

# Guidance for Successful STEM Careers

Loyola University Chicago ~ Medical Center

**Holly J. Falk-Krzesinski, PhD**

Vice President, Strategic Alliances, Global Academic Relations at Elsevier

October 19, 2015

# Presentation Roadmap

- Career Pathways
- Networking
- ECR Resources from Elsevier

# Career Pathways: A Personal Journey

# Career History

- **Research Information/Publishing (3+ yrs)**

- Vice President, Global Academic & Research Relations, Elsevier

- **Academia (20+ yrs)**

- Adjunct Lecturer, School of Professional Studies, Philanthropy & Nonprofit Program, Northwestern University
- Senior Lecturer and Research Assistant Professor, Northwestern University
  - Assistant Chair, Molecular Biosciences; Associate Director, IBiS Graduate Program (Arts & Sci), Northwestern University and Administrative Director for multiple NIH T32's
  - Director, Office of Research Development (Central Admin)
  - Director, Research Training Program, Children's Memorial Research Center
  - Director, Research Team Support & Development, NUCATS Institute, Northwestern University (Med Sch)
  - Director/Co-director
    - BioOpportunities, BioSurvival Skills, Pathway to the Professoriate
    - Navigating the Professoriate, Chicago Collaboration for Women in STEM
- Undergrad, PhD, Postdoc training

- **Pharma (2.5 yrs)**

- Anti-infective research, Abbott Laboratories

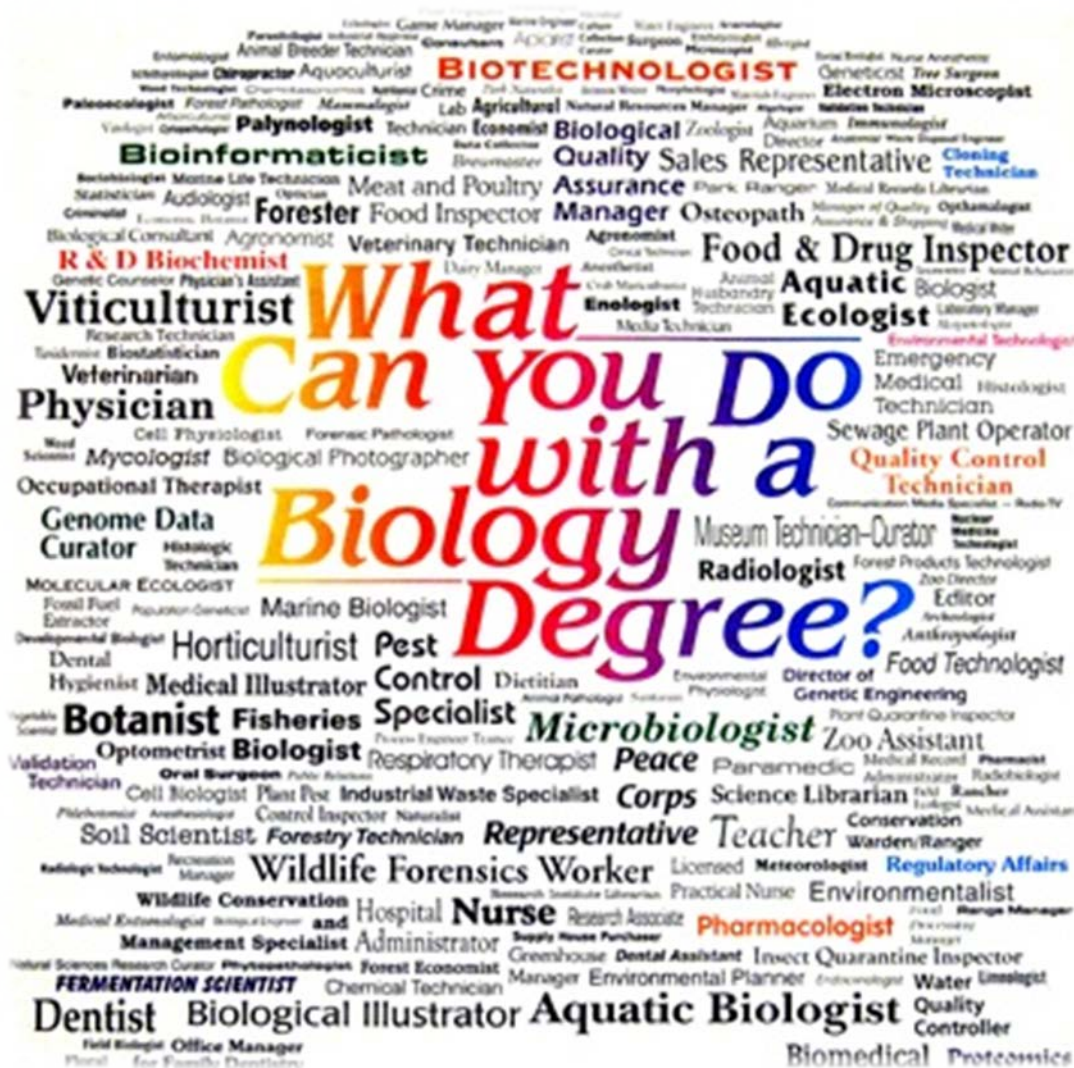
- **Other Nonprofit Experience (6+ yrs)**

- Editor-in-Chief, AWIS Magazine
- Founding President, National Organization of Research Development Professionals (NORDP)
- Board of Trustees Officer, VP for Development, Temple Chai Reform Jewish Congregation



"I may not have gone where I intended to go, but I think I have ended up where I needed to be." — Douglas Adams

# Limitless Possibilities

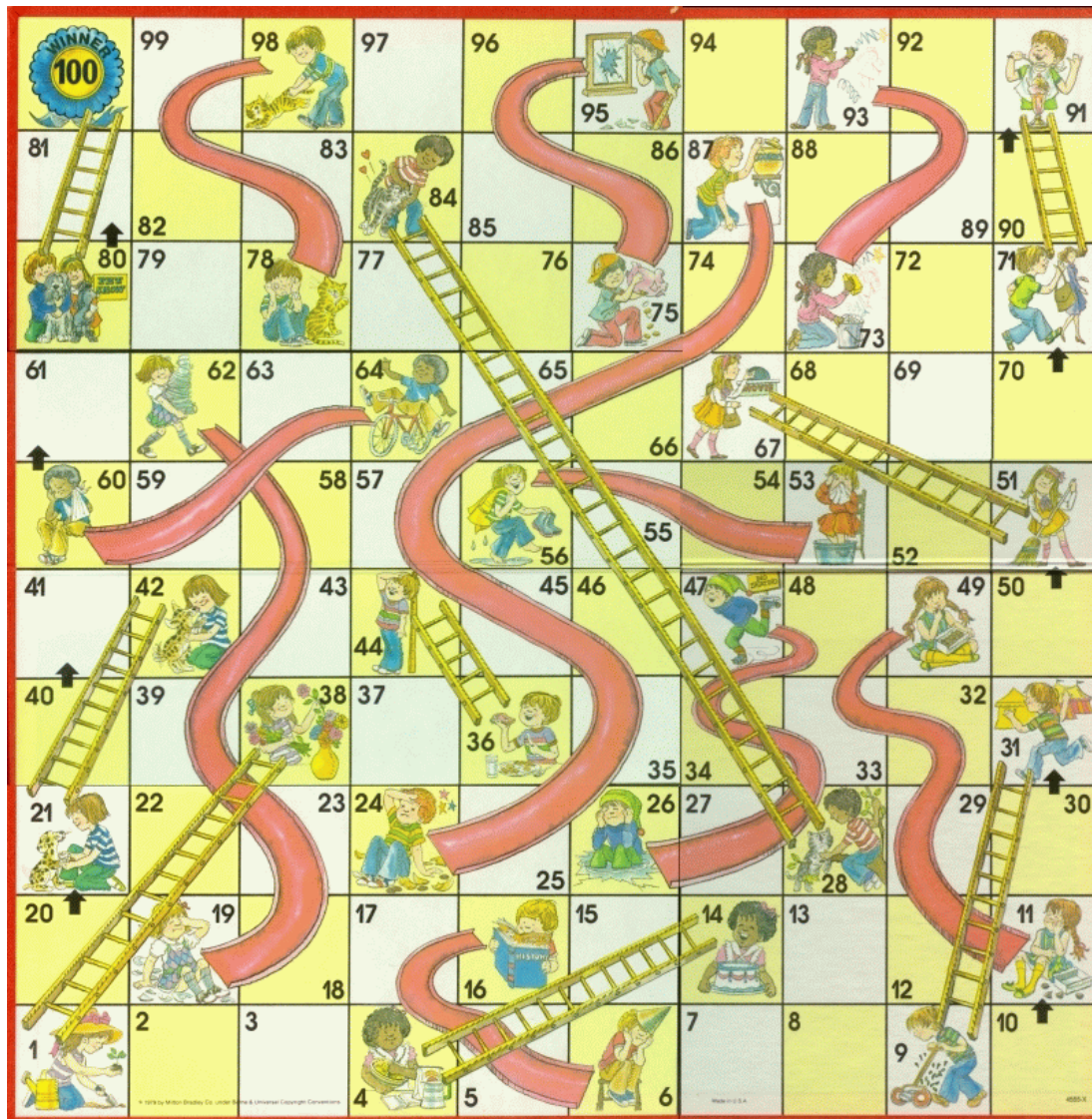


# Follow, follow, follow...





# Up, down, and around

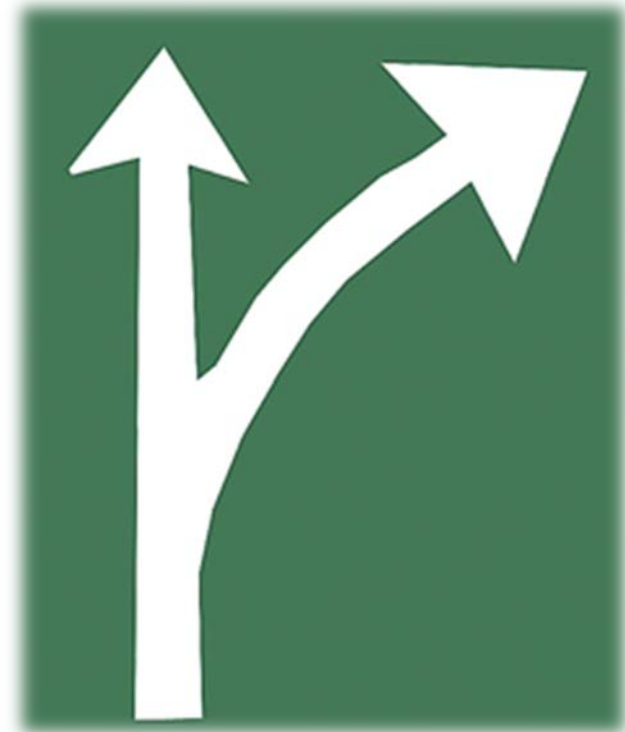


# New Analogy Needed



“Every time someone talks about the ‘leaky pipeline,’ they are calling me a ‘drip.’” @elakdawalla

- “Non-traditional”
- “Alternative”
- No failure!



# Path for Career Success



# A New Strategy

## BROADENING EXPERIENCES IN SCIENTIFIC TRAINING



**National Science Foundation**  
 Directorate for Education & Human Resources  
 Division of Graduate Education

**Understanding the  
 Engineering Education-  
 Workforce Continuum**

Committee  
**NAE Workshop on Pathways of  
 Engineering Talent**

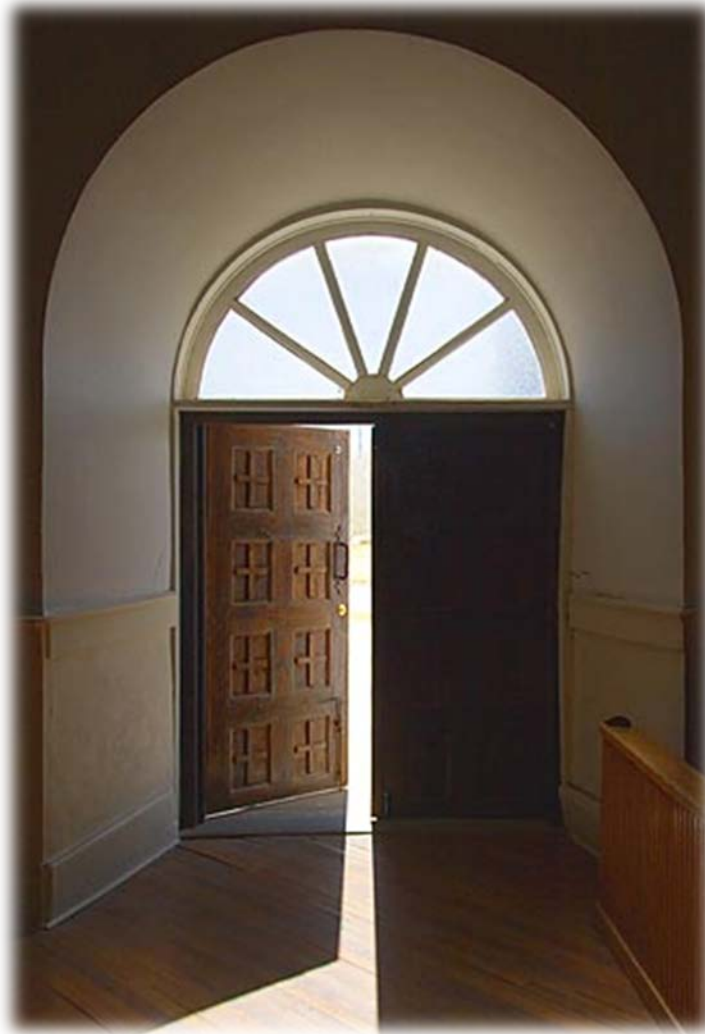
**National Science Foundation Research  
 Traineeship Program (NRT)** C N

# Professional Development

“He who does not add to his store of knowledge decreases it.” – *Hillel*



# Create Opportunity



# Once a Scientist, Always a Scientist



# Acceptance





# What's Next



# 21<sup>st</sup> Century Networking



## Your Network is Your Net Worth

“It’s not *what* you know,  
it’s *who* you know.”

# Establishing a Professional Online Presence



- Sharing research, accomplishments makes you more visible
- With greater visibility, you get cited more
- Promote your research and career

# Establishing a Professional Online Presence

## Social Networks Used By Academics

- LinkedIn
- Twitter
- Mendeley
- ResearchGate, Academia.edu
- Personal website/blog
- Regardless of which networking tools you use:
  - **Be professional** – You may already have a Twitter account for personal use, but what impression would it give to a potential grad school or post-doc mentor?
  - **Follow copyright laws** – Many of these sites allow you to upload publications, but it is up to you to be aware of whether or not this violates rules of your publisher.
  - **Be consistent** – With so many options for building your online presence, it is important to be consistent across sites.
  - **Maintain control** – Once you establish your online identity, make sure you keep it protected.

# Share and Collaborate with Others

Use Facebook AND REAL LIFE to share your passion/frustration of working in science with family & friends



Use LinkedIn to grow a professional network inside and outside science



**Reference Manager**  
Generate citations and bibliographies in Microsoft Word, OpenOffice, and LaTeX.



**Read and Annotate**  
Open PDFs and capture your thoughts through sticky notes and highlights.

**Content-based recommendations:** The system recommends items similar to the one preferred in the past;  
**Collaborative recommendations:** The system recommends items that people with similar preferences liked in the past;

**Add and Organize**  
Import and organize PDFs from your computer, EndNote™, Papers or Zotero.



**Collaborate**  
Connect with colleagues and securely share your papers, notes and annotations.



**Backup, Sync and Mobile**  
Access your papers on the web, iPhone or iPad.

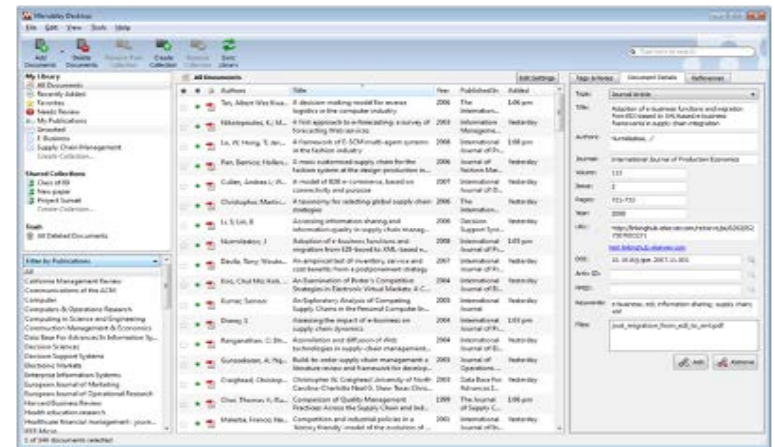
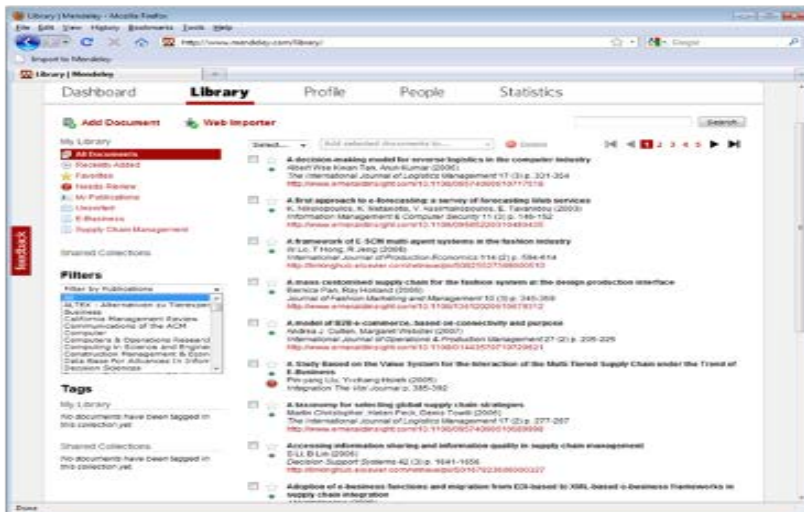


**Network and Discover**  
Discover papers, people and public groups.





A reference manager allowing you to manage, read, share, annotate and cite your research papers...



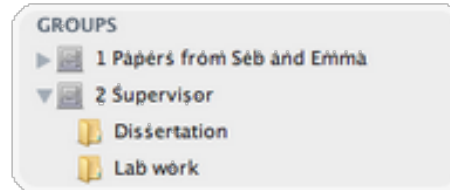
... forming a **crowdsourced database** with a unique layer of social research information with an Open API

...and social science collaboration **network** with 3 Million users to connect like-minded researchers & discover research trends and statistics.

# Mendeley Enables Collaboration

## Share papers and collaborate

Whether you're a research team, lab, or university class - sharing papers can be a challenge. Simply create public or private groups and start sharing documents instantly.



## Communication made easy

Group members can see papers and folders you add to the group on their newsfeed. Keep up-to-date with your collaborators and make working together a walk in the park.

- ✔ See when others add documents
- ✔ Comment and like to start discussion
- ✔ Watch projects progress over time



## All your ideas in real-time

Reviewing an article with your colleagues? When a group member adds a note, highlight or summary to a group document, the edit is visible to all the members of the group.



## Team plans

Team plans allow you to share and collaborate with up to 50 people, create unlimited number of private groups and get unlimited group library space. [Create your custom plan now.](#)



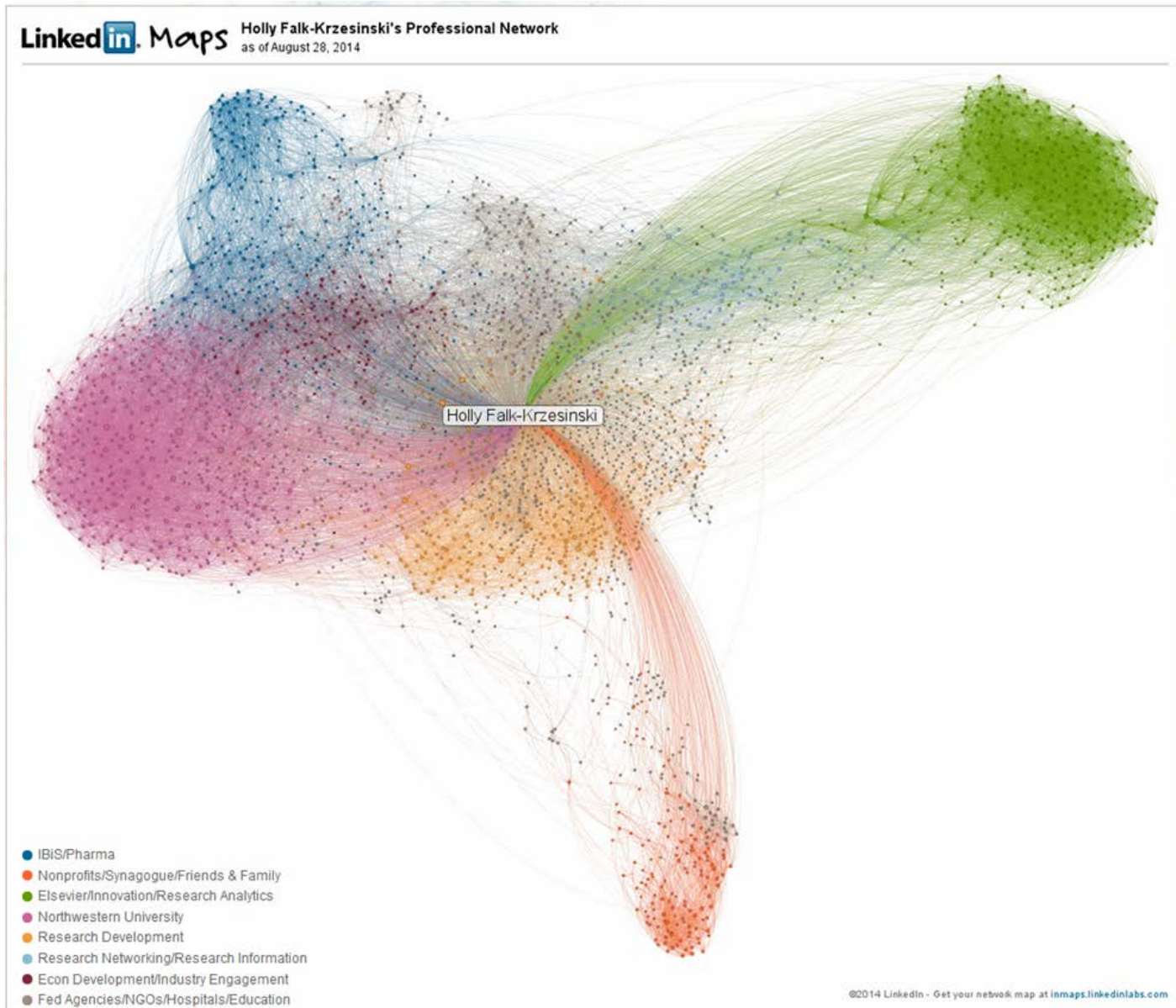


## Managing Your LinkedIn Profile

- Complete your profile
- Upload a photo
- Adjust your visibility/privacy settings
- Join groups
- Participate in discussions
- Share interesting information
- Connect with more people
- Broker new connections
- Visualize your network



# Make Far-reaching Connections



## Get Noticed, Get Credit

- Greater use of social media gets scientists noticed
- Public communication can contribute to a scholar's scientific impact
- Being mentioned on Twitter amplifies the effect of interactions with journalists and other non-scientists on a scholar's scientific impact
- Connection between “h-index”— a measure of the quality of a researcher's work and influence — and whether the scientists interact with reporters and get mentioned on Twitter.
  - If you talk to reporters \*and\* you tweet about your research, your work is more likely to be cited than people who do one or the other



<http://www.rdmag.com/news/2014/11/greater-use-social-media-gets-scientists-noticed>

## Networking Strategies

- Allocate time to meet new people
- Deepen connections with people you already know
- Take advantage of formal networks set up on your behalf
- Maintain contact with friends, former colleagues, and others **OUTSIDE** your university/company

# Early Career Researcher Resources

# Elsevier Publishing Campus

Training. Advice. Discussion. Networking.

Packed with free online lectures and interactive courses, together with expert advice and resources to help you or your students on their way to publishing a world-class book or journal article.

## Free courses include:

- Introduction to scholarly publishing
- How to get published in a journal
- Book publishing
- Peer review
- Publishing ethics
- Grant writing
- Getting your paper noticed



[publishingcampus.com](http://publishingcampus.com)

**CAMPUS CERTIFICATES**  
Get recognition  
for courses taken

# Publishing Campus

## Elsevier Publishing Campus

Training. Advice. Discussion. Networking.

Elsevier Publishing Campus colleges offer opportunities to get involved in discussions, enhance research skills, build networks and more.

### College of Skills Training

Boost your publishing skills in journals and books



### College of Big Ideas

Discuss trending topics in publishing and academia



### College of Networking

Make the most of every opportunity



### College of Research Solutions

Training for effective and efficient research skills



### College of Career Planning

Get ahead in your academic career



### College of Recommended Organizations

Reach your potential with support from global resources



[publishingcampus.com](http://publishingcampus.com)

# Elsevier Publishing Campus





[LOG IN](#) [SIGN UP](#)

[HOME](#)
[COLLEGES](#)
[ABOUT](#)
[HELP](#)
[RESOURCES](#)

HOME > COLLEGES > COLLEGE OF NETWORKING

SHARE THIS:
 





## College of Networking

Building and maintaining a network within your research community

Researching and writing can absorb a huge amount of time. It is easy to forget that engaging with the world around you is just as important when it comes to establishing a successful career and becoming a widely recognized researcher.

Staying on top of developments within your subject area will not only benefit your career, it might give you new insights into the topic you've been working on, put you in contact with the experts in your field and put you on the right track to getting the recognition you deserve.



Online Networking



Face-to-Face Networking



Professional Advice



Getting Noticed



# Transferable Skills



# Promote Your Research Articles



## Get Noticed

Promoting  
for maxim

### Get Noticed brochure

While there is much that editors and publishers can do to help, as an author are best placed to explain why your findings are important or novel.

DOWNLOAD



### Tell your research with AudioSlides

Do you want to reach a wider audience with your research? Learn how to tell your story with AudioSlides.

ONLINE LECTURE



### Share Link

To help you let the world know about your work, Elsevier sends a 'Share Link': personal, customized and short, valid for 50 days, allowing you to invite peers to access your article on ScienceDirect.

READ MORE

# Your home for publishing ethically

ELSEVIER

Type here to search on Elsevier.com



Advanced search

Follow us:



Help & Contact

Journals & books

Solutions

Authors, editors & reviewers

About Elsevier

Community

Store

## Ethics

Home

Toolkit

Quiz

Experts' Corner

Community

Resources

## Home

Share This:

**ethics**  
IN RESEARCH & PUBLICATION

Be smart. **Be ethical.** Get ahead.

Make your  
research count.  
**Publish Ethically**

FRAUD

Journal Editors

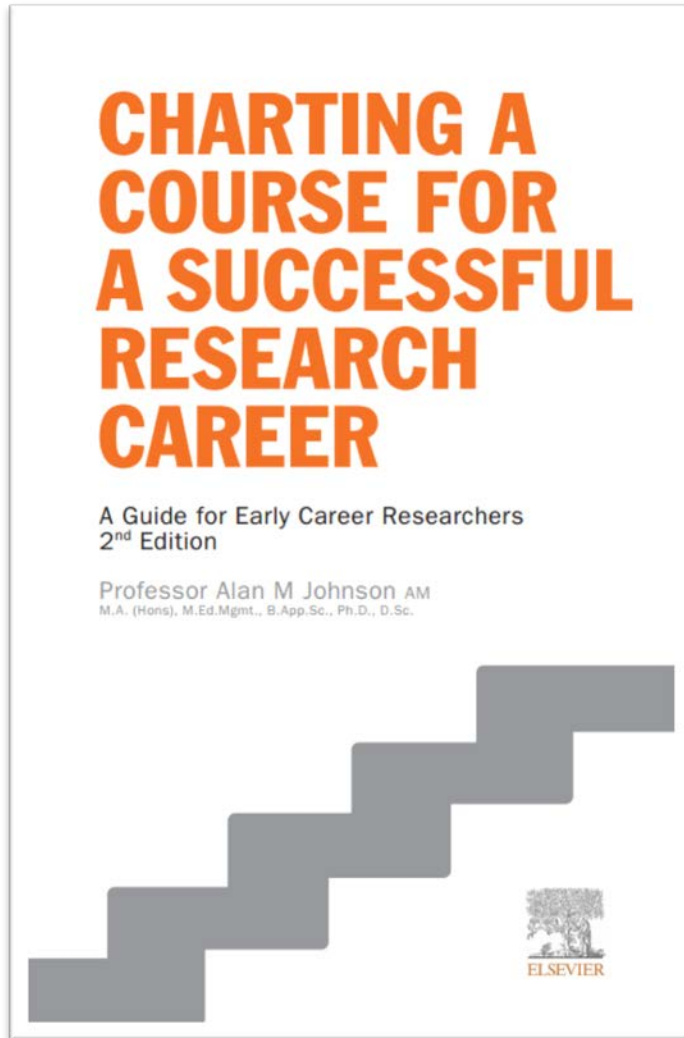
Researchers

**As researchers, you can make valuable and lasting contributions to the health and future of society.**

The Ethics in Research & Publication program is the collaboration of an independent panel of experts in research and publishing ethics and Elsevier. The materials on this website have been developed to provide resources and tools so you can proceed confidently.

Scientific truth is the foundation of scientific advancement. Present your work with the intellectual integrity that the scientific community expects.

## Free Career Guidebook



Steers early career researchers through the potential pitfalls and opportunities when planning for a successful research career

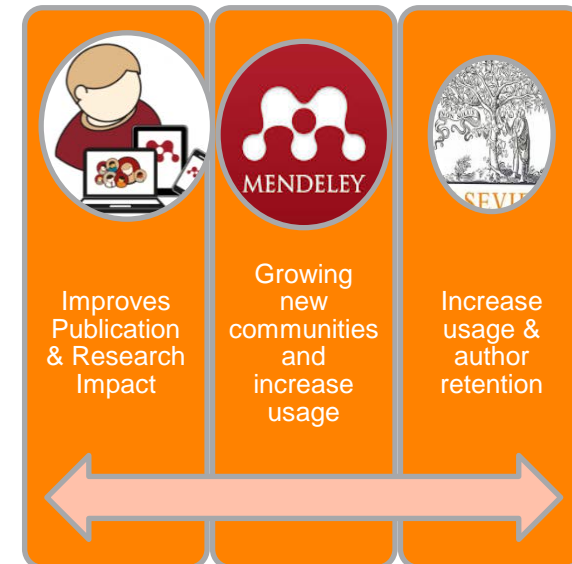
## STM Digest

*STM Digest* will offer top authors the opportunity to translate (layperson) and publicize their work by utilizing a network of **early career researchers** within the Mendeley community.

*STM Digest* will be a collection of **layperson translations of original research papers** with societal impact and/or policy focus, which will be published next to the original article on **ScienceDirect**. Using our networks of early career researchers, we will publicize the translations to both academia and the general public via **Mendeley**.

*STM Digest* will partner with Mendeley and introduce a **Community Media Manager** to oversee the publication strategy.

*STM Digest* aims to increase author recognition, content usage and growth by adding a valuable author service **free of charge**. Building Mendeley communities for these authors will provide more insights into our (interdisciplinary) researchers and enable collaboration.



## Author Workshops

- Led by Elsevier Publisher and Institutions' Editors
- Journal articles and Books
- Publishing process
- Educating about the role of editors
- Peer review
- Reproducibility issues
- Digital innovations
- Promoting a paper via various channels
- Open access publishing



# Cell Career Network

**SEARCH JOBS**

**Keywords**  **Location**  **Radius**    
 Search job title only **Less Options**

**ADVANCED KEYWORDS** [Clear all options](#)

**Find exact phrase:**  **Within company name:**   
**Must contain at least one of these:**  **Exclude these words:**  [Clear Category](#)

**SPECIALTY**

<input type="checkbox"/> Behavioral Neuroscience	<input type="checkbox"/> Epidemiology
<input type="checkbox"/> Biochemistry	<input type="checkbox"/> Evolutionary Biology
<input type="checkbox"/> Bioinformatics	<input type="checkbox"/> Genetics
<input type="checkbox"/> Biology	<input type="checkbox"/> Genomics
<input type="checkbox"/> Biophysics	<input type="checkbox"/> Immunology
<input type="checkbox"/> Biotechnology	<input type="checkbox"/> Metabolism
<input type="checkbox"/> Biostatistics	<input type="checkbox"/> Microbiology
<input type="checkbox"/> Cancer Genetics	<input type="checkbox"/> Molecular Biology
<input type="checkbox"/> Cancer Biology	<input type="checkbox"/> Molecular Medicine
<input type="checkbox"/> Cancer Research and Oncology	<input type="checkbox"/> Neurobiology
<input type="checkbox"/> Cell Biology	<input type="checkbox"/> Neuroscience
<input type="checkbox"/> Cell Signalling	<input type="checkbox"/> Parasitology
<input type="checkbox"/> Chemical Biology	<input type="checkbox"/> Pharmacology
<input type="checkbox"/> Chemistry	<input type="checkbox"/> Physiology
<input type="checkbox"/> Cognitive Neuroscience	<input type="checkbox"/> Plant Biology
<input type="checkbox"/> Computational Biology	<input type="checkbox"/> Proteomics
<input type="checkbox"/> Developmental Biology	<input type="checkbox"/> Stem Cell
<input type="checkbox"/> Developmental Neuroscience	<input type="checkbox"/> Structural Biology
<input type="checkbox"/> Drug Development	<input type="checkbox"/> Vascular Biology
<input type="checkbox"/> Drug Discovery	<input type="checkbox"/> Virology

**DISPLAY:**

**View Type:**   **Sort By:**   **Results Per Page:**   **Last Modified:**

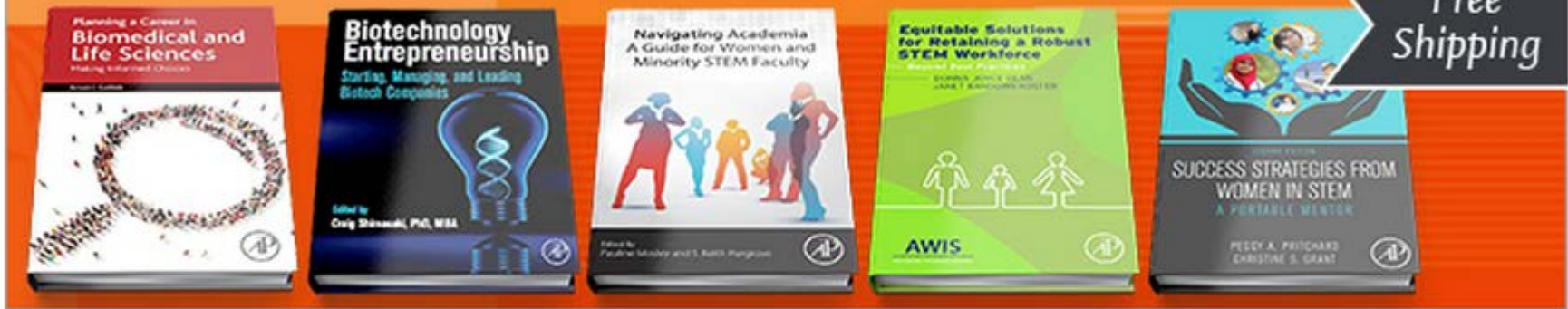


## Academic Press

Enter  
promo code  
**LIFE315** at  
checkout for  
**30% off!**

### Professional and Career Development Books for Scientists, Researchers and Professionals across Industries

Free  
Shipping



Professional Development Tools and Resources to **SKYROCKET** Your Career and Help You **SUCCEED** at Your Job!

Our professional development books and resources are the tools you need to advance your career. Elsevier also partners with societies such as the **National Postdoctoral Association (NPA)** and **American Association of Immunologists (AAI)** to bring you the information you need to succeed in your career. The books cover topics such as:

- Clinical research protocols
- Research proposals
- Writing papers and presentations as well as oral scientific presentations
- Communication Skills
- Women in science
- Strategies for **STEM** career leadership & innovation

[www.store.elsevier.com/professional-development](http://www.store.elsevier.com/professional-development)



# Academic Press



## Exploring Career Opportunities

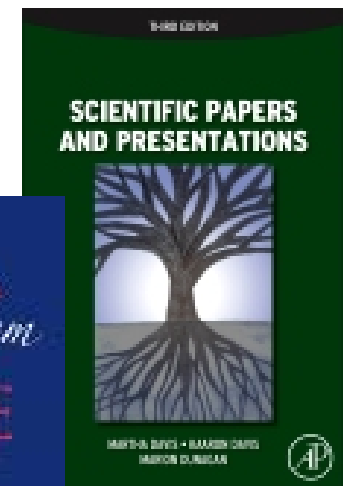
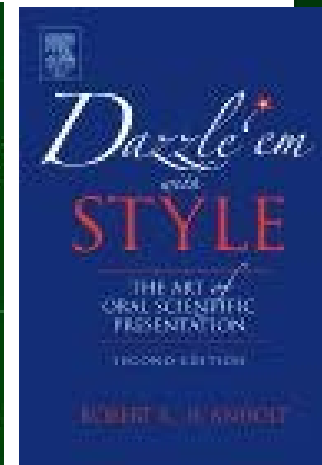
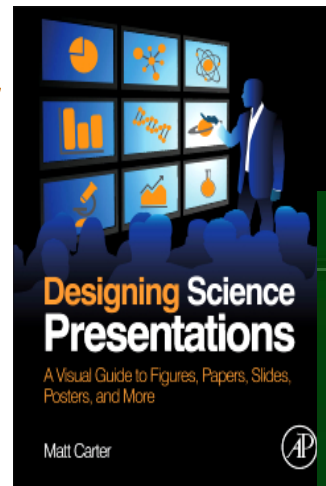
## Leadership, Mentoring, and Innovation



[www.store.elsevier.com/professional-development](http://www.store.elsevier.com/professional-development)

# Professional/Career Development Titles

**Communication,  
Presentation,  
and Writing  
Skills**



[www.store.elsevier.com/professional-development](http://www.store.elsevier.com/professional-development)

## Career Opportunities

“From early career researcher to Editor-in-Chief in 5 steps”

- Finding the right journal
- Relationship building
- Why reviewing has an important role to play
- Joining the Editorial Board
- EiC!



## Elsevier Connect

- Online platform with daily stories for the global science, health and technology communities; contributors are experts across many fields
- Explore the complex and ever-evolving worlds of science and publishing
- ECR Stories:
  - 5 secrets to surviving (and thriving in) a PhD program
  - 10 tips to finishing your PhD faster
  - Six ways scientists can become storytellers (and why they should)
  - It's time for academic writing to evolve
  - Getting published: What distinguishes a good manuscript from a bad one?
  - How to write better science papers
  - How to give dynamic scientific presentations
  - From early career researcher to Editor-in-Chief in 5 steps

## Stay current in your field

- A resource for **early career researchers** who are between positions so they can stay up-to-date in their respective fields
- This Passport gives them **12 months free access to all books & journals on ScienceDirect.**
- To receive the free access, all they need to do is complete a simple online form, after which they will receive a **personal code** which they can use to claim access.
- The continued access to academic information will give them a **competitive edge** in finding a new position.

### POSTDOC FREE ACCESS PROGRAM

In between jobs? Apply for up to 12 months of free access to Elsevier's content on ScienceDirect



FIND OUT  
MORE


ELSEVIER


ELSEVIER

WORK

# NPA Partnership: Advancing Women Postdocs

NATIONAL POSTDOCTORAL ASSOCIATION





## Elsevier


### Advancing Women Postdocs Clearinghouse

Belinda Lee Huang, Ph.D.


The Elsevier Advancing Postdoc Women survey captured 46 associations and societies' information about the programs and resources offered to postdoc women or women in general to enhance their advancement into STEM and Social and Behavior Economic disciplines. Survey results revealed that association and societies delivered many of these programs and resources in their annual meetings, on the web, and within informal or formal settings. Associations and societies had mentoring, career, and professional development programs. Click on the left headings to see examples of these programs.

- Mentoring
- Career Development
- Professional Development
- Childcare Support

National Postdoctoral Association © 2015



## Advancing Postdoc Women Guidebook



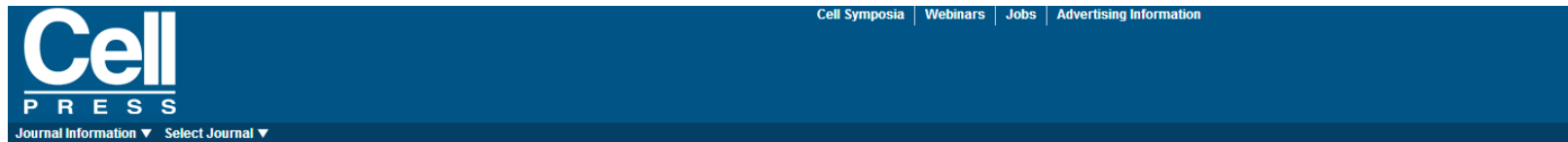
EDITED BY  
Belinda Lee Huang, Ph.D.

<http://www.nationalpostdoc.org/?page=ElsevierGuidebook>

<https://npamembers.site-ym.com/page/elsevier/>

# Guide to Publishing with Cell Press

Watch four Cell Press editors answer questions from three early career scientists about preparing, submitting and publishing an article in a Cell Press journal.



Cell Career Network Just got better Find your next job – today!

## Guide to Publishing with Cell Press

Watch four Cell Press editors answer questions from three early career scientists about preparing, submitting and publishing an article in a Cell Press journal.



### Chapter 1: Before Manuscript Submission

Kris Dickson, a Senior Editor of *Neuron*, talks with Peter Chien, Assistant Professor of Biochemistry at University of Massachusetts, Amherst, about:

- Presubmission inquiry
- Cover letter
- Cosubmission option

### Chapter 2: After Initial Submission

Dan Wainstock, Editor of *Developmental Cell*, talks with Galit Lahav, Associate Professor of Systems Biology at Harvard Medical School about:

- Initial editorial process
- Reviewer selection
- Role of the Editorial Board

### Chapter 3: Decision Process

Peter Lee, Editor of *Immunity*, talks with Raymond Kelleher, Assistant Professor of Neurology at Harvard Medical School and Massachusetts General Hospital about:

- Types of editorial decisions
- Appealing the decision
- Transferring manuscripts between Cell Press journals

### Chapter 4: After Manuscript Acceptance

Karen Carniol, a Senior Editor of *Cell*, talks with Peter Chien, Assistant Professor of Biochemistry at University of Massachusetts, Amherst, about:

- Components and stages of final manuscript submission
- Supplemental information guidelines
- Highlights and graphical abstracts
- Multimedia online features

# New Scientist Jobs

**NewScientistJobs** Find the latest faculty jobs  
in STEM with New Scientist Jobs



[Find out more >](#)

[Visit newscientist.com](#)

[Go to: New Scientist Study](#)

[Cookies & Privacy](#)

[Jobseekers](#)

[Login](#) | [Create an account](#)

[Employers](#)

[Post jobs or search Resumes](#) ▶

## NewScientistJobs

## Careers

- [Home](#)
- [Find a job](#)
- [Jobs by email](#)
- [Jobs shortlist](#)
- [Your candidate profile](#)
- [Employer A-Z](#)
- [Careers advice](#)
- [Your account](#)

Search **Browse**

Start a new search

Keywords  
e.g. Microbiologist

Job Role [Clear](#)

- Chemistry
  - Agricultural Chemistry
  - Analytical Chemistry
  - Biochemistry
  - Catalysis
  - Chemical Engineering
  - Chemical Information
  - Computational Chemistry
  - Electrochemistry

Location [Clear](#)

- North and Central America
  - United States
    - AK - Alaska
    - AL - Alabama
    - AR - Arkansas
    - AS - American Samoa
    - AZ - Arizona
    - CA - California
    - CO - Colorado

### Found 2,553 jobs matching your criteria

Don't miss new jobs for this search

Your email address

[Email me jobs](#)

Order by: [Newest first](#) | [Salary](#)

#### New and Exclusive Head of HR- Fast Growing Biopharmaceutical

**Business- Zurich, Switzerland**  
Zurich Area, Switzerland | Offers from 160,000 CHF P/A + benefits

My client is a global business, are expanding their operations internationally. In order to be successful during this period of growth, my client fully appr...

Meet Recruitment | Today



[Apply](#) | [☆](#)

**NEW**

#### Medical Writer/ Senior Medical Writer - OXFORD

**Oxford, England | DOE**  
Medical Writer - Medical Communications - Oxford Are you an experienced Medical Writer looking for a new challenge and the opportunity to work on innovativ...

Paramount Recruitment | Today



[Apply](#) | [☆](#)

**NEW**

#### Software Engineer Oxford C++ Oxfordshire Java

**Oxford, England | GBP30000 - GBP45000 per annum + Benefits**  
Software Engineer Oxford C++ C# VB.NET Java



### Premium jobs



#### Lecturers in Biomedical Engineering x 4 - London

The appointment will be full time. The salary range will be Grade 7: £33,353...

[View all jobs with University College London \(UCL\)](#)



#### Immediate Opening for Postdoctoral/Research Associate Level Tumor Immunologist- RI

VeroScience, Tiverton, RI, has an immediate opening for a tumor immunologist,...

[View all jobs with VeroScience](#)





## MethodsX



- MethodsX puts the technical aspects of your work into the spotlight.
- Publish essential details of the tweaks you have made to a method, without spending time on writing up a traditional article, with detailed background and contextual information.
- A MethodsX article features:
  - An abstract to outline the customization
  - A graphical abstract visual to illustrate what you've done
  - The method(s) in sufficient detail to help people replicate it, including any relevant figures, tables etc
  - Up to 25 references to the original description of the method you're using

## Learn More About Publishing

# Authors' Update



# Reviewers' Update

elsevierconnect

## Elsevier Resources for Grant Writers

- Scopus
- Mendeley
- SciVal Funding tool
- Pure Awards Module & Biosketch Fnxnl'ty
- Academic Press Books
  - A Practical Guide to Writing a Ruth L. Kirschstein NRSA Grant
  - Research Proposals: A Guide to Success
  - Scientific Papers and Presentations
  - Designing Science Presentations: A Visual Guide to Figures, Papers, Slides, Posters, and More



## Connect With Me

**Holly J. Falk-Krzesinski, PhD**

Vice President, Strategic Alliances  
Global Academic Relations ♦ Elsevier  
Chicago, IL, USA

**[h.falk-krzesinski@elsevier.com](mailto:h.falk-krzesinski@elsevier.com)**

**<http://www.linkedin.com/in/hollyfk>**

**@hfalk14**

**+1 847-848-2953**



# Copyright Information



This work by Holly J. Falk-Krzesinski, PhD at Elsevier is licensed to Loyola University under a Creative Commons Attribution-NonCommercial-NoDerivs 4.0 International (CC BY-NC-ND 4.0) License.

## The University is free to:

- **Share** — copy and redistribute the material in any medium or format
- **Under the following terms:**
  - **Attribution** — You must give **appropriate credit**, provide a link to the license, and **indicate if changes were made**. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
  - **NonCommercial** — You may not use the material for **commercial purposes**.
  - **NoDerivatives** — If you **remix, transform, or build upon** the material, you may not distribute the modified material.
  - **No additional restrictions** — You may not apply legal terms or **technological measures** that legally restrict others from doing anything the license permits.
  - The licensor cannot revoke these freedoms as long as you follow the license terms.

## Notices:

- You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable **exception or limitation**.
- No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as **publicity, privacy, or moral rights** may limit how you use the material.

<http://creativecommons.org/licenses/by-nc-nd/4.0/>