From Walden University's Career Services Center,

welcome to our webinar, Transitioning Into the Academic World Through Professional Associations and Conferences.

I'm Lisa Cook, senior director of the Career Services Center and I will be your moderator.
We also have Career Services advisor Nicolle Skalski serving as our technical moderator.

We are pleased this evening to have four esteemed Walden faculty members and a Walden alumnus presenting their stories and strategies to help you transition into the academic world.

Before I hand it off to them to present, I’d like to briefly introduce our Career Services Center team.

We’re all located in Minneapolis, Minnesota.

And our mission is to educate, coach and advise our learners to proactively manage their careers.

So from left to right, we have Dina Bergren, associate director, myself, Angie Lira, Career Services advisor, Nicolle Skalski, our technical moderator, and Denise Pranke, Career Services advisor.

So that said, I would now like to introduce our Walden faculty and alumni presenters.

Dr. Beate Baltes is a university research reviewer for the Riley College of Education.

She also was the recipient of the 2013 faculty excellence award.

And she has been with Walden nearly 20 years.

Dr. Alice Eichholz is the PhD residency coordinator and core faculty for the College of Education.

Formerly, she headed up Walden’s academic residency
program and she has been with Walden nearly ten years.

Dr. William Schulz is core faculty for the M.B.A. program, formerly he served as associate Dean for the College of Management and Technology and he has been with Walden about six years.

And then Dr. Daniel Salter is currently the director in the Center for Research Quality for strategic research initiatives. Prior to that, he served as program director for the PhD and education program and has held several other roles with Walden. And he's been with Walden about 11 years.

So we're so pleased to welcome our faculty this evening.

I'd also like to welcome Walden alumnus guest panelist Matt Glowiak, Matt received his PhD in counselor education and supervision last year and is currently a therapist and facilitator at Counseling Speaks. He's a certified advanced alcohol and other drug counselor and he's actively engaged in professional -- his professional community through publications, presentations and leadership.

So, that said, I would now like to turn it over to Dr. Alice Eichholz to introduce our learning
objectives.

Dr. Eichholz.

>> Sorry, I forgot to unmute myself.

>> Thank you.

Great.

>> Well, good afternoon or good evening, depending on where you're at.

We have three learning objectives for our discussion at this time.

And the first one is related to learn some strategies from the Walden faculty and alumni on how to build your academic reputation.

The second one is to discuss various levels of professional involvement that you can have.

And the third is to explore strategies for networking and presenting at professional conferences.

Next slide, please.

So what are professional associations and how do I join?

Each of you come from a variety of disciplines or professional areas, not only in your work life but probably in your work at Walden as well.

And professional groups tend to be organized around those disciplines or professional areas.

It would be impossible for us to tell you every single
one that exists.

You'll have to do a little bit of research in doing this.

But I'll give you some general things to think about.

First of all, almost all professional groups and associations have both national as well as local, state or regional organizations that are part of the bigger picture.

So you could join easily at a local or state or regional level and eventually move and get more involved in the national or international level.

It's also not as expensive to do that to begin getting associated with a professional group or association because the local, state and regional meetings that they have are usually closer to your home, they cost less, just in terms of dues for attending if there's a meeting or a conference.

And they're a little bit smaller, for the most part, so that you get to know people really well and you get to net New York within your -- network within your own local, state or region before you tackle the national or international ones.

We've listed a bunch of them here, they're all different things, I'll just give you an example from my
own experience.

I've been very active in CAEL and ACPA over the years and in both circumstances started at local levels and worked up to regional levels and eventually national levels.

Many professional associations are both national and international focused so there's not necessarily a distinction between, in other words, an organization would be both national and international and not a separate organization that is just for those.

So how do you find these and how do you join them? Well, first, now that we have available the internet, it's pretty easy to find. You can type in professional groups or associations in the area that you're particularly interested in, you have to be careful, though, because not all of them are actually legitimate. Some may look legitimate and they may not be legitimate. So you want to use your research just like you would in any -- looking at peer-reviewed materials, you want to make the distinction between something that hasn't been peer reviewed and something that has. Now you want to make a distinction on the professional organization between something that is legitimate and
something that isn't legitimate.

Dues can be expensive, although they are business deductible for income tax purposes.

But that's the other reason for starting at the local, state or regional level is that they tend to be less expensive.

If you're still a student, you also will be able to usually join at a student level, which is less expensive than at a full professional level.

But one of the other values of having the internet now is with the social media you can follow these organizations and the people associated with the organizations without necessarily joining the groups. And one of the things is if you join the social media groups, lots of times papers are shared or new research ideas are coming out and you can keep current and abreast of what's going on in your field that way without actually joining the organization.

If you're going to do presentations or you want to participate in some aspects of publishing, you want to join your professional organization.

And now I'm going to turn it over to Bill, who's going to take it over for the next slide.

Bill: Thanks so much, Alice, and welcome again,
everybody.

I think this is a very interesting topic and one in which, as a person who's trained in strategic management, I like talking about sort of within the context of where you want to be in your career, what are your short-term, medium-term and long-term goals as an academic and a practitioner scholar. And those naturally beg the question, why would you join an association, what kinds of associations might be the best for you and I'll tell a brief kind of story of the history of my own associations, the last three in that last slide were ones I contributed.

And first coming out of my doctorate program, which was an entrepreneurship, a national entrepreneurship association that was directly pitched at inviting practitioners and those that build businesses and those that fund businesses to meet with academics who are doing research on such.

And I got quite involved, and in the first couple, three years I became a leader within that organization. Served on the board.

I was really able to do a lot of the things that you see here in these bullets. I was able to establish some leadership networks, I was able to establish my brand and reputation in the field,
to show folks the research that I had done and to show how it really fit with helping practitioners build stronger businesses, and it was a real fun thing to do, to go to the annual conference as well as participate with folks that love what I love.

So I'd say one of the guiding principles is find those places that will let you talk about and enjoy and really share your passion with folks that study and like to talk about the same things you are doing.

Later in my career, I went into administration and didn't have a lot of time to research, and I got involved with IBAM, which was a very developmental organization, that's the Institutes of Behavioral Applied Management. And their goal in that conference, very small little national conference, is to help scholars, particularly those involved in psychology, industrial organization and business management, to come and present rough drafts of papers, rough drafts of ideas, maybe rehearse for your dissertation defense and the like. And they work within a very developmental context, so helping folks relatively early in their career, I got involved as secretary of this organization and tried my hardest to get lots of Walden students to go there
while they’re students in their doctoral programs, in particular.

And then, more recently, I’ve been a member of the International Leadership Association and attended their conference last year, which was real eye-opening, it's re-engaging my research later in my career.

So, you know, I would say, as you think about why join an association, think about your goals, think about where you are and where you want to be now and in the future and sort of this life cycle context and you can really enjoy the fruits of all of these benefits in terms of reputation, networking, sharing stuff that you love, professional development, perhaps your organizations will require that and this meets those requirements.

It gives you the ability to keep the research funding, to look for job postings in the area you’re interested in, and get you in publications, newsletters and the like so you can really follow what’s going on.

Finally, what I found really the most interesting part of all my experiences with associations is the professional conferences, ability to meet face to face with folks that I’ve admired, with folks that I want to learn from, share with, so the professional conferences become very very interesting.
One of my favorite authors of all time is Margaret Wheatly who has written a number of fantastic books that I highly recommend.

And she came and was the keynote speaker, had a little invitation session to meet her afterward.

And somehow it was buried in the program, it got lost somewhere, and I was one of only three people to show up for the first half hour.

Nobody else could figure out where it was.

So I had a chance to spend a half hour, one of my sort of deep influence people and share some great one-on-one time at that conference, which was fantastic.

So we'll look forward to questions a little bit later and I'm going to pass the ball along to Beate to talk a little bit more about conferences in particular.

Thanks.

Beate: Thank you, Bill.

Yeah, I think we have to move the slide forward here.

Oh, here we go.

Thank you.

So, as Alice already said, there are professional associations and then there are other professional associations.
And some are huge and some are not as huge and it's partially even personality, what will fit for you well.

So, for example, -- and if they're good or not.

So example, name, name stands for national association for multicultural education, and they publish a monthly or quarterly journal called "The MultiCultural Perspective" and they also have a conference.

So this is how you kind of get an idea of how to find a conference.

And, again, they arrange from hue among guesses conferences, ARA, if you are planning to meet a colleague, it's not going to happen because you just won't find them in the millions of people.

But there are also a conference, ones that they charged $1,000, and I didn't go, but a colleague went, and it ended up being ten people sitting around at a table.

So, you know, you have to be careful how you select your conferences and, as Bill just said, if you have a link to a colleague or a previous professor who is active in a particular association, that's pretty much the way to go.

So, this is how you find out if this is really the right thing for you.

And I must say, you know, the conferences 25 years ago when you went to a conference, they were highly
interactive, people were talking a lot, you were
drinking coffee together, and nowadays it's a little
bit different.
Session is over, people storm outside, grab their
iPhones and ignore the people there.
So you also have to be ready to get out of your shadow
a little bit and really approach people and talk to
them because everybody nowadays is distracted.
So it makes it a little more difficult for you.
But you will learn soon that established academics,
researchers, if they're good, they're usually also very
very nice.
So, they're always excited when new people approach
them.
I mean, again, if they're good, they're usually really
nice.
So that's my made-up correlation right here. 15
So conferences are often held once a year.
Some organizations have some twice a year, some have
them every other year.
And once you find a conference you want to go to, so
the first thing you check is the call for proposals.
And you might be surprised, but sometimes you have to
submit a proposal six to nine months in advance.
For example, ARA, one of the largest possible conferences you can go to, the due date for the proposal is July 22nd and the conference is in April 2016.

So, again, don't underestimate the time it takes to plan such a conference.

You can consider being a reviewer, but once they send you a review, you will be asked politely if you accept or decline, but if you sign up to be a reviewer, somebody spends time looking at your resume, looking at what you've written, and -- so, you don't want to waste their time.

So, if you sign up as a reviewer, be prepared to actually do the reviews.

And if you sign up for a position in a professional organization, like Bill, the secretary, then you're prepared to actually be the secretary and not to, you know, bail out on them.

You want to make a good impression because as much as some conferences are huge, the word still travels.

When you go to a conference, there are different types of presentations.

The most traditional one is a social work presentation, usually I would say between 15 and 20 minutes.

And the way this is handled is that they have three
presentation that is kind of discuss the same topic and
they put them into one session.
So, each of the -- and let's say three people have an
hour, right?
So everybody really only has 20 minutes.
And that means for you that you better practice your
presentation sufficiently enough that you don't go over
20 minutes and take away somebody else's time.
So, you really have to know what you're doing.
What's coming -- becoming more and more popular is the
poster session, and, again, it's a little bit
personality thing.
For me, personally, I'm always troubling a little bit
with it because you're in a room with hundreds of
posters and everybody comes up to you and talks to you
while you also overhear what the person next to you is
talking, the other poster, so it's not as easy as it
sounds, right?
So if you're doing it the first time, I'm almost
thinking that just presenting a paper is really the
easiest, if you do it well.
Of course you're not going to read your paper to them
and you're not going to PowerPoint them to death
either.
You’re going to be well prepared.

If you want to try out a poster session, Walden University offers a research symposium, and you can bombard Daniel with questions later because he's actually the one who is the brain child of this research symposium.

And, so, take advantage there that Daniel is --

Dr. Salter is kind enough to give you a template for your poster and he actually reviews it before you print it, which is obviously a luxury that you usually don't get.

Roundtables are usually also fun because you actually get to interact with your colleagues.

Often the roundtables -- there are more than one roundtable in a room and, again, for me, I guess I'm too noise sensitive, if it's really loud and people -- 200 people are speaking and I'm sitting in the middle of it with ten people at the table, I'm having a hard time hearing people and concentrating.

But, I mean, the idea is great, that you actually get to talk to colleagues, which is really what you want. I mean, you want to be at the conference to talk to colleagues so that what you have now can be elaborated into your next research project.

Some conferences offer preconferences or so-called
workshops, so that's more if you have a particular expertise and you're willing to offer a five-hour workshop the day before about new standards coming to schools or, you know, millions of different topics, but that's almost a business model, right?

So, I think you should attend a conference first and attend a workshop before you try that out.

And, you know, in a couple of years, when the word went out that you're doing great presentations and that you're doing your homework and that you're well prepared and that you don't let anybody down, you might be lucky enough to get invited to give the keynote speech.

And the advantage of that is that you get in the front of the conference booklet and that they pay for your travel and your hotel and that they even pay you a little stipend.

So when you look for your first conference, don't send someone an e-mail saying, I'd like to be your keynote speaker because that's not really how it works at the beginning.

Again, I hope all of you ever get this opportunity, but at this point, you know, look at the proposal, the call for proposals, look at them closely, don't send in a
cut and paste dissertation, right?

You need to follow their guidelines, their checklists, their templates, whatever they offer.

And go and you will be very very nervous and everybody will have complete understanding and everybody will know in the first two minutes that you're new to this and they will be nice, as nice can be.

So that's the kind of colleagues and ivory tower academia system you're walking into.

So good luck.

And I'm sure we can talk in a little bit.

So, I think I'm handing it over to Daniel.

Daniel: Yup, thanks, Beate.

Okay.

So last but not least here in this section, is you get the fast-talking east coast person.

So I will try to slow myself down here and try to get through these slides.

I want to start with a story myself. You know, I went to my first professional conference at the as a new professional probably over 30 years ago.

I remember it was in Boston, I went there, it was big, loud, a lot of people.

But the thing that really intrigued me was being able to sit in the room and listen to people giving papers
of the same people whose textbooks I had read as a master student and whose articles I had read as a graduate student.

And that was very cool to kind of connect with them.

14 years later down the road here, now I'm the professor and now I'm there with my master students and I'm encountering people who come up to me and say, you know, Dr. Salter, I read this paper that you wrote here that was in this journal last time and I enjoyed it, and we have a conversation.

The reason I tell that story is that for all the networking and all this great stuff that goes on when you go face to face at a conference like that, the thing that kind of can really help you is the writing piece because, you know, writing will get your name out there in a different kind of way and it gets it out there to a larger group of people, maybe 30 or 40 people in your profession.

You know, networking will open the door for you for a job, maybe, but, you know, writing will maybe get you that job and it will definitely help you keep an academic job.

The other kind of -- so, professional groups have a lot of different ways that you can write and do writing
sort of things and I will run them down.

The other story I want to tell is somewhere between those two points 30 years ago and maybe 15 years ago I was out there presenting on my dissertation, right, and I did some research with Myers Briggs indicator and in the room with me was Mary, who you may not know was Myers and Briggs research assistant, she was maybe 70, matriarch of the community, so no pressure on my part, right?

Later she pulls me aside and says, Daniel, that was a great presentation, but you need to learn to talk to us like we're second graders.

You know, the point of that that I took away was, you know, there are a couple two big audiences that you write for in a professional group.

One of them is other scholars, people like yourself who can really appreciate the difference between varimax rotation and another rotation in your factor analysis.

Then there's this other group of practitioners who need to hear your story as well.

And there are some outlets for you to tell it in professional organizations, many of them have a lot of different ways that you can write for them to get your name out.

I just want to highlight a few of them here real quick.
Media boards, one of the things you want to check when you've done what Alice has said and you've gotten yourself and you've found your professional group and maybe you belong to them, many of them have media boards of some type where they will publish things under the name of that professional organization. You know, seek it out, you can see the kinds of things they publish, you can see -- that's a good place for the book, nice practitioner-friendly book to go that route.

They're also looking for people to review. So you can volunteer to do that and get a good sense of how the people write.

A big-ticket one is professional journals, and most professional groups have a journal or two or three. You know, writing for publication, as we know, is a webinar in itself, we're going to highlight one here at the very end.

There's not a lot I can say about that in a short sort of way except that, you know, we do a lot of -- of this kind of experience with students, talking about their first publication, not a lot, but sometimes will say to me, well, what's the template that I need to use to do a journal article?
And I say, back to them, you know, you've got it, it's the APA manual.
You know how to write a journal article already.
You've got the manual sitting right there on your desk.
So, go for it.

A couple of things I just want to point out, we actually, through the Center for Research Quality, have a program that we started called the new scholars workshop, we target it toward graduates right after -- right around graduation, we've got one coming up here on the 9th, as you get close to that, you'll get some sort of stuff, the four of us, Alice, Beate and Bill and myself, we're faculty who work with the new scholars workshop.
I'll give you some more information, I'll have Lisa put some stuff in the chat box in a minute.

A big thing you can do sometimes that you may not think about is be a reviewer.
I've been on review panels for different groups and they want a diversity of people on the board and certainly they want their big senior scholars and their want their big high-powered methodologists, but they also want the voice of new scholars in there who are often very current.
So don't sell yourself short and keep an eye out when
there's often a call for nominees to be on the
editorial board, so, you know, nominate yourself, maybe
you don't get it, maybe you do.
It depends on what the needs are.
Two other things I want to highlight here.
Newsletters and magazines.
They're a less-threatening kind of thing to write.
Again, you can look in the cover of them, you can look
on them, I wrote one for -- you know, my professional
group is the student affairs group, I wrote one on
digital divide a while back, and it was maybe one of
the more highly cited things that I've ever written.
So, I mean, sometimes there's an audience for it.
The important thing, more so in a magazine than
anywhere, is that you have a good story to tell.
And you tell it in the way people want to hear it.
The last thing I want to just kind of highlight is
blogs and social media.
This is something that's very different than it was 30
years ago and even 15 years ago.
You know, your ability to write about your research and
yourself as a scholar is just very different now
because of social media.
It's really in a state of flux right now, but that
means there's a lot of opportunity for growth.

I track a lot of this stuff, there's almost a conversation every day as I pull up my news feeds from these places, somebody's talking about social media. Two things I'd just caution you about.

Just be very very careful to keep a wall between your personal social media life and your professional social media life because they don't want to see your spring break pictures from San Cabo, okay.

The other thing is to make sure that you follow the best protocol -- we've had, I think, recently some high-powered kind of scholars get themselves in trouble because they've tweeted the results from the research study that they've done before that research study was subjected to peer review.

And after it went through the peer review process, they're saying, well, wait a minute here, here's some problems.

So, you know, they've had to kind of back pedal.

But I would just, by summary, say, lots of opportunities, certainly, professional conferences, but if you want to reach a broader audience with a message you want to tell and get that kind of involvement, then writing is certainly the way to go.

And we have Dr. Matt with us here, and he's going to
tell us a lived experience of doing some of this stuff right out of the gate as a new doctoral student.

I'm so glad he's able to join us.

Matt, do you want to take it away?

Matt: Absolutely.

Thank you so much for that wonderful introduction.

And thank you to everyone else for taking the time to listen to me speak here today.

So, one of the wonderful experiences I was able to have with Walden University was getting involved with all these different professional organizations and associations.

As a student in an online university, it can be very easy to get lost in the whole shuffle of being online, you know, getting stuck in e-mails, sending messages and that, maybe missing some of that bigger picture and that.

Well, fortunately, for me and my experience with some of the professors and mentors that I had, they really encouraged me to get involved with the organizations, not only at the state level, community level, but also at the national and international level. And the experience that I got out of that was absolutely second to none.
So as you can see on the PowerPoint here, the first thing that it really did for me was significantly enhancing my network.

You know, you know so many students that are in your classes, fortunately, as a Walden University student, we do keep the class sizes relatively small. So your cohort might be somewhat large, you know, you'll meet a lot of people at residency and that, but the classrooms are relatively small, especially in the doctoral program, you know, in the dissertation shell, you might have three to five students in there, regular class, maybe somewhere around ten or so. So it's really important to go out and Pete different people.

So when I go to different conferences, give presentations, workshops, get to meet new people in the area, you know, collect their e-mail addresses and, you know, make sure I continue connecting with them, give them a phone call, and then a lot of the times that ended up leading toward me being able to collaborate with other people, whether it was on some type of presentation, a publication and so on.

Getting involved also keeps you closer to other leaders of the field.

As many of us know, a lot of times we look up to our
mentors, and somebody who we truly admire is somebody who we try to follow in their footsteps, maybe take some of their quotes, follow a little bit of their style and everything. And what it does by getting involved in these different organizations is, you know, you goat work with some of the members of the executive boards and that, see what it is that they're doing out there, maybe, you know, emulate their style and some of the things they've got going on.

You also have somebody, you know, who you might be able to directly contact, you know, for instance, in my experience and that with the Illinois Counseling Association, I've been fortunate enough to get on to that executive board so, if I need somebody's assistance with anything, I have the president's phone number, I can give him a call at any time, he can help me out. Trust me, that pulls a lot of weight, especially when you're trying to brand yourself and find some these different opportunities and that.

Getting involved has also informed me of some of the latest, news, knowledge and trends. A lot of times it can be difficult to read every single
article that comes out there.

Let's face it, there are a lot of different professional journals, a lot of different publications and magazines that we could be reading, you see different things online.

But when you're involved in these different organizations, you're constantly getting sent, you know, different e-mails and that that give you the latest updates.

You might find out about something local that had taken place that you wouldn't be able to find somewhere else.

You get new knowledge, people are constantly sharing their insights and that, inviting you to workshops, whatnot, as far as teaching those neutrons.

Exposing you to opportunities not offered elsewhere.

That's a really important thing.

You know you come to find at the very beginning when you're trying to get involved with some of these associations and organizations, when you're on the outside, it can be somewhat difficult to try to find different opportunities and that.

You know, like, you know, was said earlier, you don't traditionally want to go up to an organization say, hey, please make me the keynote speaker. That's usually not going to happen right away.
Same thing, when you go into an organization when you're unknown and that, say, hey, you know, I'm a good writer, I want to start writing articles and that, they want to get to know you first.

So once you get in there, maybe show your face at a couple meetings, you're on a couple webinars, phone calls, what have you, you know, it really opens up those other opportunities that you wouldn't have been able to get from the outside.

Providing me with funding to attend major conferences, workshops, et cetera, that has been one thing that I've been so fortunate to have.

Now, with Walden University, on the doctoral level, what do they have, like three residencies and that, and I intentionally selected ones that were all over.

I'm from Chicago, Illinois.

Residencies I attended were in Houston, Texas, Atlanta, Georgia, and Minneapolis, Minnesota.

So, a lot of different areas that got me exposed to, you know, different culture and everything, which was really great.

But it was also exciting in my opportunity is being president of Chi Sigma Omega Zeta chapter, which is the counseling honor society at Walden University.
I was actually able to receive some funding to be able to go to some of the different American Counseling Association conferences.

So, for instance, now, how cool is this, in 2014, I received funding to go to Honolulu, Hawaii, to do presentations there.

This past year, I received funding to go to Orlando, Florida, and it was a really wonderful time.

The state of Illinois, they paid for leadership institute that was a $600, you know, stipend that they had given me for that.

It's a really really great way.

So, what you'll find is that, yes, you do spend some money, as was discussed earlier.

You know, it can be expensive to get involved in some of these organizations but as a student and a new professional, you do get discounts.

So, for instance, with the Illinois Counsel Association, I paid a $100 Membership, but through the work I was doing with them, that leadership institute which was 300 was free.

If you think outside the box, you can get a lot of the different opportunities there, which is great.

It also lets other people know that you're serious
about your work.
Some of you, you might want to go into the world of academia.

For others you might want to go into the world of private practice.

If you're like myself, you're going to want to get involved with both and you're going to want to write, do your publications, present.

I like to do public speaking and everything like that.

Well, it's one thing to have, you know, some really great things written and that, but if people don't know who you are, and they haven't actually seen you go out there and do your work, they don't really know how serious you are about it.

It's one thing to draft a wonderful proposal for a presentation, however, if you're not very good at giving presentations or people don't know who you are and that, that can actually hurt your chances.

So, by actually going to these different things, giving some free presentations, going to the workshops, doing some things ad lib and that, let's other people know, hey, this person is very serious.

And especially when you start doing the volunteer work and everything like that.

It shows that you're a person who cares, remember as a
counselor, this is a social profession, we want to see that you are what you're doing, you care about it, you want to give back to society.

The only way you can do that is by giving back to society and actually being out there.

And, you know, tied into that last point there, so allows me to give back to the field in ways I wouldn't be able to do otherwise.

So, some of the words of advice.

Over the years, I've started to put together like some different pointers I really found, you know, helpful as I go into every little thing that I do.

So, for instance, you know, be genuine.

That is probably first and foremost one of the most important things that you can really do.

Carl Rogers got it right with the importance of genuineness.

People, especially as counselors, we're able to read other people.

If you go into a situation and try to be something you're not, it's not going to work.

The other thing is, too you know, on your end, you're not going to have that comfortable feel with what you're doing in that.
And when you get to that point, it's going to show.

So you want to be very genuine.
Work hard.

That hard work ethic is something that can go very far away.

You know, you can have a person who's extremely intelligent, maybe memorizes every single theory, can tell you what year everything came out, however, the individual's not a hard worker, other people are going to see that and pick up on that and say, well, why am I going to give this individual this opportunity when I have someone else here who's extremely competent, who's going to actually put through the work and make sure for the follow-through.

Accept opportunities.

In the very beginning when you're trying to get yourself known, it is kind of -- it can be a little bit harder to find the opportunities in that.

So, if an opportunity presents itself, it's something that you can do, maybe even if it's a little tight in your schedule, I encourage you to accept it.

And as you accept more opportunities, people are going to see that, okay, here's someone who's reliable, here's someone who we can count on for this type of thing.
And then more opportunities start coming to you. I remember when I first started my doctoral, you know, experience here at Walden University, I was given the opportunity to write an article for HCA Vistas, I took that article and went over to some of my other professors in my other classes where I was getting a good grade, I wrote this article, do you have any other type of articles, presentations, I want to get involved with. And then another professors gave me an opportunity, I took that opportunity and was able to get myself another one. Kept getting bigger and bigger opportunities to the point now where actually I have to say no because things are coming at me now without even have to look for them. And that can happen to you, too. Take on challenges. As you know, you're not going to grow if you don't take on challenges. If we stick with what's comfortable, we stick with what's easy, yeah, you can get out there, yeah, you're going to be able to teach other people things, learn a little bit, but the way that you really grow is by
putting yourself in some of these uncomfortable
c positions and everything.

One of the greatest memories that I have from a Walden residency was, I was in a room with seven other peers, and we were split into two tables.

There was a table of three and then there was a table of four students.

And there were two professors in the room and they said, okay, we want to teach each of you that you know a lot about counseling, probably even more than you think that you know, so, here's the assignment, we're going to give you guys 15 minutes to create a 20-minute presentation.

Yes.

15 minutes to create a 20-minute presentation.

Didn't know what the topic was before, didn't have any slides prepared, anything like that.

But guess what?

My group of three were able to do it.

We had another project where we went into slides blind.

We were told, okay, these are basic counseling skills, and you're not going to know what you're speaking on until you click the next button and you see what pops up there and you present on it immediately.

Guess what, guys?
Things like this happen all the time, especially if you go to board meetings, things like that, you're an educator, people are going to ask you random questions. So the only way you can become proficient at that is to take on those challenges.

At the same time, though, you don't want to overwhelm yourself.

Counselor wellness is so important and it can become easy to continue taking one challenge after another after another, and to be quite honest with you, I faced it myself and at this point, you know, in my career, I'm really trying to take a step back, you can get addicted to this type of stuff.

You know, it feels really good.

Your name's out there, people know about you, you know, it's kind of exciting, you go to the conferences, people are like, oh, hey, there's Matt, it's a good feeling.

But sometimes people just throw one thing after another after another and you have to be able to prioritize so that you can stay on track with your own personal agenda.

Going into the next point, you always have to follow through.
If you say that you’re going to do something, get it done.

One of the worst things that drives me crazy and I can give an example as being editor of our newsletter is when somebody is asked to write a one-page article and sends me two-page-long e-mail why think didn't get the one-page article done, okay, not cool.

So, consider that type of stuff when you are taking on these different, you know, responsibilities and that, and it’s especially important when you want to get into leadership.

Talked a little bit about building your network, you know, putting yourself out there, you're meeting new people, you know, consider your first impressions and that.

My philosophy is to treat every moment, it's two points down there, treat every moment as though you are on an interview.

It takes literally 20 seconds to make a first impression that can last a lifetime.

I was reading this one stat in social psychology book that said, you know, bad first impression can literally take up to two years to undo.

It's true.

Even as counselors we're very open-minded individuals,
let's face it, people's first thought is to read the
book by the cover, can be kind of judgmental.
You know, if you're at a conference and wearing
T-shirts and shorts and everybody else is in a suit and
tie, that's not a good thing, you know.
So you really want to make sure that your first
impression is something good, something memorable and
you don't know when that first impression's going to
be.
Out of nowhere you can meet somebody big and you want
to make sure that that's good.
That can be as simple as a homework assignment you turn
into a class.
Another professor might be scanning through the class,
oh, wow, so and so has a really great article, I want
to write with this person and take you on.
But if you don't consider that, those don't come.
Stay informed, like we were saying, keep on top of the
latest information, read those journals, read the
publications, go to the workshops.
The more knowledge you have, the more you can impart to
others, the better you can do your job.
Stick to what is ethical and legal and be fair.
That cannot be understated at all.
Especially with all of the ethical guidelines and everything, A.S.A. just revamped those in 2014.

You got to keep on top of that stuff.

You want to avoid malpractice, you don't want to get put in jail, you don't want to have your license taken away from you.

So you need to do those things.

Again, that's something that people -- it builds your character, they're going to say, hey, he has unethical practice, this isn't somebody I want to trust or go to.

The next point, reach out for assistance.

If you're having trouble getting something done, allocate the work.

If you don't understand something on an assignment, reach out to your professor, even though we're online, I've had nothing but great experiences with Walden professors.

You know, at the University of Illinois, it was a 36,000-student campus where I was actually face to face with teachers where I was in a large lecture hall where I was just another number.

With smaller class sizes, I literally can send a professor an e-mail, the requirement, within two days to respond, I usually get responses in two hours or faster, and some professors I get a response in a
minute, instant messenger, a lot of them will provide

the phone number, reach out for help, that's what

they're there for.

Remember to take care of yourself.

Make sure that you take some time for wellness, whether

that's exercising, saying your prayer, meditating, eating healthy foods.

Making sure that every once in a while on a weekend,
you go out, whether it's to a ball game, concert, do a hotel with a swimming pool, whatever it is, don't forget your old hobbies and things like that either.

Yes, time can crunch you and everything.

It's a little bit harder, maybe you can't spend two hours a day riding your bike through the forest preserve, but maybe you can get at least a half hour, 45 minutes, something, don't forget those things that you love because that's what's going to really carry you through and keep on that energy and never forget why you started this in the first place.

Then the final point I have is to remain humble.

There's going to be some different points, you know, throughout your experience where, you know, first you might lack confidence, then some people are going to tell you you're doing a really great job and you catch
on that inertia, things are going great, you're getting better, getting better, win some awards, get some recognition and everything.

And all that what you really need to do, what you're going to find is it the best leaders of the field are very humble about it. They're not the showboaters.

Those are people, you'll go up and say, you're such a great professional, I can't believe how you've done all this stuff.

And they're the people who will say right back to you, you're a great professional, I can't believe all the things that you're doing.

And that's leadership right there.

Work alongside the people who you're working with and that's, you know, how you get people to follow you.

So those are just a few words of advice of many that I could give and hopefully, you know, that's something that you'll be able to take to heart.

So, at this point, that's going to conclude what I have to say here.

So I'm going to hand this off to Lisa Cook for the question and answer segment.

Thank you, Lisa.

Lisa: Great.
Thank you so much, Matt.

So, we have some great questions coming in.

So, please type your questions in and we'll try to get to as many as we can.

So, what are some ways I can hone my research skills and how does one find consultancy opportunities as a researcher or writer? Daniel, would you like to take that one? Dr. Salter. Daniel: Yes, I'm here. I'm here. I had to think about that a little bit.

You know what? Honing your research skills, I'm going to take the second thing about consulting.

You know, a lot of what we're talking about here is involvement in a professional organization. And I think as a consultant, you build your street credit, if you will, by getting in and doing that sort of stuff. You know, Beate was talking about being a keynote speaker. I was invited as a keynote speaker to a regional conference once because of the work that I'd done and I
put it out there.

So, you know, you can have all the skills, you can get all the training and all that sort of stuff, but to take it to that level, I would say, you know, you need to prove yourself a little bit so you need to get out there in front of your peers and I think that's where a lot of that networking helps.

Beate: May I chime in here?

Daniel: Please.

Beate: So, for example, after 20 years in higher education, I just last year took an advanced intensive, only for the psychologically disturbed professors statistics course that went into the fine details that I probably never need, never.

I mean, it's up to you, if you want to improve your skills.

And it costs money and it was a rough week, but it was great.

>> Nicolle: This is Nicolle.

An attendee has a question.

I believe you mentioned a presentation, I know your research has to do with multicultural populations and the student was interested in knowing that professional association.

Beate: It's called name, the abbreviation is N-A-M-E,
and it stands for National Association for Multicultural Education.

And I like them.

I really do like -- I mean, you know, again, I'm not the extroverted, outgoing person, and this is still a very big conference, but I like them.

I can recommend them.

>> Nicolle: Great.

That's excellent.

Thank you.

Lisa: Dr. Salter, I have another question for you because you mentioned media boards. So how does one uncover those media boards and also, how does one find opportunities to volunteer to be a reviewer?

Daniel: Yes, you know, Lisa, that's a good question here. I would say that, they may not be called a media board, that's in my world that's what they're called. But I would say that as you, you know, as Alice was saying at the beginning, go find the website that belongs to the, you know, the APHA, APA and all these alphabet soup organizations. And if they have a media board, you're going to find
something along the top that probably says publications
or something like that.

It's going to be a little different for each group, but
if they do have a media board, and most of the big ones
do, I mean, they publish things that are -- come from
that organization.

So it will be probably a tab up at the top somewhere,
again, it probably won't be called media board, but
under there, there's going to be information about
their publishing process and how authors can submit
stuff and how they can -- you know, the other way, I
find in my area, I don't know about my colleagues, when
I'm professional conference with that group, the media
board often has a meeting and it's an open meeting, so
you can actually go see that, you can find it in the
program guide.

You know, that's what you do the first night you go to
a professional conference, you get the big thick
conference guide, you get your highlighter, or now it's
all electronic, but you pick out the things you're
going to go to.

And I'm guessing you're going to see the media board
there.

Lisa: Thank you.

Dr. Eichholz, can you share some professional
associations related to higher education?

Beate: Well, you know, --

Alice: Daniel, you'll have to help me out with this, too, I think it's AHEHHE, I think they changed their name a couple of times.

I did a presentation for the group, I don't know, probably almost 15 years ago now maybe.

But, you know, it's not so much the higher education piece, you want to try to stay connected to the specific field in higher education.

The big ones that are just gigantic like AERA is a gigantic one but you want to find some small ones.

I'll give you an example, so even though I did get involved in that one organization, the one I ended up spending the most time with is UPCEA, which is the University Professional Continuing Education Association.

Partially that is because they are dealing with higher education issues all the time, but they're the ones that are kind of on the cutting edge, they're trying new things, they have new approaches, they're always interested in learning, which is my field in higher education.

So it's not just a specific one, you really have to go
for the area that you're most interested in.

And use that area as a source for trying to figure out which is the best one for you.

They used to have in education, a list based on specializations, some journals and organizations that are associated with each of the specializations.

And I think there will be time for us to probably dig it up, it's a little out of date now and make that more available.

But that would only actually be related to 48 specializations in education.

There might be some crossover, though, in terms of Ed psych and other colleges happens to be in the School of Education, not in the school of psychology, like it was in Walden.

So you can't be too discrete about what it is, you've got to be a little bit more creative, just like you were when you were looking for research related to your keyword searches, use the keyword searches yourself for finding the professional organization that makes the most sense for you.

>> Great, thank you.

Daniel: If I could add to that real quick.

In higher ed, I mean, there are a lot of these groups out here, and higher ed is a good example of what
happens in most disciplines.

They have their own professional group, the registrars have their own professional group, the financial aid people have their own professional group.

You just run it down, the advisors, you know, and even in student affairs, which is my area, the housing people have one, everybody's got one.

So there's -- you know, we've been talking a lot of the big ones, but I think a lot of us find a comfort and a home with our people, so to speak.

You know, all the folks that do what we do.

And all you have to do is get, like Alice said in beginning, Google professional group for whatever my group is and you'll find three probably.

Lisa: Great.

Thank you.

Dr. Schulz, to Dr. Salter's point, are there any professional associations you would recommend for management and finance?

>> the largest one in term of the finance question, I'm not sure.

There are probably specific ones out there.

I know the Academy of Management has both national and regional organizations and conferences.
Within that there are subspecialties including accounting and finance, for sure.

If you want to -- a good one to get your foot in the door from a general management perspective, the IBAM that I talked about, Institute for Behavioral and Applied Management is really good.

The American Management Association, AMA is a very good broad generalist one.

I'm sorry, I can't help you more with finance, in particular.

Lisa: Great.

Thank you.

How does one begin knowing where to begin submitting articles or how does one find out about what to write for professional publications?

Do you have any suggestions?

Matt: I think a really good way to start off with that is, you know, write for school newsletter, there's going to be opportunities to come out for that, and also reaching out to your professors in the class, especially if you have professors telling you you're doing really great on homework assignments because that's what it's going to be in the Walden classroom and that, you're going to do tons and tons of writing in the form of discussions in these application
assignments and final papers.

So when they do say something, reach out, hey, you know, I'm interested in getting involved with publication, do you know anything that's going on right now.

And more often than not, you're either going to be directed to maybe some type of publication that is going on.

You can get involved with, if they give you, like, maybe a web address or something, maybe get involved with ACA, or they might be in the middle of writing something.

That was one of my first big opportunities after the article, when I introduced that to someone else, he said, well, hey, Matt, I'm writing a textbook chapter right now.

It's due in two weeks.

I have most of it done.

If you can write the introduction, write the conclusion, those little thinking thoughts, we'll be in good shape and that's what I did.

And I was second author on that chapter.

So, just really reach out to other people who are around you and see what they've got going on because,
more likely than not, they'll be able to point you in
the right direction.

Lisa: Great.

Thank you.

And this will be our final question.

And I'm just going to throw it to all of our presenters
because I think all of them would be able to have some
ideas on this.

How do you go about joining academia if you've always
worked in the private sector?

We have so many students who are working in the private
sector that want to make that transition in.

Would you want to share your final points on that?

>> You mean getting a job in academia as an instructor?

Lisa: Yes, I'm going make that assumption, yes.

The question was pretty general, but, yes, I assume
that's what they mean, thanks.

>> Sure.

You know, it's a great question.

It's an interesting one.

It really kind of depends on what your long-term goals
are.

If you've been a practitioner in a given field for a
while and now you've got academic credentials that are
aligned with that experience, that's usually pretty
powerful and could potentially open doors.

The hierarchy of schools is such that research schools differ greatly from what they're looking for relative to local schools that might be in your community.

Online schools themselves vary a great deal as to what kind of faculty they're looking for.

I know Walden is looking and does hire scholar practitioners that have that mix of practitioner and academic experience.

Unfortunately, we can't hire our own people, but you could look at other high-quality online institutions to seek some experience.

Daniel: I'll give one quick thing.

One quick thing.

Having been on search committees myself, the thing that really moves you up the stack pretty quickly is if you are doing writing and stuff beyond your dissertation while you're a doctoral student.

And I know that sounds insane, but, you know, as Matt was saying, there are opportunities for you to get involved in things.

And I just think that, you know, as we look to junior faculty before, you know, if you published while you were a student, that's a good thing.
That's one simple thing.

Beate: I think all of the presenters today on the phone have hired plenty of people over the years. And, so, I don't know how you do it, but, excuse me, when I look at a resume, I personally skim the resume and I just recently heard that resumes are only being reviewed for about ten seconds. So, if your resume doesn't -- you know, is 50 pages long and you include the column you wrote for the church newsletter, then, you know, they might miss the most important pieces of your resume.

And when I get an application, I look at the publications because I want to see if somebody is an established writer, established researcher, and, you know, I probably shouldn't say that, but, you know, nowadays, if I have the choice between somebody who's already working part time as an adjunct for us and somebody I don't know and the rest of their qualifications are equal, I rather take the one who already taught for me and I know is doing really well in the classroom.

So I don't know, I guess -- I don't know what the author if nowadays where universities rely heavily on part-time faculty, I don't know what the chances are that you walk into a university and get a full-time
position tomorrow.

It might just really be that you have to work as
adjunct here and there.

And obviously do an outstanding job that everybody
notices.

Lisa: Great.

Thank you all so much.

So now I'm going to hand it off to Nicolle who will
wrap up our webinar.

So thank you so much to our five esteemed panelists.

You're wonderful.

So thank you very much.

>> Nicolle: Absolutely.

Okay.

We just want to quickly show you our new Career
Services website.

We encourage you to take a look at it.

It's new and improved website.

And, of course, given today's topic, we have a Career
Services doctoral webinar series that this webinar will
be added to.

And you can see some of the faculty who are on today
are also on the previous webinars and just a wealth of
information for those of you also wanting to build a
C.V. and move into higher ed as well.
And get published with Dr. Salter there, you'll see.
And then join us on social media, whatever works for you.
You can see we have a blog, we're on Facebook, we have an amazing YouTube channel where we've captured career success stories from doctoral students at residency and, of course, Twitter and join our LinkedIn group as well.
And just to end with a final thought, as we saw from today all of the accomplish little of our presenters, every accomplishment starts with a decision to try and get involved.
So, thank you all again for joining us.
And as we wrap up, just some final announcements, these are Career Services upcoming attractions in July, so if you learned a lot from today, we encourage you to register and join for our next month's webinar.
The big one will be Telling Your Career Story and then we continue with our cafes for those of you who are interested.
And we would greatly appreciate your feedback via a short survey that will be sent to you immediately following the webinar.
We really do appreciate your feedback and we do take it
into consideration for our future webinars.

And then, again, thank you for joining us.

And a special thank you to all of our faculty and alumni presenters.

Have a good evening.

This file is being provided in a rough-draft format.

Communication Access Realtime Translation (CART) is provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings.