Tips and tricks for standing out while considering university standards.

It’s your profile, own it!

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What you can change on your profile:

- Phone number, email, address, photos and bio info.
- Add links to your LinkedIn profile, Facebook, Google+, Twitter, and personal website
- Select expertise areas and research interests
- Add captioned photos, videos or audio files
- Update publications and current research activity
- Add links to teaching website and presentations
- Add Honors/Awards, Editorships, Professional Associations, Graduate Faculties/Mentoring History, and Industry Experience
What you cannot (or should not) change on your profile:

- Your name
- College assignment/affiliation
- Department
- Position, location or mail code (which appears under title)
- Teaching tab
  - If something is missing or inaccurate, contact ASU Experience Center (ASU Helpdesk)
- Professional (looking) headshot (no selfies or pets, please!)
Make your profile stand out

- Quality, not quantity of information
  - Succinct bio
  - Turn your teaching and research interests into guiding research questions
  - Current research projects
  - Primary research interests (not everything you are interested in)
  - Foundational publications (this is not a CV)
- Avoid academic jargon
- Consider multiple audiences (prospective & current students, research collaborators, marketing & communications staff, community)
Multiple systems populate your profile

The information that appears in your personal ASU profile is populated from multiple sources. Updating your personal information is easy; you can make updates from either your My ASU (my.asu.edu) page or the ASU iSearch (isearch.asu.edu) page.

- Note that there are **differences in which options are available** to change from the My ASU page compared to the iSearch page.
- The MLF Teachers College directory pulls information from iSearch and other systems. It takes 24-48 hours to sync changes made in your profile.
EXAMPLE: faculty directory pages

Carrie Sampson

MLF Teachers College
Assistant Professor
Faculty, WEST Campus, Mallcode 3151

Biography
Carrie Sampson is an assistant professor in the Division of Educational Leadership and Innovation at Mary Lou Fulton Teachers College, Arizona State University. Her research focuses on educational leadership, policy, and equity from three intersecting perspectives—democracy, community advocacy, and politics. Drawing from a range of critical theories and employing mostly qualitative methods, Dr. Sampson’s published work includes peer-reviewed articles, book chapters, and policy reports on school boards, school desegregation, English learners, and community organizing in education.

CV
Curriculum Vitae

Education
- Ph.D. Public Affairs, University of Nevada Las Vegas 2016
- Graduate Certificate in Women’s Studies, University of Nevada Las Vegas 2013
- M.S. Cultural Foundations of Education, Syracuse University, NY 2007
- B.S. Economics, University of Nevada Reno 2004

Alexandria Silva

MLF Teachers College
Clinical Assistant Professor
Faculty, POLY Campus, Mallcode 2680

Research Interests
As an educator in teacher preparation, Dr. Estrella-Silva is interested in examining the trajectory for students who decide to enter the Bilingual/English as a Second Language (BIL/ESL) Program. Dr. Estrella-Silva is interested in understanding the experiences and understandings that have led these future teachers to select this program.

Guiding Research Questions:
- How can we support the literacy and language development of ELLs in an English-Only State?
- What can we learn from first-year teachers in linguistically and culturally diverse classrooms?
- How do scholars of color negotiate linguistic and cultural ties in academic settings?

Current Research Projects:
- Dr. Estrella-Silva is currently researching the experiences of preservice teachers transitioning from teacher preparation programs to their first-year teaching. This research highlights the experiences of teachers within linguistically and culturally diverse classrooms.
- Dr. Estrella-Silva is currently researching the experiences of preservice teachers and their preparation. This research also includes the linguistic and cultural ties that scholars of color maintain and negotiate throughout their experiences in academia.
Video Instructions: Updating your iSearch profile

Video URL
https://youtu.be/pbo0DFaksqs
1. Go directly to iSearch (or click “Directory” on any ASU page).

2. Select **Faculty and Staff** and then search for your name.

3. Find your name in the search results, click on it to view your profile.

4. Log in to edit your profile. Click the “SIGN IN” link (top right).

5. Click the maroon **Edit My Profile** button.

6. Move through the vertical tabs to edit the attributes of your profile.

7. After making changes click the **Save** button at the bottom of the page.
Step by Step instructions on My ASU (my.asu.edu)

1. Go to My ASU and sign in with your ASURITE ID and password then click the Profile tab

2. From the My ASU Profile page you can make the needed updates to your personal information by clicking in the desired field, making the needed changes and then saving the changes.
The ASU brand guide strongly suggests that all headshots be taken by the university photographer.

- Request faculty and staff headshots and view photography office hours here. You can stop into Computing Commons, room 125 any of the times shown without making an appointment. The photo shouldn’t take more than 5-10 min.
Email Signature: Bigger deal than you think

● Visually shows affiliation
  ○ ASU colors are critical
  ○ Sets colleges and offices apart
● Hyperlinked info increases contact and ease
  ○ Consider cell phone users
  ○ Website links, phone number
● Be wary of logos or images (please don’t use)

Visit the Brand Guide for more info:
https://brandguide.asu.edu
Print and Imaging Lab email signature generator

- The ASU Print and Imaging Lab’s generator will configure your information into ASU’s recommended standardized email signature format.
- Walks you through the process of creating your on-brand email signature
- Auto-populates most form fields when you enter your asurite
- If you need assistance, call 480-727-1636 or email print@asu.edu.
- Consider using this Custom Statement: creating knowledge, mobilizing people and taking action to improve education

To create or update your email signature, try the ASU Print and Imaging Lab’s email signature generator https://print.asu.edu/EmailSig/
Example Signatures:

First and last name  
Title  
Department  
Arizona State University  
Address Line 1  
Address Line 2  
Address Line 3  
p: 480-727-0000  
email: firstname.lastname@asu.edu  
web: www.asu.edu  
Learn more by visiting brandguide.asu.edu  
facebook  twitter  linkedin

First and last name  
Title  
Department  
Arizona State University  
Address Line 1  
Address Line 2  
Address Line 3  
p: 480-727-0000  
email: firstname.lastname@asu.edu  
web: www.asu.edu  
Learn more by visiting brandguide.asu.edu  
facebook  twitter  linkedin

ASU top 1% of world's most prestigious universities  
—Times Higher Education  

ASU #1 in the U.S. for innovation  
—U.S. News & World Report

First and last name  
Title  
Department  
Arizona State University  
Address Line 1  
Address Line 2  
Address Line 3  
p: 480-727-0000  
email: firstname.lastname@asu.edu  
web: www.asu.edu  
Learn more by visiting brandguide.asu.edu  
facebook  twitter  linkedin

Campaign ASU 2020  
Together our potential is limitless  
giveto.asu.edu
Need help?

Contact the ASU Experience Center (Helpdesk)

- Available 24-hours a day 7-days a week and every day of the year
- Under “Service” tab in My ASU
  - Chat
  - Create a ticket
- Call (480) 965-6500 or 1-855-278-5080
Service Now helpful KB articles

How to Update your ASU iSearch Profile
https://asu.service-now.com/sp?id=kb_article_view&sysparm_article=KB0010786

How to Update your ASU iSearch Profile (YouTube video)
https://www.youtube.com/watch?v=pbo0DFaksgs

Preferred Display Name Change
https://asu.service-now.com/sp?id=kb_article_view&sysparm_article=KB0016328

I need to change or correct my name in my employment records
https://asu.service-now.com/sp?id=kb_article_view&sysparm_article=KB0010205
Any Questions?