Emerging Forces: Perspectives on Integrating Diversity and Professional Development in Graduate Education

A Case Study at UVA

Yi Hao, Ph.D., Assistant Director of Professional Development
Jasmine Crenshaw, Ph.D., Director of Diversity Programs

March 6, 2020
Agenda

- Introductions
- Unique challenges faced at a R1 institution
- Case study – “Personal branding, networking, and collaboration”
- Discussion
- Next steps

https://tinyurl.com/uva-csgs
Institutional Types

- Doctoral/Master’s-focused
- Public or private
- Minority-serving institution
ADMINISTRATIVE STRUCTURE

Office of Graduate and Postdoctoral Affairs

Diversity Programs Office
- Jasmine Crenshaw

PhD+ Program
- Yi Hao

Postdoctoral Affairs
- Phil Trella

Stakeholders: Graduate students, Postdoctoral scholars, Faculty, and Administrators
PhD Student Demographics

Race/Ethnicity:
- Black/African American: 4%
- Asian: 3%
- Hispanic: 2%
- American Indian or Alaska Native: 4%
- Multi-Race: 4%
- White: 50%
- Unknown: 2%
- Non-Resident Alien (International): 35%

Gender:
- M: 54%
- F: 46%

*Self-reported student responses
### PhD Student Demographics

#### Ethnicity Breakdown of International Students

- **Hispanic**: 17%
- **Hawaiian & Native**: 74%
- **Black**: 2%
- **Asian**: 4%
- **White**: 0%
- **Mixed-race**: 3%

*Self-reported student responses*

#### Gender

- **M**: 64%
- **F**: 36%

*Self-reported student responses*
Unique Challenges Faced at a R1 Institution

• How to address inclusivity and awareness about racial matters
• Feelings of isolation from underrepresented students to participate in a career preparation workshop due to academic environment
• Need for global awareness and attributes in the content and activity selection
UVA Response to Challenges Faced at a R1 Institution

• How to address inclusivity and awareness about racial matters
  • Creation of Graduate Diversity Affinity Groups to build community
  • Annual Graduate Diversity Retreat – Process and discuss current matters and offer solutions
  • Individual graduate student advising and mentoring sessions
  • In preparation to generate a diversity and inclusion credential for graduate students
UVA Response to Challenges Faced at a R1 Institution

- Feelings of isolation from underrepresented students to participate in a career preparation workshop due to academic environment
  - Co-facilitate and incorporate diversity and inclusion content into professional development workshops
  - Promote activities to underrepresented and underserved graduate students
  - During activities, students are presented with varied modes of engagement to avoid isolation
Response to Challenges Faced at a R1 Institution

Need for global awareness and attributes in the content and activity selection

- Graduate credential: [UMich Rackham Professional Development DEI Certificate](#)
- Workforce readiness: [NC State A2i program](#)
- Acknowledge U.S.-based perspectives and norms
- UVA Career Center: Dual Location Job Search
Workshop Development, Implementation, and Evaluation
Personal Branding, Networking, and Collaborating

Yi Hao, Ph.D., Assistant Director of Graduate Professional Development
Jasmine Crenshaw, Ph.D., Director of Diversity Programs

October 28, 2019
Using social media for personal branding
- Understanding the differences
- LinkedIn profiles
- Twitter interactions
- Exercise

Networking and collaboration
- Best practices
- Interactive exercise

Summary
- Debrief
- Feedback
Identity

What is diversity?

*Diversity is the value and appreciation of human attributes in areas such as life experience, thinking style, age, race, ethnicity, gender, accessibility, socioeconomic status, religion, culture, etc.*

Brand Development: It is important for you to understand that your diversity influences and shapes your identity and the connections that you make with people.
Getting Started with LinkedIn

**LinkedIn Tips**

1. **Customize your URL** so that it is linkedin.com/yourname instead of the numbers automatically assigned when you first sign up.

2. **Choose a professional image.**

3. **Use keywords for your target industry/job** in your headline, about section/summary, and experience section. This will help optimize your profile when recruiters search for people in your field (and keywords will help optimize your resume as well). Not sure what keywords to use? Research job descriptions for positions that interest you, and look at profiles of people in your desired career and field.

4. **Make your summary and experience impact based.** Don’t just talk about what you do, talk about the results that you’ve achieved (“I’ve written grants that secured over $150,000 for non-profit organizations in my community”). Consider your audience and what they will value if they were on your profile.

5. **Show some personality.** We’re actually serious about this one. LinkedIn isn’t your resume, so don’t be afraid to use first person and to inject some of your personality into your summary and headline. Show people your passions, values, and best accomplishments. That being said, keep it professional!

**Exercises**

Research keywords in your desired industry. One way to do this is to look at the profiles of others in your industry. Or, find job ads for positions that interest you and create a word cloud that highlights the most important terms. List these key terms below:

Use the keywords that you found above to write your “about” section for LinkedIn. Paragraph form is fine for this—use the space below to write 3 short paragraphs about your past experience, interests, and future goals:

Now use the keywords you’ve identified to write a headline. Remember, you only have 120 characters, so make sure it’s short but conveys your value proposition. Write a few different examples and share them with mentors or friends. Take votes on which is the strongest and ask why they prefer that headline over the others.
Let’s Practice!

Intent: For the next 20 minutes... practice how to network and work a room.

• Circulate the full room (utilize all areas including the reception table)
• Meet new people
• Be active listeners
• Look for collaboration opportunities
Case study – Personal branding, networking, and collaboration.

How To Work A Room™

The art of building and maintaining mutually beneficial relationships.

It's 6:30 a.m. at an early-career business and technology conference at the Museum of Science in Boston. A group of SkyLab hangs from the ceiling of the upper concourse, giving the room a dreamy feeling. The attendees, a mix of about 750 business people, entrepreneurs, and venture capitalists, have come to meet clients, investors, or jobs.

That's certainly what drew Diane Darling, Author of The Networking Survival Guide, Darling to a corporate consultant, business school lecturer, and sought after as an expert in networking. As the conference begins, shestraightens her name tag, pops a mint, and strides the crowd.

Don't go in cold

A week before, Darling researches the event on the Web to get a sense of the audience. "That way I could do a little research on people I want to meet and see that information to break the ice with them," she explains. Are these people entrepreneurs? CEOs? No, try to know as much as I am about the crowd before going.

Travel light

Darling wears a beautiful red jacket. There are a few blue lines across her face, and I stand out in the crowd but not in a bad way. She carries a small leather portfolio from Levenger, about twice the size of a wallet, with two pockets. One for business cards coming in, the other for cards going out. No bulky.

Walk the walk

She walks through the conference, smiling. "Powerful people come to these events because they want to meet other skilled, talented people. So carry yourself accordingly. Don't tell your peers, I look like you are having a good time.

Start with breakfast

Darling heads to the long breakfast table—but not because she's hungry. "People tend to be very accessible around the food. Talking and eating go together. It's a great way to get started at an event," says Darling, who carries her orange juice in her left hand so she can shake with her right.

Who's who

Darling circles the room once to learn names and to get an idea of who is in the room before she talks to people. "Don't keep the conversation too short, and the conversation doesn't work if you walk away from people. Always remember to remember. Besides, people always ask me at name tags, ask me your name and then the next time.

Get an introduction

After turning the room twice, she spots the conference moderator, a player in the Boston media world. He's a smart, friendly, easy-going guy. "No matter who you talk to, they willing to talk to you, you're part of the conversation. It's not about the size, who you know, it's about who you talk to."

Give and take

The moderator mentions that he's looking to get in touch with a professor at MIT who Darling happens to know. She offers to call the professor as a way of introduction. "Darling try to be a connector, the person who brings people together," she says. This not only makes Darling look good, but it may also make the moderator want to return her favor.

17 It's a wrap

After three hours, Darling has talked with around 250 people, new contacts. She leaves the conference with plans to call those leads in the next week. "Remember, you're not there to close deals or get a job. You're there to get the right to follow up with a phone call or a meeting over coffee. Even one contact like that makes the whole day worthwhile."

XPLANATION® by XPLANE® Contact us at xplanex.com or 800-750-6467

Source: Jeffbullas.com - Originally appeared in The Art of Networking Book ©2005 Jeff Bullas com
### Workshop Outcomes

**PhD+ Personal branding, networking, and collaboration**

(90 minutes)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using social media for personal branding</td>
<td></td>
</tr>
<tr>
<td>Understanding the differences</td>
<td>3.00</td>
</tr>
<tr>
<td>LinkedIn Profiles</td>
<td>3.44</td>
</tr>
<tr>
<td>Twitter Interactions</td>
<td>3.33</td>
</tr>
<tr>
<td>Exercise</td>
<td>2.67</td>
</tr>
<tr>
<td>Networking and collaboration</td>
<td></td>
</tr>
<tr>
<td>Best practices</td>
<td>3.67</td>
</tr>
<tr>
<td>Interactive exercise: Work a room</td>
<td>3.56</td>
</tr>
<tr>
<td>Debrief</td>
<td>3.44</td>
</tr>
</tbody>
</table>

(N=9)

Four-Point Likert Scale Survey

18
Case Study: A Workshop

Q1: What was the most important takeaway for you?
- The importance of utilizing social media
- The urgency to update profiles

Q2: What can be improved?
- More time on networking
- Talk about the purposes of LinkedIn
- The use of business cards
- Power dynamics

Q3: How does identity and diversity affect personal branding, networking, and building collaborations?
- Be true to yourself, and also to the world
- Affinity-based identities can help network and build collaboration
- Identity can help seek potential employers and collaborators with similar interest
Let's Discuss in Groups!

How Can We Fuse Diversity and Career Development Workshops on Your Campus?
Questions for You

- What is your current practice around professional/career development and diversity programs?
- How does your graduate school administrative structure affect approaches to professional development and diversity/inclusion training?
- What topics/methods/evidence do you think will help professionals in the field more intentionally integrate these two aspects?
Reporting Out
Contact Us

• Yi Hao (@yhao01)
  yh6du@virginia.edu

• Jasmine Crenshaw
  jdc2cz@virginia.edu

• To retrieve the slides, please submit your contact information via
  https://tinyurl.com/uva-csgs