



THAYER SCHOOL OF
ENGINEERING
AT DARTMOUTH

Winterim Course

Own Your Identity

Date: December 6, from 9am to 12pm

Instructors: Jane Quigley, Janifer Holt, and Shawn Martin

Intended Audience: This workshop is geared towards Thayer graduate students (MEM, MS/PhD, or any combination). Students from Tuck, Geisel/TDI, or Guarini would also be encouraged to attend, as well as Postdoctoral Fellows.

Prerequisites: None

Description: Today's professionals, academics, and research scientists need to be attentive to how they appear to the world in a bewildering variety of online spaces. They also need to consider how to skillfully engage with different types of audiences, whether with other scientists, policy-makers, or the public. This workshop will help students manage their online identities – their 'personae,' -- and will help them be more strategic about the professional and scientific presence that they project to industry employers, hiring deans, committee chairs, grant reviewers, editors, publishers, and peers. Through a combination of presentation, activities, and hands-on work, this Winterim half-day workshop will teach students how to manage and promote their professional and scientific identity, and how to engage their professional and other audiences using a variety of online tools.

- **Part One (9:00am-10:15am)** Do you know how you look online? What's your professional persona? Quick review / overview of platforms by type (i.e., social/professional, research- oriented, tools)
 - Differentiate ... **Unique identifiers & scholarly profiles** (ORCiD / GoogleScholar / ResearchGate) *active component:*
Creating/editing/updating ORCiD and Google Scholar profiles.
 - From ... **Social media platforms** - social, but also a useful tool for

communicating professional and scientific interests and achievements. At a minimum, you need to pay attention to your presence in these channels!

- **Part Two (10:30am-noon)** In addition to online profiles, there are other ways scientists and engineers need to engage their audiences. These audiences could be their peers, members of their tenure and promotion committee, journalists or other members of the media, or the general public. This half of the workshop will help students understand
 - **Metrics & impact** (Impact Factor, H-index, altmetric) used to assess scholarly impact *active component: determining impact factor, altmetric, or other metric for an authored article*
 - **'Short forms'** of writing (blogs, Medium) or other ways that the public may engage with science *active component: workshop a scientific article into a form and style appropriate for publishing through a blog or other popular science outlet*