

# Getting the Most out of your PathwaysToScience.org Program Listing

*PathwaysToScience.org receives 3 million+ page views per month. How can you attract more of that traffic to your program listing? These are some tips to make your program listing shine!*

## Program Title:

- Use a descriptive title. Consider avoiding acronyms or leaving acronyms toward the end of the title.
- If it is a paid program, state so in the title, for example, using the words “paid” or “fully funded.”
- If a summer program, postdoc program, etc. try to state so in the title.

### Example of a less effective title:

- CRIFT REU Program

### Example of a more effective title:

- Paid Undergraduate Summer Research Program in Neuroscience

## Program Description:

- Provide a full description of 3-5 paragraphs outlining the major aspects of the program. Remember that the abstract from a grant award or “funder-speak” is unlikely to resonate with your target audience, particularly if trying to reach undergraduate (or high school) students.
- Describe the primary activities of the program, as applicable.
- Include details on stipend / funding, including dollar amounts, if possible.
- Include information about housing, travel, and living arrangements, as applicable.
- Include details on mentoring, community building, and professional development support provided by the program, as applicable.
- Include information about basic eligibility.

### **Examples of Less Effective Program Descriptions**

Opportunities are available for research and development in Model-Based Systems Engineering particularly in developing plug-in applications. Candidates must possess strong programming skills Java (or Javascript) and with experience using the Eclipse (or comparable) IDE for application development and debugging. Basic knowledge in UML or SysML is a plus, but not required.

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The alliance will lead a national effort to study, sustain, and disseminate best practices regarding broadening participation in STEM. The program seeks to advance knowledge about models to improve pathways to the STEM professoriate. Through best practice exchange, research, mentoring, and professional development activities, the alliance will contribute to a more equitable and inclusive STEM workforce.

### **Example of a More Effective Program Description**

The CATALYST Academy is a one-week summer residential program for rising high school juniors and seniors. The mission of the CATALYST Academy is to advance diversity in engineering and its related disciplines. Therefore, applications from students from backgrounds (African American, Latino/a, or Native American) critically underrepresented in the fields of science, technology, engineering, and math are especially encouraged. During the CATALYST Academy, Cornell University's world-renowned faculty and graduate students lead participants in classes, lab sessions, and project research. Social events, panel discussions, and other out-of-classroom activities provide participants with opportunities to network informally with Cornell faculty, staff, and students. This summer, spend a week making new friends, experience life on a university campus, and explore the many exciting possibilities awaiting you in engineering! Apply to the CATALYST Academy TODAY!

### **Example of a More Effective Program Description**

Summer Systematics Institute (SSI) is an 8-week paid research internship at our state-of-the-art research facility and museum in Golden Gate Park, San Francisco. This world-renowned venue continues to offer undergraduates important insights into the contributions that museum-based research can make to issues facing society today. The program accommodates up to ten undergraduate students. This internship is made possible by the National Science Foundation and a generous gift from the Robert T. Wallace Endowment for undergraduate research experiences. One internship in Biological Illustration is integrated with the SSI program. Applications to Biological Illustration use much of the same application procedures and forms as the SSI.

**Program Curriculum:** Participants will conduct research with their chosen adviser on a project relating to the discipline of the adviser and student. Participants also receive instruction while taking part in a museum-based curriculum that includes tours, lectures, and lab exercises on phylogenetic systematics, molecular techniques, biodiversity, evolutionary biology, global change, and other contemporary issues in the natural sciences. One-day field trips highlighting the local natural history include tide pooling and hiking. Participants are also invited to attend, fully funded, a scientific meeting (such as the annual meeting for the Society for Integrative and Comparative Biology) following their summer internship to present their findings in the form of a talk or poster.

**Eligibility:** Any U.S. citizen or resident alien (green card) who is an undergraduate student, and who will not have graduated before fall, is welcome to apply. That is, you must be enrolled in an undergraduate program at the time of the internship. We encourage applications from groups under-represented in the sciences. An excellent academic record and participation in a wide range of campus activities are highly regarded, but not the sole criteria for the selection process.

**Stipend:** A stipend of approximately \$4,000 will be awarded to each intern. In addition, most travel costs will be reimbursed and a \$2,500 subsistence allowance is given for housing and food. Because the Academy does not have access to dorm facilities, housing is not provided by the Academy. However, we do assist successful applicants in finding local housing. Support of research projects and publication of results as well as funded opportunities to return to the Academy after the end of the program are available. We can also provide assistance to attend a conference to present results from the participants' research during the SSI. Personal stipends may be subject to Federal and/or State income taxes.

## Dates and Deadlines:

- Update the dates and deadlines associated with your program listing each year by clicking on the “Click here to submit updates to this program listing!” link at the bottom of the page.
- Don’t include dates and deadlines within the program description—this information is displayed, separately and prominently, alongside your program description.

## Disciplines and Keywords

Be sure to note any relevant disciplines or keywords – this helps programs to show up when students search by these criteria.



## Promote Your Program Via IBP Membership Benefits

Member programs receive several benefits designed to help them promote their program. These include:

- Option to add a photo to your program listing
- A prominent membership icon displayed alongside the program listing
- Option to promote the program via quarterly posts to IBP’s social media pages
- Access to IBP’s National Broadening Participation Listserv
- Option to purchase a program highlight on the sidebar of the website

For more information about membership, please visit:

<http://pathwaystoscience.org/Giving.aspx>