

Thayer Winterim 'Short Course' Proposal

Submitted by: Jane Quigley & Janifer Holt, Feldberg Business & Engineering Library, and Shawn Martin, Library Scholarly Communications Program

(1) Title: **Own Your Identity: A Thayer Winterim Short Course.**

(2) Dates of course: This half-day workshop could be offered on any of the following dates:

- Thursday, Dec. 5th
- Friday, Dec. 6th
- Monday, Dec. 9th
- Thursday, Dec. 12th
- Friday, Dec. 13th

(2) Instructor(s) (including any support staff)

Janifer Holt, Feldberg Business & Engineering Librarian (Library)

Shawn Martin, Head of Scholarly Communication, Copyright, & Publishing (Library)

Jane Quigley, Head of Research & Data Services (Library)

(4) 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.

(5) Prerequisites, if any: None

(6) Narrative description of idea and what students will learn. Point to any measurable outcomes you might hope to achieve.

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.

(7) Rough outline of daily schedule

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!

Break

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, almetric, or other metric for an authored article
- Practice ...
'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

(8) Resources required (materials and supplies, if any)

\$7 per person / coffee & pastries for a total of \$84.

(9) Facilities needed: Classroom or seminar room.

(10) Maximum class size: 12