

Effective Self-Promotion to Advance Your Career in Mathematics

Pam Cook

Unidel Professor of Mathematics, University of Delaware (UD)

Associate Dean (for faculty), College of Engineering (UD)

President – SIAM (2015, 2016)

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In what follows “we” is a generalization (to women, to young faculty, . . .) and *may/may not* apply to you.

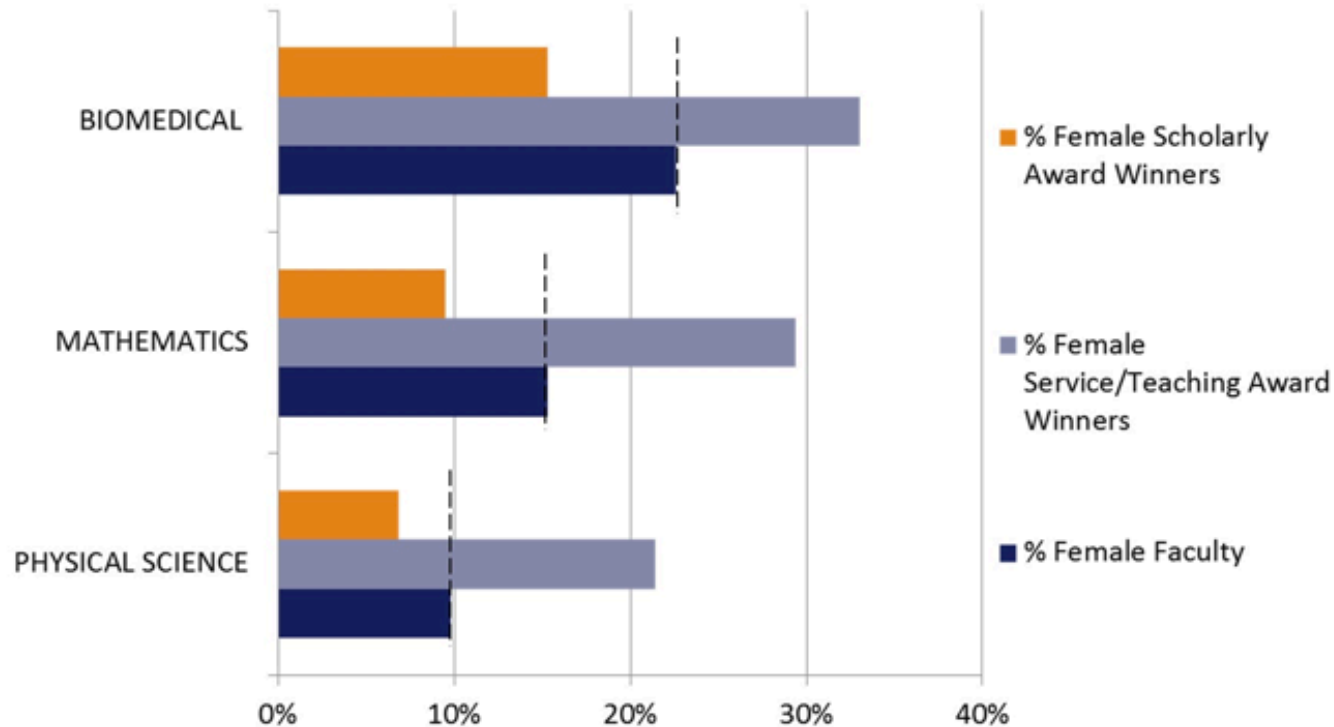
Think carefully about the information and check with a colleague/mentor.

Women Don't Apply

- “...exceptional women may not apply for faculty jobs in the same way that has worked for recruiting exceptional male faculty candidates.” *Diversification of a University Faculty: Observations on Hiring Women Faculty in the Schools of Science and Engineering at MIT, Nancy Hopkins, MIT Faculty Newsletter SVIII No. 4 March/April 2006*
- Doctoral Pool (% women PhDs 1999-2003):
Biology 45%, Chemistry 32%, Math 25%
Mean % of faculty applicants who were women:
Biology 26% , Chemistry 18%, Math 20%
- UC Berkeley: physical science, mathematics, computer science and engineering:
21% “recent” PhDs from top quartile of graduate schools, but only
15% of applicants for faculty positions (2001-2004)

Beyond Bias and Barriers: Fulfilling the potential of women in academic science and engineering: National Academy of Sciences 2006; Gender differences at critical transitions in the careers of science, engineering and mathematics faculty, National Research Council

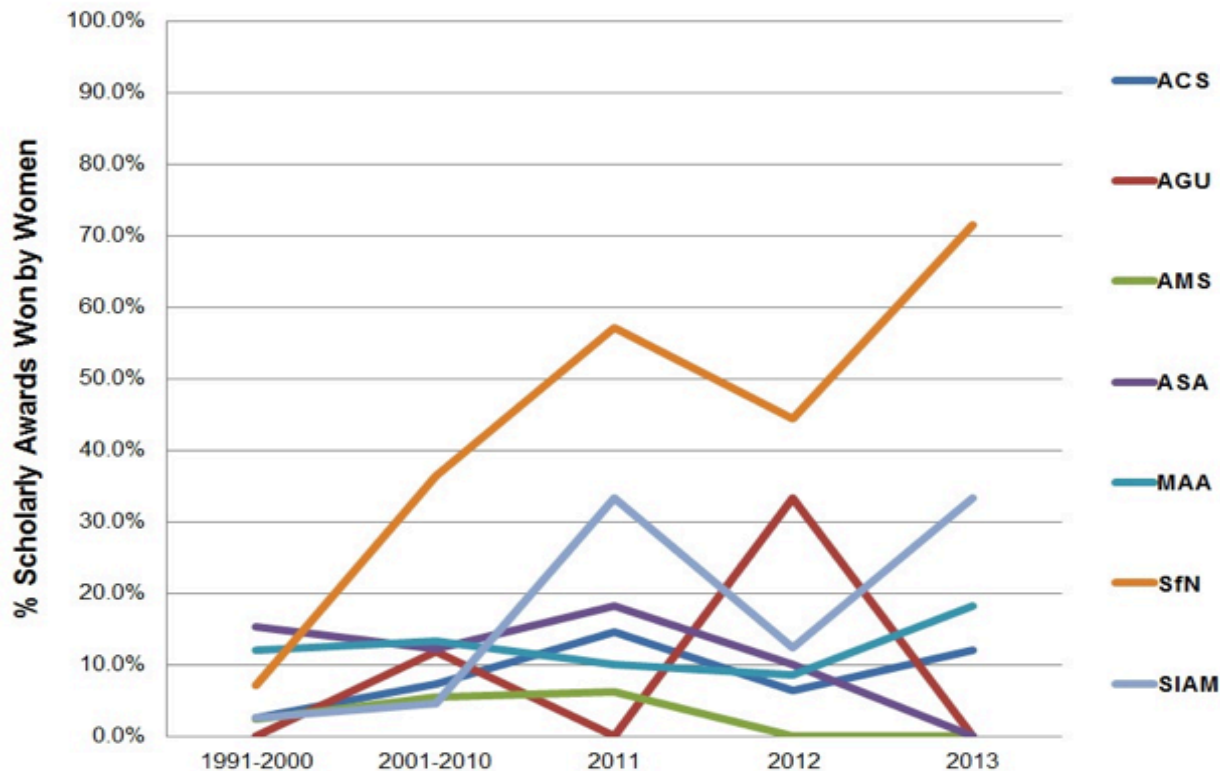
Implicit Bias or Lack of Self Promotion?



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Implicit Bias or Lack of Self Promotion?

PIONEER SOCIETIES (PARTNERS SINCE 2010)



- ↓ ACS: American Chemical Society
- ↓ AGU: American Geophysical Union
- ↓ AMS: American Mathematical Society
- ↓ ASA: American Statistical Association
- ↓ MAA: Mathematical Association of America
- ↓ SfN: Society for Neuroscience
- ↓ SIAM: Society for Industrial and Applied Mathematics

Association for Women in
Science (AWIS) website
[http://www.awis.org/?
Awards_Outcomes](http://www.awis.org/?Awards_Outcomes)

Implicit Bias or Lack of Self Promotion?



Male Associated Words



Female Associated Words

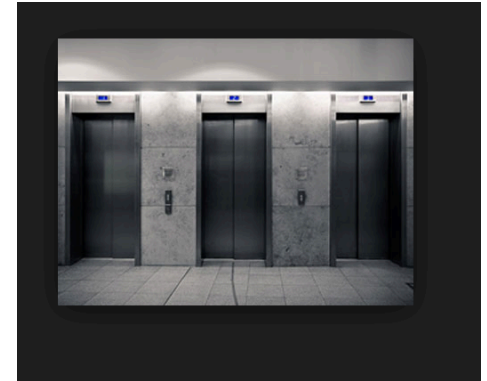
Association for Women in Science (AWIS) website https://awis.site-ym.com/?Awards_Recs

Madera, et al., Journal of Applied Psychology, Vol. 4, pp. 1591-1599, 2009.

Trix, F., & Psenka, C., Discourse and Society, 14, 191–220, 2003.

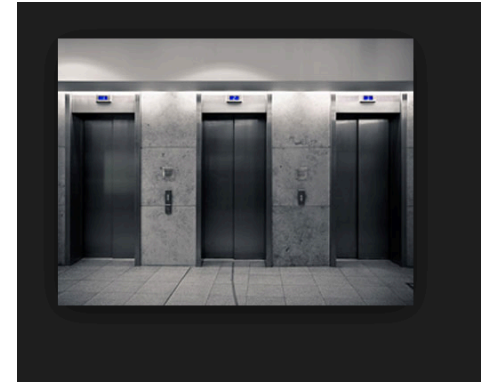
The Elevator Talk!

- Be sure people KNOW what you do –
have THE ELEVATOR TALK
ready to go at any moment!
- Most of us are very very busy and we tend to not have a broad memory of what others do - - that allows us to operate on our “biases” when trying to come up with names (for committees, for awards, for members of an editorial board . . .) ,
remind us who you are, what you do!



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- Did you know?
Your chance of getting an award increases **2.5 times** if you have an acquaintance with someone on the selection committee?



Effective Self-Promotion

Mountains and molehills

Small things add up:

+ Positive:

- one recognition leads to another . . .

- Negative:

- one missed opportunity leads to being overlooked the second time which leads to . . .

Effective Self-Promotion

AND, if you get some recognition/honor

don't be shy about having it put on the department
webpage, on the university webpage/news

AND, you need to write the draft!!

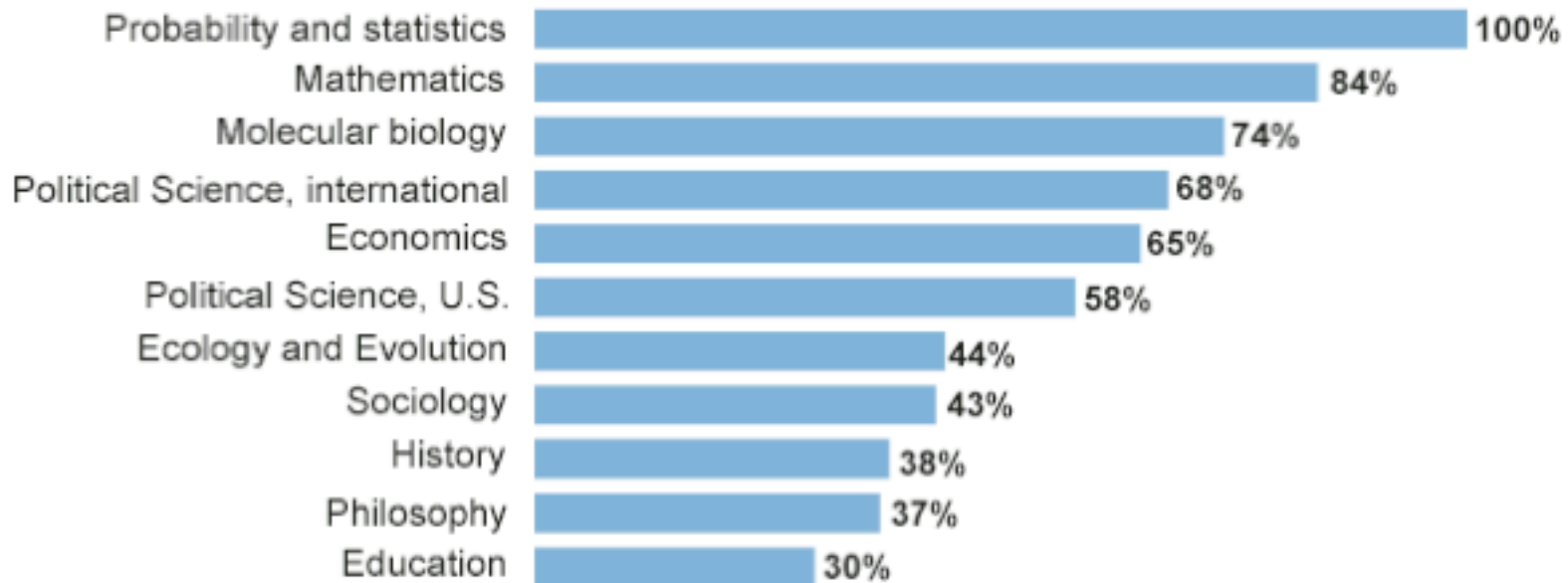
publicity people don't know your field/honor/recognition

AND, generally, we are all busy and it is unclear who has the
time for this if you don't!

Effective Self-Promotion

Not Afraid To Give Themselves Credit

At a time when scholars are increasingly judged by how frequently their work is cited, research shows that men are more likely than women to cite their own work—driving up their citation rates. The percentages below show how much more likely male authors have been than female authors to cite themselves in select disciplines over the past 60 years.



Your body language shapes who you are

TED talk - Amy Cuddy 2012

- How are you sitting? Bent/folded?

Low-Power Poses



Low-Power Poses



Your body language shapes who you are

TED talk - Amy Cuddy 2012

- Get “big”, in-command, power pose, self promotion.
(two minutes before presentation/meeting go to a private place and do a victory posture! You will be more confident, bigger, noticed).

High-Power Poses



High-Power Poses



Your body language shapes who you are

TED talk - Amy Cuddy 2012

- Fake it until you become it.
- Nonverbal behavior affects others, but also ourselves.

Effective Self-Promotion

- Finally, we all need a strong active support network

individuals who

- - will push us to apply,
- - will clarify nomination procedures
- - will identify potential awards/opportunities

WHO IS IN YOUR NETWORK?