

Avoid the Shadow, or Why You Should Care about Your Scholars@Duke Profile

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Would you like to be included in Duke's public, searchable database of researchers? You can! Make it easy for colleagues, students, potential employers, and others in academia to find you. Duke enables doctoral students and candidates to be featured in [Scholars@Duke](#) along with faculty members, postdocs, and academic staff. Many students have neglected their Scholars profiles, and they're missing an important opportunity to engage with local colleagues as well as global academic communities.

Since Scholars@Duke rolled out in 2013, more faculty profiles, research outputs, and other scholarly artifacts have been continually added. The world is discovering this important resource: Visitors to the site sharply increased in 2017 and the site now receives about 50,000 users a month.

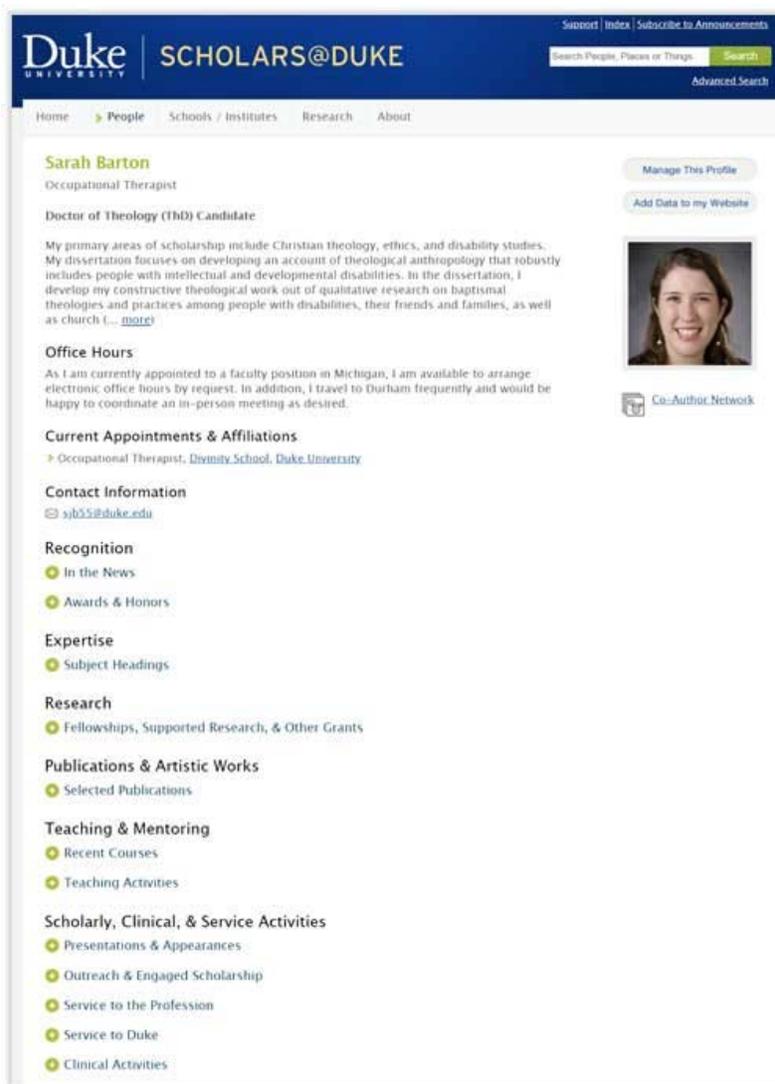
Do you have a Scholars profile?
Does it accurately reflect your interests and accomplishments, including your practical and interdisciplinary experiences, like Theology doctoral candidate [Sarah Barton's](#) profile?

Here are five reasons why you should invest 30 minutes or so updating your profile.

1. Curate your online presence, because you'd be crazy not to!

We know you have better things to do than update yet another web profile, but when you're a doctoral student at a top research university, people want to learn more about you. Your fellow students want to know what you're up to this summer. Undergraduates want to know what you've taught previously and what you're teaching next semester. Faculty members are curious about your work. Potential collaborators are looking for fresh perspectives in your areas of interest.

And if you're on the job market, why wouldn't you take multiple opportunities to feature yourself online?



The screenshot shows the Scholars@Duke profile for Sarah Barton. The header includes the Duke University logo and the text 'SCHOLARS@DUKE'. Navigation links include Home, People, Schools / Institutes, Research, and About. A search bar is present with the text 'Search People, Places or Things' and a 'Search' button. The profile for Sarah Barton is displayed, including her name, title 'Occupational Therapist', and 'Doctor of Theology (ThD) Candidate'. A bio states: 'My primary areas of scholarship include Christian theology, ethics, and disability studies. My dissertation focuses on developing an account of theological anthropology that robustly includes people with intellectual and developmental disabilities. In the dissertation, I develop my constructive theological work out of qualitative research on baptismal theologies and practices among people with disabilities, their friends and families, as well as church (... more)'. Office hours information follows: 'As I am currently appointed to a faculty position in Michigan, I am available to arrange electronic office hours by request. In addition, I travel to Durham frequently and would be happy to coordinate an in-person meeting as desired.' Below this are sections for 'Current Appointments & Affiliations' (Occupational Therapist, Divinity School, Duke University), 'Contact Information' (srb55@duke.edu), 'Recognition' (In the News, Awards & Honors), 'Expertise' (Subject Headings), 'Research' (Fellowships, Supported Research, & Other Grants), 'Publications & Artistic Works' (Selected Publications), 'Teaching & Mentoring' (Recent Courses, Teaching Activities), and 'Scholarly, Clinical, & Service Activities' (Presentations & Appearances, Outreach & Engaged Scholarship, Service to the Profession, Service to Duke, Clinical Activities). A 'Co-Author Network' icon is also visible. On the right side, there are buttons for 'Manage This Profile' and 'Add Data to my Website', and a profile picture of Sarah Barton.

Yes, you should have a LinkedIn profile and possibly a discipline-specific presence as well, but you should absolutely take Duke up on its offer to give you an official, Duke-branded profile in Scholars@Duke. And link to other profiles like history Ph.D. student [Will Goldsmith](#) did:



Will Goldsmith
Student

I specialize in the history of political economy, the postwar U.S., African American history, and public policy.

My dissertation, "Kids, the New Cash Crop: The Promise and Limits of Educating for Economic Development in the New South," traces how North Carolina—a rural Jim Crow state which long had the nation's lowest manufacturing wages, abysmal educational attainment, and massive outmigration—became an emblem of the "New Economy," focused on research, marketing, and financial services. (... [more](#))

Current Appointments & Affiliations

- ▶ Student, History, Trinity College of Arts & Sciences

Contact Information

- ✉ william.goldsmith@duke.edu
- 🔗 [LinkedIn](#)
- 🌐 [Website](#)

Expertise

- 🌍 Global Scholarship

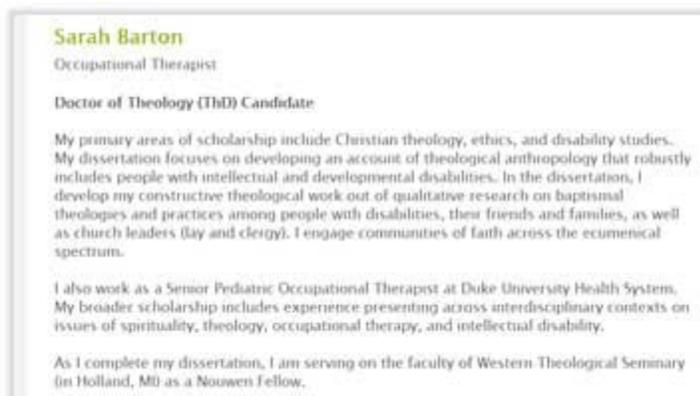
2. Position yourself as a member of Duke's research community.

As a Duke doctoral student, you're entitled to a Scholars profile and thus inclusion in Duke's public research asset database. A Scholars profile is a privilege not given to everyone. You can't create one yourself. Although faculty profiles are created automatically, profiles for non-faculty must be created by a power user or requested by your department or school.

Think about it: Many Duke faculty are superstars in their fields, and you came here to work with them. When you describe your research interests in your profile, your photo and link will appear right alongside those of our esteemed faculty in Scholars@Duke search results. That's a good thing for you, but not unless you update your Scholars profile.

3. Highlight the breadth of all your experiences: how you became a doctoral student or candidate at Duke and what you've done since you arrived.

At the top of your Scholars profile, use the Overview section to display your program, describe your interests, and list your degrees, graduation dates, and institutions as [Sarah Barton](#) has done:



Sarah Barton
Occupational Therapist

Doctor of Theology (ThD) Candidate

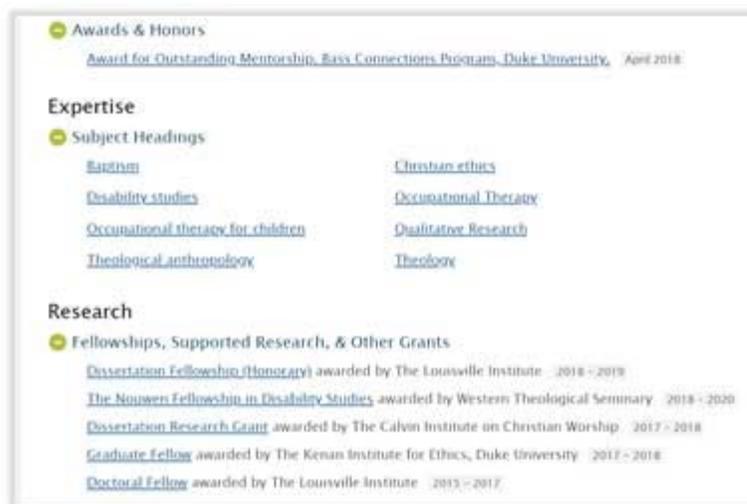
My primary areas of scholarship include Christian theology, ethics, and disability studies. My dissertation focuses on developing an account of theological anthropology that robustly includes people with intellectual and developmental disabilities. In the dissertation, I develop my constructive theological work out of qualitative research on baptismal theologies and practices among people with disabilities, their friends and families, as well as church leaders (lay and clergy). I engage communities of faith across the ecumenical spectrum.

I also work as a Senior Pediatric Occupational Therapist at Duke University Health System. My broader scholarship includes experience presenting across interdisciplinary contexts on issues of spirituality, theology, occupational therapy, and intellectual disability.

As I complete my dissertation, I am serving on the faculty of Western Theological Seminary (in Holland, MI) as a Nouwen Fellow.

Section headings appear only where you've added content or where institutional systems have loaded information for you, like courses for which you're an instructor in Duke Hub.

You can add your awards, keywords to describe your expertise and interests, as well as fellowships and grants.



Scholars enables you to describe what you're most proud of: your significant presentations, global scholarship and expertise, committee service, and work experience.

4. Make your publications open access.

Scholars is part of the suite of tools that support Duke Libraries' [open access policy](#). That means Duke Libraries will help ensure that your work can be made freely available anywhere in the world regardless of subscription access. Scholars works with [Elements](#), the publications system, and the [DukeSpace](#) repository. Publications deposited in DukeSpace appear on your Scholars profile with an "Open Access" link.

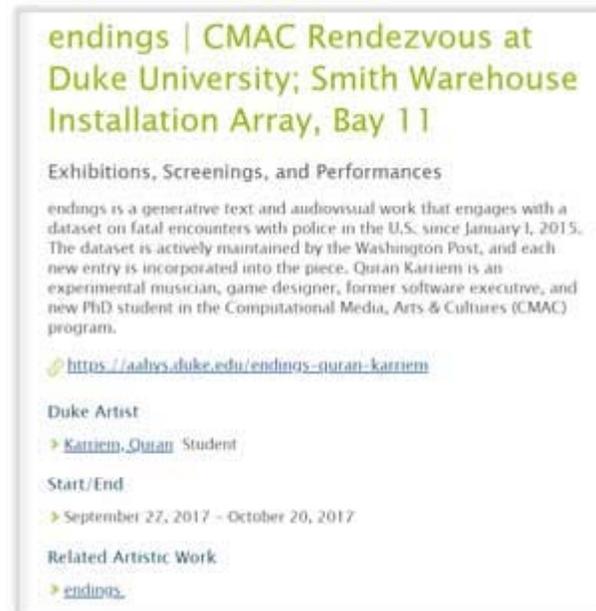
In fact, [Duke Graduate School policy](#) requires that all theses and dissertations to be deposited in DukeSpace. So you may as well familiarize yourself with the tool and the process.

Use Scholars, Elements, and DukeSpace to share all types of publications, not just peer-reviewed journal articles. You can highlight significant papers to show the range of your writing skills by adding your blog posts, white papers, reviews, or policy briefs to Elements and Scholars. Browse the profiles of colleagues and others in your discipline to see which types of publications they're displaying in Scholars.

5. Scholars@Duke models digital media, artistic works and events like exhibitions, screenings and performances.

Duke provides incredible opportunities for scholarship in the arts, and our faculty and students are world-renowned creators, performers and researchers. To capture all the facets of their contributions, Scholars lets you capture non-publication scholarly output by describing multiple roles, venues, collaborators and links to online content.

Check out AAHVS doctoral candidate [Quran Karriem's](#) profile and his [installation](#) "endings" in Scholars@Duke. If you've contributed to a collaborative project, think about adding it to your Scholars profile.



Do this now

Google yourself. Does your empty Scholars profile appear in Google results? Schools and programs don't always let students know when they've created a profile for them. Scholars uses SEO to raise Google rankings, but this can result in your empty Scholars profile appearing at the top of a Google search for your name, along with a sad, gray shadow suggesting you're an empty shell rather than the vibrant, brilliant academic that you are.

Here's how to make sure that doesn't happen:

- Go to scholars.duke.edu and search for yourself.
- If you have a profile, click "Manage This Profile" and login.
- Navigate to each section on the left, and check out the Help section for instructions about how to add or correct information.

Short on time? Make sure you add a [professional head shot](#) and an Overview paragraph to summarize your research focus and background. You never know who's looking for you!