

Present Your PhD: Organization and Goals

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About the Organization / Aims

The Baylor Present Your PhD outreach group is founded by a group of doctoral students in the Biology Department at Baylor University, located in Waco, Texas. We aim to develop new ways to make a difference in science education at the local level. Inspired by the parent program at University Texas Austin, Present Your PhD's formative semester was modeled similarly to bring professional-level science into classrooms and the community.

In Present Your PhD's beginning months, participating doctoral students at Baylor University first introduced the idea of graduate work and a thesis, then presented an audience-appropriate version of their Ph.D. thesis in classrooms of kindergarten through 12th grade. This was conducted over two presentation sessions.

Wonderful community response has resulted in Present Your PhD growing into over six departments at Baylor, and more than quadrupling the number of students reached. This has also caused a shift in our presentation style. We now focus on two main types of presentations: "What is a Scientist" for students under 5th grade, and research-based talks for students 5th grade and up. We work to tailor each talk to the audience, our collaborator's mission, and specific requests of the collaborator. Because we only meet with each collaborator once a semester, we are provided with more flexibility in our guest speaking role.

We have found positive outcomes in both our graduate student participants, as well as the community. Graduate students report increased science communication skills, due to practice in relating their research discoveries with K-12 students and providing real-world examples that will complement science topics covered in a classroom. We have been met with outstanding appreciation from our collaborators as well, which have now extended outside of traditional classroom environments.

Present Your PhD will always be willing to adapt and grow alongside our local and graduate communities. We aim to reflect the work conducted by graduate students, and a springboard for innovative ideas in outreach and education. While our practices may shift as communities change, our mission of sharing and communicating science will always remain constant.

Graduate Student Involvement

Present Your PhD is a volunteer organization of graduate students, run by graduate students. Any graduate student conducting research in a STEM field is eligible for membership.

Member Roles

Executive Leadership

Organizing Present Your PhD requires a lot of behind-the-scenes work in order to continue on a trajectory of growth. As an organization, we promise low time commitments, so the responsibility of maintenance falls on the shoulders of the Executive Leadership (Executive Board, Executive Members, Directors). The three members comprising this tier are undeniably passionate about outreach and community involvement. They have unrestricted access to Present Your PhD email and Box accounts. They each put in approximately five additional hours of work a week. This role is held until graduation, choosing to step down, or they are inactive for two or more consecutive semesters.

- Director of Logistics: Maintains website and social media, organizes events and meetings, records minutes, updates/maintains Present Your PhD resources, tracks funding and reimbursements, assembles semester updates and produces statistical figures, delegates logistical tasks
- Director of Organizers: mentors and guides Organizers, ensures productivity of Organizers and that these members understand their responsibilities, maintains a record of all collaborators and their contact information and progress, co-organizes recruitment
- Director of Presenters: mentors and guides Presenters, ensures participation of Presenters and that these members understand their responsibilities, organizes and attends all Presenter workshop sessions, maintains a record of all presentations and relevant statistics, manages cooperating training with Mayborn Museum, organizes recruitment

Present Your PhD also has a position of a Faculty Advisor who advises us on issues of institutional policies, fundraising and as a mentor for the three executive leaders. Currently, our Faculty advisor is **Dr. Beth Allison Barr** (Associate Dean of Graduate Studies and Associate Professor of History).

General Members

Organizers: These members initiate and facilitate all Present Your PhD presentation events (classrooms, volunteering opportunities, community events, etc.). Organizers are expected to consistently bring in new collaborators and be on the search for ways Present Your PhD can connect with the local community. Organizers are responsible for maintaining contact with collaborating groups and organizing presentation times and participants.

Presenters: These members participate “in the field,” by attending events set up by the Organizers and/or Executive Leadership. Requirements for each event may be different, so Presenters should discuss with the Organizer(s) the expectations of each event. For any novice presentation or major shifts in audience (ex: previously presented to 16-year-olds, now presenting to 6-year-olds), Presenters must meet with the Director of Presenters.

Membership Expectations

All members of Present Your PhD are expected to uphold a high level of decorum and professionalism that would reflect well upon the organization and Baylor University as a whole. This includes, but is not limited to: using professional and age-appropriate language with no profanity; maintaining a clean and well-kept appearance; responsible use of any Present Your PhD memorabilia, branding, social accounts, and email (ex: keeping presentation shirts clean and neat, not placing stickers in prohibited locations, etc.); courteous and prompt communications; etc. It is expected that members attend full member meetings throughout the semester, and answer emails sent out by the organization email account.

General Member Expectations

Presenters must attend at least one PyPhD-related event or talk per semester to be considered an active member. Events include: presenting (lead or co) at a school or after school program, attending a community event (ex: SciFest), hosting a tour group, or working a volunteer shift through Mayborn’s Portal to the Public. Other activities must receive prior approval. Following any activity, Presenters are required to fill out the Activity Tracking Form and either upload it to Box or email it to presentyourphd@baylor.edu before the end of the semester.

Organizers must arrange at least one PyPhD presentation with one of our collaborating schools. This includes contacting the collaborator, arranging for a presenter, and following up with the collaborator for feedback:

(<http://blogs.baylor.edu/presentyourphd/collaborator-feedback/>)

At the end of each semester, Organizers are required to fill out the Activity Tracking Form and either upload it to Box or email it to presentyourphd@baylor.edu before the end of the semester. If assigned as the primary coordinator and contact for the collaborating non-school and the above requirements are met, this may also fulfil the Organizer responsibilities. This does not apply if you work collaboratively or the Presenter attends the event on their own. If the aforementioned requirements are not met, active membership may be maintained by completing the requirements of the Presenter membership position.

Executive Board Expectations

Executive Leadership are expected to achieve the responsibilities of the roles as aforementioned. They will meet frequently to discuss the direction and growth of the organization, both with each other and with other supporting entities (ex: department Graduate Program Directors, the Graduate School, etc.)

Executive Board Voting

The Executive Board application is designed with both subjective and objective sections. Applications with the highest objective scores proceed to evaluation by the Executive Board. The Executive Board may decide to proceed with the single highest scoring, the scores with tied highest scores, or the top two scoring applications. These applications will be reviewed, and the final application(s) receive nomination from the Executive Board. The nominations will be put forth to general membership for an anonymous vote. Members will be asked to vote in support of the nomination or against the nomination; any against votes must be explained.

Complaints

Should any member of Present Your PhD not uphold the aforementioned expectations or role responsibilities, it is appropriate to report via the Contact form on our website. Complaints are only considered when submitted in writing. The report/complaint can be made anonymously, if so desired.

Complaints about General Members

If Present Your PhD receives a complaint about a general member, the Executive Board Director most applicable (ex: Director of Presenter handles complaints about a Presenter) will follow up with the offending member and determine an appropriate resolution. The

Director will notify other Executive Members of the proposed course of action, with appropriate follow-up date if necessary.

Follow up complaints to the same offending member will result in removal from Present Your PhD.

Complaints about Executive Board Members

If Present Your PhD receives a complaint about an Executive Board Member, the non-offending Executive Members will associate the complaint with a specific failure to complete one or more of their responsibilities laid out by the Article of Organization, if applicable. A course of action is implemented to rectify and improve upon responsibilities as laid out in the Article of Organization. A follow up date is set at this time, at which the non-offending Executive Members will decide if the changes have been made and the behavior has been rectified so that the offending member complies with the responsibilities laid out by the Article of Organization.

Follow up complaints will follow the same procedure, but, at the time of the follow-up date, a vote will be posed to the general members to decide if the Executive Member has fulfilled their role and rectified any lapses in responsibility. During the vote, it will be clearly stated what the responsibilities of the Executive Member are, so that the general membership can make an informed decision. Third complaints result in immediate dismissal.

Executive Board Dismissal

If mid-semester dismissal of an Executive Member occurs, the remaining Executive Members appoint a member from general membership to fill in through the rest of the semester. The dismissed member no longer receives a stipend, and their remaining stipend payments will be transferred to the appointed member. A vote will take place immediately to fill the position beginning next semester. See Voting for more information. The appointed member will be allowed to be on the ballot, but must submit an application.

If an Executive Member needs to take a one semester “break” from Leadership, for personal reasons, for qualifying exams, for external research commitments, etc., the same procedure as mid-semester dismissal will be followed, including transferring of stipend payments. However, the original Executive Member returns to their role at end of semester. If the Executive Member will be inactive for two or more consecutive semesters, they will be asked to step down from their position.

Presentations

Present Your PhD presentations take place in a variety of settings and will be adapted to fit the space, mission, and audience of the event. Members are encouraged to introduce opportunities for presentation or community involvement; collaborators are always welcome and encouraged to reach out to Present Your PhD with interest.

During presentations, all Member Expectations are expected to be upheld.

Collaborators

More information about collaborators can be found at <https://blogs.baylor.edu/presentyourphd/collaborators/>

Increasing Collaborating Partners

Increasing the number of cooperating partners will be achieved through support of the Baylor Graduate School, local connections, and novel traffic to the Present Your PhD webpage hosted at <https://blogs.baylor.edu/presentyourphd>. A key component of this outreach program is to give graduate organizers experience in initiating and developing ongoing relationships in their community. Each member is free to develop a partnership with any interested group of any age. The aim is to increase awareness and interest in research for learners of all ages.

Target Audience

Our primary target audience is K-12 students with a desire to learn more about science in the “real world”. We aim to partner with schools that have a desire to establish lasting partnerships. Our secondary target is community outreach centers that will help us reach a greater audience diversity and will assist in spreading awareness of the program. We strive to present to and represent diverse groups (women in science, people of color in science, international students, etc.).

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Branding

Logo

The Present Your PhD logo exists in with two variations: with or without a white boarder, and with or without the words “Baylor University.” The logo is not to be altered in any way without prior approval from the Executive Board.

Colors

While Present Your PhD’s official green and gold should be the go-to colors for most needs, there are times when adding variety can add value. To broaden the color palette and expand opportunities for impactful design, the secondary color palette is available for use. NOTE: *Green and gold should always be the prominent colors. Accent colors should not make up more than 30% of the total design.*

RBG (0,88,38)	RGB (192,173,41)
HEX #005826	HEX #C0AD29
RYB (0,61,88)	RYB (63,192,41)

Secondary colors:

RBG (0,138,59)	RBG (44,38,132)	RBG (163,100,139)	RBG (255,79,69)	RBG (228,227,226)	RBG (76,72,61)
HEX #008A3B	HEX #2C2684	HEX #A3648B	HEX #FF4F45	HEX #E4E3E2	HEX #4C483D
RYB (0,97,138)	RYB (44,38,132)	RYB (163,100,139)	RYB (255,80,69)	RYB (228,228,226)	RYB (66,76,61)

Typography

For the vast majority of Present Your PhD communications, the following Fonts are recommended for use. User-friendly and easily accessible, they are available as part of the Microsoft Office Software Suite, or for free download.

Cuprum

Open Sans
Open Sans Semibold

Dos and Don'ts

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| <ul style="list-style-type: none">• DO incorporate Present Your PhD's logo in all communications in accordance with our Brand Standards.• DO use the Official Brand Colors, being careful to match accordingly to different printing results on different papers or other mediums.• DO make sure that the Present Your PhD logo is displayed at a size and positioned in a location that ensures it's both visible and legible.• DO explore the design color options available to add variety and impact to your communications. | <ul style="list-style-type: none">• DON'T alter Present Your PhD's logo in any way.• DON'T try to recreate the logo or wordmark, as they form a customized brand that cannot be duplicated with ordinary type.• DON'T change the proportions, skew, stretch, rotate, crop, blur, screen back or in any other way distort the appearance of Present Your PhD's logo.• DON'T try to incorporate or combine Present Your PhD's logo or any of its parts with any other mark, symbol or graphic.• DON'T rotate or render Present Your PhD's logo three-dimensionally.• DON'T add words, images or any other elements to Present Your PhD's logo.• DON'T alter the Official Brand Colors.• DON'T hesitate to reach out with any questions or issues. Contact us at presentyourphd@baylor.edu |
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Marketing

Social Media

Accounts (@presentyourphd) Instagram, Twitter, Facebook

Hashtags

- *Branded*
 - #pyphd
- *General*
 - #bayloruniversity #STEM #Empowerment #STEMeducation #STEMoutreach #sciencefacts #scicomm #research #studentresearch

Content

- Current Events
- References to previous sessions/workshops
- Impact stats
- Upcoming workshops (if public)
- Reminders to reach out
- Posts about STEM Outreach
- Fun facts
- Featured Members

Creation:

- Create content via Canva, follow [branding guidelines](#)
- Have content that reflects the experiences of the students and community members through pictures, videos, and blogs. Having updated testimonials will garner more trust and interest.
- Repost content from the groups that you work with.
- Repost “stock” content such as invites to join the program
- Check the analytics for your posts and create similar content for the ones that work well.
- If it got high visibility compared to other content, continue to post at that time of day; If it got high engagement, create more similar content

Scheduling:

- Use Hootsuite to schedule
- Post *at least* 2-3x/weekly
- Last Saturday = Member spotlight
- Last Wednesday = Did you Know?

- Second Tuesday = call to join

Channels

Facebook:

- Post at least three times a week utilizing ideal post times for max engagement
- Best Time to Post according to Coschedule: Saturday and Sunday at 12–1 p.m. Thursday and Friday at 1–4 p.m. Wednesday at 3 p.m.*
- Actively invite your circle to like the page and invite those who like your posts to like the page.
- This can be done by clicking on likes at the bottom of a post and clicking “invite” if it says they do not already like the page.
- This audience is more likely to be your more general community members who will be interested in bringing in PYPhD.

Instagram:

- Post at least once a day 2-3 days a week.
- Utilize instagram stories to share live updates and create highlights from them.
- Use relevant hashtags to be discovered via the explore page.
- This audience is more likely to be the students themselves who may be interested in joining.
- Best Time to Post according to Coschedule: Monday and Thursday at any time other than 3–4 p.m.*
- Highlight ideas: Day in the life of a PhD student, experiment walk through, workshop updates, current team members, testimonials

Twitter:

- Post once a day, at least 3 days a week (could just be shares of content elsewhere)
- Great platform for building community/ conversation with the science community
- Remember to use tags relevant to the tweet
- This audience will likely be the greater science community who will be important to target when considering expansion
- Best Time to Post according to Coschedule: Wednesday at noon and 5–6 p.m. Monday–Friday at 12–3 p.m. and 5 p.m.*

Website

The website is maintained by the Director of Logistics. Any changes should be requested to be implemented through them. The following is the schedule of updates to the website that should take place:

Semesterly

- Members page
- Videos
- Collaborators global