

**Disclaimer**

*These are my notes on Grace Hopper Celebration of Women in Computing 2011.  
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Just remember: these are my personal notes and I'm not responsible for the content.  
Thanks,  
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GHC'12 BALTIMORE October 3<sup>rd</sup> – 6<sup>th</sup>, 2012: “Are we there yet?”

GHC'11 PORTLAND November 09<sup>th</sup>-11<sup>th</sup>, 2011: “What if?”

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## CRA-W: Tips to surviving Grad School

- Session Description: This session will address strategies for surviving and, in fact, thriving in graduate school and developing the necessary knowledge, experience and skills for a successful career. Topics include setting realistic goals and expectations, the differences between getting a M.S. and Ph.D. degree, selecting advisors and mentors, setting research goals, working as part of a research team, tracking and maintaining your research and academic progress, and building self-confidence. This session will include the importance of carefully choosing advisors and mentors and the differences between the two, how to get the most out of your interactions with your advisor/mentor, responsibilities of both student and advisor/mentor in making the graduate research experience successful, and working through problems with the advisor/mentor relationships. This session focuses on the concerns of first and second year graduate students. Graduate students further along in their program may wish to attend the “Finding Your Dream Job” session in the Early Professional track.
- Presenters: Rachel Pottinger, Assistant Professor in Computer Science, University of British Columbia. Tiffani Williams, Assistant Professor in the Department of Computer Science and Engineering, Texas A&M University
  - Grad school is a very personal experience.
  - Getting your phd is like your intellectual adolescence (as you fought your parent when you were a teenager, so will you with your supervisor).
  - Why do you want to get in Grad School?
    - You can't get what you want, unless you know what it is.
    - You need to figure out how you're going to learn that
      - Meetings with your supervisor are not enough.
      - Lab meetings: where you meet other people in your university.
      - Classes: not as important as in undergrads.
      - Going to talks: people come to the university to talk about whatever; go and see what's happening.
      - Reading papers: practice makes perfect; read anyway.
    - If you came to get a job when you're done
      - Figure out which job you really want: do internships; teach.
      - Find out how to get the skills you need: research, writing (very important in research; how to do it; do you like it?), public speaking.
    - What if you're not getting what you came for
      - The most important thing is to realize that this is sadly fairly common.
      - See if you can figure out how to change what's bothering you. Some common ones: advisor problems, you hate your research, you the your group.
      - The biggest thing: find someone to talk to.
  - The 3 most important people in your graduate school career, they must exist. You need a support line.
    - Surely, your grad advisor is on your list?
      - For better or for worse, your advisor holds the key to the next step in your career.
      - If you are getting a PhD, you'll be forever linked to your advisor.
      - That's why choosing your advisor is a life changing decision.
    - Surely, you are on your list?
      - You are important. You are to be respected and valued.
      - The way people treat you is a function of how you expect to be treated.
      - You have the most to gain and lose in your grad school career.
  - What to do when you run into trouble?
    - Don't ignore it. The problem will only get bigger; early detection is the key.

- Summarize the facts of the issue (not only hearsay, and she says/he says; specific things that are really problems; get away from the emotional terminology). Discuss the facts with a trusted friend; develop a plan of action.
- Consider the following source of help.
  - Your grad advisor – if they are not the issue.
  - Women groups in Computer Science and Engineering.
  - Professors you have taken a class with and had a good rapport.
  - A trusted resource from your undergrad institution.
- Grad school isn't all work. You must find time to play.
  - We all know about Oprah's favorite things. Here are ours:
    - Rachel: spending time with husband and daughter, reading, cooking, eating.
    - Tiffany: doing nothing, playing sports, reading, talking, laughing, eating.
- Grad school is different from undergrad. As an undergrad, you know what to do and when. First year is the same for everybody, and so are the following ones. Grad school is totally different.

## CRA-W: Publishing your Research

- Session Description: Publishing is not as hard as it seems. This session discusses strategies for publishing your first and subsequent papers. It covers some patterns that research papers follow, and the ethical concerns of publishing such as plagiarism, dual submissions, and author ordering. You will learn about the different kinds of publications, and the procedures for being published there. We will also share some tips for how to stick to it, despite challenges like writer's block.
- Presenters: Ruzena Bajcsy, NEC professor of EECS department at UC Berkeley. Meredith Ringel Morris, Researcher, Microsoft Research
  - Do not over-publish.
  - Two kinds of publications
    - Original content:
      - You must have some NEW results. They can be theoretical: theorems; new algorithms, or robustness studies.
      - First test the community by submitting to conference; highly selective conferences can be a good filter.
    - Survey papers:
      - Are very appreciated and important to the community. They will be highly cited and the impact will be high.
      - What are the consequences of what's been done? What new problems have not been solved? What the survey has taught you about the open problems?
  - Engineering science
    - It is always a MODEL (predicting the behavior of the system), made clear the assumptions under which the model operates but then Verified by a well thought out experiment.
    - Good review of literature is ESSENTIAL. You must demonstrate that you understand the PAST. As a scientist, you own it to yourself and your community that you understand from where your research came.
    - Last but not least, pay attention to English. Lucid writing makes a difference.
  - General points
    - Name is important: your legal name and publication name don't need to be the same.
    - Choose your format (S):
      - Traditional, higher prestige: journal paper, conference article, book chapter
      - Traditional, lower prestige: poster, demo, workshop paper
      - Nontraditional: blog, twitter, youtube
    - Communication skills
      - Take a writing class (or 2 or 3)
      - Take a publish speaking class
  - Improving your technical writing
    - Start with an outline: focus on CONTRIBUTION
    - Revise, revise, revise: start early.
    - Enlist excellent proofreaders: for clarity & for grammar.
    - Read, review! How is a program committee like the prom? You shouldn't wait to get invited.
  - Don't write comfortable papers. Make advances on the hard and new problems, and don't get discouraged. Persistence is key!

## Jo Miller's workshop on branding yourself

- Overview. What does it take to establish a reputation as a technical expert or leader? In this workshop, led by Jo Miller, CEO of Women's Leadership Coaching, discover how to identify your ideal career niche, turn it into a compelling brand statement, and cultivate a strong, positive reputation for yourself as a technical expert or leader. Learn how to attract high-profile assignments and roles that make your expertise visible, while breaking free from stereotypical perceptions that could limit your career opportunities. You will learn: • The three essential elements that make a great personal brand • Five steps to making your brand and accomplishments visible • Criteria for attracting assignments that build your profile • Ways to effectively promote yourself and your accomplishments, without bragging • How to describe your career goals to your management and gain their endorsement and support. • Speed networking, to practice using your brand.
- **NOTES TAKEN FROM TWITTER!!!!** (*because I do multitask ☺*)
  - What is a brand? Consistency.
  - Results + Visibility = Reward + Recognition. If it's not \*visible\* you won't get the recognition and reward.
    - Step 1: Work less. Take time out and do other activities that will make you more visible
    - Step 2: Communicate your brand. Educate other about what you do. Make your value known. Who needs and deserves to know?
      - You provide a valuable service. People need to know. Seize all opportunities to educate others about your brand and how you can help.
      - Create your 30 second commercial! Format: Name, job title, I am known for ... (say your brand). Come directly to me when you need ...
    - Step 3: Have career planning conversation with leaders. Articulate why you're great to empower them to make better people decisions.
      - How many people know what you want to do next?
      - State your intention. I'm interested in ... I would like to work on ... I would like to become ...
      - Ask for your leaders help. They may have access to networks that you don't have visibility into. Leaders see opportunities/roles you don't. Tap into their networks by asking for help.
    - Step 4: Work hard on the right projects. They demonstrate ability to deliver results and aligns and showcases your brand.
      - Don't waste your time on projects and tasks that don't have visibility or that aren't valued by the organization
      - Criteria for career-enhancing projects. Aligns with your brand statement? If not, diplomatically decline & educate what you want.
    - Step 5: Promote your accomplishments. This is the MOST important. Women don't do this enough.
      - Building Your Brand as a Technical Leader!
      - Present in meetings & invite leaders. Send out regular status updates. Blog or publish something. Nominate yourself for an award.
      - Use the buddy system: Ask a colleague to "toot your horn" and reciprocate.
  - Research career tips:
    - Put as many people on your papers as possible. It shows that you are a good collaborator.
    - Organic networking: use what you are passionate about to bring the 'important' people to you
    - First step to define your research career: determine your theme across your diverse projects
  - Promoting yourself and your accomplishments are a business necessity. Figure out which way works for you, then do it consistently.
  - Promoting your accomplishments

- “I love creating 30-second commercials for my brand”: Pro tip: have one for each of your key audiences
- Women are very comfortable bragging & showing photos of their kids. Do the same for your projects.
- Start small: summarize meeting notes, present at meetings, document and publish.
- If you're not comfortable promoting yourself, start by promoting your project and your teammates. It's just as important to give kudos to other people as to get them yourself.
- Know your priorities and communicate them as high-level, big-picture leadership items.
- Making your work visible to others, gracefully: "I want your feedback on how to do X, Y, and Z."
- Be prepared to answer "what are you working on?" with high-level, valuable work
- Become a leader
  - Leadership is an opinion, results are facts.
  - Be aware of strategic positioning of the company and work on the projects that are one step ahead of it
  - Don't wait for leadership to dub you the leader. Get a grassroots effort together and get excitement so they can't say no.
  - Learn from every single failure.
  - If you are dedicated and focused, it can take as little as 2 months to turn your brand around.

## CRA-W: Building your professional network

- Session Description: Many people find their jobs through their professional network. This session will help you find a community, meet people in the field, and promote yourself. You will learn how to present your ideas in a concise and appealing way to the people you meet. You will gain skill in making technical and business connections with others, and leveraging them for success in graduate school and your later career.
- Presenters: Evi Dube, PMP Deputy Director, Institute for Scientific Computing Research (ISCR). Vidya Setlur, Principal Research Scientist, Nokia. Carolyn Strobel, Marketing Manager, Anita Borg Institute for Women and Technology
  - Aesop's Fables: "If you do good research, fame, funding, promotions, and graduate students follow."
    - You need to promote your good work.
  - Think of networking as creating an opportunity. Not every talk will produce something, but there is always a chance.
  - Why do you need to build a professional network?
    - Source for new ideas, collaborations, feedback
    - Letters of recommendation, internships, papers accepted
    - Invite to talks, job interview, program committees
    - You're constantly building a network!
  - Networking is one of your skills
    - Elevator speech
    - Prepare for an event (do your homework prior to meeting someone important)
    - Offer to help
    - Talk to those around you
    - Set goals
  - Dos and Don'ts of networking
    - Put yourself out there and go to places where you can actually meet people.
    - Go to events not only to learn things but also to meet people.
    - Be confident and be yourself.
    - Don't hide out when you're in an event.
  - Deliberately target your networking
    - You never know the impact you'll have after meeting a person.
    - Different targets: alumni, established researchers, people with possible job opportunities, business leaders, technical advisors, contemporaries.
    - Coffee breaks are important.
    - Go to conferences even if you don't have a paper there.
    - Keep in mind that people evolve over time. You will evolve and so will your relationships. E.g., from student to colleague.
  - Networking is a relationship.
    - Write down next steps
    - Keep in touch
    - Exchange giving talks
  - Things I'm glad I did
    - Took risks to go into new areas not typical for computer scientists
    - Delivered in everything asked to do (even if you hate that job, while you're in there, do a good job)
    - Active in assignments (don't just take orders; just don't do it, go above and beyond)
    - Spent some time in Washington D.C., on assignment

- Pursued the PhD and the PMP
  - Made connections with people in my extended network
  - Attended conferences and events
  - Represented my organization externally
  - Built strong relationships with colleagues
  - Followed through with work and created reliable processes
- Things I wish I had done
- Understood the value of a mentor for myself earlier in my career
  - Learned to listen to others with a more open mind earlier in my career
  - Aggressively avoid meetings – when you start working, it's good not to have to go to meetings all the time
  - Contributed more in meetings
  - Understood the value of my perspective
  - Take more risks
- Start your power networking today
1. need
  2. approach
  3. benefit
  4. competition: who are they

# Keynote - Sheryl Sandberg, Facebook

- Why career in tech is important
  - o Eric Schmidt, CEO Google: stop being an idiot; all that matters is growth; if you go to a company that is growing, then you'll grow too.
  - o The great things that change our lives: that's political movement and technology; and technology is what's driving changes now.
  - o Technology is also important as the main drive of our economy
- Why be a Computer Scientist
  - o It's really important to actually have the technical skills. I think I'd be better in my job if I had.
  - o STEM jobs are paying 25% more in USA; and CS jobs pay 40-50% more (!!!)
  - o Enough women going to CS is hugely important to what's happening to women.
  - o Technical jobs pay a lot more; and there is the growth
  - o If technical skills are so important, then we need more technical women to be leaders in the future.
- Why it's important to keep women in tech
  - o Women are underrepresented in CS in each level
  - o (Harvey Mudd) Maria Klave : changed 10% of women to 40% entering college in CS
  - o Slavery → totalitarianism → women
  - o Real progress actually happen one person at a time
- If you think you might want to stay on top in a tech. career, I have five pieces of advice
  1. *Believe in yourself.* The data shows that women underestimate their achievements, and men overestimate. **Men attribute their success to themselves; women attribute their success to working hard, help from others, and being lucky.** You have to lean forward and know you can do it. It's not important only for progression but for being treated fairly; given great opportunities. If you don't seat at the table, don't raise your hand, opportunities will pass you by.
  2. *Dream big.* We have an ambition gap that drives the achievement gap. Data shows one difference: success is positively co-related to likeability to men, and negatively co-related to women. As women get to power, less people like them. Everything has a price to pay; we need to be ambitious. We have to do not only for ourselves but for the next generation. Making less unusual for women to get to power will alleviate this problem. The main reason women don't go to CS is because women don't go to CS. The best answer we have for more women in CS is more women in CS.
  3. *Make your partner a real partner.* The single most important decision is whether you have a partner and who he is. Even if you marry the right guy, they don't come fully trained ☺ The perception of what's one doing is different between men and women.
  4. *Don't leave before you leave.* The best way to get room to yourself is to lean forward, step on the gas until the day you need a decision. the most important reason to stay in CS is: the area offers the most flexible jobs there are. When you're more valuable, the people around you will feel more likely to help you out. Don't look for balance unless you need it: right about when you'll have a baby, not before.
  5. *Start talking about this (women in CS).* We need to start talking about this.
- My generation is not going to change this.
  - o We are the promise for a quality, a quality that matters. This world needs you. It is technology what is improving the world. This is the opportunity for change. The social revolution is here and is happening.

- **What would you do if you were not afraid? Ask yourselves and go do it.**
- QA
  - What's like for a women to work at Facebook. The focus is the impact we have in the world. We give man and women equal maternity/paternity leave.
  - When people have babies: let your husband put the diaper the way he wants. Let them do it their way.
  - For the father to decide to stay at home, they don't have the same support system as the mothers.
  - Economist: there are not enough good programmers in US; the main part of outsourced jobs are low positions.
  - The problem (women in CS) stems early. How to encourage them and build the pipeline. We have to make sure that our daughters are encouraged to use computers at home as our sons. As parents, we can be scared of technology, but if we're honest about it, we protect more our daughters and limit them more than boys.
  - What is the best advice to people who wish had applied your five principles 25 years ago: we can always lean in; we can always try to do more.

## Collaboration as a Tool for Success

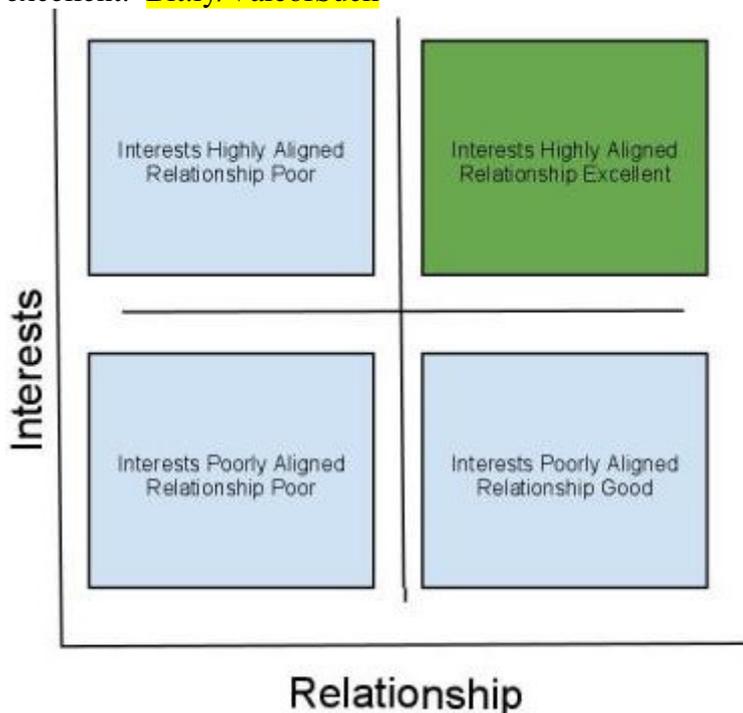
- Panelists: Brenda Britsch (National Girls Collaborative Project), Jill Denner (ETR Associates), and Karen Peterson (EdLab Group)
- Abstract: To succeed in the 21st Century workplace, employees must not only be competent in technical skills and content expertise, but also need to possess “soft skills” such as communication and collaboration. The power of collaboration helps organizations and individuals become more effective in achieving their goals. Presenters will provide strategies and tools for creating successful collaborative relationships that will strengthen your capacity and broaden the reach of your organization.
  - EdLab Group – sponsor of the projects
  - The National Girls Collaborative Project
  - The Computer Science Collaborative Project

# The smart woman's guide to getting things done

- **Presenters:** Leslie Hawthorn (Oregon State University Open Source Lab) and Amye Scavarda (Acquia)
- **Abstract:** Workplace success requires more than expertise and diligent work. Achieving career success requires balancing many needs: those of your organization, team, management and your own satisfaction. In this talk, Amye and Leslie will explore seven essential skills that ensure that you can balance those needs effectively while continuing to excel in your technical career: negotiation, communication, setting boundaries, networking, information discovery, navigating social structures & using unproductive times to your advantage.

## *Seven essential skills to cultivate for career happiness*

- Negotiating skills
  - Ask for what you need to be successful.
  - Go through quarterly: think about 3 things that you need.
  - Avoid the vale of suck: Interests vs. Relationship = interests highly aligned and relationship excellent. [Bit.ly/ValeofSuck](http://Bit.ly/ValeofSuck)



- Communications skills
  - Know your audience: communication styles you develop and employ in all male environments can be perceived as aggressive or angry.
  - Communicating online: gentlemen, cut it out. Clear, concise and objective.
- Boundary setting skills
  - Managing your time: setting your priorities effectively is essential (especially when in “campaign mode” = everything seems to moving quickly, no time to stop).
  - Set deliverables weekly/monthly/quarterly.
  - New on the job: you want to take on the world. Not a good idea.
  - Balancing a persona. Nurturing role, maybe comfortable but you may also not be. Let people know when you're available for that.
  - Setting your priorities. Make sure your task list is always visible by your manager. Use it to negotiate! Using a whiteboard may help you to keep things organized and prioritized.
- Discovery skills
  - Gathering information by walking around. Know where your ship is going.

- Observing body language
- Managing conference calls. Listen for how things are said and the answers.
- Asking the question that makes all hell break loose
- Navigating organizational structures
  - Relationships are key to getting things done. Recognize players in written communications. Love your administrative professional (**as secretárias!**). Understand your colleagues' needs.
- Networking skills
  - Group dynamics: treat your social networks like investments; know when to walk away.
  - Cultivating your public persona: remember, everything you say online is public; for better and for worse.
- Unproductivity skills
  - Sometimes, you can't get it together. This is perfectly ok. Take a walk, get some exercise and if you need to, take the afternoon off.
  - What are the 3 easiest things I can solve in 1 minute.
- The three day limit, by Steve Jobs. If you wake up three days in a row and don't like them
- Readings
  - **Women don't ask** by Linda Babcock and Sara Laschever
  - **Getting to yes: negotiating agreement without giving in** by Roger and Ury, William with Patton, Bruce, Editor; Fisher
  - **Expect to win** by Carla A. Harris
  - **Ambition is not a dirty word** by Debra Condren

**"what brings you joy?" define it, not only will it drive success, it drives who you are in your life. it's your compass.**

# Reaching Systemic Change One Step at a Time: Starting a Women in Computing Program

- Presenters: Sharon P. Mason (Rochester Institute of Technology) and Jennifer Goodall (University at Albany)
- Abstract: This presentation will explore the key areas to focus on when considering starting a Women in Computing or Women in Technology Program. Two faculty members (with administrative responsibilities for this area) will present on the challenges that they faced and the successes they achieved. They will focus on key points that can be used by others to get a program started including budget, planning, faculty and student participation and assessment.
  - NCWIT Model for Systematic Change. In order to change, there is a set of aspects to consider: recruiting strategic plan, curriculum, student support, institutional policies & support, evaluation & tracking system, pedagogy.
  - Strategic Challenges and Considerations
    - Who are we serving? Individuals, programs, departments or college?
    - Who is supporting the effort? (top down or bottom up?)
    - What are the goals? How do you measure success?
    - Ask the girls what they want from this.
    - Need to define actual actions that the institution can help to get
    - University goals are strictly number-oriented
    - What brings girls close to events: Activities that focus on professional and career development.
      - Educate lunch, networking, resume writing, business meeting over meal (how to deal with it)
      - Have someone from industry to visit and talk to girls
      - Lunch for female faculty and students: faculty talk about their experience.
    - How to motivate faculty participation?
    - Student participation? Student engagement in community?
  - Logistical challenges
    - What is the budget? The biggest cost is time and energy.
    - Who will be in charge?
    - Two-pronged approach:
      1. Create a community where female students can thrive
      2. Focus attention on recruiting students into that supportive community
  - Create a pipeline
    - Grad students mentor high school; high school mentor middle school
    - Women want to make a social difference
    - This looks great on your resume
  - Tap into local companies; not only IT companies but IT-user companies

# Tips On Negotiating Throughout Your Career

- Moderator: Fatma Mili (Oakland University). Panelists: Valerie Barr (Union College), Fran Berman (Rensselaer Polytechnic Institute) and Anne Condon (University of British Columbia)
- Abstract: Few of us are inclined to negotiate. We may naively assume that our bosses will automatically recognize and base compensation on worth, so we don't even think to negotiate. Or we may be uncertain of precisely what is negotiable and what isn't. Additionally, we may fear being labeled aggressive or demanding—traits that society deems more acceptable in men than in women. This panel of highly successful technical women have all negotiated several career moves. They will discuss why negotiation is important, what you typically can negotiate, and how they went about it.
  - Valerie Barr. Negotiating for institution change; talking to the dean.
    - You must have a mantra, and repeat it meeting in and meeting out.
  - Fran Berman. History and setup on faculty member forever.
    - Jurassic way of negotiating: I will crush you and have fun while doing it.
  - Ann Condon.
    - No matter what stage you're in your career, you'll probably negotiate.
    - Try to think of the big picture: what are other resources available?
      - i. Think carefully about what you want and why you want.
      - ii. Make sure you understand what the person you're negotiating with wants and why she/he wants it.
      - iii. Be aware of things like power structure and emotional issues that may affect the negotiation.
  - Questions
    1. Most common challenges in negotiating
      - You have the right to negotiate
      - When you get a job, always ask for more
      - Absolute best negotiators you know are our children: which parent, the best time to ask, ...
      - I really was willing to give it up (the job) in order to go forward and get more (salary)
      - When you're negotiating, there is no need to apologize.
    2. How to and what to prepare for negotiation?
      - Go to the systems list, the Web and find out about salary rates
      - Preparation is critical: you have to prepare the content (what, forwards, backwards) and know the players. Know yourself and how would you move. Know who you're negotiating with.
      - **Getting to yes** [Roger Fisher]: you want the win-win situation
      - It is a continuum, but you don't want the negotiation to be the only time you talk to those people. Schedule small meetings to talk about whatever, and then negotiation will move softly.
      - Practice. Tell your friends and ask for feedback. Go back with a new version, and discuss. When is the actual time to negotiate, you'll have figured out a lot of things.
    3. Is there a best time or more opportune times for negotiation?
    4. Is negotiation style situation-dependent?
    5. Questions from the audience.
      - What can we negotiate for? For a new job, this is the best part to negotiate for everything you may possibly want. Talk to people and ask what's going to take to become the best professional you may be. Ask what people has got going into the job.
      - Set up priorities: do not negotiate for every little thing people get.
      - Money is value, so you don't want to be less valued than your co-workers.

- How to negotiate for your first job (you don't have experience to negotiate)? Talk to your colleagues and see what they're getting as offers.
- Do your homework of the kind of institution you're getting in. What makes sense to the institution to give to you.
- What's ended up being documented. Some of them are in your offer letter, but some things don't go there (maybe emails or so).
- Things I've negotiated for: not having to use vacation time when invited to speak as myself (not for my company) at conferences.
- Things I've negotiated for: higher signing bonus, higher salary, longer corporate housing
- Something especially hard for women - being liked is important to us, sometimes that is a burden. Can't always win and be liked.
- If your manager needs to go up to negotiate your request, ask: what do you think you could present in negotiating in my behalf? Prepare your manager for his negotiating on your behalf.
- Think beyond your own things. Why this is strategic for spending money? What we can do without money that money will help to go even further? Make it easier to the manager, give the strategic plan and benefits for the institution.
- **After negotiating: send an email:** I just want to give you my understand on our meeting about *abc*; you've agreed to *xyz*. Is that right? Let me know if there is anything missing or that I misunderstood.
- Be able to think on your feet. Be prepared to change directions as the negotiation evolves. Be open-minded. Be able to reorganize your thoughts as new information comes to place.
- Be able to repeat what you've heard, so it gives you time to think about it and give space to your brain to set up the answer.
- You have to know your bottom line. You want to negotiate for the best, negotiate hard, but if you really want the job, you'll get to a better place than the original one, not the perfect one, but a very good one.
- You don't have to be nice. The point of negotiation is for you to get something. You want the other person to respect you, not actually like you.
- What if you hear a NO? Life will go on. You can put so much in to it that hearing a no is the end of everything.
- Don't let a NO stop you!!! At the end of the day, you need to hold your head high and learn something.
- Can you negotiate for more salary after saying your expected salary.
- Ask what the range is, ask for the high end. Do the investigate work first.

# Writing for Research and Publication

- Presenter: Janet L. Kayfetz (University of California, Santa Barbara/Columbia University). Linguist and Writer.
- Abstract: The Writing for Research and Publication Workshop addresses the universal understanding that writing is a vital competency in the development and advancement of leaders in the sciences. Discussion will focus on rhetorical positioning, the significance of narrowing the problem space, the development of a logical argument, reader-oriented writing, composing, and redrafting. We will direct our attention to the structure of introductions and abstracts. Participants will receive feedback on their writing-in-progress.

## THE INGREDIENTS OF ACADEMIC WRITING FOR PUBLICATION

### Rhetorical positioning, language and the process

- Rhetorical positioning: it's a framework for how we look at excellent writing. RP says that the writer makes very conscious choices of what to say to advance your idea, how many words, details, level of difficulty; the writer persuades the readers his ideas are right and worth to follow.
  - The story: need to know what we want to say. What we need to convince our reader of. Knowing what to say is the most important part of writing. I want to say that "this algorithm is xyz and is better than abc..."
  - The audience: to whom I'm writing? Need to position and express differently, according to the group of readers. People need different kind of information according to their background.
  - The purpose: what is the purpose of the paper? To present new knowledge, new ideas that you have discovered, that you've been working on. To show how brilliant you are, to get a job. To disagree with someone who's done some other work. To teach (which is quite different from scientific communication).
  - The problem space: take your story and narrow it, and sculpted it until you make your point. [the diagram from the handout]
    - [1] Move from general to specific.
      - Start with what is the problem? The context.
      - Why is it important? to show it's worthy to read the whole paper)
      - What have others done? We stand on the shoulders of others. To show credibility of what we're saying. To support your work as well. Place the problem in a specific work.
      - Where is the gap? Where exactly your work fits in.
      - What is our proposed solution? The methodology is here, is feasible, correct, and works.
      - Why is our solution better? The actual findings of your work.
    - [2] How we studied the problem: our methodology.
    - [3] What we found: the data.
      - [1→3] from more generic to way specific.
- THEN YOU MAKE IT BROADER AGAIN:
  - [4] What we can conclude
  - [5] The meaning
  - [6] The impact
- Genre, general to specific, problem to solution: specific kind of writing that you're doing. Each genre shares characteristics so it's recognizable. It's very important to know for which genre you're intending your story. Usually, the conferences will have some conditions and restrictions.
- Flow: from generic to specific, something that is readable, that makes sense to the reader. The order of the paragraphs makes sense in that way they are. Not everybody reads the paper in

order. So, each section must make sense. There are mix feelings, but one idea is to end your section such that it leads your reader to what to expect from the next one. Make connections between ideas. The text must have cohesion (sentences connected) and coherence (logic across the whole text): things must hold together in a natural flow.

- Language:
  - Precision, clarity: the paper must be reproducible. Precision of facts and the way you present those facts.
  - Register, tone: the degree of formality of speech or writing. What determines formal writing register? The length of the sentences will determine register. The grammatical construction is important as well. Tone is the emotional perception of the reader. Examples: arrogant, humorous, sarcastic, patronizing, argumentative, ... Tone is about excellence! We want to be respectful, through and smart.
  - Reader-oriented writing: we get very focused on ourselves and forget that the paper is to a reader. The writing should be easy to the reader. The assumption is that we're working on technical and difficult topics. So, we don't want to add to the burden expressing ideas with same complexity. We should do the hard work so that the reader feels it easy to read it. Writing must be readable. Easy to the reader.
- The process: you do what it takes and it's very difficult to write; the writing may be even more difficult than the actual research.
  - We know how the brain works on processing the language. There's a part in the brain that is responsible for language (Noam Chomsky), it is hard wired for language. It is not through repetition that one becomes fluent in a language, it's that the brain recognizes the human sounds and organizes language data into a system.
  - Composing versus editing: we all love doing editing; but not so much composing (dumping the words in the text). Let yourself seat down and write; trust your brain in composing the text. AFTER, read it and monitor for editing. Two separate steps: get the story down and then go back to polish it.
  - Redrafting: how to narrow the space. Working together in this phase is a great thing.
  - Promise delivered.
- Discourse community: a group that has shared communication on a subject; it is important to know how your DC works; how to approach a problem; how the writing is organized.
- Abstract: one paragraph of what the paper is about. In Computer Science, the average size is 10 sentences with 232 words.
  - Start with a real-world phenomenon or standard practice; purpose or objective of the study; the action taken by the researcher; problem or uncertainty.
    - ExOR @ SIGCOMM 2005. Tiwari @ PACT 2009. Fall @ SIGCOMM 03.

# What If I Could Build my Personal Brand?

- Panelists: Julia Lam, Jane Prey (Microsoft), Connie Smallwood (CA Technologies), and Molly Wendell (Executives Network)
- Abstract: Working in industry versus going to school involves a change in the way you perceive yourself and a consideration of how you are perceived by others. This session will show graduates and those returning to the workforce how to create an image that is savvy and professional, how to build networks to learn about new opportunities, and the best way to use social media to promote your ideas and talents.
  - **Your personal brand IS NOT your job title and what you say about yourself**
  - **Your personal brand IS your reputation (online and offline) and what others think of you**
  - Defining personal brand:
    - Do your beliefs match how others perceive you?
    - When, where & how to stand for what you believe?
    - **As you develop your brand: there is no separation between personal and professional.**
    - You must care about how people perceive you. But you must do what drives you.
    - The ability of standing for what you believe makes your brand.
    - A lot of the way you care yourself affects how you develop your brand.
  - When you're authentic at your brand, you can build really authentic brand.
  - How do you begin?
    - Who do you want to be known for?
    - You need to position yourself at a place where people accept you
    - What personifies you: clothes, comments on twitter, card, the words that describe you
    - What you're passionate about?
      - Those are the things you'll share with your friends
      - What you want to be known about
      - Pick three bullet points
      - Think about the passion and not the job
    - My brand was "I'm passionate about education", and that's how I got all jobs in my career.
  - How important is to building a brand when it comes to look for a job
    - You've got to start before looking for a job
    - If you personify your brand, you'll get the offers
    - Know what you're talking about, have credibility and knowledge
  - Social media as a platform for branding
    - Have an opinion and support it over social media.
    - **To be specific is terrific, be vague is plague**
    - Be true to an idea, and focus on that. Do not post anything to everything
    - Be authentic to your connections
    - Try to keep 80% around your brand, and the other 20% free
  - What if you're not supposed to talk about what you do in your professional life?
    - We all talk about our work. But I'm not going to tell what are the next features of powerpoint.
    - If you can't say a nice thing to a person, don't say it at all.
  - How to keep your personal brand where you want
    - Tell your boss. If you don't say/ask, nobody knows. After you say, and get what you wanted, go back to your boss and thank him.
    - Show you're eager to do what you want
    - Try to mix your brand with what other people think your brand is

- There are these different venues and I work all
  - o Watch for too much noise.
- How to get people to like you?
  - o Being interesting by being interested. People like to talk about themselves, so be a good listener; being interested in what they have to say.
  - o Have a point of view. Do something a little special
  - o Need to figure out where your relationships are. You need to work your other networks. Do not depend only in one source.
  - o Shake a million hands.
  - o Think on providing something of value. Is there an article you've read that might be interested to them?
  - o Make sure that you're prepared to talk to people beforehand.
- A person has an alter ego that lives online. How to deal with it?
  - o The world is a face-to-face place. Relationships are made face-to-face.
  - o There is more of a memory of who you are in social media.
- What if it is the opposite: no persona online?
  - o Think about what you want to be known about
  - o It doesn't need to be everyday
  - o Have it all related to your brand
  - o You talk about what you want people to know you for

# What If We Could Alter the Perception of the “Software Developer”?

- Presenter: Anne J. Simmons (ThoughtWorks)
- Abstract: Why are women of Computer Science still reluctant to become developers? How can we influence the perception of a Software Developer to be positive? This session will raise awareness that a stigma still exists, but in many environments is unfounded. Wouldn't it be great if we could start to change what a women imagines when she thinks “Software Developer”?
  - What is the stereotype?
    - Unsociable, loner, badly dressed, unwashed, arrogant
    - What we are really: Creative, sociable, fun!, inventive, problem solvers.
  - What is it changing?
    - Garcia from Ciminal Minds
    - Augie from Covert Affairs
    - Digital fortress, Dan Brown
    - Vogue October 2011: Technical leaders and Technical Women
  - The best way to beat a stereotype and not being it.