Escaping the Ivory Tower: How to Grow Your Public Impact

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What we’ll cover

• Popular Books: How to break into publishing
• MOOCs (Massive Open Online Courses)
• Public speaking
• Media outreach
• Pluses and minuses of using social media
Barb Oakley,
Professor of Engineering
Oakland University
Rochester, Michigan

Terrence Sejnowski
Francis Crick Professor
The Salk Institute
Professor of Biological Sciences
University of California, San Diego
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University of California, San Diego
Workshop with Barbara Oakley

Date: Thursday, May 7, 2015, 10:00am to 11:00am

LESSONS FROM A BASEMENT STUDIO—

HOW TO MAKE A RIVETING ONLINE CLASS

This talk describes the key elements behind the making of high quality educational videos for online learning, including scripting, filming, and editing.
Note

There are many ways to grow your impact.
Chasing the rabbit

Post-tenure is a time for risk

(Image by Rainer Hungershausen)
I don't have time
It’s impossible to reach the pinnacle of my profession by being “popular”

• Fellow, Institute of Electrical and Electronic Engineers
• Fellow, American Institute of Medical and Biological Engineering
• Chester F. Carlson Award for Technical Innovation in Teaching, American Society of Engineering Education.
Popular Books
The bad

- Typical non-fiction book sells 2,000 copies over its lifetime
- 8% royalty

The good

- Open professional doors
- Open doors for speaking and MOOC-making—revenue generators
- Build great new perspectives on your subject
“Caged” versus “Free Range” learners

18 to 24-year-olds

18 to 85-year-olds
How I got started writing books

HAIR OF THE DOG
TALES FROM ABOARD A RUSSIAN TRAWLER

EVIL GENES
Why Rome Fell, Hitler Rose, Enron Failed, and My Sister Stole My Mother's Boyfriend

Career Development in Bioengineering and Biotechnology

Barbara Oakley
Editor
“a scholarly yet surprisingly sprightly volume…”

The New York Times
The Pathological Altruist Gives Till Someone Hurts

“a scholarly yet surprisingly sprightly volume…”

THE WALL STREET JOURNAL.

Pathological Altruism
A simple concept that could revolutionize scientific and social thought.

By James Taranto
June 14, 2013

Proceedings of the National Academy of Sciences of the United States of America
Concepts and implications of altruism bias and pathological altruism

Barbara A. Oakley¹
Slings and arrows

“Super Distinguished University”
• “Blah De Blah” Distinguished Professor History of Science
• Professor in the Departments of Philosophy, History, Psychology
• Director of the “Blah de Blah” Center for History of Science
a MIND for NUMBERS

Mindshift
Break Through Obstacles to Learning and Discover Your Hidden Potential

LEARNING HOW TO LEARN
A Guide for Kids and Teens

From the bestselling author of A Mind for Numbers and the creators of the popular online course Learning How to Learn.
The moral of the story

- Writing books opens doors.
- Don’t be afraid to think beyond your specialty—use your specialty to inform your writing.
- Outreach to the public provides great venues for interdisciplinarity.
The importance of platform
How to write a book proposal
Getting a literary agent

My agent, Rita Rosenkranz, specializes in non-fiction

Attend a writing conference
https://www.creativenonfiction.org
Academic writing

Stellar
Average
Awful

Popular writing

Best-seller
Marketable
Horrible

On Writing Well
The Classic Guide to Writing Nonfiction
William Zinsser
Literary agents who specialize in marrying academicians with professional writers

David Moldawer
Bookitect.com
david@bookitect.com
Editors

- I generally hire my own editor
- Ask friends & colleagues
- Check the forewords/acknowledgments of books
- Editorial Freelancers Association: https://www.the-efa.org/
Books led to....

The Online World
Barb Oakley with Science Friday’s Ira Flatow (1.3 million weekly listeners) and the New York Times’ Ben Carey
Massive Open Online Course—MOOC

- Like your own educational television show
- Endless reruns
- Only investment—startup time—equipment
The challenge of self-marginalization

• “Second Tier” Universities
  ○ Top teachers

• Top Universities
  ○ Georgia Tech
Outreach potential

• Learning How to Learn has had over 2 million students enrolled from over 200 countries.

Cheery Friday greetings to our Learning How to Learners!

Book of the Week

Our emphasis this week is on photographs, so along those lines, we recommend *Understanding Exposure: How to Shoot Great Photographs with Any Camera*. Veteran photographer Bryan Peterson "explains the fundamentals of light, aperture, and shutter speed and how they interact with and influence one another." This book has an extraordinary 5 star rating on Amazon, with 151 reviews.

MOOC of the Week

We’re at the Coursera Annual Conference here in Boulder, Colorado now, and it’s really quite spectacular seeing all the latest trends in worldwide learning! We were fortunate to attend a presentation about the MOOC *Seeing Through Photographs*, taught by Sarah Meister from the Museum of Modern Art. This is an extraordinarily popular course that will help you to look critically at photographs.
Silicon Valley meetup—45 people
Opportunities for research & a little shameless plugging

Creating a Sticky MOOC
Barbara Ann Oakley, Debra Poole, MaryAnne Nestor

v. 20, n. 1, Jan. 2016. ISSN 2472-5730. Available at:

[PDF] Turning student groups into effective teams
B Oakley, RM Felder, R Brent... - Journal of student ..., 2004 - owww.brookes.ac.uk
This paper is a guide to the effective design and management of team assignments in a college classroom where little class time is available for instruction on teaming skills. Topics discussed include forming teams, helping them become effective, and using peer ratings to
Cited by 636  Related articles  All 33 versions  Import into EndNote
How can you do a MOOC?

• Encourage your university to become involved in the world of MOOCs
• Partner with a colleague at a top-tier institution
• Remember, you’re competing with YouTube & TV, not just other universities. Take charge of creating compelling content—it’s not rocket science!
Public Speaking
• TED talk
  o Chris Anderson’s TED Talks
  o Nancy Duarte’s Persuasive Presentations
• Keynotes
• High impact public venues
• Avoid speaking agencies
Travel

- Kyoto
- Madrid
- Beijing
- Bogotá
- Dublin
- Singapore
- Cape Town
- London
- Jakarta
- Belfast

- I’m a very ordinary person.
- This is within your reach, also!
Media Outreach
How a Polymath Mastered Math—and So Can You

‘Mindshift’ author Barbara Oakley on the science and practice of learning—and finding love at the South Pole.

By James Taranto

Updated May 12, 2017 7:18 p.m. ET
The equivalent of a moon shot

Over the transom

“Back door” assistance

The equivalent of a moon shot
The value of publisher publicists

- Radio
- Television
- Blogs
- Other venues (eg LinkedIn, BigThink, Inc, etc.)

Use books to leverage online, and vice versa
The Challenge of Social Media

• Facebook
• Twitter
• LinkedIn
• Instagram
• Emails
In Conclusion
Career synergies

- Popular books
- MOOCs
- Public speaking
- Media outreach

- Academic volumes
- Research papers
- Funding

Work to mitigate your career risk
• Reach out!
• Take risks!
• We’re at the ground floor of an impact revolution!

**What are you waiting for?**