

Succeeding in Academia - Introduction

Kynda Curtis, Ph.D.

Professor, Applied Economics, CAAS

Food Systems Extension Specialist, USU Extension

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Today

- Series overview
- Series topics
- Book resources
- Series website and online resources
- Participant introductions
- If time, begin “Academic Publication Landscape”



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Background & Interests

- Kynda Curtis
 - Ph.D. in Economics, Washington State University 2003
 - BA Economics, Whitman College 1993, MA Finance, American College 1998
 - Financial consultant/corporate trainer in Seattle, 1994 to 2000
 - Professor at USU since 2010, at UNR from 2003 to 2010
 - Research in consumer economics, including preferences for specialty and labeled food, organic, grass-fed.....
 - Research in producer adoption of new technologies and methods, including organics, drought resistance crops....
 - Extension and outreach in agriculture and food marketing, farm business planning, farm/ranch estate and transition planning, food and agritourism, etc.....
- Office: FL 207A
- Email: kynda.curtis@usu.edu

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Series Overview

- Series goal - “*Succeed in Academia*” – Professional Development for USU Extension faculty
 - Participants will learn how to successfully conduct, present, and publish academic research. Participants will have an improved understanding of the academic environment, as well as time and career management strategies.
- Webinar schedule
 - Every second Wednesday at 12 noon MT
 - Dates: January 17, January 31, February 14, February 28, March 13, March 27, April 10, April 24, May 8, May 22, June 5, and June 19
- Office hours – email me anytime for questions, etc.

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Series Topics

- Conducting academic research
 - Conducting literature searches
 - Selecting research questions
 - Writing literature reviews and proper citation
 - Collecting or securing research data
 - Components of academic papers
 - Writing successful academic papers
- Presenting research
 - Selecting conferences and securing travel funding
 - Writing conference abstracts
 - Components of research presentations and posters

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Series Topics Cont.

- Managing the academic publication process
 - Understanding the peer review process
 - Responding to journal editorial decisions
 - Reviewing manuscripts for journals
- Applying for internal and external grant funding
 - Finding and selecting appropriate grant funding
 - Writing successful grant applications
 - Grant-funded program design
- Other strategies for success
 - Time management
 - Presentation and public speaking skills
 - Managing the tenure process

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Series Topics Cont.

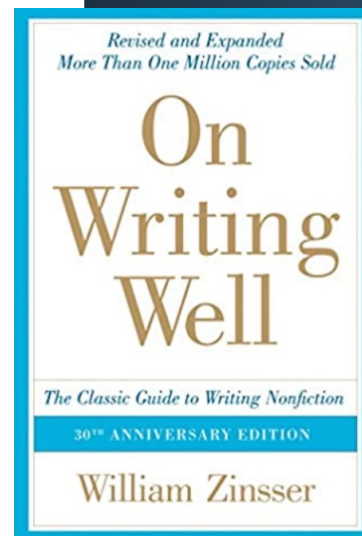
- We won't be covering
 - Extension program planning
 - University of Florida and others have excellent resources
 - <https://edis.ifas.ufl.edu/publication/WC189>
 - Extension program needs assessment or evaluation
 - Lendel Narine has excellent resources
 - <https://extension.usu.edu/employee/program-evaluation/>

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Book Resources

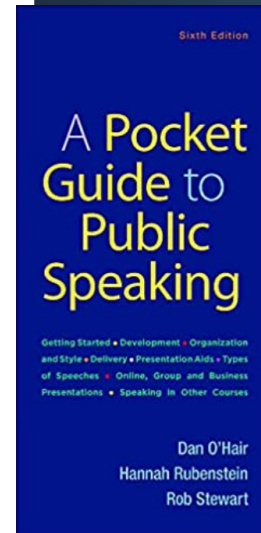
- “Doing Economics: What You Should Have Learned in Grad School - But Didn't” by Marc Bellemare
- “Grad School Essentials: A Crash Course in Scholarly Skills” by Zachary Shore
- “Deep Work: Rules for Focused Success in a Distracted World” by Cal Newport
- “The Elements of Style” by Strunk and White
- “On Writing Well: The Classic Guide to Writing Nonfiction” by William Zinsser
- “On Writing: A Memoir of the Craft” by Steven King



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Book Resources

- “A Pocket Guide to Public Speaking” by Dan O’Hair et al.
- “An Essential Guide to Public Speaking” by Quentin Schultze
- “Thriving in Economics: PhD Edition” contributed eBook
- “Thriving in Economics: Assistant Professor Edition” contributed eBook



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Series Website

- Webinar series website
 - Webinar recordings
 - Online materials/resources
 - Webinar schedule
 - Website address forthcoming

Webinar Schedule	
Wednesday, December 1, 2021 11:00 am -12:30 pm MST	Introduction to Economic Feasibility Assessment Webinar Materials Recording
Wednesday, December 15, 2021 11:00 am-12:30 pm MST	Market Feasibility Assessment Webinar Materials Recording
Wednesday, January 12, 2022 11:00 am-12:30 pm MST	Financial Feasibility Assessment - Budget and Profit Basics Webinar Materials Recording
Wednesday, January 26, 2022 11:00 am-12:30 pm MST	Financial Feasibility Assessment - Budgets and Financial Statements Webinar Materials Recording

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Participant Introductions

- Name
- Home city/county
- Position at USU/Extension
- Research and/or Extension program focus
- What do you hope to gain from this webinar series?

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Next

- Academic publication landscape

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Questions?

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