

## Steps for a Successful CRA-W/CDC DLS Event

The DLS program targets underrepresented groups in computer science and computer engineering. A DLS event includes:

- A distinguished lecture(s);
- A panel discussion for undergraduates on attending graduate school.

There are 8 steps to a successful event. The first two steps take some lead time and must be completed in time for you to do adequate publicity for the event.

### Step 1: Identifying speaker and date

First, we need to choose distinguished speaker(s) and a date. The guidelines for choosing a speaker are:

- The speaker should be a woman or minority male with a PhD in computer science or computing engineering from academia or an industrial or government research lab with demonstrated experience in research;
- The speaker should be of a stature that your department is willing to advertise this event as part of your departmental Distinguished Lecture Series, or at least part of a regular colloquium series.

Depending on your situation in terms of providing an audience and planning the event, we can discuss having a second distinguished speaker. If we do this, then the second speaker should satisfy the requirements listed above, but they should have a different types of employment, i.e., one should be from academia and one from an industrial or government research lab.

The DLS directors will work with you on identifying and inviting the speaker. We will work from a list of possible speakers that you may have in mind or our list of suggestions. We will need a list of the dates that you are targeting. The DLS directors will invite the speaker on behalf of the CRA-W/CDC DLS. **Please do not invite the speaker(s) directly.**

### Step 2: Invite Panelists

Immediately after we have the distinguished lecturer(s) and a date, we need to find a panelist who is a female or minority computer science/engineering researcher or educator with a PhD in a type of employment (academia, or industrial or government research lab) that is not the same as the distinguished lecturer. If you invited two distinguished speakers, then they satisfy the requirement for two PhD panelists. Please provide a list of candidates for this slot, if you have one. The DLS directors invite the panelist as well.

You will also need one or two graduate students, typically from your school or a member of your alumni, for the panel. We encourage you to invite local people to keep the

overall expense of the event down. If you want to fund travel or accommodations for the graduate student(s), please contact us in advance. You invite the graduate student(s) directly.

You also need to invite a moderator for the panel – frequently this is one of the organizers.

### **Step 3: Budget**

You need to do a budget for your local expenses, for example for refreshments at the distinguished lecture or panel discussion. (We recommend that you do have food at the panel, in particular, to encourage students to attend.) If you plan to have a special meeting of the distinguished lecturer and panelists with your women in computer science group and other students from underrepresented groups, then you may need refreshments for that. If you plan on having some students or faculty taking the speaker out for breakfast or dinner, also include it in the budget. You may also need to include money for advertising the event.

Once you have a local budget, please get it approved by the DLS directors.

Notice that the speaker expenses are covered directly by CRA-W/CDC and you don't have to budget for it.

### **Step 4: Publicity**

Once the lecturer and panelists are in place, you will need to advertise the event with sufficient lead time. The advertisement should include your school, nearby schools, and community colleges where there will be interest in the event. Common methods for advertisement include posters and flyers, but it is also important to reach professors at other institutions so that they can encourage students to attend.

You will find some sample flyers at [http://www.cra-w.org/dls\\_resources](http://www.cra-w.org/dls_resources). If possible, please send us a pdf of your flyers so that we can add them to the DLS web site.

### **Step 5: Organize panel discussion**

Prior to your event, you need to agree on the organization of the panel with the moderator and all the panelists: your distinguished visitors and your graduate student panelist(s). Template slides for the panel discussion can be found at:

[http://www.cra-w.org/dls\\_resources](http://www.cra-w.org/dls_resources)

We have generally found that the best panels solicit questions from the students. The panelists prime the pump on questions by making short statements at the start of the panel on the topics listed in the template slides. It's not essential to cover all the topics on the

slide in the panelist statements. The students will drive the discussion based on their interests.

### **Step 6: Agenda for visitors**

Prior to your event, you will need to speak with the distinguished visitors to create a schedule for their visit. Typically, they will have some free time available to visit with faculty and programs at your campus. Please create a visitor schedule for them in conjunction with your mutual interests and their travel plans. You should coordinate this with your department, most likely arranging meetings with your department head/chair, possibly other members of the administration, and other faculty.

### **Step 7: Take pictures**

Please try to take some pictures of the event. We may use the pictures in our reports to the CRA-W/CDC boards.

### **Step 8: Evaluation forms**

We need you to have participants complete evaluation forms. There is a form for the audience to complete after the panel. It is your responsibility to have the form printed and distributed to the audience. The form can be found at the DLS resource web site:

[http://www.cra-w.org/dls\\_resources](http://www.cra-w.org/dls_resources)

The organizer also completes an online evaluation. You can take a look at the current version in the DLS resource web site.

These evaluation forms are required for reimbursing event expenses.

The distinguished speaker(s) and the panelists will also complete an evaluation form available online. Please provide us with the name and emails of all members of the panel so that we can send them the form URL.

### **Step 9: Expense Reports**

After your event, you and your invited speaker(s) and invited panelist must submit expense reports to be reimbursed. Expense report forms can be found on the DLS resource web site. Please be sure to specify the DLS program, the university name, and the dates on your reimbursement forms. Notice that reimbursement of expenses will be done only after the evaluation forms have been submitted.

The speakers will submit their expenses directly.

All your expenses should be submitted in a single form, with a single payee, even if your institution had different entities paying for expenses. The payee is responsible for distributing the reimbursement internally if needed.