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The Many Voices of the Graduate Dean: Making Yours Heard
CGS Summer Workshop
Quebec City, Canada
July 14, 2009
2:00 pm-5:00 pm

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Agenda

- 2:00-2:15 Introductions, workshop goals, Communication principles
- 2:15-2:30 Self-assessment and discussion
- 2:30-3:00 Making Presentation Choices and Improving Presentations
- 3:00-3:30 Impromptu exercise
- 3:30-3:45 Break
- 3:45-4:15 Working with the Media and Media Practice Activity
- 4:15-5:00 Running a meeting

18. Impromptu speaking

Mastered _____ Needs Improvement

19. Adapting the message to the audience

Mastered _____ Needs Improvement

20. Making a clear presentation

Mastered _____ Needs Improvement

Part 2: Answer the following questions about your presentational experiences.

1. What types of presentation experiences do you engage in most in your role in the Graduate School?
2. How frequently? (e.g., several times a day, once a week)
3. What types of presentation experiences do you enjoy the most and the least? Why?

Based on this self-assessment, identify two of your most important strengths in presentation situations:

1:

2:

Identify two areas for improvement:

1:

2:

What is your goal for this technical workshop?

Four Basic Communication Principles

1. Make it Relevant to Your Audience

1. Tell your audience early why they should care about your topic.
2. Show how your ideas directly impact your audience.
3. Use arguments and evidence that appeal to your audience.

2. Make it Clear

1. Organize your ideas and use previews and transitions to make your organization clear to your audience.
2. Avoid jargon and define technical terms.
3. Speak up!

3. Make it Interesting

1. Use relevant stories to make your point.
2. Use humor.
3. Use vivid language (metaphors, alliteration, description)

4. Make it Credible

1. Establish common ground.
2. Describe your past actions.
3. Display competence in the way you speak and your appearance.

The Many Voices of the Graduate Dean: Making Presentation Choices

Language Choices: Oral and Written Language

- Vocabulary
- Informality in grammar
- Repetition and Digressions

Types of Presentations and Delivery Choices

- Ceremonial-hooding ceremony, awards, events, introductions, honor society keynotes, professional meeting keynotes, etc.
 - Manuscript or combination of manuscript/extemporaneous
 - Possible Powerpoint for professional keynotes combined with manuscript or outline
- Informative-reports to campus committees, reports to governing boards or advisory boards, reports or testimony to legislative committees, presentations to student organizations, presentations at CGS and other professional meetings, etc.
 - Extemporaneous delivery using outline and/or Powerpoint depending on level of detail and availability of technology
 - Possible manuscript for legislative committees if something is needed for the record; however the manuscript may be submitted and the oral presentation can be a recap of major ideas
 - Impromptu in cases where you are called on for details and were not on the agenda or where you are asked to respond to questions
- Persuasive-Budget presentations, policy changes, presentations to governing boards or legislative committees, etc.
 - For technical presentations, include Powerpoint or handouts
 - For other presentations, extemporaneous delivery is common
- Interviews-news organizations on and off campus, employment interviews, fellowship interviews, etc.
 - Impromptu (with prior preparation); Extemporaneous
- Conducting meetings-staff, graduate council, ad hoc meetings, etc.
 - Extemporaneous with agendas and other handouts

Tips for Manuscript Speaking

1. Prepare the speech using the same guidelines as for any other speech regarding structure.
2. Make reference to someone in the audience or local issues/events.
3. Use heavy-weight paper.
4. Print in a larger than normal font.
5. Do not continue a sentence from one page to another.
6. Leave wide margins on all sides.
7. Number the pages.
8. Maintain eye contact—especially during the introduction and the conclusion.
9. Be enthusiastic in your delivery.
10. Rehearse.

Tips for Memorized Speaking

1. Prepare the speech using the same guidelines as for any other speech.
2. Make reference to someone in the audience or local issues/events.
3. Be dynamic in your delivery—avoid a monotone delivery.
4. Memorize a section of the speech at a time.
5. Create an acronym to help you remember your key concepts.
6. Create visual images to help you recall what you want to say. The more vivid these are, the more likely you are to remember them.
7. Create a mental index—the first couple of words to a section of your speech that helps you to remember this section.
8. Rehearse out loud.

Tips for Impromptu and Extemporaneous Speaking

1. No sweat!
2. Brief notes
3. Main idea
4. Subpoints with an organizational pattern
5. Support.
6. Introduction.
7. Conclusion

Example: Should we increase our graduate recruiting budget? /Budget meeting

Main idea: Improving quality by increasing recruiting the best students improves all aspects of the university.

Subpoints: Causes/Effects

- I. Graduate recruiting leads to better quality students coming to our institution
- J. Better quality graduate students are an asset to our university

Intro: Reference to budget and the need to insure that there is a return on investment but this is an area where programs across the campus benefit both in terms of helping to recruit quality faculty and also build strong departments to attract students

Tips for Powerpoint.

1. Use appropriately
2. Three to five points per slide
3. One line per point
4. Phrases and key words
5. Large font size (Recommended 28-34 with 44 for titles)
6. Standard fonts for readability
7. Talk not reading
8. Keep it simple and EDIT
9. Practice

The Many Voices of the Graduate Dean: Working with the Media

1. Developing a Good Relationship with the Media
 - Partner
 - Work with university relations
 - Respect media deadlines
 - Understand media limitations and formats
2. Questions to know/ask before the interview:
 - Who are you?
 - Whom do you represent?
 - What would you like to talk about?
 - How long will the interview be?
 - Is this live or on tape?
 - Who else are you interviewing on this story?
3. Prepare the reporter ahead of time (e.g., e-mail background information prior to the interview)
4. Identify your key talking points in advance.
 - Prepare and practice your main messages.
 - No more than 3 main messages.
 - Should take no more than 10 seconds to articulate each message.
5. Anticipate the questions you will be asked.
 - If the question is negative, bridge to a positive.
 - If the question is based on false information, correct it.
 - Sometimes the best answer to an A or B question is C.
 - Be calm and polite. The voice of reason does not shout.
6. Practice effective communication with the media.

- Be clear, don't ramble, avoid jargon, acronyms. Do not use "academese."
- Be concise, use short words, active verbs, personal pronouns.
- Make sure you are correct, do not speculate.
- Be considerate of listeners, think about what they are interested in hearing.
- Listen to the entire question (this gives you time to prepare)

7. Attend to appearance for television.

- Face-Have an open face, smile when appropriate, look at the reporter, not the camera
- Voice-relax, speak at a normal volume, use short sentences, avoid catch phrases such as um, uh, you know, like, etc.
- Body- (standing) feet should be shoulder length apart with one foot slightly in front; (sitting) Use a chair that does not move, cross feet at ankles
- Dress-wear professional clothing and avoid white, red, dark grays, and black. Use only one pattern and make sure that socks, shirt sleeves and ties are long enough. Avoid heavy and flashy jewelry. Don't wear a lot makeup. Be aware of details (hair, etc.)

(with credits to MU News Bureau, Council of Graduate School, Diana Carlin)

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The Many Voices of the Graduate Dean: Working with the Media

We work---therefore we meet.

1. Meetings should matter.
2. Prepare.
 - a. Distribute an agenda.
 - b. Insuring that all the stakeholders are at the table.
 - c. Making the logistical arrangements.
3. Keep the meeting on time.
4. While there is a place for small talk, keep the meeting on topic.
5. Encourage discussions and feedback from all parties.
6. Monitor participation to insure that all have an opportunity to contribute.
7. Get an action plan for next steps and make it clear who is responsible for each step.
8. Create minutes for the meeting (as appropriate).
9. Periodically review the process for standing groups to assess how well the group is functioning.