Personal Branding: A Quest for Digital Identity

Joe Bean, Doctoral Student, History
Tanesha Walker, Doctoral Candidate, Counselor Education and Supervision
WELCOME!
• Agenda

• Brand Power
• What Your Brand CAN say
• Digital Identity
• Start, Stop, Continue
• Q&A
Objectives

• Learn about the importance of personal branding and how it can be applied to the graduate student experience.

• Establish (or explore) individual personal branding goals for the graduate school experience.

• Learn about the importance of digital identity and explore ways to establish an individual digital identity.
BRAND POWER
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How do these organizations power their brands?
Brand Power

How do these organizations power their brands?

How can you think of yourself as a brand?
Brand Power

How do these organizations power their brands?

How can you think of yourself as a brand?

What do you want associated with your name?
Brand Power

How do these organizations power their brands?

How can you think of yourself as a brand?

What do you want associated with your name?

Associate with other strong brands
Brand Power

What personal branding is *NOT*...

Bragging

LinkedIn profile

FaceBook page
Brand Power

What personal branding is...

Michelangelo said “Every block of stone has a statue inside it, and it is the task of the sculptor to discover it.”

Your task...*is to discover and develop those things that make you unique and that define your personal brand.*
Brand Power

Create your own personal website…

It’s free!

Search for “personal web pages” on FlashLine
What your brand CAN say
Personal Branding: What do you want your brand to say about you?

• As a...
  • Graduate Student?
    • Student?
    • Advisee?
    • Graduate Assistant?
    • Teaching Assistant?
  • Doctoral Candidate?
    • Scholar?
  • Committee/Board Member?
  • Member of a Professional Organization?
  • Job Applicant?
Personal Branding: What do you want your brand to say about you?

• **Understand your Values**
  • What values do you admire and wish to practice in your life?
    • Values may include excellence, service, research advancement, profitability, innovation, etc.
Personal Branding: What do you want your brand to say about you?

- **Know your Strengths and Weaknesses**
  - One of the most important steps is to know what you can and cannot do.
  - What you need to improve, and what you need to avoid.
  - Helps you determine what makes you special, personally and professionally.
  - Knowing your strengths can help you market yourself according to your specific skill set.
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Educational Experience

2014 - present
Doctoral Student in Educational Psychology
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2011
M.A. in Applied Linguistics
The University of Massachusetts

2008
B.A. in Psychology
Kent State University
Digital Identity

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ITEC 39525 - Educational Technology

The Educational Technology course is designed to help students develop the necessary technological competencies in order to successfully support educators in their profession. In this course, students will develop knowledge and skills in designing, implementing, and assessing learning experiences using various digital tools and resources. This course is project-based and incorporates both synchronous class time and asynchronous assignments on Blackboard Learn.

ESL Writing (Levels 7, 8)

These ESL Writing courses are essay-writing courses with an introduction to academic writing for High Intermediate ESL students. These courses introduce students to research, citations, summarizing, paraphrasing, and direct quotations in academic essay writing. Students will also continue to develop grammar, punctuation, vocabulary, spelling, more complex sentence structures and cohesion in their essays.
Digital Identity

Colleen Dragovich

Intro

Use details from your About section as your bio
Glaine ár gcroí; Neart ár ngéag; Beart de réir ár mbriathar!

Faculty at Kent State University
Studies Educational Psychology at Kent State University
Lives in Stow, Ohio
From San Diego, California

Status Photo / Video Life Event

What's on your mind?

Colleen Dragovich shared a link.
4 hrs • 🇺🇸

Chat (9)
Digital Identity

DOCTORAL STUDENT

Colleen is a doctoral student in the Center of Learning and Technology at Kent State University. After earning her Bachelor of Arts in Psychology from Kent State University, she is currently the instructor of record in the undergraduate offering of Digital Identity.

TEACHING ASSISTANT

Colleen is a Teaching Assistant as a part of her Graduate Appointment at Kent State. She is currently the instructor of record in the undergraduate offering of Digital Identity.

TEACHING FELLOW
Digital Identity

An über-nerdy grad student, sassy BAMF, WoWer, Jedi Knight, child of the 80's, and lover of funny things.

tumblr.com

Ohio, USA

Joined July 2009

685 Photos and videos

You Retweeted

Spirit of Vol’jin @ChiefVoljin • Aug 15

Unreleased concepts for lazy river dat encircles Orgrimmar.

I don’t trust Sylvaras ta follow through wit dese plans
START, STOP, CONTINUE
Activity: START, STOP, CONTINUE

- Reflect on your current personal branding skills.
  - What would you like to START implementing?
  - What would you like to STOP doing?
  - What would you like to CONTINUE doing?
Graduate Professional and Academic Development (GPAD)

- Workshop series for graduate students
- New workshop on personal branding!
- Week of October 24th
- [http://www.kent.edu/graduatestudies/event/gpad-workshop-series](http://www.kent.edu/graduatestudies/event/gpad-workshop-series)
Resources

Feel free to contact us with any questions:
Joe Bean – wbean1@ksu.edu
Tanesha Walker – twalke30@kent.edu

- The Professor is In
  - http://theprofessorisin.com/
- “How are you developing your academic digital identity?”
  - https://chroniclevitae.com/groups/developing-your-academic-digital-identity/how-are-you-developing-your-academic-digital-identity
- Harper’s Magazine
  - http://harpers.org/archive/2015/09/the-neoliberal-arts/
- Inside Higher Ed
  - https://www.insidehighered.com/advice/2010/05/12/entrepreneurial-grad-student
- Search Forbes.com Personal Branding
Thank you for attending GSO!

Feel free to contact us with any questions:
Joe Bean – wbean1@ksu.edu
Tanesha Walker – twalke30@kent.edu