

Tips on increasing your visibility

Cynthia J. Jameson, University of Illinois at Chicago

on campus:

- increase your visibility and contacts on campus by seeking more informal outlets, such as lunching more often at the faculty dining room and participating in campus faculty/staff recreational and cultural activities.
- display poster presentations around the lab area
- create opportunities for campus-wide recognition of your work
- have your students participate in poster sessions, present research talks to high-schools, present talks to student groups

research:

- do high-quality research in a highly visible research area
- develop an innovative research program in an emerging interdisciplinary field
- collaborate with highly visible partners
- spend sabbatical and other research leaves abroad to cultivate an international reputation

conferences:

- have face time at conferences at least once a year, even if you have to pay out-of-pocket
- tap into existing networks during conferences and via post-conference contacts
- arrange to give invited talks at conferences
- organize symposia; invite leading researchers to speak
- bring a conference to campus

publications:

- do high-quality research that can be published in high-impact journals
- develop a series of high-quality papers from your lab, rather than one-shot projects
- arrange to have on-line and print press releases that describe your research in accessible terms
- use citation analysis tools for self-assessment and to discover potential sponsors / advocates
- seek cover status for your submitted articles
- create eye-catching TOC (table of contents) images for your work in journals that have them
- exploit technology: have an award-winning web presence; greater web visibility increases research impact
- give freely your Powerpoint presentations and posters to other labs in your field via links to your website

awards:

- look in www.raiseproject.org for awards you may be eligible for or should strive for
- arrange for promotion by your sponsors/mentors
- make it easy for your sponsors by keeping them updated with your latest achievements

grants:

- set aside an adequate portion of your time to writing proposals to fund new research initiatives

graduates:

- produce high-quality graduates (undergrads and Ph.D.s and post-docs) from your group
- produce highly capable graduates who rise to positions of responsibility

other:

- participate in professional organizations and science teams

- participate in proposal-review panels to improve your grant-writing and to tap into networks in or outside your field
- start or regularly attend a regional discussion group for your specialized research area
- invite external examiners for dissertation committees of your Ph.D. students
- arrange to visit other institutions; if visiting another lab, offer to deliver a departmental seminar