



# Developing High-Impact, Low Cost Graduate and Postdoc Recruitment Strategies

CABTRAC ANNUAL BUSINESS MEETING

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# Recruitment = Relationship Building

- ▶ **Start early**
- ▶ **Recruit into the applicant pool**
- ▶ **Build foundation for community of support**

**What does Sponsorship Look Like? Lara Hogan**

<http://larahogan.me/blog/what-sponsorship-looks-like/>

- Undergraduate research
- National conferences
- Pipeline faculty
- Reach out early
- Demystify processes through structured outreach
- In addition to research training, focus on funding, quality, outcomes
- Less transaction, more sense of community: faculty collaborators, peers, graduate students, postdocs



## What sponsorship looks like, in practice

To sponsor someone is to feel on the hook to help get someone promoted. It is raising up the name of someone to help them get more opportunities to do visible, valuable work. It is *not* just giving advice and mentorship. Often, you can sponsor someone without them even knowing it (many of the people I sponsor have no idea I consider them sponsees).

1. Learn the opportunities you have to raise people's names each week.
2. Find a person to sponsor.
3. Listen to their experiences, learn about their skills and how they want to grow.
4. Raise your sponsee's name in those opportunities.

## Examples of sponsorship

These are real-life examples of sponsorship that I've seen work:

- suggesting someone who could be a good **lead on a new project** based on their experience in this codebase, solving these kinds of problems, or past demonstration of effectiveness getting work out the door on time
- suggesting someone be a postmortem facilitator, or another type of visible **leader in a meeting** where others are learning
- suggesting someone who could **write a new blog post** for the engineering blog about their recent project, approach to a tricky problem, or solution that other companies could learn from
- suggesting someone to **give a talk** at a company or team meeting in which they demonstrate their work
- forwarding their **email summary of a project** to a different group of people than the original audience, underscoring why it was interesting or what you learned from it
- asking someone's manager if you can **share feedback** about some of their excellent work you witnessed
- mentioning or **sharing someone's work in Slack** that you thought was helpful, interesting, etc.
- citing an **interesting thing you learned** from someone recently to a large group of influential folks