Communicating Your Research at the GradShow
Sarah Hibbs-Shipp, CSU STRATA
Next Professional Development Session

Oct. 26 | 12:00 p.m.-1:30 p.m. | In-Person
What to do with Your Finances Once You Graduate
Brad Sparks, Owner of Sparks Financial Education
OCT 12, 12-1pm
Imposter Syndrome in Graduate School & Beyond (CSD)
Hosted by CU-Boulder | Registration Link

OCT 18, 11-12:30
Leveraging LinkedIn (Comm)
Hosted by CU-Anschutz | Registration Link

OCT 31, 1:45-2:45
What is your research groove? A Slow Scholarship Panel Discussion (Pro)
Hosted by UCCS | Registration Link
Qualitative Data Sharing Practices Webinar - October 26th at 1:30-3:00pm

In this webinar, participants will learn about options for sharing qualitative data, with a focus on the Qualitative Data Repository. Staff from QDR will show how the deposit process works and explain how sensitive data can be securely shared under varying levels of access control. More broadly, researchers will gain a better understanding of qualitative data sharing norms and practices in the social sciences, public health and cognate disciplines, and of simple steps they can take to manage qualitative research materials, so that they can remain organized during a project and enable future archiving and re-use of the materials they so carefully collect. This webinar is designed for anyone who uses qualitative or multi-method techniques in their research, such as faculty, graduate students, and independent researchers—and the campus staff who support them—and is especially timely for those applying for federal or nonprofit funding who need to prepare a data management plan (DMP) for their qualitative and multi-method research projects.

Registration link: https://colostate.libcal.com/calendar/12856/qualitative-data-sharing
We are glad you are here!

A couple kind reminders:

Before you leave at the end of today’s session, thank our speaker.

Please share your thoughts on a feedback survey about this GPDS session.
Today’s Topics

Introduction

Goals
- GradShow2022
- Communication Strategies
- Public Disclosure
  - What it is, Why it matters
- Q&A
Sarah Hibbs-Shipp, PhD
Director, Organizational Communications
CSU STRATA

- BA @ Grinnell College
  - Biology (cell)

- MS & PhD @ CSU
  - Nutrition Science with a Public Health Emphasis
  - GradShow alumna

- Professional background
  - Clinical research/pharma – phase I-IV trials
  - Cosmetic claim substantiation for marketing requiring FTC approval
What is the GradShow anyway?

A showcase of research, entrepreneurship and creativity

- Connect with other graduate students and faculty at CSU
- Learn about other disciplines
- Gain conference experience

Over $19K in cash prizes

- College prizes, creativity, innovation, sustainability, great minds in research, etc.
First thing to discuss

This Year’s GradShow is in-person!
IMPLICATIONS

How will you utilize your poster?
*Tells the Judges the research, methods, findings – visuals to support what you will say.*

How will you utilize your “pitch”?
*High level summary – this is your hook, the why people should care pitch. What do you find important to share?*

Boiling down research is HARD.
*How would you communicate this with a friend in a different profession?*
Communication Strategies

Visual Communication
I am communicating ...

A. I research complex topics
B. I used a graphic from my advisor’s presentation
C. You won’t be able to understand it anyway

Simply.

In 15 seconds you will know what I studied and what the outcome is.
I am communicating ... 

A. I published a paper on my research 
B. I know lots of specific vocab (jargon) 
C. I have some cool (and gross) pictures 
D. I only want to talk to you if you are in my field 
E. I am reusing this poster from another conference 

I am approachable. 

My content is succinct, I tell you what my data means and why my research is valuable.
I am communicating ...

A. That I am not taking this seriously/professionally

B. I think I am hilarious
I am communicating...

A. I want to talk with you rather than have you read my poster
B. My poster is an aid for me
C. My poster is a way to catch your interest so you stop and ask questions.

A poster to support your pitch

AND

A pitch that provides greater context and meaning to your poster
Are the judges doing this?

OR...

### Bad poster bingo

<table>
<thead>
<tr>
<th>Different parts of poster don’t line up</th>
<th>Boxes within boxes</th>
<th>Zigzag reading order</th>
<th>More than three typefaces</th>
<th>Long-winded title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gradient fills in coloured boxes</td>
<td>Big blocks of text</td>
<td>Photographic background</td>
<td>Unlabelled error bars on graphs</td>
<td>Pixelated pictures</td>
</tr>
<tr>
<td>More than five colours</td>
<td>Institutional logos bookending title</td>
<td>Free space</td>
<td>ALL CAPITALS</td>
<td>Text with shadows, outlines, or bevels</td>
</tr>
<tr>
<td>Abstract</td>
<td>Underlined text</td>
<td>Comic Sans</td>
<td>3-D graphs</td>
<td>Checking tablet or phone during presentation</td>
</tr>
<tr>
<td>Tables showing data that could be in a graph</td>
<td>Poster does not fit on poster board</td>
<td>Comic Sans (it's that annoying)</td>
<td>Objects almost touching or overlapping</td>
<td>This, unreadable text</td>
</tr>
</tbody>
</table>

By Zen Faulkes, betterposters.blogspot.com

Inspired by: http://www.monicametzler.com/bad-presentation-bingo/
Or this? - Recognizing that you took this seriously.
Audience Engagement

What??
You want me to talk to people??
In-Person Engagement

- “get to know” your audience
- Ask questions
- talk about why they stopped, what interests them
- PRACTICE your 3-minute pitch

Connecting Problem to Impact

- What is the PROBLEM?
- Who really cares about this problem? (AUDIENCE)
  - Why should I care about this problem?
- What is your “solution”?
  - HIGHLIGHTS – not in-depth details
  - The judge/audience can ask you specific questions if they want to know more.
- What is the impact of your “solution” or “finding”
  - How will it fix the problem
  - How does it improve upon the current standard
  - How easy is it to implement?
Audience Engagement

PRACTICE

It’s 3 minutes – you can record, watch, repeat ~ 10 times in 1 hour. Take a REASONABLE amount of time to make it what you want it to be.

Smile and Dress Professionally

Let the judges know you take this opportunity seriously.

Make Eye Contact

Engage directly with the people stopping at your poster. Respond to their questions.
Secrets to Success

A glance at your poster should convey the idea to the *general public*.

Visuals are clearly labeled and understandable – do not need excessive explaining.

Your pitch shows your interest and excitement, and adds value to the poster.

Engage in the Community – check out other’s posters & pitches. Learn from your peers.

We are all learning. Celebrate your accomplishment and others, simply for taking the risk to participate.
So why is CSU STRATA giving this presentation?

- We exist to protect CSU-owned Intellectual Property
- Minimize problematic public disclosures
Discussing “new” ideas?

Public disclosure can negate our ability to patent CSU-owned intellectual property.
What is public disclosure?

Undisclosed information is made available.

Public disclosure is a problem only if enabling.

enablement /əˈnəbl(ə)mənt, ɪˈnəbl(ə)mənt/
noun
1. the action of giving someone the authority or means to do something. "liberty must be about the enablement of each person to reach their potential"
2. computing the action of making a device or system operational; activation. "additional hardware and software are required for the full enablement of some features"
• Typical public disclosures
  • Publications/articles
  • Poster Presentations & conferences
  • “open” meetings
  • Workshops
  • Seminars
How can public disclosure be avoided?

Show Results

Do NOT show exact methods, process, novel molecule, schematic
How can public disclosure be avoided?

- Show Results not Processes
- Talk to CSU STRATA
Submitting and Managing Your Innovations

With a few exceptions, CSU Inventors will use their CSU eID credentials to access the Inventor Portal, without having to set up an account.

If you are unable to access the Inventor Portal with your CSU eID credentials or you are a past affiliate of CSU who no longer has active eID credentials, please contact us at disclosures@csustrata.org so we may enable your inventor portal access.

https://csustrata.org/inventor-portal/
Thank you for joining us today.

Your voice matters -

Please share your thoughts on a feedback survey about this GPDS session.