

Devising and Sustaining Your Research Agenda

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FORMATION



CAU Overview

- Generating Research Ideas
- Expanding Your Network
- Branding Your Success

CAU Myths



- Family obligations will have a negative affect on your ability to establish a productive research program.
- Young faculty have a surplus of energy and, therefore, can bear the burden of service and a full teaching load while establishing a productive research program.
- Individuals at Primarily Undergraduate Institutions (PUIs) are there because they don't do research.
- The most successful individual will navigate the system without assistance.
- An institution should not have high expectations for scholarship if it is teaching focus.

CAU Realities



- The institutional culture plays a significant role in how scholarship will be defined, supported, and ultimately measured.
- The institutional culture will dictate your priorities relating to scholarship, teaching, and service.
- Research is important to the culture of undergraduate learning.
- There may be differing expectations and values of research internal and external to the department.
- There may be heavy teaching loads and service obligations that are not in perspective to what is expected in terms of scholarly productivity.

Generating Research Ideas

LEMONADE



**Do what inspires
you!**

**Mindset for
Creativity**



Time is finite, but energy is renewable

- What do you need to accomplish in a given day?
 - Make a plan – Set goals for your day, week, month, semester, and year
- How are you caring for your mind and your body?
 - Get a hobby
 - Eat lunch away from your desk
 - Sleep
 - Socialize
- Are you setting and maintaining boundaries?
 - Office hours, guidelines for writing letters of recommendation, service obligations
- Are you making time for family and friends?
 - Be intentional – put it on your master calendar/plan



Innovation

Creating

Adapting



Creating the Idea



- Clarify your passion – this will shape your vision
- Identify a problem related to that passion
- Validate the problem in the literature
- Create your niche



*I am (we are) passionate about...
How might I (we)?*



Validating Your Idea



- “so what?” – verify and document the relevance of your work. Make a claim for the value and competitiveness of your idea. Find evidence that support the potential impact of your work in the field and to society.
- “why me?” and “why now?” – don’t be modest and don’t embellish. Clearly define your expertise, experience, relevant connections, and resources associated with your idea and explain how these can be leveraged to successfully address the idea.

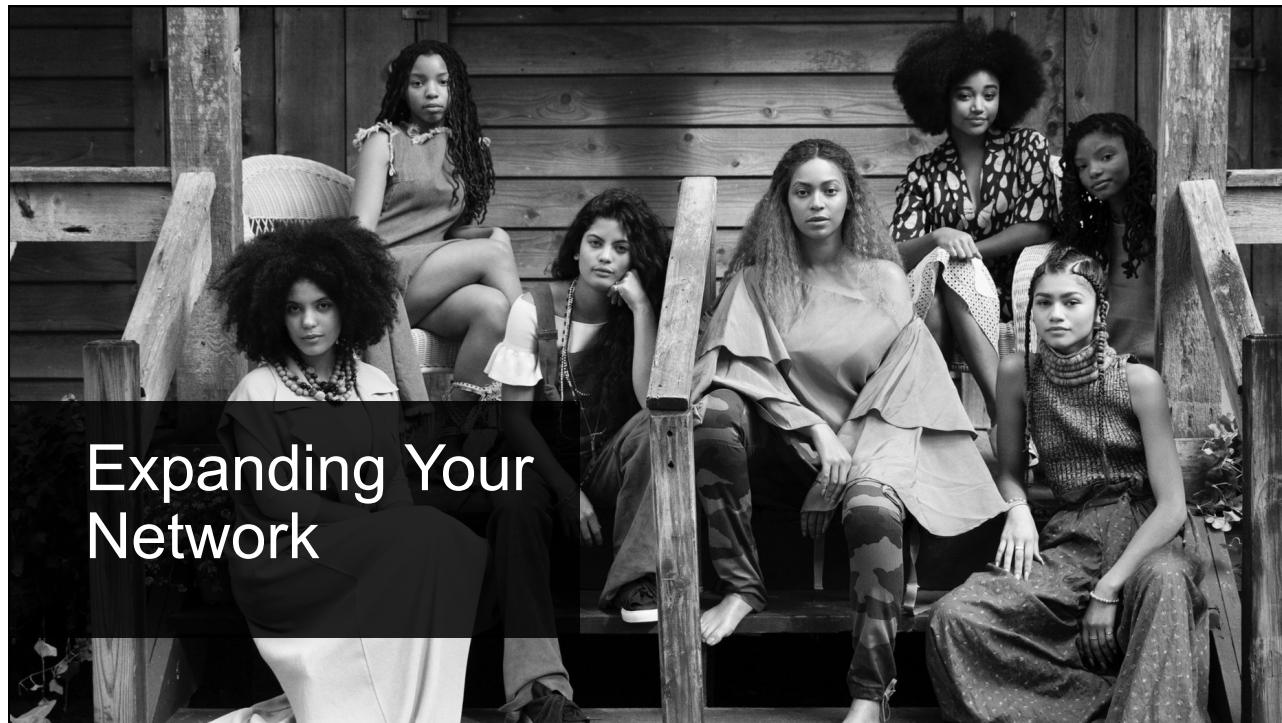


Charting a Meaningful Scholarly Career
<http://www.ico-dc.com/docs/2009meaningfulcareernotebook.pdf>



- Vision
 - Who are you and what would you like to accomplish?
- Outcomes
 - If your vision is successful:
 - What tangible product will you create?
 - How will it impact your discipline, students, and/or the local and global communities?

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Benefits of Mentoring and/or Coaching



Mentoring can:

- Assist faculty navigate institutional etiquette, protocol and politics
- Provide faculty with a model for balancing personal and professional obligations
- Assist faculty determine the best way to display/present/ market your particular form of scholarship
- Provide faculty with guidance on bringing visibility to one's accomplishments
- Provide faculty with recommendations for professional development opportunities
- Provide faculty with guidance on working with limited resources



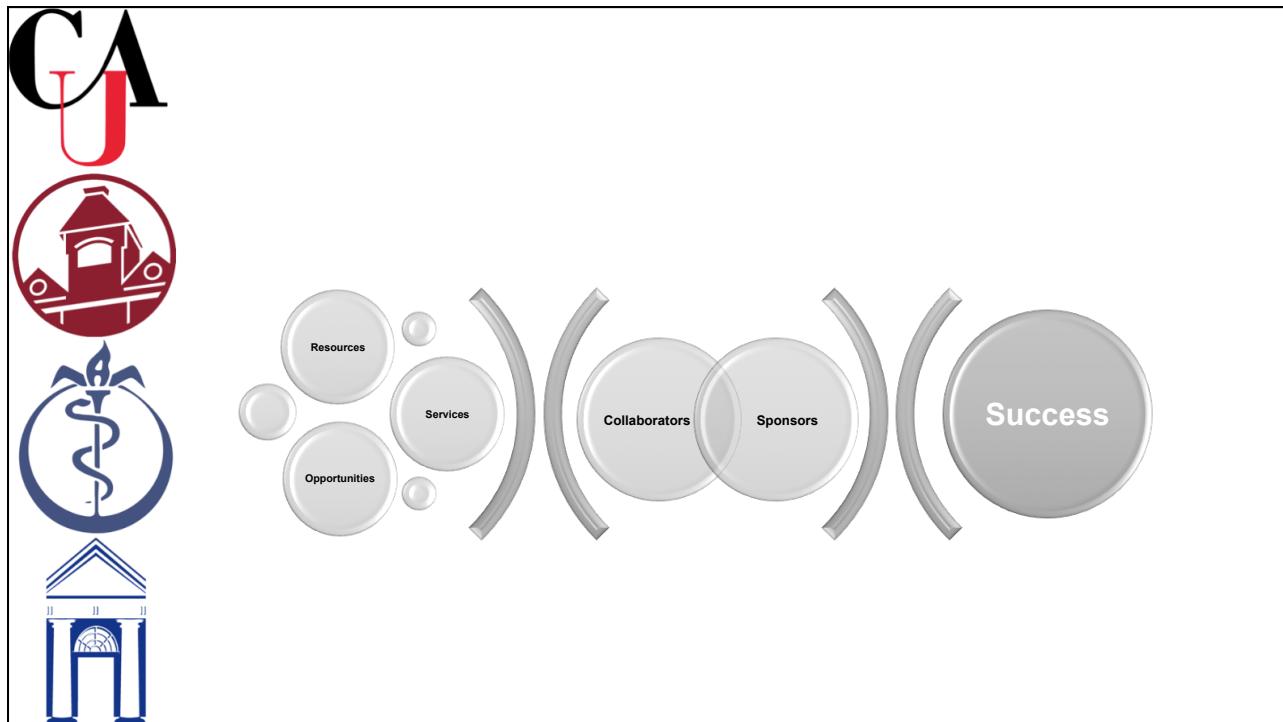
The Ideal Mentor and/or Coach



The ideal Mentor or Coach:

- Believes that the faculty member can succeed.
- Contributes to the ability of the faculty member to succeed.
- Is content with the reality that the faculty member's success may be superior to their own success.
- Committed to identifying opportunities that will enhance the faculty member's development and growth.
- Committed to strengthening the academy via the strengthening of the faculty member.

Cynthia Spence, The Mentoring Imperative

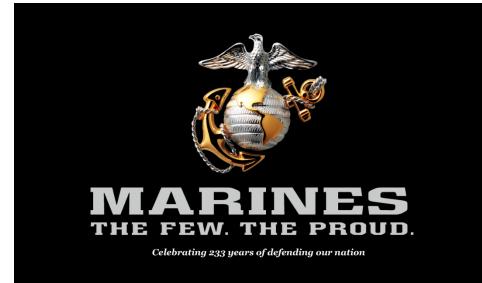


Branding Your Success





Brands are synonymous with success and ability



There are some teams and logos you see, no matter where you are in the world, and you know exactly who they are and what they mean.

• Lebron James

Brands influences habits, behaviors, and life styles



**CA
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Brands represent an identity



Brands are:

- Distinct
- Authentic
- Clear
- Influential
- **CONSISTENT**

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Personal branding influences and shapes what people say about you.



<http://www.geoengineers.com/sites/default/files/Mapping-Your-Unique-Value-A-Roadmap-to-Personal-Branding-Workbook.pdf>



What is your brand?



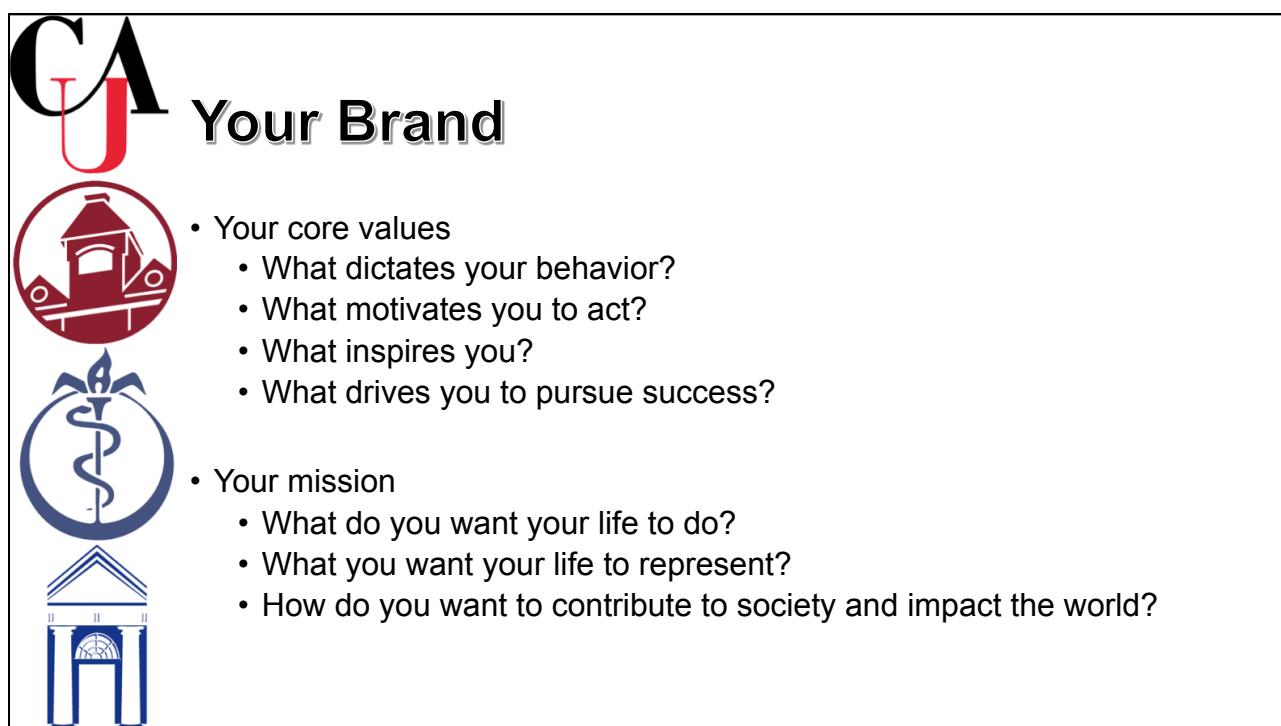
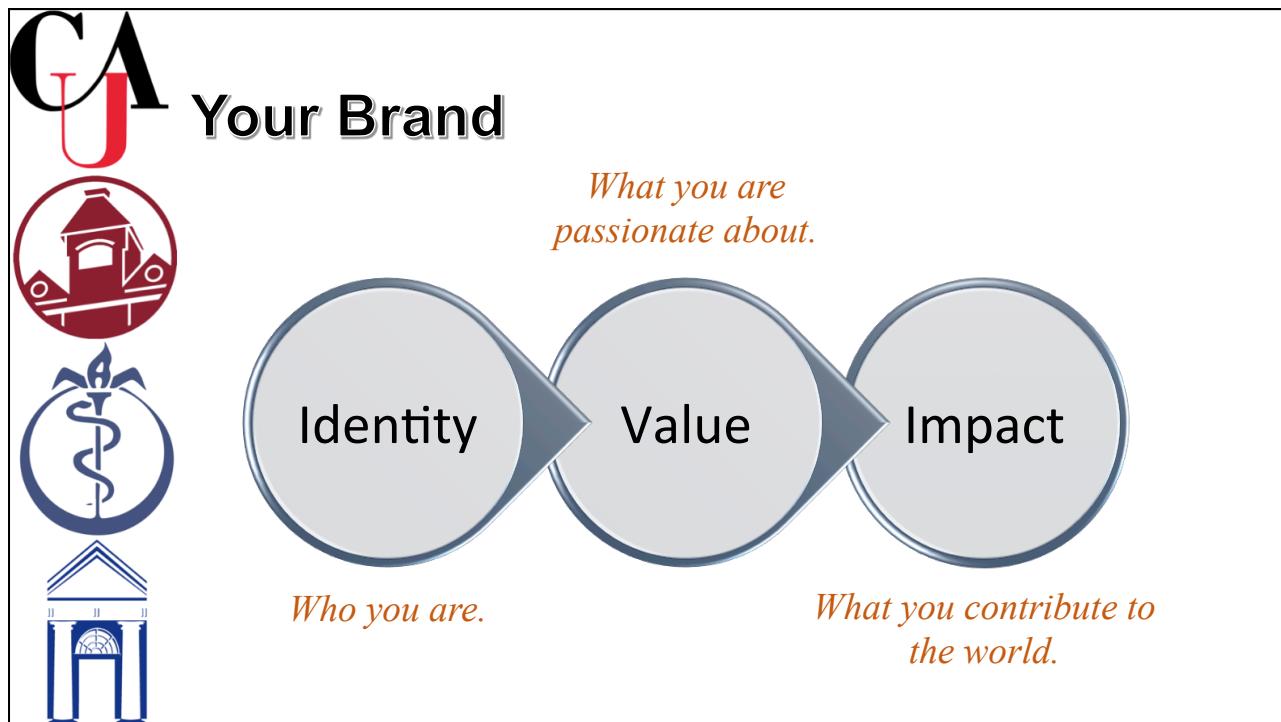
What words, concepts or ideas do people associate with you are your image?



entrepreneur
confident
open
authentic
attitude
versatile
talent
passionate
congruent
positive
opportunities
sales
purpose
future
building
team
self
sell
act
starter
resilient
integrity
challenging
action
autonomy
honest
perspective
motivated
priority
think
perspective
motivated
priority

tagxedo.com

<http://www.geoengineers.com/sites/default/files/Mapping-Your-Unique-Value-A-Roadmap-to-Personal-Branding-Workbook.pdf>



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Your Brand



- Your attributes
 - What are you uniquely gifted to do?
 - How are you currently perceived by others?
 - When you work in a group, what do you contribute?
 - What is your skill set?

CA

- Side 1
 - What words, concepts or ideas do people associate with you are your image?
- Side 2
 - What words, concepts or ideas would you like to be associated with?



Creating Your Brand



- Identify best practices for success
 - How are others branding themselves (good or bad)?
 - Who can you emulate?
 - What additional technical training will you need to develop your brand?
 - What other attributes and skills do you need to develop?
- Identify a mentor or a coach
- Seek appropriate professional development opportunities
- Set and accomplish goals that align with your personal mission
- Seek honest feedback and be open to what it tells you about yourself



Promoting Your Brand



- Develop and nurture diverse networks
- Develop your pitch
 - Elevator
 - Table
 - Cab
- Develop strategies for social media
- Learn how to frame your success (and failures if need be)
- Know the value of your brand and the value it creates for others
- Identify a sponsor



Publicize Your Accomplishments



- Social media – Facebook and Twitter
- Research Gate
- LinkedIn
- Institution website
- Personal website or blog



Protecting Your Brand



- Buy your name in all domains (.com, .net, .edu, .org, .in, ect.)
- Develop an entrepreneurial mindset
- Learn about IP

