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INCREASING YOUR VISIBILITY
GETTING PUBLISHED

What is visibility?

- Stanford faculty know your name, your interests, and your future plans
- Faculty have heard your questions in seminars & discussions
- You give talks at Stanford outside your own lab
- People in your field know your name ... you are much more than *et al.*

Search committees often call people NOT on your list of referees

Search committees ask faculty....

- Do you know this person?
- Is the candidate a contributor to the intellectual environment?
- Why is this person outstanding?
- Is this person a great speaker?
- **Make sure that as many faculty as possible have a copy of your resume. Don't ask for a letter, just make a 10 minute appointment and ask faculty to keep you in mind when they hear about positions. Go over your scientific highlights briefly. Update faculty when something great happens (fellowship funded or a paper accepted).**

3 things you can do today to increase your visibility

- Introduce yourself to several people here
- Put your name & the date on protocols you have developed and pass them out to your lab and collaborators ("just in case you need this in writing")
- Update your resume and make appointments to discuss it with two professors - get advice now on applying for the types of jobs you want

3 things to do this year to increase your visibility as a colleague

- Volunteer to give a talk in another lab
- Start a short term "journal" or techniques club and invite the members
- Make an appointment with a faculty member in another discipline to discuss the applicability of a technique used in that lab for your research

What if I've just arrived at Stanford?

- Visit labs doing work similar to your Ph.D. thesis or former position
- Volunteer to give your thesis talk to these labs (for practice and to meet more people)
- Make a commitment to invest in your future!

3 things to do this year to increase your visibility as a future faculty member

- ❖ Mentor a Stanford undergraduate
- ❖ With several other postdocs design the syllabuses for 2 courses in your area. Ask a faculty member to critique the plans. Many job applications require a teaching plan -> you'll be able to provide well thought out plans for 2 classes.
- ❖ Have yourself coached and filmed by the Center for Teaching & Learning to improve your speaking skills.

3 things to do this year to increase your visibility as a future industry scientist

- ❖ Get Stanford business cards and use them!
- ❖ Go to product shows on campus and introduce yourself; ask about job openings
- ❖ Call 3 people in industry to arrange informational interviews; give them copies of your resume and ask them to keep you in mind if positions open up

What is an informational interview?

#1 Do this when you are not looking for a job.

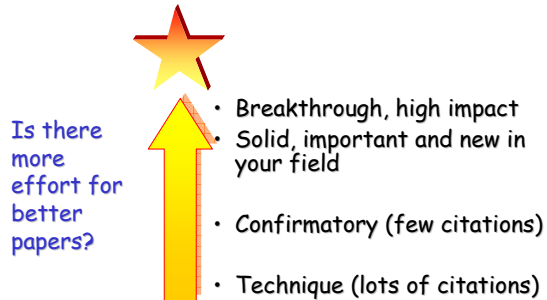
- How did you get your position?
- What responsibilities do you have?
- If you could be a postdoc again, how would you prepare for your current position? Most often people will mention mentoring and learning to write-up/finish projects quickly.
- What are the best and worst aspects of your current job?



Resume Writing

- **Faculty style** Ask two new assistant professors for their resumes and research and teaching plans from their successful applications to Stanford. A group of postdocs could do this and then discuss the "interview process" with the assistant professors.
- **Industry style** Go to the web to get examples of resumes of company scientists (lots of bullet points & accomplishments) or ask friends in the private sector for copies

GETTING PUBLISHED



When to write? **Today.**

- Prepare "final" figures and legends for group meetings and posters
- Write up Materials & Methods at least once per month
- Make an outline of your "goal" manuscript -
- use it as a checklist of what's left to do
- Write the Introduction as an exercise in your grasp of the literature and what you are doing

Goal: 50% of manuscript written before you "start" writing!

How long should a manuscript take?

- More authors = more time required
- Prepared author will save weeks or months (budget at least 1 week per table or figure, plus a week for Materials & Methods = things you can do in advance)
- Finish the results before the discussion
- **Now, rewrite the Introduction to be specific for the ms. you actually wrote**
- Abstract and title are last

Decide the merits of your contribution & whether "impact" is crucial

Science or Nature
Seen by all

- Hard to condense
- Quick rejection

PNAS, CELL, top
journal in field

- Seen by most
- Longer paper and longer wait for reviews

Specialty or
archival journal

- Seen by specialists
- Long wait for publication



Quantifying Publications

- **Impact factor** average number of citations per article in a journal - measures the reviews & hot articles primarily
- **Citation tracking** number of times per year that your article is cited
- **Citation classic** paper with >100 citations
- **Citation "star"** person with >1000 citations

Who should be an author?

1.0 Pub Credit

Number of authors < 0.2 Too many

Your resume will be more impressive with a few 2-3 author publications than many 10 author publications.

Who should be an author? Stanford "On Authorship" Policy

- Substantial contribution to conception of the study
- Substantial work on the project
- Substantial effort in analysis and/or writing
- Ability to defend the entire story and all of the methods

Writing reviews, yes if



- You can define the questions in your field and are seen as an intellectual leader
- You can recycle material from grant proposals and fellowship applications
- The "stars" in your field and allied fields read the review (consider sending drafts to them for comments)

Submitting to a journal

- **Local critique:** Ask 2 colleagues with excellent grammar and critical skills to read your text. **Hear tough criticism before submitting.** Recheck the spelling, references, and format (again) before submitting.
- **Cover letter:** Keep it short, state your main findings in terms of answering a key question, and indicate if there is competition in the field

Responding to reviews

- **Be calm.**
- Respond point by point to every item of each review. Pay special attention to suggestions of the Editor.
- Change **MOST** minor things suggested by reviewers - don't waste effort over small points.
- Argue persuasively against changes you think are unwise or are mis-interpretations by the reviewer (or the reviewer wished you had done a different study) but state it as "there is a legitimate difference of scientific opinion about this." Don't trash the reviewers.

Congratulations your paper is accepted

- **Accepted** = not yet in press; you will receive page proofs to correct. Do not state that your article is "in press" at this point.
- **In press** = finalized copy waiting to be published
- **PDF** Ask if the journal permits distribution of your article. Some journals **DO NOT ALLOW YOU TO POST** copies of your own article!
- Consider sending a PDF to leaders in the field with a cover note on what in particular should interest them - particularly if you cite their work.

Learn to be a good reviewer

- Help campus friends finalize their manuscripts
- Ask to help your faculty mentor review a few manuscripts for practice writing reviews (the faculty member must get permission from the Editor)
- Learn to be helpful and kind but also a critical thinker

Visibility now as a postdoc

↻
Participate in more activities and know more => better preparation. Get more help with your publications.

↻
Better job interviews and offers. Invitations to write reviews.

↻
More choices and more likely to succeed

But I don't have time....



In a 3 year postdoc

if you invest 3 hours per week in career development ==> 450 hours

- 1 hour for "visibility" activities
- 2 hours in pre-manuscript writing

If you accept a job that you don't like, in one year you will work 2000 hours filled with regrets about your fate.



Investments pay dividends

- If you invest in your future and recruit faculty and colleagues to help you, your "team" can accomplish more than you can working alone
- You will have more choices and feel more confident about the choices you make
