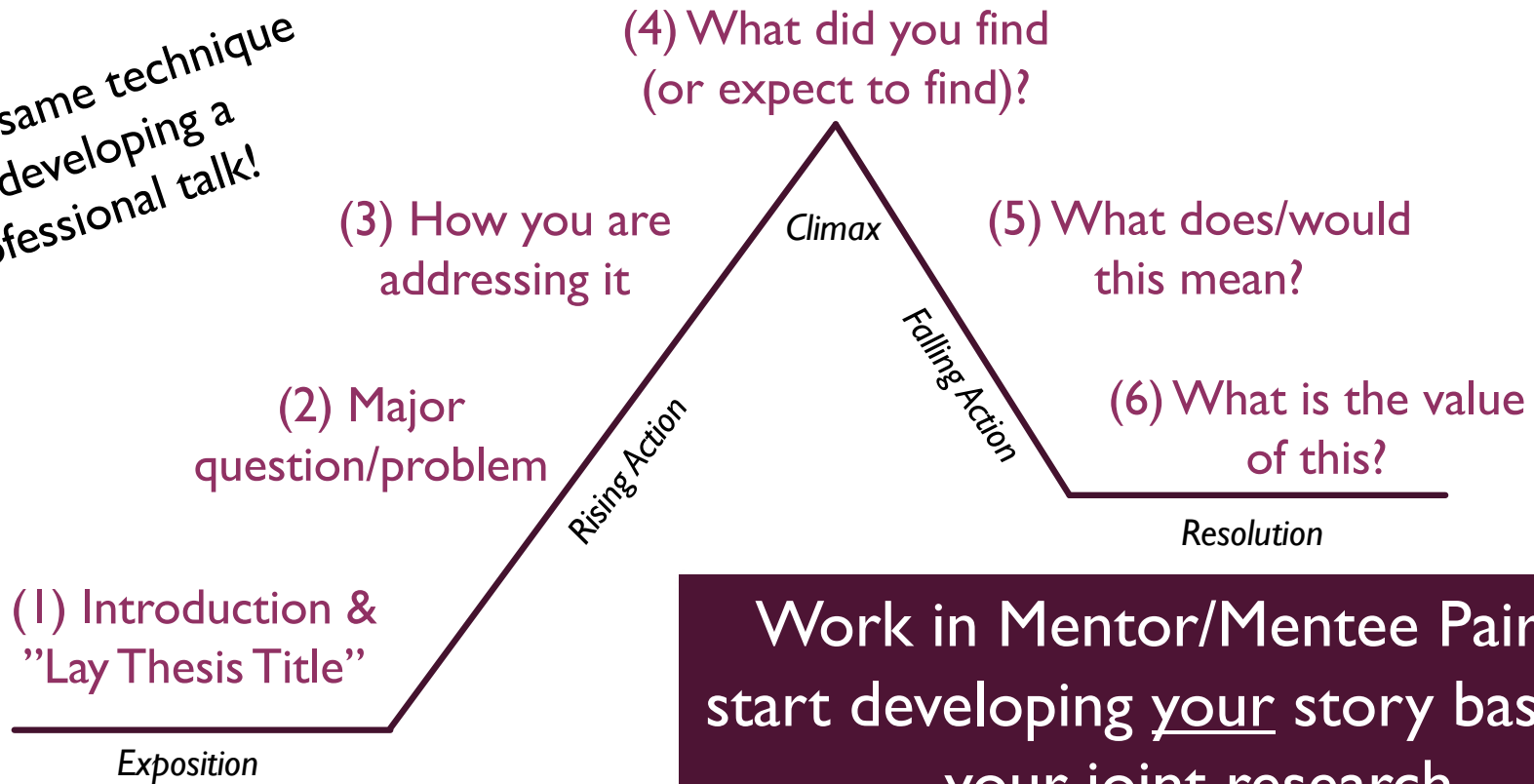
## PHOEBE'S STORY ARC FOR ESA

- (1) My research focuses on how reduced patch size and relatedness affect territoriality in collared lizards.
- (2) Habitat size has been decreasing due to development practices. There is concern that this could lead to increased aggression among lizards, and alter the demographic stability of populations.
- (3) I've been collecting observation data at several field sites of different sizes, as well as genetic data of individuals to determine relatedness.
- (4) As available habitat decreases, we would expect an increase in aggressive interactions. However, an interesting twist might be if lizards are less aggressive to related individuals.
- (5) Increased stress from aggressive encounters is correlated to increased health problems (such as parasite load). In addition, lizards that spend more time defending their territory tend to have an increased risk of predation.
- (6) These results could help managers when making decisions about what size habitat patch to conserve in order to help preserve healthy lizard populations.



# STORY ARC FOR SCIENTISTS

Use this same technique  
for developing a  
professional talk!



Work in Mentor/Mentee Pairs to  
start developing your story based on  
your joint research

## OTHER SELF-PROMOTION CONSIDERATIONS

- CV
- *Short Story*
- Social Media, Blog posts, Website
- ...other mechanisms to “get the word out”?
  - Lead roles in professional societies (even moderating!)
  - Media interviews (including SOURCE!)
  - Notify your department/program of successes
- 6-word Story



## STRETCH YOUR CREATIVE SIDE! WHAT IS YOUR 6-WORD STORY?

**“For sale: baby shoes, never worn.” – E. Hemingway**

American Association for the Advancement of Science. (2016). Science in brief. *Science*, 353(6294), 22-24.

**Mice eaten by cats, graduation delayed.**

*Chenggang Yan, Intelligent Information Processing, China*

**Female scientist, struggle for fairness persists.**

*Masha Georges Savelieff, Chemistry and Biology, USA*

**Deep sequencing can't replace deep thinking.**

*Dan Webster, Cancer Genomics, USA*

**Drought approaches; previous symbionts become enemies.**

*Amelia Snyder, Plant Ecology, USA*

**Persist: You can make a difference.**

*Sean M. Hartzell, Conservation Biology and Herpetology, USA*

## STRETCH YOUR CREATIVE SIDE! WHAT IS YOUR 6-WORD STORY?

- Help get to the core of your story
- Can focus on: **research ♦ background ♦ current goal ♦ professional goal**

### What is YOUR 6-Word Story?

#### **CV Building – I've done quite a lot!**

*Tabitha Ramsfan, B.S. from Colorado State University*

#### **Lizard bullies? Give them more space!**

*Phoebe Rockstar, Ph.D. Candidate, Colorado State University*

#### **New Population, expand, repeat – Metapopulation genetics**

*Jennifer Neuwald, Colorado State University*

#### **Ecological literacy: writing, doing, and learning**

*Meena Balgopal, Colorado State University*

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Want to share with the group?  
Upload your CV, 6-word story, etc. to the  
**Canvas Discussion** for this module!

## NEXT STEPS...

### 1. CURRICULUM VITAE DEVELOPMENT

- Work on developing your CV
- **Meet as a triad** to go over and compare CVs
- Bonus: helps triad members know more about each other's professional history

### 2. SHORT STORY (ELEVATOR SPEECH) DEVELOPMENT

- **Meet as a triad** to finish your short story
- Bonus: helps with communication between triad members; helps with promotion of colleagues