Blurring lines between academic research & practical applications

Dr Angela Durko
Instructional Assistant Professor
Texas A&M University
Traditional Academic Route

- Traditional Tenure Route– Research University
  - Assistant–Associate–Full
  - Academic research highest Emphasis
  - Publications in Academic Journals
  - Less reliance on teaching and service

- Emerging Practical Route
  - Instructional, Professional, Clinical
  - Publication in Mainstream Media
  - Classroom as Research Lab
Going Mainstream Media

- Department or College PR Department
- ProfNet
- Self Queries
- TedTalks
- Industry Conferences

Be Part of SXSW EDU 2019: PanelPicker, Competitions, and More Applications Now Open

ProfNet Connects Journalists to Expert Sources.

A journalist is writing a story and needs an expert to quote. The journalist uses ProfNet to find the expert. The expert helps the journalist and gets publicity. ProfNet makes that connection.
Utilizing the Classroom as your Lab

- Industry Lecturers
- Research & Implications = Student Projects
- Collaborations with Industry
- Contributing to industry
- Gaining recognition of university & department Relevant and timely
- Contribute to local–national–international communities
- Research becomes tangible and accessible