

# Lindenwood Learning Academy Communication Fellowship

## Liz MacDonald and Sue Edele

### So You Want to Present at a Conference?

**Liz MacDonald**, Dean of Library Services

**Sue Edele**, Director of the Writing Center

- \*Identify the topic.
- \*Collaborate. Who else is working in that topic? Look at campus departments, other local and regional universities, national organizations.
- \*Find a conference that fits your topic. (handout)
- \*Follow the submission guidelines.
- \*Communicate with your supervisor for support and compensation for travel and conference fees.

### Grant Writing 101

**Mike Leary**, Director of Research and Compliance

**Julie Turner**, Professor - Nonprofit Administration

**James Hutson**, Associate Professor - Art & Design

**Megan Phifer-Davis**, Librarian - Outreach and E-Learning

- \*Keep trying. Rejection is OK!
- \*Review sample projects that have been successful.
- \*Consider the little grants. No monetary amount is too small.
- \*Contact the LU IRB staff. If humans are involved, so must the IRB.
- \*Collaborate with colleagues in other departments.
- \*Follow the submission guidelines.
- \*Mike Leary and Julie Turner are great resources. (handout)

Highlighting areas of communication opportunities for Lindenwood University Employees

At some point in their careers, staff members will present to an audience, send an email to communicate information, research a specific topic, and work with others. Brushing up on those skills is a must in the business world and in academia.

Four areas of communication were covered: conference presentation, marketing one's own department, grant writing, and publishing.

Included here are the main takeaways from the sessions.

### Marketing your Department

**Jason Waack**, Webmaster

**Chris Duggan**, Director of Communications

**David Arns**, Associate Professor – Marketing

- \*Follow Lindenwood University guidelines.
- \*Have a clear and concise message.
- \*Proofread.
- \*Know the branding and the advertising for your department or project.
- \*Determine the best medium to reach your target audience - social media, webpage, flyer, etc.

### Publishing Your Work

**Beth Mead**, Director of the MFA in Writing Program; Editor of *The Lindenwood Review*

**Mitch Nasser**, Assistant Professor - Educational Leadership

**Jeff Smith**, Professor – History; Editor of *The Confluence*

- \*Follow the guidelines.
- \*Communicate with editors.
- \*Submit! If you don't send out your articles, you won't get published.
- \*Keep trying. Rejection is OK!
- \*Have multiple projects.
- \*Find a good publication match for your article.
- \*Create a network – sign up for emails from organizations that interest you.