



**Postdoctoral Association at Western**

**Minutes from November 7th, 2017 (4:00 pm / Meeting Room, Grad Club)**

**Attendance**

Jessica Esseltine	President, CAPS Representative, Schulich Anatomy and Cell Biology	X
Nicole Novielli	Vice-President Internal, Department of Anatomy and Cell Biology	X
Natalie Kozyrev	Vice-President External, Mental Health and Wellness Representative, Robarts Research Institute	X
Caroline Alencar	Vice-President Communications, Department of Physiology and Pharmacology	X
Brittany Balint	Secretary, Department of Anatomy and Cell Biology	-
Ali Attaran	Vice-President Finance, Physics and Astronomy	-
Baraa Al-Khazraji	Outreach Coordinator, School of Kinesiology, Faculty of Health Sciences	-
Kaitlin Laidlaw	Webmaster, Brain and Mind Institute	-
Kate Parham	Tax representative, Department of Microbiology and Immunology	-
Blake Butler	University Research Board (URB) Rep., Department of Physiology & Pharmacology	-
Ian Kalman	Department of Political Science	X
Emma Holmes	Brain and Mind Institute	-
Lauren Solomon	Department of Microbiology and Immunology	-
Katherine Kasper	Department of Microbiology and Immunology	-
Jahirul Mazumder	Department of Chemical Engineering	-
Mariano Avino	Department of Pathology	-
Kyle Pardis	School of Kinesiology, Faculty of Health Sciences	-

**1. Ratification of the Minutes from the previous meeting**

Passed

**2. Ratification of the Agenda**

Passed

**3. End of year breakfast**



-Not a huge enrolment as of yet. Push on platforms of advertisement to promote registration and provide details of the delicious items that can be enjoyed to provide greater incentive to attend.

#### **4. Advisory Committee for Postdoctoral Affairs**

-Meeting attendee: Nicole; addressed postdoc career uncertainties and a need to help get postdocs in line with a career path suitable to their goals.

-BrainsCAN offering Postdoc positions. A spring competition for the BrainsCAN Postdoctoral fellowship will be announced in the new year.

-PAW members: Can Western provide tuition-free credentials for Postdocs with a tangible proof of completion or certificate; to highlight and add to translatable skills.

#### **5. PAW Website**

-Kaitlyn provided a report on the PAW website analytics:

##### Basic Engagement

- 1500 users since Jan 1, 2017
  - 75% of site visits are new users
- Short time on site
  - 1 min 47 s on average
    - affected by whether they only ever visit one page and do not engage with that page (which are listed as 0s)
  - 1.9 pages viewed per session
    - good indicator they are finding what they need

##### Where are they coming from?

- Predominantly Canada, but rest spread over many other countries (USA, India, Iran, Brazil, Germany, China, France, Italy, Japan)
- Most website hits come from London ON itself.

##### How do they browse?

- Primarily via desktop (which is good because the mobile experience is not awesome)
  - Of Desktop users:

# PAW

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- 60% Chrome followed by Safari, Firefox and IE
- 64% Windows, followed by Mac/iOS and Android
- 28% coming from Western campus

What do they look up?

- Besides the home page, income tax and FAQ pages are most popular

How are they getting to the site?

- Most via google/yahoo and direct links (i.e. bookmarked), some from facebook (assume the group pages)

Time of day?

- Most visit around lunch time during the week

### **6. Western Postdoctoral Newsletter**

-Interest was expressed regarding a newsletter to highlight Postdoctoral excellence and accomplishments.

-Would be a great way to get information about Postdocs who are featured in Media or internationally at conferences or via awards, etc.

-We can communicate this via our social media platforms to increase accomplishment awareness for Western Postdocs.

### **7. Professional Photos for Postdocs**

-Mihaela has previously advised that this is a service that is not coordinated by SGPS, but rather can be addressed at the departmental level.

-Could we suggest a 'Professional Head Shots' photobooth at the End of Year Breakfast or at Postdoctoral Research Forum as a fun activity for Postdocs to participate in during breaks or intermissions?

### **8. Mini MBA Lecture Series**

-Provided by the Graduate Management and Consulting Association

-Lectures are given by Ivey graduates



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-You get to participate in a case study presentation, and often there are consulting firm recruiters scouting these events

-You receive a certificate when completed

### **9. Next PAW meeting**

The next PAW meeting will be on TUESDAY JANUARY 16<sup>th</sup>, 2018, at 4pm, in the Grad Club Meeting Room. Happy Holidays!