“Industry Exploration in a Box”
Link to full handbook: http://tinyurl.com/z6avbyx
Identifying obstacles and brainstorming solutions for industry exploration at your own institution

1) Recruit your committee: how do you get scientists and engineers to champion your cause?
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____________________________________________________________________________

2) What existing postdoc or grad student organisations exist on your campus that would be interested in alternative careers?
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3) What skills/expertise do your postdocs have?
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4) Which industries would your postdocs be interested in?
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5) Which companies would you like to visit?
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6) Who can you ask for help in your department or institution?
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7) What resources are available to you? Do you know if you have access to professional web and graphic designers?
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8) What are your infrastructure needs? Meeting room, money, listserves?
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9) Where can you find money?
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10) How do postdocs appeal to companies?
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11) What are some local companies? Do they meet the needs of your postdocs?
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12) Are there gaps in what companies want and what postdocs have?
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13) What workshops can you offer?
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14) Which emails do you read? Which social media sites do you use?
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____________________________________________________________________________
“Industry Exploration in a Box”
Planning a site visit

1) Think of a company of interest: who can you contact that works at a company of interest and how can you find their information?
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2) Consider logistics: How will you get there? How will you pay for it?
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3) What events will you propose at the site visit?
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4) How will you sell your postdocs to companies? (Evaluate your postdoc: what’s the strength of your postdocs and graduate programs?)
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5) What should postdocs learn at the site-visit?
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6) By what criteria do you screen postdocs for site-visits?
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7) What will you want to know from your attendee feedback surveys? What questions will you ask to get the answer?
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8) What questions can you ask to evaluate the program (survey the attendees for the pros and cons of the program)?
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ABOUT THIS HANDBOOK

Welcome to “Industry Exploration in a Box - Everything You Need to Build an Industry Exploration Program in Your Institution”. The first two pages of this handbook will be directly discussed in this workshop. The rest of this handbook is meant to serve as a resource to take back to your own institution. This is not meant to be a comprehensive document, but to provide some real-life examples of situations you may encounter and things you may want to consider as you build a postdoc industry exploration program at your institution.

INTRODUCTION AND MISSION STATEMENT

Postdocs and graduate students are often faced with a dilemma: stay in academia or seek a job in industry? For many, this decision is difficult because exposure to industry careers is limited.
We developed a program at the University of California Berkeley which increases the transparency about industry so that postdocs and graduate students can make informed decisions about their careers.

It is called the Postdoc Industry Exploration Program (PIEP; see Nature 478, 277; 2011, Nature 480, 576; 2011), which launched in January 2011. This program arranges visits to companies to showcase their organization, work atmosphere, and employees. Postdocs and graduate students are given a valuable opportunity to learn about career options directly from professionals who hold these positions and gain useful connections in the process. PIEP also arranges workshops to provide guidance on creating a professional image and conducting informative interviews with contacts. Postdocs and graduate students also learn how to market themselves, on paper and in person, and get information about career opportunities in across different industries.

Benefits for postdocs and graduate students:
- Free site-visits to companies of interest
- An opportunity to gain exposure to current industry trends and career paths for PhDs
- A chance to network with company employees in a small group setting.

Benefits for companies:
- Gain exposure by hosting a site visit for postdoc and graduate students
- Identify potential future hires from a highly qualified pool of potential recruits
- Organizational and financial assistance with site visit planning
- Give something back to the academic community

PIEP is proudly supported by the Offices of the Vice Chancellor for Research, the Visiting Scholars and Postdoctoral Affairs, the UC Berkeley Career Center and the Intellectual Property and Industry Research Alliances.

WHAT YOUR INSTITUTION CAN DO FOR YOU

Credibility?
Funds
Organizational skills
Marketing - get your people!

NETWORKING, CONTACTS, AND LINKEDIN

The importance of LinkedIn to modern hiring and professional networking has been emphasized again and again in our interactions with industry professionals.

FUNDING
When starting a postdoc industry exploration program, funding can be a chicken before/after the egg problem. Sometimes getting a first workshop or site visit under your belt by scraping together volunteers can bring the momentum.

There are two major sources of funding that PIEP considers: our institution (UC Berkeley) and sponsoring companies.

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It doesn’t hurt to ask the companies you are visiting. Generally, when it comes to a site visit, what you are paying for is professionalism. A bus to drive all attendees to the same spot at the same time lends credence to your visit. Providing refreshments at workshops gives a reason for people to stay for networking.

SITE VISITS

Motivation

PIEP was created at the end of 2010 as an organizational vehicle to give postdocs an opportunity to explore non-academic career paths by visiting companies. To date PIEP has visited over 15 companies in the Bay Area from small two-person startups to large multi-national corporations. We have visited companies in biotech/pharma (http://piep.berkeley.edu/previous-site-visits) and have received very positive feedback, as well as a feature in Nature. For company employees, the opportunity to give something back is usually the most rewarding aspect of the event.

A typical site visit consists of an introduction by an organizational leader about the company, a talk by one/two employees about current projects, a panel discussion about occupations and work-life, a networking hour for establishing connections, and a tour of facilities to see the working environment. PIEP provides bus transportation to and from the company for participating postdocs as well as a resume of each member attending the site visit - a useful tool for selecting the most appropriate candidates.

Order of events

The applicants have a deadline to submit at which point the applications will be reviewed. PIEP has a priority list that includes UC Berkeley postdoctoral scholars at the top. After postdocs and students have been checked for eligibility, PIEP committee members or often the company themselves will review the applications and send out acceptances for the set number of slots.
First email to company

Dear [recruiting or hiring manager],

I am a postdoctoral researcher in XXX at the University of California, Berkeley, and an executive committee member of the UC Berkeley Postdoc Industry Exploration Program (PIEP) [link to website]. [the first contact, if there is one] from XXX [the target company both A & B work in] suggested I contact you. [This paragraph should be personalized as needed, depending on how well you know your person of contact.]

PIEP is a career development program at UC Berkeley. Founded in 2011, we currently work with over 2000 postdocs and graduate students at UC Berkeley and Lawrence Berkeley National Lab (LBNL). Our mission is to bring high-caliber Berkeley researchers together with industry looking to hire such quality talent, and to accelerate the success of their career as well as the success of your hiring. As part of fulfilling this mission, we organize site visits to companies in the Bay Area for our postdocs and graduate students. These site visits have been greatly beneficial to both parties in the past, and we have received very positive feedback from the many companies we have visited [link to website].

We would really appreciate an opportunity to visit XXX [name of company], as our members are extremely interested in learning more about you and the career opportunities you may have to offer. Please let me know if you would be interested in hosting a group of enthusiastic scientists, and I would be happy to communicate in more detail about coordinating a visit (date, logistics, size of group, selection of attendees, etc.) and answering any questions you may have about our program.
Thank you for your time.

Sincerely,

[Name of PIEPer, and departmental affiliation if you want]

PIEP Executive Committee Member
University of California, Berkeley

Example Announcement

Dear Berkeley Postdocs,

The PIEP Committee is happy to announce another great site visit:

A Biotech

DATE
Friday, September 18th, 2015

LOCATION
[Bus pick-up spot]

TIME
12:40pm - 5:30pm

APPLICATION
In order to be eligible for the opportunity, please fill a 14-question survey and submit your current resume here: [google link]

The application deadline is Wednesday, September 9th, at 5:00 pm. You will be notified at the beginning of the week of the event (Sept. 14th) on the outcome of your application.

ABOUT A BIOTECH
A Biotech, Inc. is a clinical-stage immuno-oncology company focused on the development of technology platforms to stimulate an immune response against cancer. [Include breakthroughs, awards, etc. For more information, please visit [company website].

WHO SHOULD APPLY
Postdocs, graduate students or visiting scholars in the fields of biochemistry, molecular biology, cell biology, chemistry, bioengineering, bioinformatics and engineering are encouraged to attend. This visit represents a great chance to meet directly with an employer.

AGENDA

12:40pm Board Bus
1:00 – 1:15pm Welcome & Introduction to A Biotech
1:15 – 2:00pm  Tour of Labs
2:00 – 2:30pm  Executive Share-out:
   CEO/Chairman
   Sr. VP, Development
2:30 – 3:45pm  Panel Discussion plus Q&A
3:45 – 5:00pm  Social Networking Opportunity with A Biotech Employees
5:00pm     Departure
5:30pm     Arrival at UC Berkeley

If you have any questions about the A Biotech site visit, please feel free to contact the Postdoc Industry Exploration Program (PIEP) at [PIEP email].

By registering for this site visit, you will be added to the PIEP mailing list, from which you can unsubscribe at any time.

Example application form

We have been using Google Forms.

First name:*
Last name:*
Email:*
Affiliation:*
   Drop down list includes UC Berkeley, Lawrence Berkeley National Laboratory, etc.
Job title:*
   Drop down list includes graduate student or postdoctoral scholar
Broad area of study:*
Department:*
Have you held any non-academic professional jobs since college?*
   Yes
   No
When are you planning to apply for your next job?*
What size business interests you? (select all that apply):*
   small/start up
   privately held smaller (less than 200 employees)
   publicly held mid-sized (between 200-1000 employees)
   large multi-national
What type of job are you interested in? (select all that apply):*
   Business Development
   Clinical Development
   Corporate Communications
   Data analytics
   Discovery Research
   Editing
   Engineering and Scientific Consulting
   Intellectual Property
   Management Consulting
   Manufacturing/Quality Control
Marketing
Medical Liaison
Operations
Preclinical Research
Project Management
Recruiting
Regulatory Affairs
Sales
Science Advocacy
Scientific Facility Management
Science Policy
Technical Writing
Venture Capital & Banking
Other

Your areas of expertise (at most 3 keywords, e.g. protein purification, polymer chemistry, big data analytics):*  
Write-in with three spaces

Technical skills (at most 3 keywords, e.g. western blot, dynamic light scattering, C++):*  
Write-in with three spaces

Please list the names of Bay Area companies you are interested in visiting (at least one):*  
Please submit your 2-pages resume here in PDF format:*  

Example Candidate Emails: Acceptance

Congratulations! This email is being sent to confirm your participation in the Genentech-PIEP Site Visit on Wednesday, November 18\textsuperscript{th}. We are looking forward to this trip and hope you are too! Please read this email carefully for additional information.

Cancellation:

Due to space limitations, costs associated with site visits, and consideration for your colleagues, the PIEP committee employs the following site visit cancellation policy: We request that if you need to cancel, please do so immediately so we can tell the next person on the waiting list. Failure to show up without any notice to the PIEP committee will decrease your priority for all future site visits, and a $25 fee payable to the VSPA is required to reinstate your priority.

Identification:

For security reasons, you will need to bring a picture ID. Driver's Licences and state IDs are ideal.

Waiver of Liability:

Please print, sign, and bring the attached liability form to the bus loading site on the site visit day.

Bus loading at UC Berkeley:
The loading site is a UC Berkeley loading zone at 2301 Bancroft Way (in front of the RSF). Bus loading time is 7:10 am. We will be leaving shortly after the bus loading so please make sure you get to the boarding site on time. Due to logistical reasons, everyone must ride on the bus from the Berkeley loading site to and from the company, no exceptions.

Return to Berkeley:

The bus will leave the company promptly at 4:00 pm, getting us back to UC Berkeley at approximately 5:20 pm, depending on traffic.

Dress and etiquette:

Please keep in mind that you are representing yourselves, the PIEP program, and UC Berkeley. Dress attire should be business casual. Also, please be respectful with your use of mobile devices while on site.

Attached you will also find Genentech's agenda for the day.

We look forward to seeing you on-site!

WORKSHOPS

Example Announcement

Dear PIEP members,

We are happy to announce our next workshop: “How recruiters would apply for a job in industry”

There is a growing number of postdocs and PhDs in the sciences who want to pursue a career in industry. How do you transition from academia to industry and start building a successful scientific career?

Join us on September 1st for our next PIEP workshop to learn more about the application and recruitment process at different companies. We are pleased to host a panel discussion with recruiters from a broad range of disciplines to share their thoughts on the job search. You will gain insight into the recruitment process in industry, including tips on how to get noticed, what recruiters are looking for, and how to prepare for an interview.

If you have a particular question for any of our panelists, feel free to email us at XX and we will try to incorporate it into the discussion.

A networking session with the recruiters will follow the panel discussion. Pizza and drinks will be served.

DATE: Tuesday, September 1st, 2015

TIME: 6:00 pm to 7:30pm
LOCATION: XX UC Berkeley
TO REGISTER: Eventbrite link

SCHEDULE:
6:00-7:00pm   Panel discussion with recruiters
7:00-7:30pm   Networking session with recruiters

SPEAKERS:
   · Name, job title, company

SPEAKER BIOS:

[A] does this and that.

EVENT FOLLOW-UP

Example survey 1

Dear participants in yesterday's recruiters workshop,

It was a pleasure that you all joined! Thank you for making it a successful event.

Please help PIEP improve our services to you by filling out this (very short!) survey [link]. Your feedback is very valuable to us!

At the end of the survey, you're get access to the website that will allow you to submit your resume. We will send all the resumes in 5 days to the recruiters. You can respond to the survey now and save the link for later when you are ready to submit your resume.

Finally, please let us know whether this workshop leads to further discussion or an interview (or even a job?!?!) with any of the panelists. We hope it was a valuable experience for you either way!

Survey:
   1. How did you hear about the recruiter's workshop?
   2. Had you heard about PIEP and PIEP events prior to this workshop?
   3. What did you think about the length of the workshop?
   4. On a scale of 1 to 5, how do you think the workshop will help you in terms of your career development?
   5. Did you make new connections in the networking session following the workshop?
   6. Do you plan on participating in future PIEP workshops?

COMMITTEE ORGANIZATION

Committee membership is volunteer-based and equally run, meaning all members take responsibility for programming, budget, and representation (meet with admin annually, respond to emails, etc.). Roles are loosely assigned as tasks present themselves. Postdoc turnover is
high so professional annual recruitment is necessary. If the need is great, informal invitations are issued to interested people.

Review PIEP member roles
- Chair or Co-Chairs: Liaison with admin, set agenda and lead meetings
- Secretary: Take meeting notes
- Advertising and website: Generate general advertisement emails, flyers, website
- Treasure: Log spending, report to admin
- Survey: solicit responses from attendees about their experience at site visits
- LinkedIn: Post content, manage members and admin
- General IT, Gmail, mailing list: curate mailing lists, troubleshoot website

RECRUITING MEMBERS

Annual recruiting email

Dear Berkeley Postdocs,

The Postdoc Industry Exploration Program (PIEP) [link to website] is a program that bridges the gap between academic training and industry careers by providing graduate students and postdocs with an opportunity to visit companies, network with employees and gain professional development skills through a series of workshops and seminars.

The PIEP committee is recruiting individuals to drive this fantastic program. You will gain opportunities to:
- Work on a team and work with people
- Build connections with speakers and industry professionals
- Create value and impact on our UCB scholar community

Key responsibilities include:
- Attendance at bi-weekly meetings, developing content for workshops and seminars about industry
- Establish strategic alliances with industry partners, secure corporate collaboration, and coordinate site-visits
- Communicate with key stakeholders including sponsors, advisors, graduate students, postdocs, and industry partners

If you are interested in joining our group, please send a paragraph (no more than 250 words) by [date] to [email telling us:
1. Who you are
2. Why you want to join the committee
3. What value you bring to the organization

Best,
PIEP Committee