Steps for a Successful CRA-W DLS Event

The DLS program targets underrepresented groups in computer science and computer engineering. A DLS event includes:

- A distinguished lecture(s);
- A panel discussion for undergraduates on attending graduate school.

There are 8 steps to a successful event. The first two steps take time and must be completed in time for you to do adequate publicity for the event.

Step 1: Identifying speakers

The guidelines for choosing a speaker are:

- The speaker should be a woman or minority male with a PhD in computer science or computing engineering from academia or an industry or government research lab with demonstrated experience in research;
- The speaker should be of a stature that your department is willing to advertise this event.

Depending on your audience, we can discuss having a second distinguished speaker. The second speaker should satisfy the requirements listed above, but they should have a different type of employment, i.e., one should be from academia and one from an industry or government research lab.

The DLS program chairs will work with you on identifying and inviting the speaker. The DLS program chairs will invite the speaker on behalf of the CRA-W DLS program. **Please do not invite the speaker(s) directly.**

Step 2: Inviting Panelists

Immediately after we have the distinguished lecturer(s), you will need to find a panelist who is a female or minority computer science/engineering researcher or educator with a PhD in a type of employment (academia, or industry or government research lab) that is not the same as the distinguished lecturer.   If you invited two distinguished speakers, then they satisfy the requirement for two PhD panelists. Please provide a list of candidates for this slot, if you have one. The DLS program chairs will invite the panelist as well.

You will also need to invite one or two graduate students, from your school or alumni, for the panel (You invite the graduate student(s) directly). We encourage you to invite local people. If you want to fund travel or accommodations for the graduate student(s), please contact dreu@cra.org in advance. You also need to invite a moderator for the panel – frequently this is one of the organizers.

Step 3: Budget

You need to create a budget for your local expenses, for example for refreshments at the d istinguished lecture or panel discussion. (We recommend that you have food at the panel to encourage students to attend). If you plan to have a special meeting or, plan on having the speaker and students go out for a meal, include it in the budget. You may also need to include expenses for advertising the event. Once you have a local budget, please send it to the DLS program chairs for approval.

The speaker expenses are covered directly by CRA-W and you do not have to budget for this.

Step 4: Publicity

Once the speaker and panelists are confirmed, you will need to advertise the event with sufficient lead-time. Please use the flyer provided on the DLS Program Page. The scope of your advertising should include your school, nearby schools, and community colleges where there will be interest in the event. Common methods for advertisement include print flyers, Facebook events, and Twitter posts on @CRAWomen. But it is also important to reach professors at other institutions so that they can encourage students to attend. Please send Melissa Borts your completed flyer so that we can promote your upcoming Distinguished Lecture Series.

Step 5: Organize panel discussion

Prior to your event, you need to agree on the organization of the panel with the moderator and all the panelists: Your distinguished visitors and your graduate student panelist(s).
The CRA-W template slides should be used for your panelists' presentations.
- The best panels solicit questions from the students. The panelists should prime the questions by making short statements at the start of the panel on the topics listed in the template slides. It's not essential to cover all the topics on the slide in the panelist statements. The students will drive the discussion based on their interests.

Step 6: Agenda for speakers

Prior to your event, you will need to speak with the distinguished speakers to create a schedule for their visit. Speakers will have some free time available to visit with faculty and programs at your campus. Please create a schedule for them in conjunction with your mutual interests and their travel plans. You should coordinate this schedule with your department, most likely arranging meetings with your department head/chair, possibly other members of the administration, and other faculty.

Step 7: Take pictures

Take pictures of the event and send them to Melissa Borts. We use the pictures in our reports to the CRA-W boards and DLS Program Page.

Step 8: Evaluation forms

The DLS host must complete the Data Collection Form in order for reimbursement form to be successfully processed.

- [Data Collection Form can be found by going to:](https://computingresearch.wufoo.com/forms/distinguished-lecture-data-collection-sheet/) https://computingresearch.wufoo.com/forms/distinguished-lecture-data-collection-sheet/

* These evaluation forms are required for reimbursing event expenses.

Step 9: Expense Reports

After your event, you and your invited speaker(s) and panelists must submit expense reports to be reimbursed. Notice that reimbursement of expenses will be done only after the Data Collection form has been submitted. All your expenses should be submitted in a single form, with a single payee, even if your institution had different entities paying for expenses. The payee is responsible for distributing the reimbursement form internally if needed.

* The speakers will submit their expenses directly to CRA.