# The Art of Persuasion: Articulating Anthropology’s Value to a Prospective Employer

Advice for Career Transitions in Response

Sept. 10, 2020 Webinar Chat Questions

Elizabeth Briody, Ken Erickson, David Fetterman, Shirley Fiske, Daniel Ginsberg, Alexandra Jones, Bob Morais, Nell, Alayne Unterberger

# Q1: Will the recording have closed captions?

**Staff:** Yes, the recording will also have closed captions.

# Q2: Can you also speak to government jobs related to international needs?

**(To Shirley) Can you also speak to government jobs related to international needs, e.g. foreign service, diplomat, etc.?**

**Presenter: (Shirley):** Foreign service  (& eventually diplomat) is one of the most highly regulated processes for getting a job.  As far as I know the process has not changed much over the decades -- get an undergraduate education in liberal arts or political science/social science/anthropology and  maybe a higher degree in international relations.  Application is strenuous and done on line. Much vetting of your personal life and security clearances. Have met very few people who are “in the queue”  and they weren't anthros.  It is a great question about which anthros are in foreign service - maybe put it out to the community forums (Communities) on AAA?  Ambassadorships are something else and a lot depends on how much $$$$$ you have given to the President’s campaign.

**Presenter (continued from SJF) :**  On the other hand, international service in USAID is peppered with anthros  Since the 1970s, USAID is hiring fewer permanent FTEs and more consultants (many anthros hired as consultants) or projects taken on by consulting firms.  There are many around Washington DC who hire anthros. A good way to find them is to network with WAPA member, or join WAPA (Washington Association of Professional Anthros).

# Q3: Can you tell us your academic background that led to your career in NOAA & Congress?

**(To Shirley) Can you tell us your academic background that led to your career in NOAA & Congress?  To work for NOAA and with the government did you need a PhD for that?  Is your academic background only in anthropology or are you trained in other fields too?**

**Presenter Shirley:**  Sure, as an undergraduate I had lots of science -- ecology, paleoecology, lots of geology, chemistry, botany and although I did not know at the time that I would become an environmental anthropologist, it was a great preparation to work in an earth science and marine and atmospheric-focused agency NOAA).  As a grad student, I centered on cultural ecology (as it was then called) and urban policy.  Before I moved to DC with my husband, I taught in a School of Public Administration and Urban Planning  (NOT an anthro dept) at USC and that was one the best preparations I could have had to work in the public sector.  I got familiar with public policy, with “evaluation” as a research and management tool, research methods and “management”in general.  The latter teaching -- about research design, methods, and analysis -- was enormously useful in working and job promotion at NOAA which has a large portfolio of research, through their own labs, like on climate, and in the interagency sphere, and I was well prepared to talk about any type of science activities comfortably and credibly.  (The one big topic I learned on-the-job- was marine fisheries biology and management.)

# Q4: What do you recommend to search for a sociocultural/political anthropologist?

**When I do job search with the state or local government, many of the jobs are for nurses needed, or if anthropologists needed, for environmental issues. What do you recommend to search for a sociocultural/political anthropologist? So far, I have not found anything or had luck with the jobs I did apply to!**

**Presenter A:**  Ditto what Presenter F says, and the attendee below - cast your net widely and “researcher” and “policy analyst” are great places to start.  And I would add -- if you have a political anthro background, what about in the justice system of state government?

**Presenter B:** Every state has different “classifications,” often these are agency specific. Project managers, for instance, have various titles in Highway Depts. or public health (where you may find “Research Manager” or “Researcher”). In Human Services (sometimes Rehabilitation, Human Welfare, Benefits, or Social Services) manager positions or researcher positions likewise will have different titles. There is always a state HR agency, often in the Dept of Administration (or similar) with lists of types of classified positions, that include minimum qualifications (to be used to borrow appropriate language for your resume: your resume may be scored against those basic criteria as a first-bar, or table-stakes, to get into an applicant pool).  Everything from State Certification or Licencing management (think: nursing, education, contractors, engineers, and cosmetician licencing), coastal management, through parks and recreation, forestry, and agriculture will need evaluations and research, or program management—what branch of government best fits? Dig into your State’s system.

**Presenter C:** I’ve probably gotten more jobs and consulting work from my bilingualism (English/Spanish). If you have a special skill or have experience in an area, not necessarily expertise, you could search on that area as well.

**Attendee:**  I actually just got a job with the CO Department of Healthcare and Financing, which is a lot of policy work. My title is researcher/writer. I would really look for jobs with broad titles and then focus on what THEY want. My PhD work is on sanitation in India, but I demonstrated my ability to do research, think critically, and write well.

# Q5: Will any of these options be viable for someone with only a BS in Anthropology?

Will any of these options (working in public sector/diplomacy work) be viable for someone with only a BS in Anthropology??

**Presenter A:**  Yes, though having a master’s degree would give you far more knowledge and experience.

**Presenter B:**  I’ve heard of internship programs with embassies, particularly in the commercial section (often under the SBA, or other branch of Dept of Commerce) that may fit a BA. Highlight international coursework or experience, there. Plenty of other public sector jobs in human services management, evaluation, and research that may fit! Consider taking the social service exam: Shirley will have some thoughts, though an MA is a big advantage, there.

**Presenter C:** For diplomacy work, you may have to pass the Foreign Service Exam, which means you may also need political science, area studies, history or a background to understand the relevance of the questions asked.

**Attendee:** Doing the diplomacy route is a pretty complex process. My sister did the foreign service route, and that is a pretty specific job route.

# Q6:  What can be done to help explain the benefit of anthropology?

**I've found that especially in countries with smaller anthropology schools, businesses and corporates don't understand what anthropology is, let alone how their business can benefit from having one on staff.  What can be done there?**

**Presenter A:**  **Presenter A:**  The best way of explaining how businesses can benefit from anthropology is to give examples.  Do an online search of “business anthropology.” You will find many short articles that define the field and explain it simply with examples. For in-depth information and cases, look at the resources tab at [www.buinessanthro.com](http://www.buinessanthro.com/" \o "Business Anthropology).  Also see Ann Jordan’s recent article: [https://oxfordre.com/anthropology/view/10.1093/acrefore/9780190854584.001.0001/acrefore-9780190854584-e-4?rskey=1apzfL&result=1](https://oxfordre.com/anthropology/view/10.1093/acrefore/9780190854584.001.0001/acrefore-9780190854584-e-4?rskey=1apzfL&result=1" \o "Oxford Research Encyclopedia )

**Presenter B:**  You can also connect directly with business anthropologists through LinkedIn, through the AAA and its section NAPA ([www.practicinganthropology.org](http://www.practicinganthropology.org/)).  You can network within these organizations -- individually or as a member of a group (e.g., classroom, business).  You are likely to find people who are interested in helping you or the group with whom you are affiliated -- whether through mentoring, job opportunities, or something else.

**Presenter C:**  I’ve found groups of ethnographers or anthropologists in most major ad or market research shops all over LatAm, and in China and Vietnam as well. Find those people! You’ll need language skills to google around in LatAm, or in Vietnam; use Baidu or other searches in China. Often, these so-called emerging markets call on agencies in places like Singapore, Buenos Aires, or Mexico City (Dominican Republic is another with major corporate HQs covering the Caribbean and parts of S. Am. for example). You’ll find colleagues all over, but often they are not so easy to find. If you have a specific country in mind, ask about that--maybe I can help.

# Q7:  What about those of us without PhDs?

**What about those of us without PhDs? I have degrees in anthropology, marketing & international business. I have worked many jobs but none of them had anthro anywhere in the job description. I can't afford more student loan debt.**

**Presenter A:**  Stress your skills. You have plenty of degrees.

**Presenter B:**  My answer is: Network, network, network!  Are you a member of any professional groups?  I am thinking of the National Association for the Practice of Anthropology ([www.practicinganthropology.org](http://www.practicinganthropology.org/)) or the Business Anthropology Community ([www.businessanthro.com](http://www.businessanthro.com/))?  There is a lively group of business anthropologists on LinkedIn.  Reach out.

**Presenter C:**  Right! Market research, qualitative analyst, or consumer insights manager are some titles to look for, here. Bob will have suggestions, too. Dig around and see who is multi-method friendly. Internet-based qual is a big deal now; dive into that one as well.

**Presenter D:**  As stated, it seems like you have the background and skills and many times it is just a matter of your “fit to the position.”

# Q8: Some of us can't afford to go to graduate school and have to work. What can we do?

**Presenter A:**  Many graduate programs have work opportunities on site — as research assistants, teaching assistants, etc.  That could be an option for you.  A number of graduate programs in the U.S. are offering scholarships to students to complete their degrees.

**Presenter B:**  If you have a BA in anthro, you can teach as Alexandra was saying, iand the comment below --in private schools, private high school; what about NGOs  or non-profits that have a community base - and need outreach (which takes the ability to interact with people and to know the makeup of the “user communities.”

**Presenter C:**  Many MA programs offer work and internship opportunities—some departments (perhaps most) provide some scholarship assistance, too. More difficult if you are a student from abroad, but still worth exploring.

**Presenter D:** Sometimes you can work while volunteering and/or exploring what your true interests might be. I find that JOURNALING is so important to my own growth and ability to chart a new path or figure out a vexing problem.

**Presenter E:** A number of organizations and companies have internships, this is a great way to gain experience and learn new skills without going back to school.

**Attendee:**  I have not been funded until recently in year 5 of grad school. As such, I had to work. With a bachelor's degree and specialized knowledge in anth, you are eligible to substitute teacher and even be a specialty sub in social studies or some of the sciences. Def recommend looking into that.

# Q9: I’ve found that having a PhD is actually a massive barrier. What can be done?

**Many of the jobs I have been applying for only ask for an MA. I’ve found that having a PhD is actually a massive barrier. What recommendations do you have for anyone else in this same boat?**

**Presenter A:** Find out why there is a barrier to having a PhD. Aversion to a PhD candidate might be based on a concern that the person is too theoretical and not able to engage fully in applied work.  If that is the case, emphasize your applied sensibility and skills.

**Presenter B:**  If you are looking only for posted positions, you may be narrowing your field of potential choices.  Most of the anthropologists that I know found their work through networking.  Take a look at the July 16, 2020 webinar on networking called “5 Secrets for Building Networks that Lead to Jobs” -- just scroll down:  https://www.americananthro.org/AttendEvents/Content.aspx?ItemNumber=2143&navItemNumber=637

**Presenter C:** Every state has different rules for public school teaching: call your State Dept of Ed and talk with the certification people: they may guide you. Community college, tech, or art school are tough nuts to crack as they are full of PhD applicants, these days, yes if you pay a visit to a school of interest, with a “warm” call, you may find a pathway.

# Q10: The PhD seems to scare people off in museums. What could I do?

**My background is in museums and heritage studies. Most museums don’t want PhDs for anything. The PhD seems to scare people off. What could I do?**

**Presenter A:** How well connected are you to museum professionals?  I think it depends on what the particular job is.  I do know a number of anthropologists working at museums who have PhDs.  I recommend reaching out to museum anthropologists in leadership positions in the AAA -- such as this group:  <https://museumanthropology.org/cma-board/>

**Presenter B:** Museums also need grant writers, evaluators, and special project researchers. In the book, Anthropology and Business, I think there’s an article about the Detroit Art Museum and their re-branding initiative, led by anthros (contractors, though). Surprisingly, I’ve been told that people with MFAs are more employable than most MBAs, as even small towns have a community theater, county museum, or historical society.  Museums are hurting under covid: what might an anthropologist bring to the table to up their online game?

**Presenter C:** The Smithsonian Institution has lots of Anthro PhDs as curators and as researchers.  But it would mean moving to DC and not many people are eager to do that.

**Attendee:** Having a PhD hasn’t hindered me but I’ve had to supplement it with more practical certifications - a PMP and a CE designation. I used a tuition waiver to obtain those while working as a research assistant at the university.

# Q11: Applying to university admin jobs

I’m having issues with applying to university admin jobs, which seem appealing otherwise!  What could I do?

**Presenter A:** It is hard to say what the issue is without having more background.  However, there are anthropologists in university staff roles on campuses.  They may work in the career planning office, the library, some research institute, an evaluation center, or even in the anthropology dept.  Perhaps you could search the websites of anthropology depts. of those universities near you; look for “affiliated faculty” or “adjunct faculty.”  Network out from the people you find by asking if they know of other anthropologists on campus.

**Presenter B:** Some admin jobs are dreary and some are actually fun. I think you need to look at the website and specific people/jobs and imagine if you are a “fit” for them.

# Q12: What should I do about jobs that seem to only want PhDs?

**I am finalizing my thesis and graduating in December with my MS but I'm only finding jobs that want PhDs.  I've been looking mostly at government jobs though. What could I do?**

**Presenter A:** It sounds like you are looking only for posted positions.  What is your thesis about?  Who are all the people you worked with?  Where do you live?  I ask these three questions because there are anthropologists around you who can help -- whether they are local to you, or connected to you virtually.  Networking is essential.  Take a look at the July 16, 2020 webinar on networking called “5 Secrets for Building Networks that Lead to Jobs” -- just scroll down:  https://www.americananthro.org/AttendEvents/Content.aspx?ItemNumber=2143&navItemNumber=637

**Presenter B:** It’s hard to advise without more information but there are government jobs for MAs.  Depending on your thesis and area of study -- have you looked at the National Park Service.  They have Parks all around the US in unexpected places and hire MA to be rangers, to be interpreters, and other cultural-oriented jobs (as well as hiring a boatload of archaeologists).  Try for a seasonal appointment, like in the summer, if you want to try it out.

**Presenter C:** As stated above, NETWORK. Use your thesis committee members - ask them if they know of any job leads.

# Q13: How does one get the employer to consider you via email?

How does one get the employer to consider you via email, say when they might not respond to emailed applications?

**Presenter A:** It is particularly useful to access your professional networks to find work. Check out the July 16, 2020 career webinar **5 Secrets for Building Networks that Lead to Jobs  
Webinar Outline**.  It can be found on the AAA website; just scroll down:  https://www.americananthro.org/AttendEvents/Content.aspx?ItemNumber=2143&navItemNumber=637

**Presenter B:** It is extremely hard to get a job with cold calls like emails...many people stress the importance of networking. This current group of presenters are super-networkers.

**Presenter C:** Turn cold calls into warm calls by networking in.

**Presenter D:**  “Networking in” means to use your network to get to someone who works inside the organization.  I used this approach just this week.  I heard about a firm interested in hiring and thought of a particular colleague who was looking for work.  I had been in touch with a person who worked in that organization; I reached out to that person with the posted job description and the person’s resume.  My contact said that he would “refer” my colleague through his employee referral network -- which he did.  My colleague was contacted for an interview for this coming week.

**Presenter E:** Turn your cold  calls into warm calls, and leverage your network—church, clubs, political groups all have people who may help. But the email submission route can pay off, though it is a numbers game, and relies on your resumé closely fitting the language of the job announcement at hand to get past the initial bar.

# Q14: What are some options to network when applying to jobs via email?

**Some jobs are posted online or circulated via email and all you have is an email to send your application to. In this case, what are some options to network?**

**Presenter A:** Use LinkedIn as a networking tool.

**Presenter B:**  Absolutely use LinkedIn.  Find out if you know, or if one of your contacts knows, who works at that organization.  Then reach out to that person and explain that you have applied for a particular position.  As for an informational interview where you can ask some general questions about the organization.  After you send in your very appreciative thank you note to your interviewee, you might find that you made a positive impression.  Who knows if you will get the initial job, but you have extended your professional network, learned about that organization, and may, at some point in the future, be considered for another position.

**Attendee:**  Or google the company website and send an email inquiry.

# Q15: How can I make a career pivot with incurring additional school debit?

**Funding is rare. I went into tremendous debt for a PhD program & had to drop because I just could not justify continuing with lack of guarantee of a job. I was able to get my marketing degree thanks to my husband's university giving spouses tuition for free if part time. Already had an anthro degree. Finally got a job that paid decent money thanks to the marketing degree but unfortunately got laid off thanks to COVID. Now trying to pivot career wise but not looking to take on more schooling/debt.  Any thoughts?**

**Presenter A:** I wonder how robust your anthro-marketing network is.  I suggest connecting to others who have those same areas of interest.  Check out [www.businessanthro.com](http://www.businessanthro.com/), the Business Anthropology Community.

**Presenter B:** Top of mind, that anthro/marketing combo can be powerful. Consider within-corporation jobs, and don’t shy away from the big MNEs like P&G, Campbells, and other FMCG groups: those that are hurting due to covid may be looking for new ideas to solve problems. Tech (and not just NoCal )is a hot-spot for marketers just now, and fairly healthy under Covid.

**Presenter C:** Do some soul searching - what really interests you? Then look for a job/employer that fits your passions.

# Q16: How can I build my network?

**Q16:  That was my problem: No network because after I got my Masters in anthropology, I had a baby and didn't keep connected. What could I do now?**

**Presenter A:** You are NOT alone in this. Tough doing this while parenting—Makes me wonder if there isn’t a natural “network” of parents just like you who are also anthropologists??

**Presenter B:** Re-start your network.  Even if your baby is still small, you can connect online to see what kind of jobs are out there and imagine whether any of them fit you.

**Presenter C:** Re-activate “at home” with your college anthro network.  Some of the applied anthro universities keep active listservs of alumni and you can start by seeing what your old colleagues are doing. See if there is a Local Practitioner Organization (LPO) in your area.

**Presenter D:** Luckily with Covid, we are all “remote” and reconnecting. Don’t be shy.

**Attendee:** I've found Facebook groups to be wonderful community spaces. Perhaps there is a Facebook group for anthropologists who are also parents?

# Q17: Any tips for landing a job as a recent grad with a BA in Anthropology?

**Did any of you land a professional job with your first undergrad degree? Or did you all go to grad school right away?**

**Presenter A:** If in a serious job search, also consider paying for the LinkedIn feature of seeing who viewed your profile. I am in my second interview with a company because I saw they looked at my profile and I reached out to them stating “Let’s talk”!

**Presenter B:** I went straight from UG to grad school.  Sorry!  However, there is a community of people with BA anthropology degrees.  I would start searching via LinkedIn.

**Presenter C:** I found a job as a Social Service admin in the KS Dept of Social and Rehab services where i wrote refugee services grants. IN the present environment, that pathway is mostly closed, but rehab services, offices of “disability” services, and State offices that manage training and job and unemployment services are desperate for line workers, which may be a foot in the door, given the Covid unemployment mess. A sharp BA in State Government is welcome many places.

**Presenter D:** I landed a social work position but it did not pay well.

**Presenter E:** I went straight to grad school, however I worked as a substitute teacher while going to school. It allowed me to have a flexible schedule to work fulltime and focus on other interests.

**Attendee:**  Make sure your linked in is up to date. Also, academia.edu and a few other networking sites.

# Q18: Does anyone have advice related to remote anthropology jobs?

**Does anyone have advice related to remote anthropology jobs? For example, where to find these types of jobs, how to pitch an anthropology-related job as something you can do remotely, what types of jobs can be done remotely etc. Remote work is definitely changing.**

**Presenter A:** In market research, anthropologists can and often do conduct research remotely. On-line interviews and focus groups, virtual ethnography, and netnography are all possibilities. Virtually every market research firm conducts virtual research these days.

**Presenter B:** I am a researcher and all of my work has been done largely remotely for over a decade.  Pre-COVID, I would collect data in the field.  However, since January, I have been conducting interviews by phone or Zoom.  Yes, there are downsides to not being in the field such as lack of opportunities for observation and participant observation.  However, I was able to test an infrequently-used method by anthropologists with my interviewees -- making drawings of aspects of their work cultures -- and then compare their drawings with their verbal statements. As for my analyses, almost all have been done virtually, wherever I have happened to be.  Sometimes I have been with my research team on site, but mostly I have worked remotely and then shared and discussed analyses with them.

**Presenter C:** Most adjunct teaching appointments are teaching remotely because of COVID; and prior to Covid many anthro depts offered “distance learning”  classes for students in rural (or far away from the campus) locations.

**Attendee:** I've had really good luck with networking on Twitter, actually. And being bold! People are lovely. I've had so many wonderful connections and conversations because I've just sent a really (REALLY) nice email and said, "I would love to talk to you for 20 minutes!"

**Attendee:** I currently primarily work in education and curriculum program development :) great field, though not my ultimate goal.

**Attendee:** At my work, we make use of research agencies to conduct research on our behalf sometimes. A lot of the agencies we're dealing with are turning to the online space to conduct research and to reach out to clients. It may be a good idea to speak to some research agencies to understand how their work processes have changed, and how you could help them or work for them.

# Q19: I'd love to know more about how to market ourselves for diversity & inclusion positions

**Seems like a natural fit but I've never seen anthro specifically mentioned as background. Any thoughts?**

**Presenter A:** Check out the National Diversity Council.  They don't have a specific angle on Anthropology, but they do the D&I (Diversity and Inclusion) trainings.

**Presenter B:** Diversity and Inclusion efforts did not arise in anthropology.  However, I think you could certainly make a case for being hired because of your background in anthropology.  It would be helpful to understand what the organizations you are approaching are particularly interested in (e.g., gender, racial and ethnic minorities, disabled individuals).  Establishing informed goals for the particular organization, putting the appropriate support structures in place, assessing the achievement of metrics tied with those goals, etc. have the potential to be challenging but incredibly rewarding work.

**Attendee:**  If the job posting said something about having a degree in diversity or something, I would say in your cover letter like, "BA in Anthro, with a focus on understanding cultural and racial diversity," just so they know what it is.

# Q20:  Does everyone else agree that it’s ok to leave off the PhD?

I’ve gotten mixed answers on this question.

**Presenter A:** I do not recommend leaving your PhD off. your resume.  It’s misrepresentation and it could be awkward in an interview and if you win the job!

**Presenter B:** No, I don’t agree that it is appropriate to omit your PhD from your resume.  I think you need to be exploring job opportunities that would put your knowledge and skills to use.

**Attendee:**  They ask for relevant education. Y=You wouldn't list every certificate and mini training so why not?

**Attendee:**  I think it doesn't matter -- -if you are on the internet ANYWHERE and they google you, what comes up? If it's your PhD, then they're gonna know.

# Q21:  How I can possibly get an internship or research assistantship in Anthropology?

**I'm currently an Anthropology undergrad student from the Philippines. I just want to ask for advice on how I can possibly get an internship or research assistantship in Anthropology. Would love to hear some suggestions.**

**Presenter A:** Do you mean, how could you get an internship or research assistantship with an anthropologist?  If so, then I think you could consider doing the following:  1) figure out what type of issue (e.g., climate change, consumer insights, organizational change, community engagement) and what type of short-term work you are interested in (e.g., research or evaluation project, policy development, museum exhibits, lab experience), 2) consider field schools (e.g., [https://www.practicinganthropology.org/mentoring-career/field-schools/](https://www.practicinganthropology.org/mentoring-career/field-schools/" \o "National Association For The Practice of Anthropology website)), explore various networking sites -- such as LinkedIn, academia.edu, etc. -- to identify people doing what you want to do, 3) approach those individuals by asking for a brief (15-20 min.) informational interview, 4) explain what you would like to do and ask for their advice; remember to also ask who else you should talk to.

# Q22: What are some techniques to show potential employers you’re not fleeing a sinking ship?

Techniques to impress on potential employers that I am running TOWARDS them, and not AWAY from the sinking academic ship?

**Presenter A:** Like Focus Groups...lack of understanding...

**Presenter B:** It’s all in the way you describe your personal journey toward that job. Reframe your motivations, if you must.  Focus on the positives of the new job and how they connect to your interests.  Don’t even mention the negatives in academia.

**Presenter C:** I am coaching a person now who has just gotten a PhD in a Humanities field.  I asked her to list all of the skills and knowledge that she believed she possessed.  Before she left the meeting, I gave her my impression of some of her skills:  excellent communicator, entrepreneurial-oriented, innovative….  Her reaction was:  “Really?”  She was pleasantly surprised that her interactions with me and drafts of her resume resulted in those impressions.  I interpreted her reaction as a deficit of confidence.  All of us have special skills, knowledge, and experiences that position us for different kinds of work.  The demands of academia are many and varied, and can be adapted for work environments beyond academia’s walls.  Working with a friend, colleague, or coach can help you see why you are “just the right person” for a particular job or type of job.  You just need to start believing that.

**Attendee:** It's important to translate anthro speak into everyday easily accessible language.  I wouldn't say ethnography, at least not at first.  My point is to not use jargon, but to speak in an accessible manner.

**Attendee:**  I have never had a job that directly requires my anthro degrees- I have a BA and an MA. Forget about the degree requirement; it is all about the skills that you bring to the job. So think about those skills that you learned and how those are relevant.

**Attendee:**  I would use the words that the company uses in the job description. Some do use the word ethnography, for example.

**Attendee:**  Language skills are huge too. I speak French & Portuguese. Even if they don't ask for it, list them on your resume. Have gotten interviews recently because of this. Not offers, but still...

# Q23: How can show the value of extra emic perspective of native anthropology?

How about the value of the extra emic perspective of native anthropology for those who study their own minority group?

**Presenter A:** I am not exactly sure what kind of a question you are asking here but let me imagine what you mean.  Anthropology has had a long history of requiring students to engage in field work outside of the particular culture(s) with which they were familiar.  I believe in the value of this approach because it helps the anthropologist to identify cultural differences quickly by comparing their experiences in the field with experiences in their home culture(s).  (This requirement -- particularly involving field work in a different part of the world -- has become far less stringent today.)  Nevertheless, an anthropologist can observe and capture cultural differences by systematically documenting over a period of time what it is like to live in a different neighborhood or work in a different company.  So, I believe that if you have had those kinds of contrasting experiences, and have learned to observe, listen, document, and analyze, you should be able to assist your native community with studies, project work, and/or consulting.

Q24:  When searching for jobs, what keywords do you use?

**As we all know, searching "anthropologist" is not normally very productive.**

**Presenter A:** Look for jobs in the skill areas you have. As I mentioned, UX (user experience) research is a great work area for anthropologists. Look at job descriptions of jobs you want and use those skills/descriptions in your search.

**Presenter B:** If you are looking to reach out (beyond anthropologists) then you may need to narrow it to the field in which you are looking...such as "product development" or "community building"

**Presenter C:** Pay attention to Applicant Tracking Systems that review resumes.  Check out the July 23, 2020 AAA career webinar called **This is Not Your Parents’ Resume: New Ways to Tell Your Story.** It can be found on the AAA website; just scroll down:  https://www.americananthro.org/AttendEvents/Content.aspx?ItemNumber=2143&navItemNumber=637

**Presenter D:** I would search for the words/phrases “analyst,” “research,” “project management,” “cross-cultural training.”

**Attendee:**  Currently I work for the public libraries. I know Korean from college and that skill alone has dictated my job a lot. I'm asked to do Korean story time a lot. Ha ha! Not what you think of when you think anthropology.

**Attendee:**  I find “qualitative researcher” seems to produce a good search.

**Attendee:**  Yep. “Qualitative researcher” tends to bring up offers.

**Attendee:**  Search "insights."

**Attendee:**  I've had good luck looking at "social science" and "researcher."

**Attendee:**  "Client experience" is also something to search for.

# Q25: How can reenter the field following a long break?

**I have a bachelor’s degree in cultural anthropology (1995) and worked for some time with non-profits in Pakistan. I took a long break, 12+ years. I recently did a business anthropology certificate program as that is what I am interested in. I am slowly connecting with people on LinkedIn and applying for jobs. So far, I have not heard back from anyone. At this point, I want to build a portfolio and am willing to do internships or the like. Do you have any recommendations of how to go about this?**

**Presenter A:** Yes, I suggest that you start connecting virtually with people who seem to share some of your interests (e.g., business anthropology).  Personally invite them to connect with you and set up some informal conversations or informational interviewing with them.  That will get you started.  Keep track of who you talk to (by date and topic) and who else they suggested you should connect with.  Now you are building your professional network.  In doing so, you are learning about them and they are learning about you.  When opportunities come up, you can simply ask them to keep you in mind.

**Presenter B:** Specifically, Idealist.org has so many opportunities in this area. I think you should look for internships and even jobs on that website.

# Q26: How would you rewrite phrases that show emic perspective as a native anthropologist?

**How would you rewrite phrases that show emic perspective as a native anthropologist and other jargon that makes statements more concise without making things into long explanations?**

**Presenter A:  “Insider perspective”**

**Presenter B:** I usually just say, “an insider’s view.”

**Presenter C:** Practice, practice, practice and have a business focused set of eyeballs among your network to look at what you write.

**Presenter D:** I think sometimes we need to be better storytellers but that doesn’t have to be long-winded.

# Q27:  If we are looking at UX Researcher jobs, what kind of language should we be sure to use?

**Presenter A:** “Insights” is a natural for anthropologists!

**Presenter B:** Customer journey mapping; design thinking

**Presenter C:** “Customer,” “user,” “designer” ….  A new book was just published called *Rethinking Users* by M. Youngblood, B. Chesluk and N. Haidary, 2020, Amsterdam: BIS Publishers.

**Presenter D:** Observational research, focus group  moderator, and “user experience” are possible keywords here.

**Attendee:** Get the book *Think Like a UX Researcher* by David Travis and Philip Hodgson.

# Q28: What are some job titles I can search for as a new undergrad?

**I'm going to be graduating undergrad soon and looking for nonprofit jobs. What are some job titles I can search for? I've had internships in development and museum education. I feel like the nonprofit sector is pretty saturated and I know there are people with years more experience than me, so it's a bit intimidating!**

**Presenter A:** Is there a reason why you are limiting your search to non-profits?  I’ve worked in non-profits as well but there are other options:  non-governmental organizations, municipal agencies, state and county agencies, public utilities, public school districts, consulting firms, small and medium-sized businesses, etc.  Any of these options (and many more beyond) can help you expand your experience base and skill set.  Such options can also teach you what you like and dislike about work.  For example, some people love working with children or the elderly.  Others love to crunch numbers, design beautiful graphics, or serve as organizational spokespersons.  So, start exploring along some of these other avenues and see what happens!

**Presenter B:** A lot of the larger non-profits like AARP (Am Assn of Retired Persons) or The Nature Conservancy have research divisions that look at demographic trends, or data on the elderly (AARP example) where you can mine other data banks, like state departments of health and human services.  If you had any research experience as an UG, that could be  a place to start. Also if you had experience as an undergraduate writing proposals, you could look at jobs in the grant writing department.  Nonprofits are always looking for funding.

**Presenter C:**  Or you could start your own NPO.

**Presenter D:** Non-profits have just as much diversity as any other company. You need to decide what your interests are and then search for jobs in that area (be it the type of organization or a specific position). Being an anthropologist means you can have a number of skills that companies want and desire  in an applicant. You just need to market your strengths.

# Q29:  Recommendations for someone that specializes in re-doing anthro/insights resumes?

**Presenter A:** Talk to Ingrid Ramón Parra at ), [www.PowerOfAnthro.com](http://www.powerofanthro.com/).

This is what she does for a living. You can also take a look at the July 23, 2020 AAA career webinar called **This is Not Your Parents’ Resume: New Ways to Tell Your Story.** It can be found on the AAA website; just scroll down:  https://www.americananthro.org/AttendEvents/Content.aspx?ItemNumber=2143&navItemNumber=637

**Presenter B:** This is Shirley, adding to the chat directly below from an Attendee.  In the chat post below, they mention WAPA.  WAPA  has a jobs’ posting service I believe (check their website) that is sent to you via email and is very active with great jobs.  You have to join WAPA and it’s a very reasonable membership.

**Attendee:**  I'm the current president of WAPA (Washington Association of Professional Anthropologists).  We're based in the DC region but have members in other regions and a few international members, especially since we are operating virtually.  Check out our website, <https://www.wapadc.org/>.  We're also in the process of reimagining our org. for the pandemic and the 21st century.

# Q30: Is it a bad idea to put a resume upon one's own personal website?

Given the need to tailor a resume to the job, does that mean it is a bad idea to put a resume upon one's own personal website?

**Presenter A:** Create a general resume that showcases your primary skills and post that one there.

**Presenter B:** I would not post my entire resume on my website or webpage.  Instead, I would use short blurbs, photos, video, and graphics to engage the viewer in my work.

**Presenter C:** I agree not to put your entire CV or resume on your website.  They get downloaded, passed around, forwarded; and it might be years later that it’s used and it will be out of date. Better to put a general one up there, as said above;  and what about putting your email up on your website where they can contact you for further details.  I would open a new email account just for your use for job searching.

**Presenter D:** Only if you expect traffic and don’t get any. Linkedin may be better in most cases, but a personal website, showing past experience, can be a good add to your resume.

# Q31: Should I include resumes for on my website for my different areas of interest?

**I have multiple areas of interest and I am pursuing positions in each area. On my personal website, do I offer 3 resumes -- one for each of these areas?**

**Presenter A:** Yes!

**Presenter B:** That might be an alternative to posting just one very general resume and an email.  You could do it by sector (non-profit, business, consulting, government). Or by specialty, like historical preservation and heritage; natural resources management; and health care services, or similar.

**Presenter C:** Yes, post all 3 and title them each based on the field/ interest.

# Q32:  What about pursuing other kinds of credentials, taking online courses, obtaining fellowships?

**Presenter A:** PMP (Project Management Professional) is a good credential to have.

**Presenter B:** Coursera

**Presenter C:** Knight Foundation ([https://knightfoundation.org](https://knightfoundation.org/" \o "Knight Foundation Website)) has great free courses focusing on journalism but dealing with topics including data visualization; COVID-19; investigative approaches that we can all use.

**Presenter D:** AAAS (American Association for the Advancement of Science) offers fellowships:  <https://www.aaas.org/fellowships>.

**Presenter E:** There are many credentials for archaeology (RPA - registered professional archaeologist), historic preservation.   CRM.  Cultural anthro lags behind in credentialing.  I have heard recently of “cultural competence” credentials, which are valuable in health care (many agencies are apparently wanting to hire individuals with Cultural competency certificates.  I don’t know how broadly available.  I heard this in North Carolina colleges and university system, specifically at East Carolina University (ECU) anthropology.  Check out U MD’s website for example.  They offer:

[Certificate in Historic Preservation](http://www.arch.umd.edu/hisp/certificate-historic-preservation)

[Certificate in Cultural and Heritage Resource Management](https://anth.umd.edu/graduate/graduate-program-cultural-and-heritage-resource-management)

[Other Graduate Certificate Programs](https://academiccatalog.umd.edu/filters/#filter=.filter_26)  --

There are also very useful certificates in other departments - don’t overlook them, like Applied Political Analytics:  and “Resource Economics.”  This pretty much presumes you are an MAA (Master in Applied Anthro) enrollee.  If not, you can browse on line and find certificates that may be free-standing and free.

Training in methods can be useful, and you can list it as a skill or competence:

Qualitative Methods (Atlas.ti, MAXQDI, etc.);  Network analysis if you are interested in a research position.  Quantitative Methods:  Statistical analysis, regression analysis, “R,”” or the old standard “SPSS.”

**Attendee:** Edx or Udacity; Udemy has lots of sales!

**Attendee:**  I just signed up for the copywriting course on Udemy!

**Attendee:** Universal Class or other trainings are free through your local library.

**Attendee:** Daniel Miller at UCL (University College London) had a cool course on anthropology and social media on the Future Learn website for free.

**Attendee:**  I think SAA (Society for American Archaeology) provides free access to some online courses (not the webinars, but a separate company)... I can't recall the name of the company, though.

**Attendee:**  Looks like AAAS fellowship applications are due Nov 1st, so it’s the perfect time to start one!  <https://fellowshipapp.aaas.org/app/main/page/program-faq>

**Attendee:** Interaction Design Foundation has good intro to UX courses: <https://www.interaction-design.org/>

**Staff:**  I studied data vis for free because the DC Public Library subscribes to Lynda.com.

# Q32:  Will we have future access to the transcript of this chat?

**Presenter A:** Correct!  We will get all of the presenters to respond to all of the Chat questions.  The document will be posted on the AAA website under this webinar by Tuesday of next week.

**Staff:**  We'll post the chat, Q&A and slides here: https://www.americananthro.org/AdvanceYourCareer/Landing.aspx?ItemNumber=25907

# Q33: What is the value of EPIC training?

Could anyone speak **the value of EPIC (Ethnographic Praxis in Industry Community) as a training and practice anth venue?**

**Presenter A:** EPIC is great. They have some fantastic webinars and articles, and it’s not expensive to join.

**Presenter B:** It’s excellent, and great for networking as well.

**Presenter C:** I know many people/anthros who  are members and got a lot out of it.  If you are interested in Business Anthro and/or consulting I recommend it highly.  And, they have meetings in very cool places (pre-COVID)!  like NYC  and someplace in Europe and once in Asia I think.  They are independent of AAA and SfAA.  One of my colleagues and friends who is the Project Managers, and very successful, belongs to it.  A great opportunity to networks and see how other anthros bill themselves and find jobs.

# Q34:  Does anyone have any pointers on learning/ developing quantitative skills?

**It seems that most UX Research jobs are asking for both quant and qual experience.**

**Presenter A:** SQL certification.

**Presenter B:** I’m always surprised how FEW Biz school grads are really comfortable with a spreadsheet. Be able to do basic descriptive stats—we all do that with small data sets. I find that fancy multivariate stuff MAY be of interest, and you may have those skills, but basics count. Be familiar with making cool, simple presentable output from a spreadsheet.

**Presenter C:** CJMCX: pitch the “thick” data, not just the “big” data as among your analytic skills, no?

**Presenter D:  I**f you get familiar with Excel spreadsheet capabilities you can do simple statistical analysis and graph it or do visualizations.  There must be certificate programs around, especially for non-parametric statistics.

**Attendee:**  There are good Coursera classes on R.

**Attendee:**  I am learning Tableau on Coursera. It was low cost (like under $100). I see that listed a lot but also SQL & Python.

**Attendee:**  Many of the online classes are free unless you are looking for the certificate, which is roughly $100.  Knowledge is the free part :)

**Attendee:**  If you have done research, you already know project management. PMP training and certificate gives you marketable credentials to document value.

**Attendee:**  CJMCX- you are right, I just finished a masters in Market Research and consumer behavior and a lot of the language is exactly what I learnt some years ago but it sounds like the new black for the business enterprise - and it takes time to extrapolate the obvious for "us" into the corporate argot.

# Q35:  Do we know of any Anthro orgs that are for people of color / Latin?

**Presenter A:** AAA has the Association of Latino and Latina Anthros:  [http://alla.americananthro.org](http://alla.americananthro.org/)

**Presenter B:** Other AAA sections are the Association of Black Anthropologists:  [http://aba.americananthro.org](http://aba.americananthro.org/) and Association of Indigenous Anthropologists:  [http://aia.americananthro.org](http://aia.americananthro.org/)

**Presenter C:** The IUEAS is a membership organization with many Latinx members and many European members.  International Union of Anthropological and Ethnographic Sciences.  Browse for it and check it out.

**Presenter D:** I love Latin American Studies Association meetings, they have a lot of anthros too, especially Central and South Americans and diasporic scholars. lasa.org

**Presenter E:** Association of Black Archaeologists.