

Charting Your Course: Developing a Personal Strategic Plan AAA 2017

Melissa Vogel, Ph.D.
Director, Business Anthropology
Clemson University
Principal and Research Director
Great Heron Insights

Melissa's Background

- Academic research and teaching:
 - Professor of Anthropology
 - Director Business Anthropology program
 - Specialties in gender, Latin American archaeology, applied anthropology
 - 20 years fieldwork in Peru and USA, also Belize and Nicaragua
- Applied work:
 - Diversity & inclusion
 - Smart Revenue
 - Ethnographic Research Inc.
 - PhaseOne Communications Inc.



PhaseOne

SMART
REVENUE


Why do anthropologists need a personal strategic plan?

- Most anthropologists are now employed outside academia
- Universities are now run more like businesses than ever before
- Similarities/differences between academic and business worlds
- Anthropology as a discipline is not been well-understood by others
- Being proactive gives you choices—unlimited possibilities
- No experience is wasted!

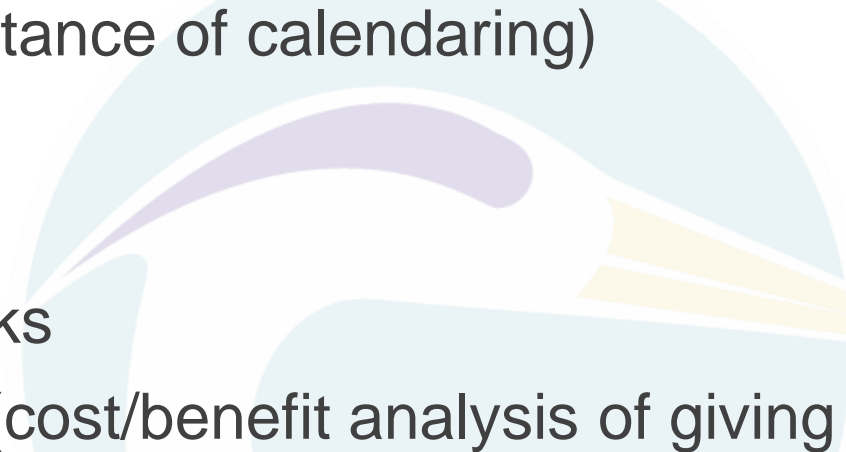
Step 1: What are your long term goals? Envision Your Future

- Professional:
 - Academic—type of institution (research/teaching)? Type of dept?
 - Private sector—do you need to do an industry analysis?
 - Government/non-profit—administration dependent or soft money?
 - All areas—try to keep future flexibility in mind (retirement)
- Personal:
 - Relationship/social life? Children?
 - Proximity to family? Geographic location?
- What are the deal breakers? Where are you flexible?

Step 2: What steps must you take to achieve those goals?

- Break larger tasks into less intimidating pieces
 - Internships, postdocs
 - Cultivating relationships, networking
 - Informational interviews
 - Personal “marketing” plan
 - Strategic service commitments, journal publications
- 

Step 3: What can you do now? In the near future? Set deadlines

- Create a schedule (importance of calendaring)
 - Pre-graduation tasks
 - Post-graduation tasks
 - At first job/current job tasks
 - Importance of saying no (cost/benefit analysis of giving your word)
- 

Step 4: How will you stay on track? How will you measure your success?

- Time management
- Peer support, mentors
- How do you define success?
- How long will you give yourself to get there?

2016-2017 PUBLICATION & OTHER TASKS SCHEDULE

Deadline	Task	Details	Done	Comments
Fall Sem	teach Anth 332, 423	Teach, grade, write	YES	
Aug 16	Climate Coord. Mtg	publicize & PPT	YES	
Aug 28- Sept 1	EPIC conference in Minneapolis	readings	YES	
Sept. 1	Ext research statement	Due 9/12	YES	
Sept. 2	Global Faculty Fellow	Proposal due	YES	
Sept. 19	Full Dossier due		YES	
Sept. 23	CWAG abstract due		YES	
Sept. 30	TPR Committee work	observe 9/30, letter	YES	
Oct. 6-8	Global conf in Denver		YES	
Oct. 13-14	Fort Hill excavations		YES	
Oct. 17	AP Search comm work	interviews	YES	
Oct. 28	CWAG talk--Greenville		YES	
Oct. 31	Ass Dean Gen Ed due	Cover letter	YES	
Nov. 15	NGS pro due	For Anna	YES	
Dec. 12	Fall grades due		YES	
Dec 23-27	Xmas	NO WORK!	YES	
Jan. 11	Update Spring syllabi	Check old for notes	YES	
Jan. 12	Climate Coord. mtg	publicize & PPT	YES	
Spr. Sem.	teach Anth 2010, 3310/L, Bus 2990	Teach, grade, write, revise	YES	
Nov-Jan	LI profile & app resume	Send to recruiters	YES	
Nov-Jan	Prep Anth 2010 PPTs	w/new textbook	YES	
Jan. 15	Letters for Christopher		YES	
Jan. 30	JAR revised draft due		YES	
Jan-Feb	Tiger Advocates work	Recruit, organize	YES	
Feb. 5	UPF blog post due		YES	
Feb?	Meet w/Nan re: Being	a Leader @CLC	YES	
Feb-Apr	Set up consulting bus	Get contract work	IP	
Mar 11-20	Spring Break		YES	
Apr. 1	Submit mort article	To LAA	IP	
Apr. 15?	Dept Sum grant due		YES	Got it!
May 16-21	Anniversary trip		YES	

Step 5: Set a time to take stock and re-assess—do you need to revise your plan?

- Pick a time to reassess each year (New Year's Day? End of academic year?)
- Be prepared to reassess after any unexpected change
- Don't be afraid to change course if necessary
- Try not to take things personally
- Don't discount the role of luck

Online Resources

- National Center for Faculty Development & Diversity: <https://www.facultydiversity.org/>
- AAA: www.anthronet.org
- COPAA: <https://copaainfo.org/>
- Inside Higher Ed: <https://www.insidehighered.com/>
- Academia.edu: <https://www.academia.edu/>
- ScholarlyHires: <http://scholarlyhires.com/>
- LinkedIn: www.linkedin.com
- NAPA: <http://practicinganthropology.org/>
- Beyond the Professoriate: <https://community.beyondprof.com/home>
- Meggin McIntosh: <https://meggin.com/>
- <https://www.businessanthro.com/>
- Career Partners International: <http://www.cpiworld.com/>

For more information, please contact:

Melissa Vogel

melissa@ghinsights.com, mvogel@clemson.edu



Great Heron
Insights

www.ghinsights.com