

# SDBN

SAN DIEGO BIOTECHNOLOGY NETWORK

## Volunteer Brainstorming & Networking

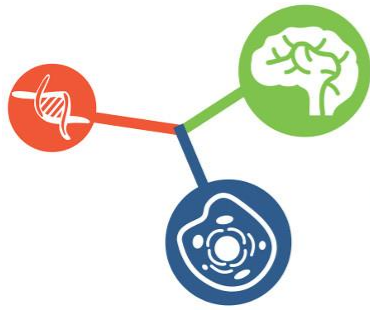
*November 13, 2017*



# SDBN

VOLUNTEERS

[sdbn.org/volunteer](http://sdbn.org/volunteer)



# SDBN

SAN DIEGO BIOTECHNOLOGY NETWORK

## Schedule

**6:00-6:45: Appetizers, Network**

**6:45-7:00 Presentation**

**7:00-8:00 Brainstorm!**

**8:00-9:00 Present, Discuss**

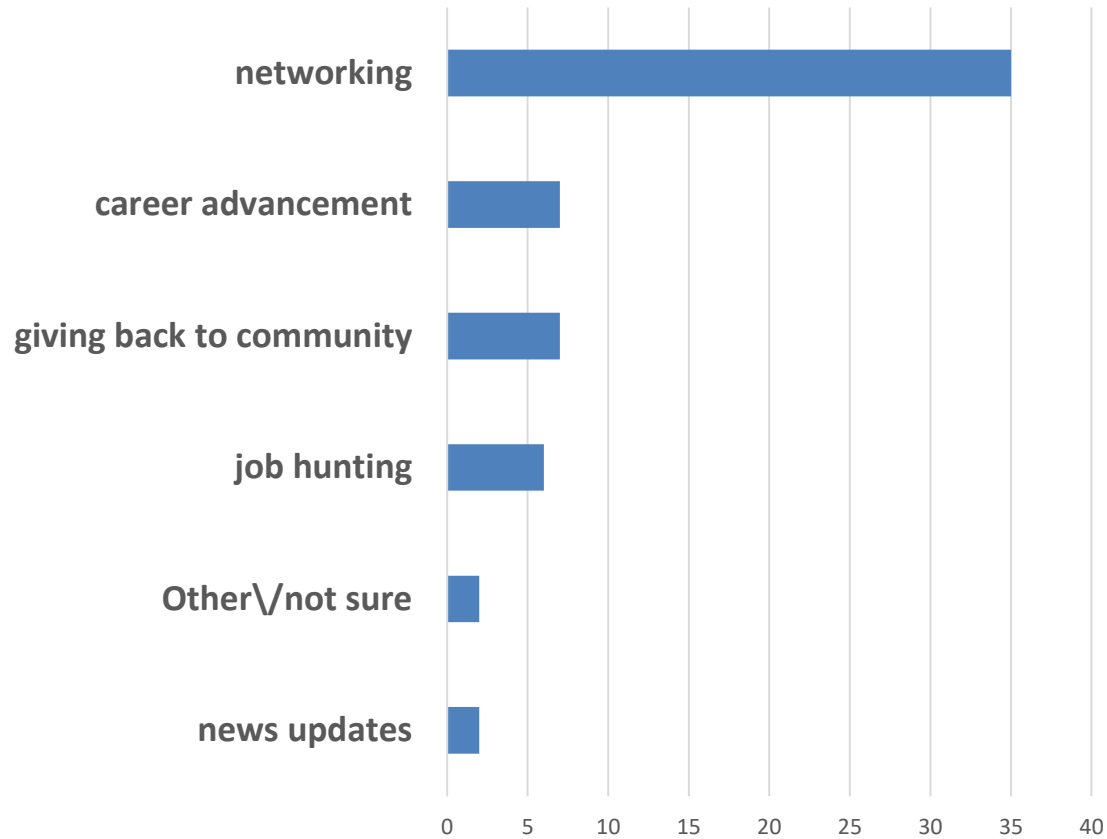


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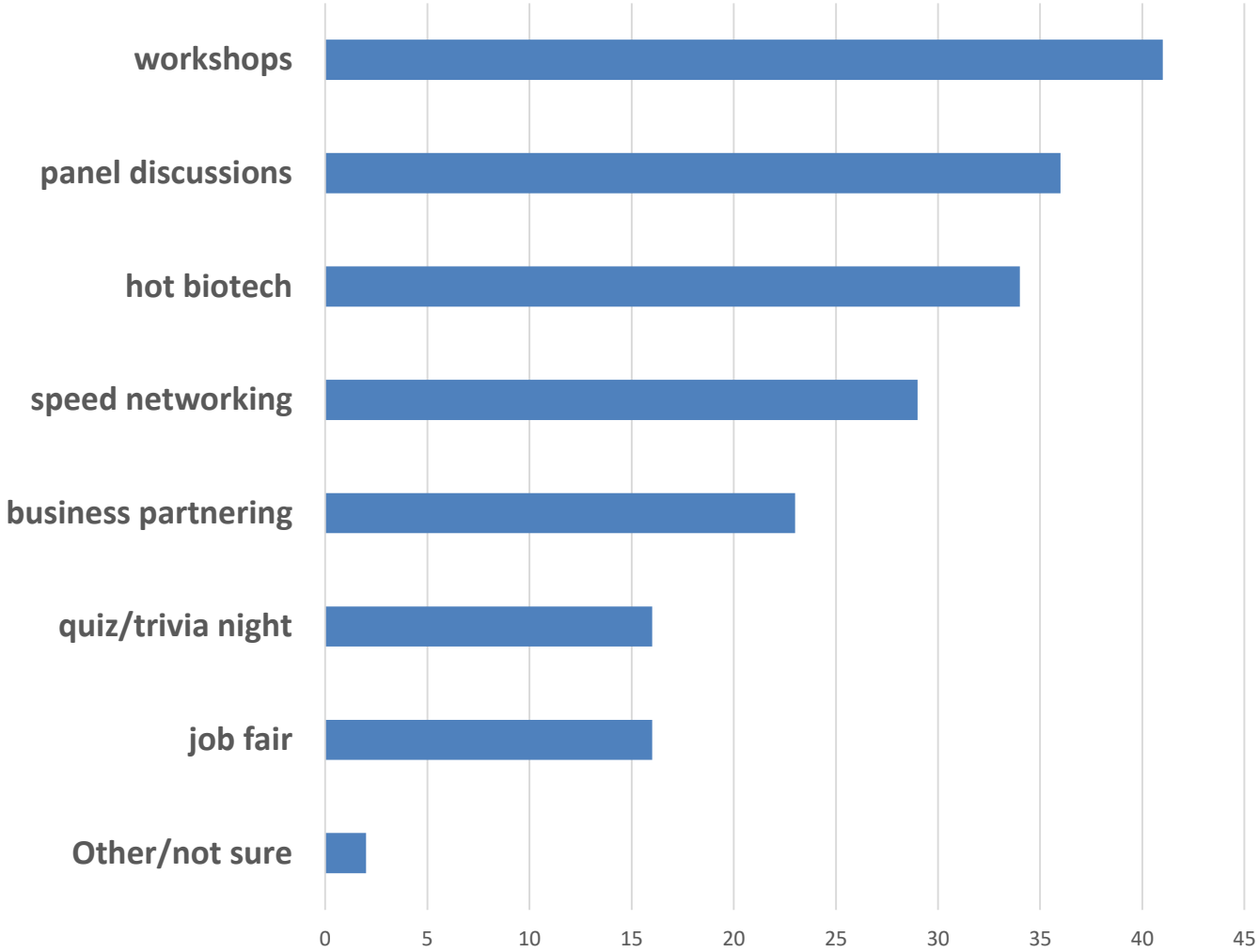
## *Founded 2008: 20K+ Followers*

- Grad student to biotech exec
- Monthly/Bimonthly meetings
- Use & promote LinkedIn, Social Media, networking to help scientists network
- Company directory, jobs
- 2017: March for Science – San Diego
  - “Leverage” biotech for outreach

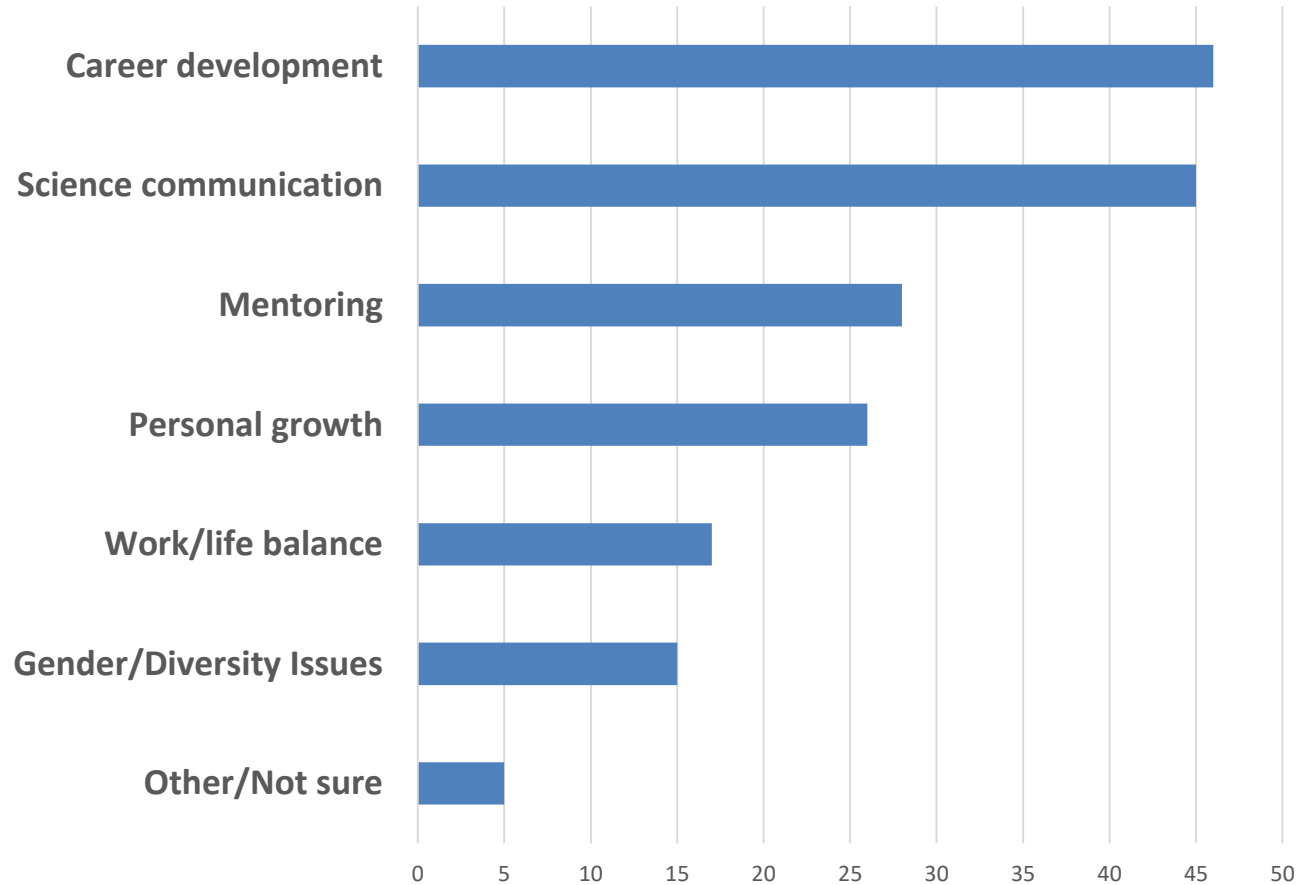
# Survey Results: Member Goals



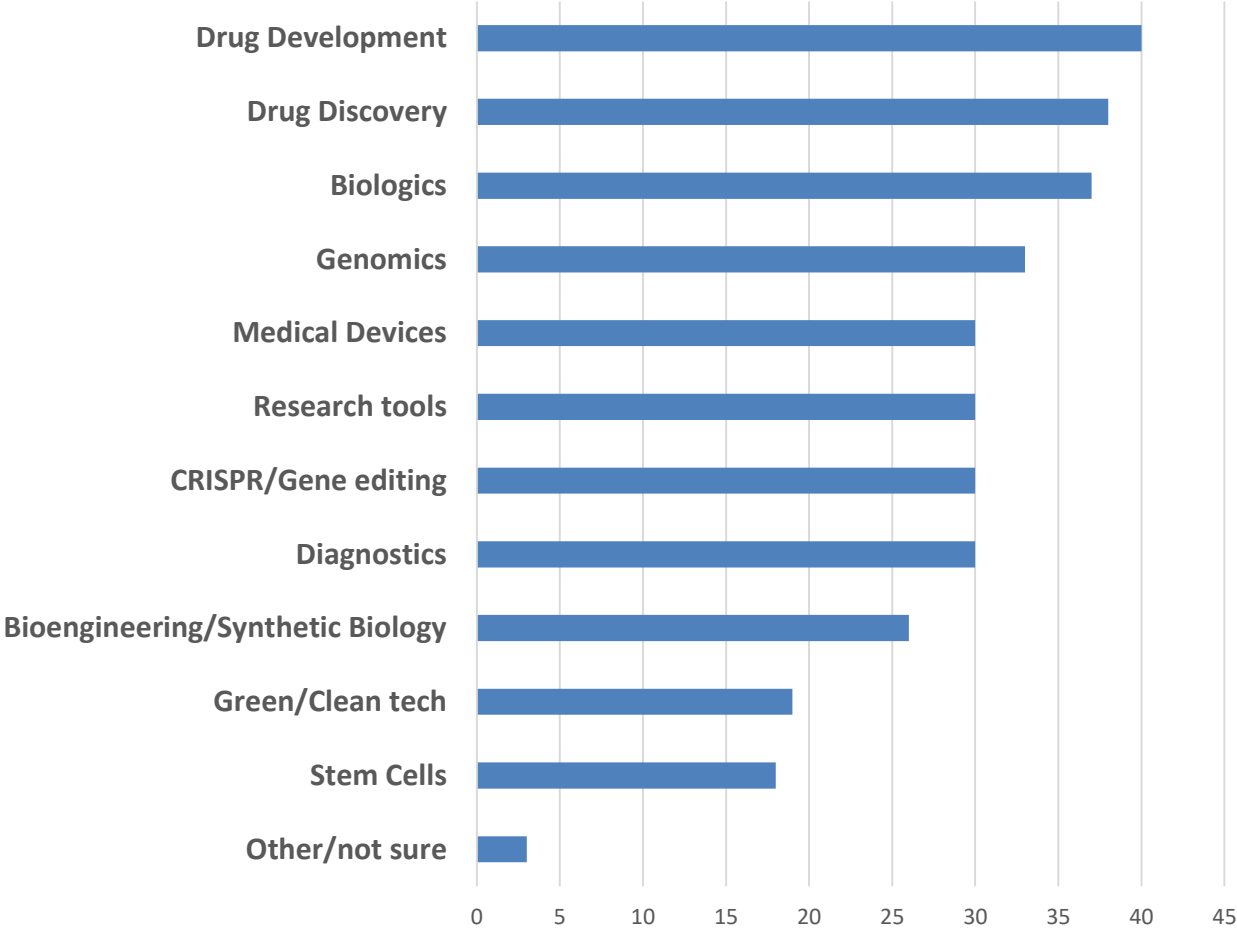
# Survey Results: Event Types



# Survey Results: Topics



# Survey Results: Scientific Topics



# Survey Results: Volunteer Perks





# Volunteer Guidelines

- All volunteers must sign agreement
- Zero tolerance for harassment or discrimination
  - Use workplace training & guidelines
- Use common sense when meeting
  - Be judicious with contact information
- Report any issues immediately to Mary Canady (info@sdbn.org)



# Volunteer Groups

1. Events: Drug Discovery
2. Events: Drug Development
3. Events: Biologics
4. Events: Genomics
5. Events: Job Fair/Vendor Shows
6. Events: Science Communication & Outreach
7. Business Development & Marketing
8. Website & Data Analysis



# Event Formats

- Half day
  - 4-5 talks
  - ~10 vendors/tables
  - Targeted speed networking
- Evening event
  - 1 talk
  - ~3 vendors
- Lunch & Learn/Vendor Show
  - 1 talk
  - 10-15 vendors



# Anatomy of a Successful Event

- Content
- Venue
- Logistics
- Sponsors
- Budget
- Promotion
- Implementation



# Science Communication/Outreach

- FINALLY!!!
- Many opportunities for local outreach
  - Work with local bloggers, STEM advocates, schools
  - March for Science – San Diego



**PUB CRAWL  
FOR SCIENCE**

Raise funds for San Diego  
cancer research

Support the March for Science  
Padres Pedal Team

Get a free pint glass &  
chance to win prizes

**September 14 2017**  
[sdbn.org/pubcrawl](http://sdbn.org/pubcrawl)

The poster features a central illustration of a beer glass with a logo that says 'MARCH FOR SCIENCE SAN DIEGO'. The background is dark with white text and a light-colored beer glass.



# Business Development & Marketing Group

- What's needed
  - Find sponsors
  - Social media/e-newsletter
  - Blogging/multimedia
  - Grow SDBN
- Experience outside the lab
- Future paid internships
- Make contacts with companies
- Get recommended



# Website & Data Analysis Group

- What's needed
  - Make improvements
    - Layout/Functionality
    - Add Blogging, multimedia
    - Improve job feed/accept resumes?
  - Update/maintain company directory
  - Volunteer/project management software
- Future paid internships
- Make contacts with companies
- Get recommended



# Tonight

- Split into groups
- Begin filling out your worksheets, ~1 hr
- Present 8ish
- Discuss and network!





# Next Steps

- Mary will collect/scan sheets
- You'll get project management login/volunteer agreement
- We'll start scheduling calls/meetings
- Project management software will be loaded with resources

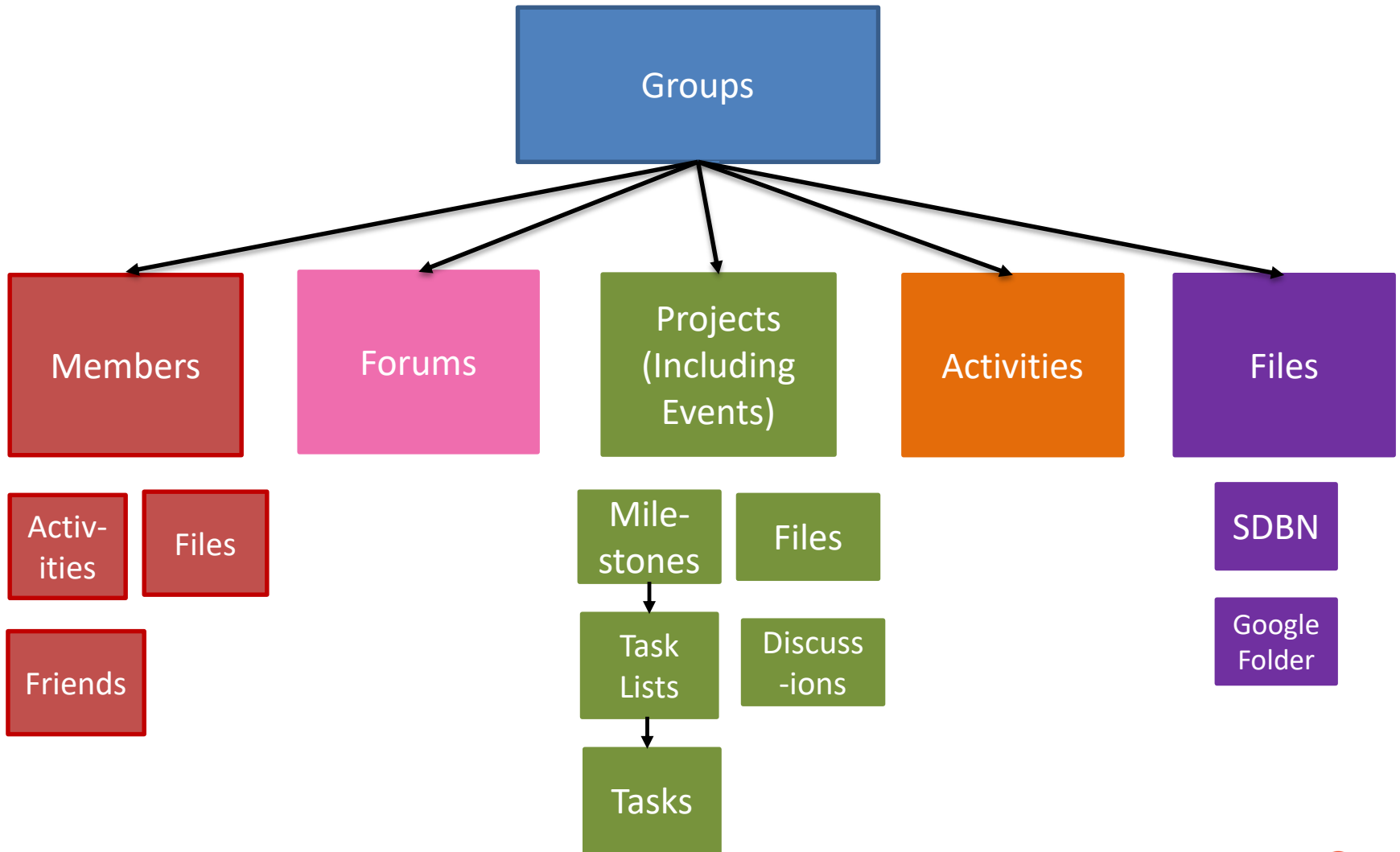


# SDBN Community

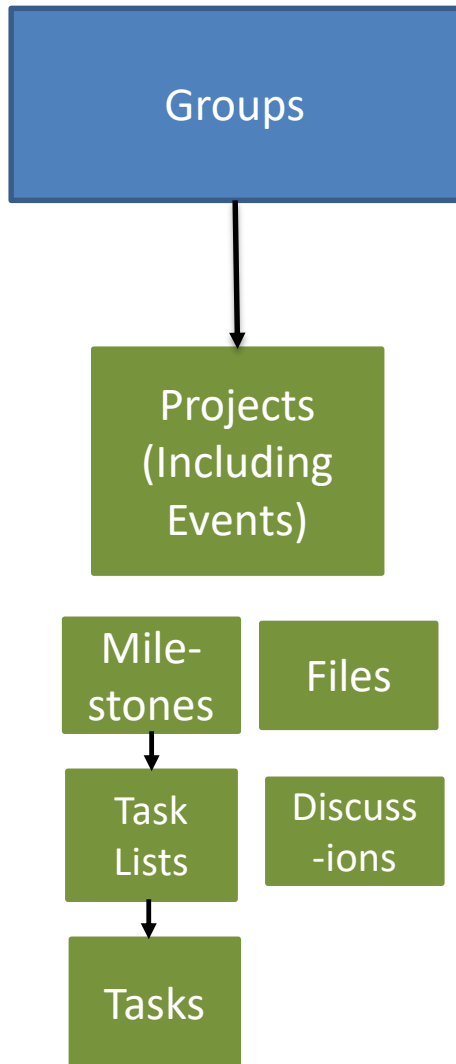
- We've added a "Facebook" like Community @ [sdbn.org/community](https://sdbn.org/community)
  - Groups
  - Projects/Project Management
  - Forums
  - Activities
  - Friends
- Will use initially for volunteers to plan events
- Roll out more broadly for Jan 2018 Speed Networking



# SDBN Community Overview



# SDBN Project Management



- Currently project creation by members is not available, email [community@sdbn.org](mailto:community@sdbn.org) to request a project
- Each project will be assigned a Project Manager
- For events, the following milestones will be created:
  - Determine content
  - Find venue and determine date
  - Logistics and budget
  - Sponsors
  - Promotion
  - Implementation
- Task lists and tasks will be created/assigned for all milestones by Project Manager
- To assign a task, user must be member of parent group
- Most files will be dynamic, use Google Docs—  
use folder for parent group



# Other Items

- Most event projects have not been created yet
  - “Pilot” in Drug Discovery
- Plans
  - Speed Networking Late Jan.—launch & use groups to facilitate networking
  - Possible Rare Science event in February



# How To Use SDBN Community

- Join Groups
- Message group admin to be included in projects
- Post to Group or forum about ideas you have
- Make friends
- Invite others—send to [sdbn.org/community](http://sdbn.org/community)
  - Warn them we're in Beta/there will be bugs
- Send feedback, ideas, bugs to [community@sdbn.org](mailto:community@sdbn.org)

