

CULTIVATING SPONSORS

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Cultivating/developing your sponsors

Different sets of mentors for different purposes

- **Ph. D. advisor**
- **Post-doc advisor**
- **Official mentors in your department assigned by head/chair**
- **Sponsors**

Your Ph.D. and Post-doc advisor

- Can help you throughout your career
- Have a vested interest in your success
- Have a well-known conflict-of-interest in refereeing your proposals, promotion/tenure, manuscripts for publication

What you can do

- Ask them for advice/help
- Keep them informed

Official mentors in your department

- Do not confide any uncertainties or reveal weaknesses to them
- Treat them with respect
- They can help inform you of the departmental culture

What you can do

- Be careful when you ask for advice/help
- Keep them informed of every accomplishment that accrues toward tenure/promotion!

Your sponsors

- **have no known conflict-of-interest relations with you (not a co-author, not your Ph.D. or post-doc advisor, not a collaborator or co-PI in a proposal)**
- **doing research in your field, so can understand your work**
- **experienced, may be colleagues of your advisors**
- **may evaluate your promotion/tenure**
- **may nominate or support your candidacy for awards, or ask you to deliver an invited talk**

Your sponsors

- Find them in your own field, discover them in conferences
- Seek them out in annual conferences to maintain the connection
- Invite them to give departmental seminars
- Invite them to be examiners for your best students
- Keep them informed!

Networking helps to find sponsors

- **Through third parties you may hear about people in your field who like your work**
- **Alumni of your past research groups provide good “third parties” for channeling such information**
- **Give a talk or poster in at least one conference a year to maintain such connections**

“Outside” letters

- Tenure and promotion procedures usually require letters of evaluation from external reviewers
- In some departments they are the deciding factor
- If you have sponsors out there one or more of them may be asked to evaluate your tenure/promotion