NETWORK-WIDE

Virtual Meeting

Newcomers welcome!

zoom

ANTHROPOLOGY CAREER READINESS NETWORK

March 21, 2024
4:00 p.m. Eastern

Welcome!

- To our first-time participants
- To our returning members

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Agenda

- Partnership with AAA to help combat anthropology's negative publicity
- Strategic planning
- Practice academy
- UNT activities
- Tools
- Some ACRN updates

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Partnership with AAA to help combat anthropology's negative publicity

Elizabeth Briody

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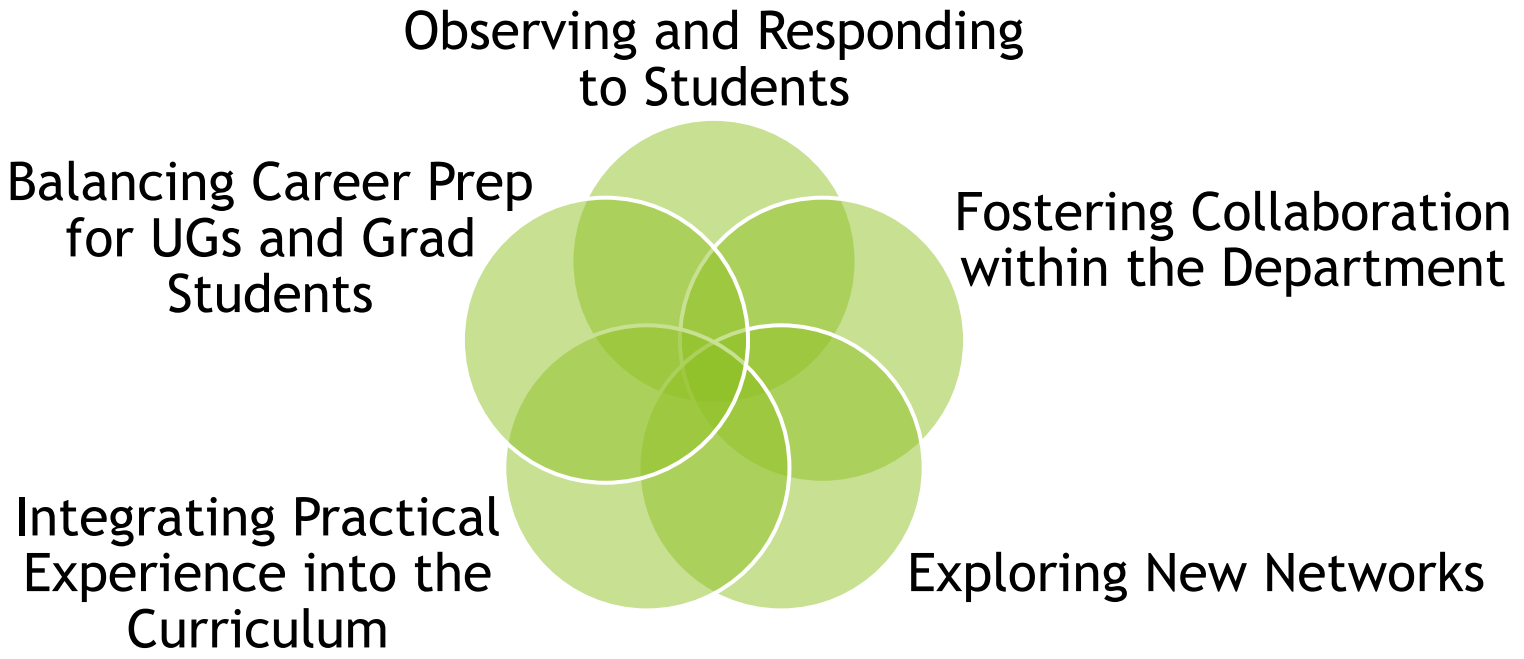
We held two events with AAA for its Departmental Services Program (DSP)

- Focus was on UG and graduate student concerns about their future careers
  - **February 14**: Solicit participant input about student career concerns
  - **March 13**: Gather reactions to proposed solutions to these concerns
- Input confirmed results from Feb. survey to DSP: Instructors expressed a high interest in doing a better job teaching practice

Five career-related patterns emerged from Feb. 14



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We drew two key lessons from these patterns

1. ***Relationships, relationships, relationships*** with
   - Alumni
   - Campus career center
   - Professional associations with career resource

2. Learn from existing models and practices
   - Example: University of Delaware roadmap
   - Example: One-credit courses (UVM)
   - Example: ACRN's Career Ready Curriculum

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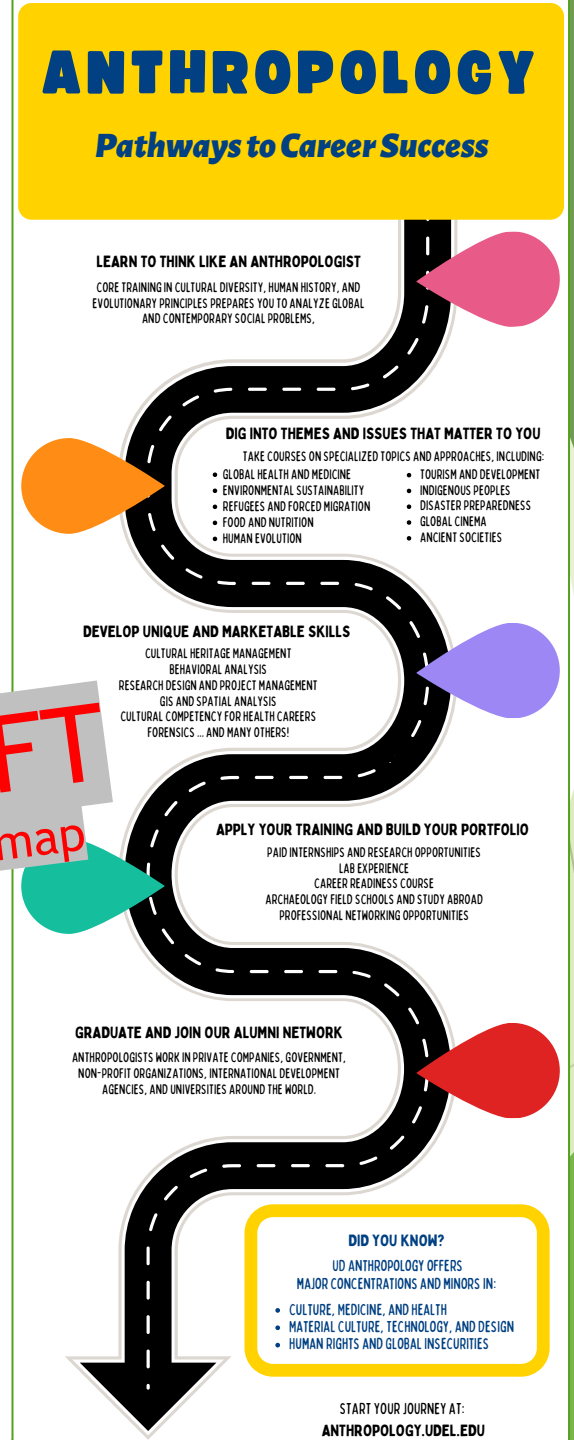

DRAFT of roadmap

Strategic Planning

Riall Nolan

ACRN's strategic planning process was focused on ACRN and its future

- What we did
  - Revisit and define our mission and mandate (no change)
  - Conduct SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats)
  - Juxtapose SWOT categories to generate ideas about ACRN's Comparative Advantage, Investment/Divestment, Mobilization, and Damage Control
  - Settle on a short list of issues, grouping similar issues together
- Next steps
  - Prioritize these issues
  - Identify volunteers to assist with the most important ones

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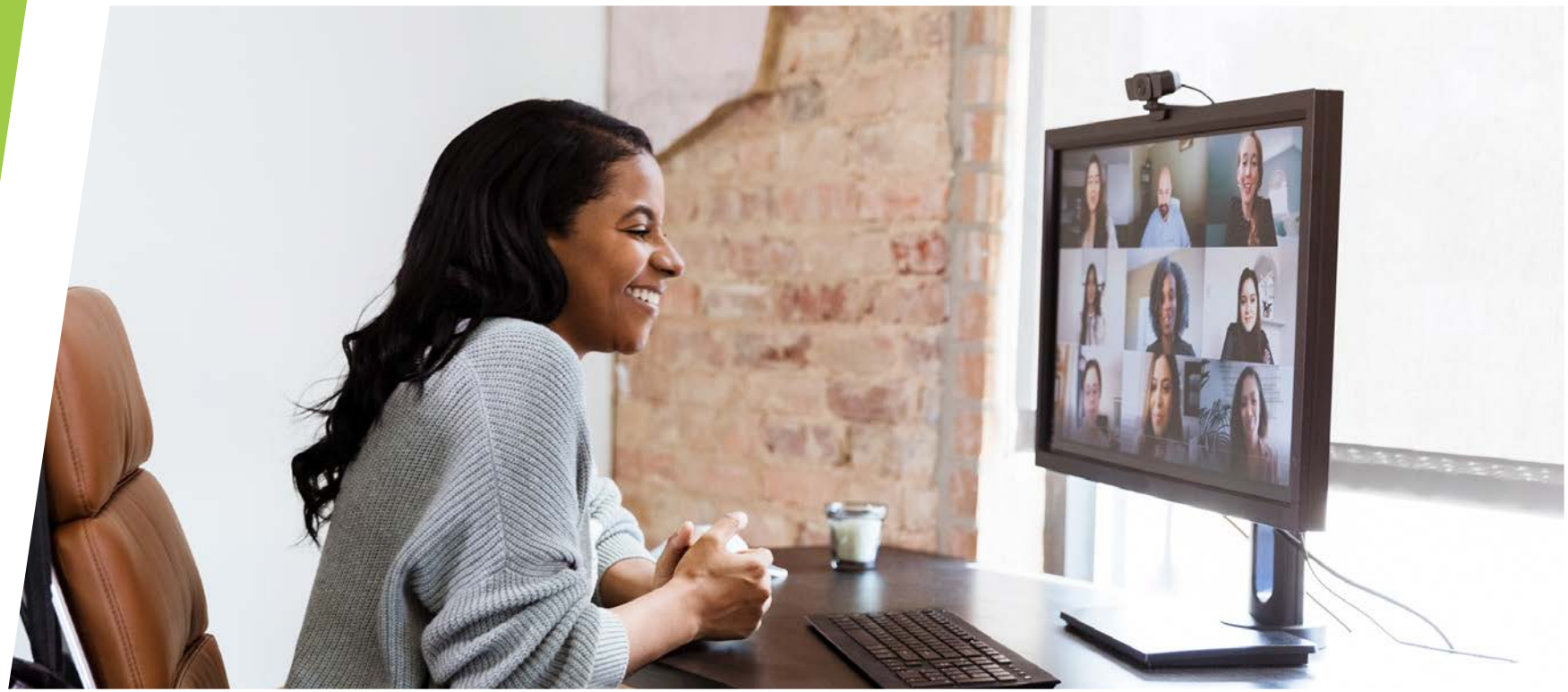
Here is an early view of what we learned

Issue categories

- Organizational work
- Marketing, branding and outreach
- Training
- Research and publication
- Networking

Examples of Issues

- Determine an organizational structure
- Develop persuasive marketing messages
- Develop a practice academy
- Develop and market a “professionalization kit” in which all anthropology students should be proficient
- Develop and publish a practitioner directory



Practice Academy

Riall Nolan

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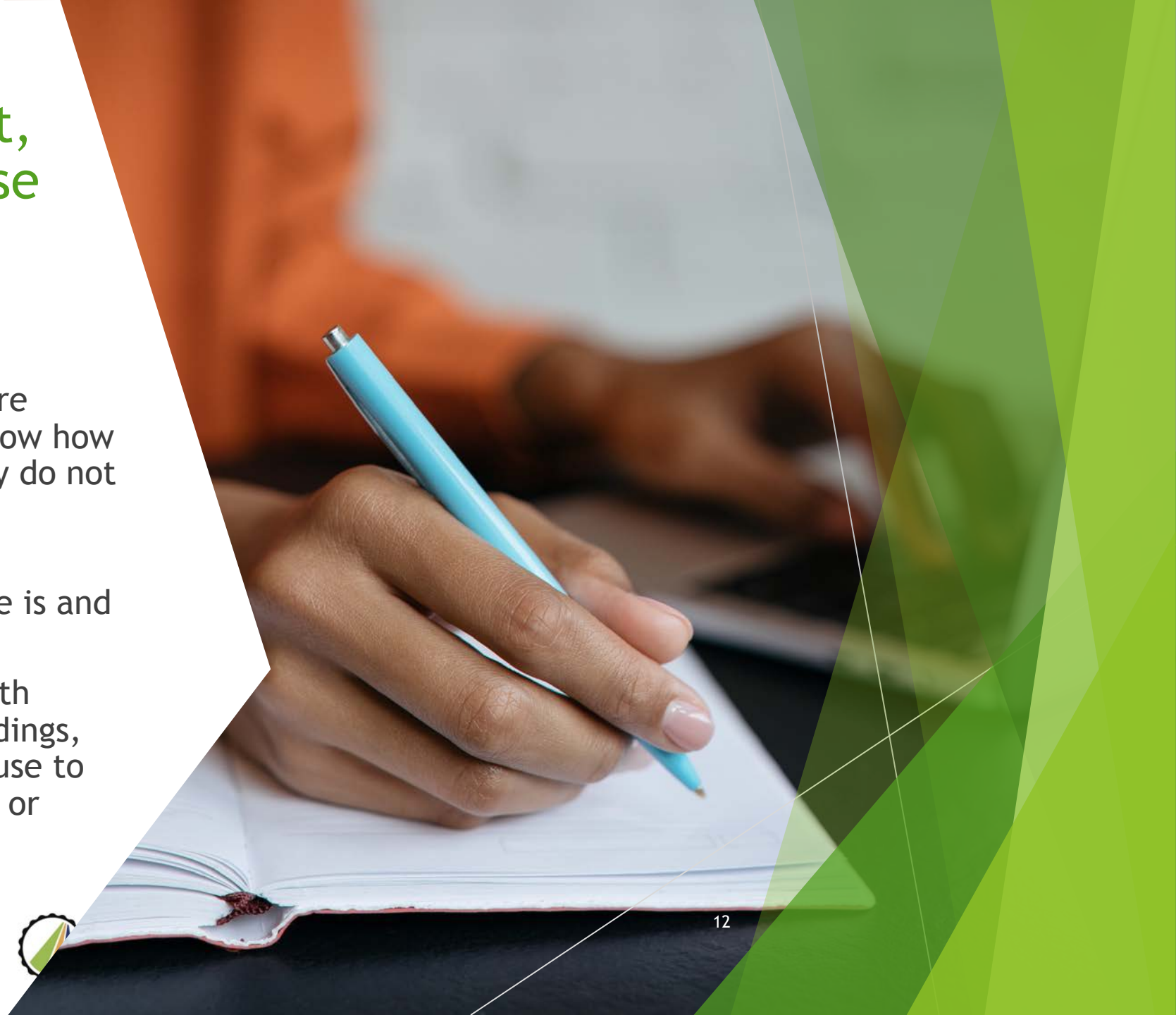
We plan to create short, practice-oriented course modules to support anthropology programs

- **Rationale:** Many instructors are concerned that they do not know how to teach practice because they do not have a practice background
- **Goal:** Give instructors a basic understanding of what practice is and what practitioners do
- **Benefits:** Instructors leave with tools, concepts, methods, readings, and exercises which they can use to enhance their existing courses or extend their teaching



What would you add to this set of modules?

- What is Practice Today?
- The History of Practice in Anthropology
- Domains of Practice
- The Literature of Practice
- Issues in Practice
- Developing a Practice-Oriented Curriculum
- Standards and Ethics in Practice (NAPA)
- Bringing Practice into the Classroom
- Building Alumni Networks
- Developing Outside Partnerships
- Developing Extramural Internships
- Seeking Funding
- Strategic Planning for Program Improvement

Put your name in the Chat if you are willing to help develop any modules

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UNT®
UNIVERSITY
OF NORTH TEXAS®

Get ready for the ACRN membership survey!

- Class project, Evaluation course, with ACRN as client
- Susan Squires, instructor, and 8 graduate students

- **Objectives:** Sarah Heinemeier
- **Status of Work:** Chelsea King
- **Next Steps:** Tim Henderson

UNT UNIVERSITY OF NORTH TEXAS

Survey coming your way in early April

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EXPO

Alumni Career Day

What is it? Who's involved? Why do it?

Scroll down to
"Applied Anthropology Expo"

Melissa Nelson

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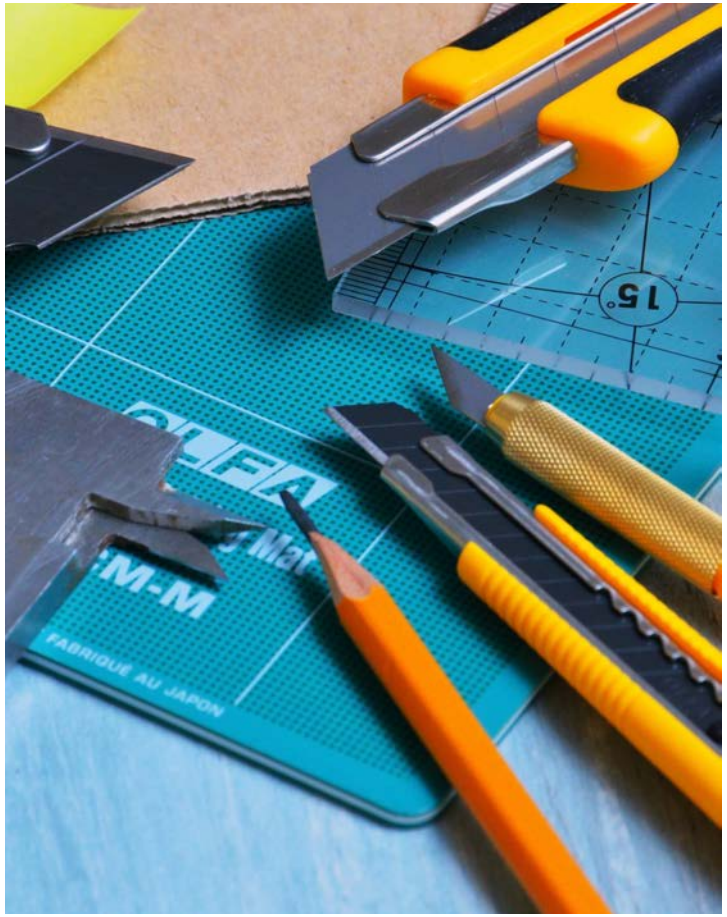

Tools

Jamie Shenton

Elizabeth Briody

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An Instructor's Perspective on ACRN Tools

Jamie Shenton

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Finally … A tool to keep track of anthropology alums

Fostering Alumni & Student Connections on LinkedIn

The best time to start a LinkedIn group for your students and alumni is 10 years ago. The second best time is **now**.

What do your students do after they graduate? Where in the world do they end up? How have they applied what they learned while studying anthropology with you?

Not only are these questions asked by a growing chorus of students, parents, reviewers, administrators, and others, they are questions anthropology instructors may be asking themselves. Often instructors have lost track of all but a few former students who pop up occasionally to request letters of reference. Some alumni are not as hard to track down as you might imagine. Many are already on LinkedIn – which bills itself as "the world's largest professional network" – just waiting to be found.

Forming a Current Student & Alumni LinkedIn Group

1. **Create a LinkedIn profile for yourself and then create a LinkedIn group.**
   When choosing a name, go with something broad enough to indicate that the group is open to current and former students as well as faculty and staff – something like "X University Anthropology Network". The more colleagues you can get involved, the more likely you are to attract current students and alumni who will seek out instructors they know/knew best.
2. **Find your alumni.**
   Search out your institution's LinkedIn page, click on "Alumni", and then search "anthropology" or any other terms that students might use to describe their degree or program. First you must "connect" with the alumni you find and then you can invite them to join your group. Again, asking colleagues to seek out and make connections of their own should help grow the network quickly. Former students are typically happy to be remembered and contacted in this way. They may have good things to say about the relevance of their anthropological training, are eager to visit classes as a guest speaker, and are willing to take on the role of mentor to those following in their footsteps.
3. **Get today's students to join your group since they are tomorrow's alumni.**
   It is easier to do this now than trying to track them down later. That in mind, invite your current students to create LinkedIn profiles ; this ACRN tool can help. Either have them join your group or ask them to send you their profile names so you can invite them. Your institution's careers office might offer workshops on this. If students seem dubious or reluctant, it might help to incorporate this activity into their coursework. LinkedIn is a fascinating world to explore from an anthropological perspective, offering plenty of fodder for discussions and assignments.

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What can you do with a degree in anthropology?

Parents or others in your life might ask, "What can you do with a degree in anthropology?" They may be concerned whether you will be financially secure and will get a return on your educational investment. While no college degree guarantees success, a degree in anthropology sets you up to be ready for whatever life brings your way. This guide gives three angles for explaining how.

1 What do anthropologists do?

Different jobs require different sets of skills, but all jobs require one very important element: **people who can get things done.** Employers look for this capability: what can you, as an anthropologist, do to help groups and organizations get things done?

Almost every job, from selling cars to going to the moon, involves dealing with people. Anthropologists study people. Dealing successfully with people, whether they are customers, constituents, clients or partners, requires social knowledge. Anthropologists study people and are experts at capturing that social knowledge, providing the information that is essential for getting the job done successfully.

Here's how anthropologists turn that social knowledge into action:

1. They help people figure out what the key questions in any situation are.
2. They use investigative methods to find the answers to those questions.
3. They use this information to help plan effective responses.

In other words, anthropologists help people and organizations get things done by using:

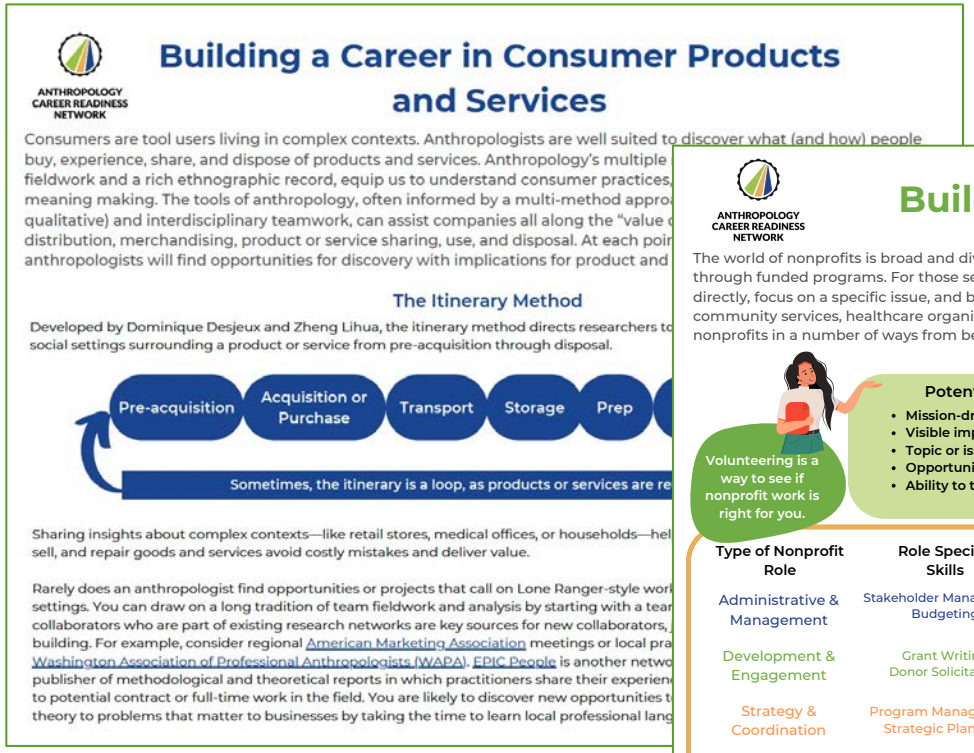
- A set of **skills** in data collection, analysis, and implementation;
- A **knowledge** base centered on how anthropologists approach and solve problems;
- An anthropological **perspective** which includes an appreciation for qualitative as well as quantitative data, a holistic approach which incorporates insider viewpoints, and an emphasis on ground-level truth to build understanding.

Visualizing Anthropology's Edge

For transferable anthropology skills, check out our If You've Got It, Flaunt It! Translating Anthropology for the Workplace tool.

And believe it or not, a tool to use with the parents!

Here are some other new tools



Building a Career in Consumer Products and Services

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Consumers are tool users living in complex contexts. Anthropologists are well suited to discover what (and how) people buy, experience, share, and dispose of products and services. Anthropology's multiple fieldwork and a rich ethnographic record, equip us to understand consumer practices, meaning making. The tools of anthropology, often informed by a multi-method approa qualitative) and interdisciplinary teamwork, can assist companies all along the "value c distribution, merchandising, product or service sharing, use, and disposal. At each poir anthropologists will find opportunities for discovery with implications for product and

The Itinerary Method

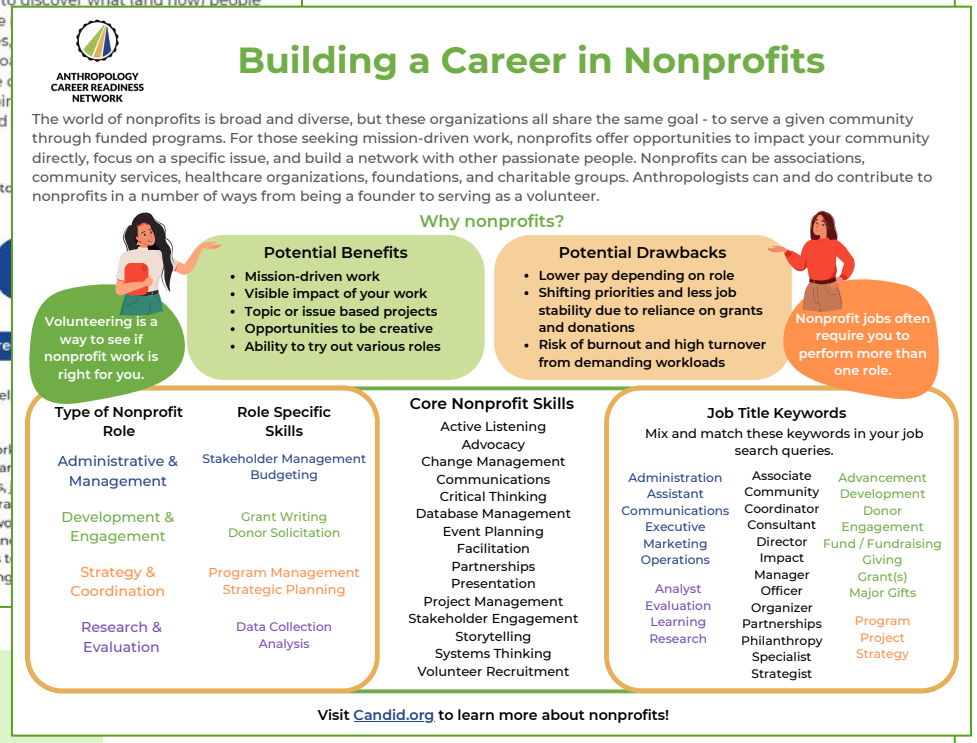
Developed by Dominique Desjeux and Zheng Lihua, the itinerary method directs researchers to social settings surrounding a product or service from pre-acquisition through disposal.

Pre-acquisition → Acquisition or Purchase → Transport → Storage → Prep

Sometimes, the itinerary is a loop, as products or services are re

Sharing insights about complex contexts—like retail stores, medical offices, or households—hel sell, and repair goods and services avoid costly mistakes and deliver value.

Rarely does an anthropologist find opportunities or projects that call on Lone Ranger-style worl settings. You can draw on a long tradition of team fieldwork and analysis by starting with a tear collaborators who are part of existing research networks are key sources for new collaborators, building. For example, consider regional American Marketing Association meetings or local pra Washington Association of Professional Anthropologists (WAPA). EPIC People is another netwo publisher of methodological and theoretical reports in which practitioners share their experien to potential contract or full-time work in the field. You are likely to discover new opportunities t theory to problems that matter to businesses by taking the time to learn local professional lang



Building a Career in Nonprofits

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The world of nonprofits is broad and diverse, but these organizations all share the same goal - to serve a given community through funded programs. For those seeking mission-driven work, nonprofits offer opportunities to impact your community directly, focus on a specific issue, and build a network with other passionate people. Nonprofits can be associations, community services, healthcare organizations, foundations, and charitable groups. Anthropologists can and do contribute to nonprofits in a number of ways from being a founder to serving as a volunteer.

Why nonprofits?

Volunteering is a way to see if nonprofit work is right for you.

Potential Benefits
- Mission-driven work
- Visible impact of your work
- Topic or issue based projects
- Opportunities to be creative
- Ability to try out various roles

Potential Drawbacks
- Lower pay depending on role
- Shifting priorities and less job stability due to reliance on grants and donations
- Risk of burnout and high turnover from demanding workloads

Nonprofit jobs often require you to perform more than one role.

Type of Nonprofit Role
- Administrative & Management
- Development & Engagement
- Strategy & Coordination
- Research & Evaluation

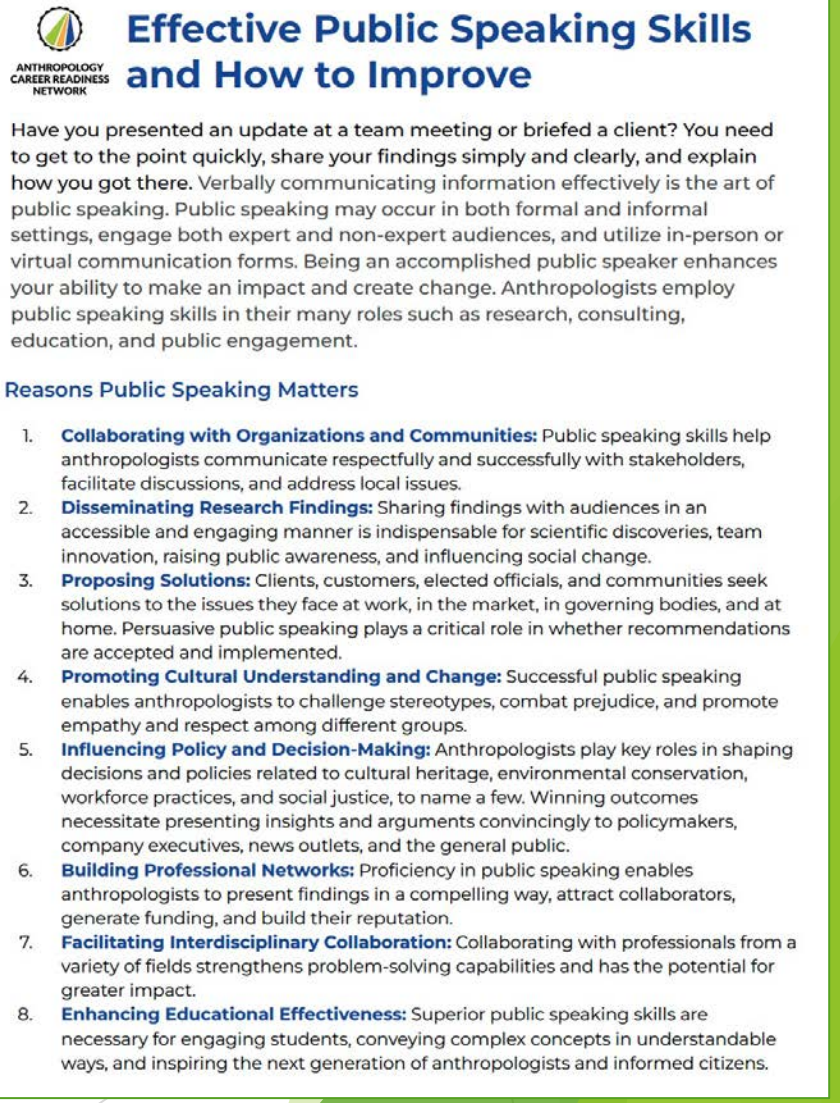
Role Specific Skills
- Stakeholder Management
- Budgeting
- Grant Writing
- Donor Solicitation
- Program Management
- Strategic Planning
- Data Collection
- Analysis

Core Nonprofit Skills
Active Listening, Advocacy, Change Management, Communications, Critical Thinking, Database Management, Event Planning, Facilitation, Partnerships, Presentation, Project Management, Stakeholder Engagement, Storytelling, Systems Thinking, Volunteer Recruitment

Job Title Keywords
Mix and match these keywords in your job search queries.

Administration, Assistant, Communications, Executive, Marketing, Operations, Analyst, Evaluation, Learning, Research, Associate, Community, Coordinator, Consultant, Director, Impact, Manager, Officer, Organizer, Partnerships, Philanthropy, Specialist, Strategist, Advancement, Development, Donor, Engagement, Fund / Fundraising, Giving, Grant(s), Major Gifts, Program, Project, Strategy

Visit Candid.org to learn more about nonprofits!



Effective Public Speaking Skills and How to Improve

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Have you presented an update at a team meeting or briefed a client? You need to get to the point quickly, share your findings simply and clearly, and explain how you got there. Verbally communicating information effectively is the art of public speaking. Public speaking may occur in both formal and informal settings, engage both expert and non-expert audiences, and utilize in-person or virtual communication forms. Being an accomplished public speaker enhances your ability to make an impact and create change. Anthropologists employ public speaking skills in their many roles such as research, consulting, education, and public engagement.

Reasons Public Speaking Matters

1. **Collaborating with Organizations and Communities:** Public speaking skills help anthropologists communicate respectfully and successfully with stakeholders, facilitate discussions, and address local issues.
2. **Disseminating Research Findings:** Sharing findings with audiences in an accessible and engaging manner is indispensable for scientific discoveries, team innovation, raising public awareness, and influencing social change.
3. **Proposing Solutions:** Clients, customers, elected officials, and communities seek solutions to the issues they face at work, in the market, in governing bodies, and at home. Persuasive public speaking plays a critical role in whether recommendations are accepted and implemented.
4. **Promoting Cultural Understanding and Change:** Successful public speaking enables anthropologists to challenge stereotypes, combat prejudice, and promote empathy and respect among different groups.
5. **Influencing Policy and Decision-Making:** Anthropologists play key roles in shaping decisions and policies related to cultural heritage, environmental conservation, workforce practices, and social justice, to name a few. Winning outcomes necessitate presenting insights and arguments convincingly to policymakers, company executives, news outlets, and the general public.
6. **Building Professional Networks:** Proficiency in public speaking enables anthropologists to present findings in a compelling way, attract collaborators, generate funding, and build their reputation.
7. **Facilitating Interdisciplinary Collaboration:** Collaborating with professionals from a variety of fields strengthens problem-solving capabilities and has the potential for greater impact.
8. **Enhancing Educational Effectiveness:** Superior public speaking skills are necessary for engaging students, conveying complex concepts in understandable ways, and inspiring the next generation of anthropologists and informed citizens.

Totals
11 instructor tools
30 students/job seeker tools

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Some ACRN Updates

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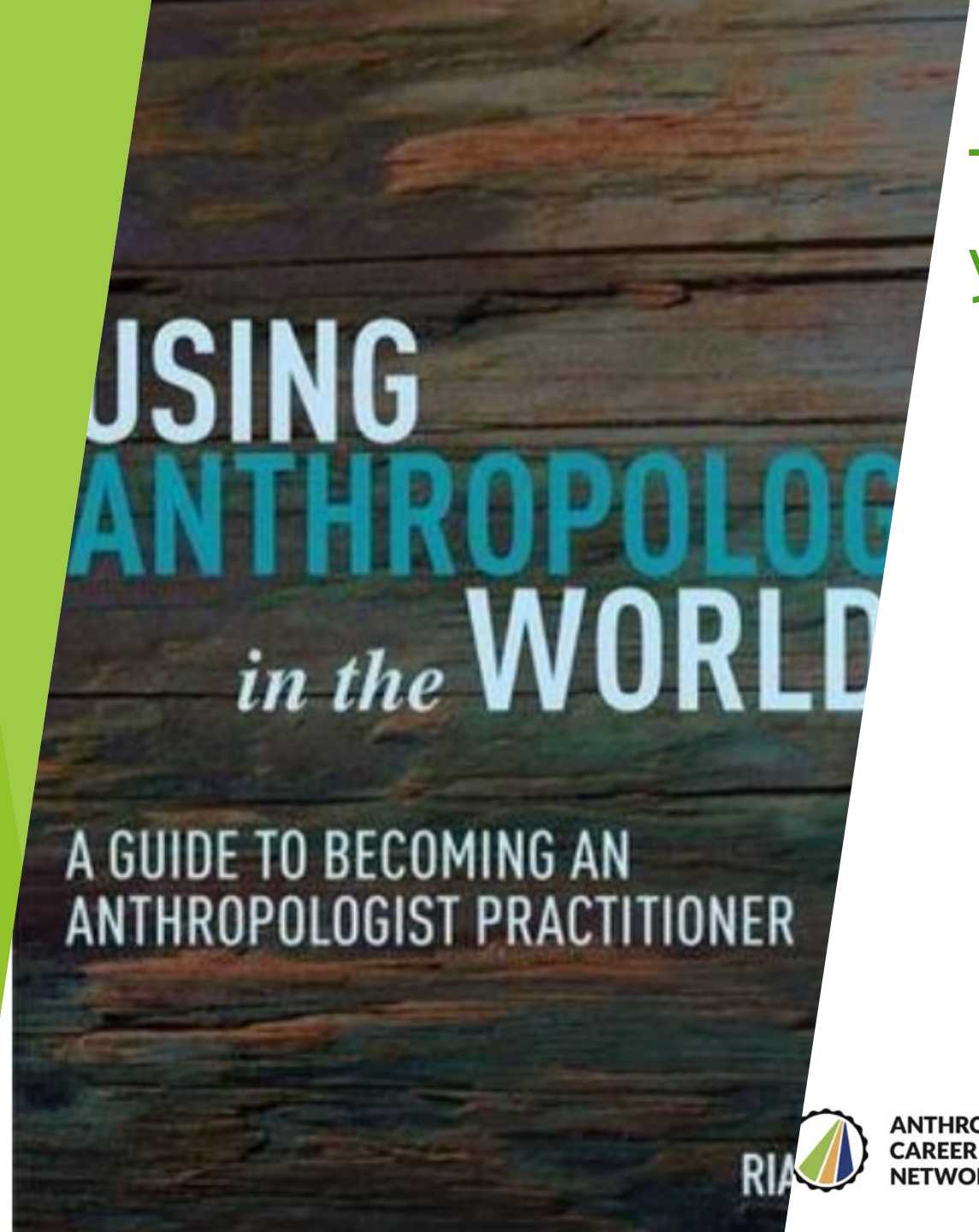

The next edition needs your contributions

- Length: 200-500 words
- Focus: Your practice experience
  - What you do as a practitioner
  - How you got where you are
  - What you think about some aspect of or issue with practice
- Send email:
  - To Riall Nolan: rwnolan@purdue.edu
  - Include a “pitch” for your potential piece

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ACRN workshops and panels are co-sponsored with NAPA at the SfAA Meetings

- Anthropological Approaches to Diversity, Equity, and Inclusion Work in Organizations (**Workshop**)
- Crafting Compelling Narratives: Storytelling Anthropology for Mainstream Audiences (**Workshop**)
- Assessing Career-Ready Curricula for Anthropologists: The State of the Field
- Becoming a Practicing Anthropologist (**Workshop**)
- Opening the Conversations between Students and Practitioners
- What Are Anthropology Students Learning? What Should They Be Learning?

Booth is Open

- **Wednesday: 12:00-5:00**
- **Thursday: 9:00-5:00**
- **Friday: 9:00-5:00**

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Thank you for attending!

Next Meeting :

Thursday, May 23, 2024
at 4:00 EDT

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