

Marketing Munchies Podcast Transcript

Episode #43

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Announcer: Welcome to the Marketing Munchies Podcast series hosted by Dr. Bridget Behe. Each week Bridget and her guests will share information, insights, research-based findings, and her 30 years of experience to help your horticultural business connect better with current and future customers. Now, let's join our host, Dr. Bridget Behe.

Dr. Bridget Behe: Hi, and welcome back to the Marketing Munchies Podcast. I'm your host, Dr. Bridget Behe. I am so excited today! I took a page from some of the more recent books that I have been seeing, and people are writing letters to their younger self. I thought I would do some podcasts that have to do with marketing yourself. I am so excited to start this kind of mini-series with a dear friend and colleague and a former doctoral student. I have with me today as a guest, Dr. Jennifer Dennis. Jennifer is the Vice Provost and Dean of Undergraduate Education at UC, Riverside, but a long time ago (back in 2004) she was a doctoral student with me and graduated in 2004. Welcome to the podcast today, Jennifer!

Dr. Jennifer (Dennis) Brown: Thank you, Bridget!

Dr. Bridget Behe: I am so excited to have you here! It is always a treat to see you and see how well you are doing, and I am so proud of you. I thought you would be a good guest to start this little mini-series about—not really notes to your younger self—things that you wish your younger self would have known to market yourself better. I think we talked, and you have got three good tidbits to share with the listeners. What is the first one?

Dr. Jennifer (Dennis) Brown: Well, my first is work on understanding your talent and skills. I think about the times that I have worked with colleagues, and after our work is done, they say, “You know, Jennifer, I really enjoyed...*this*.” Or “I see that you have an incredible ability to do...*X*.” I think when a person is usually shy about what they bring to the table, but listening to other folks talk about the process and work that you have actually done is really important. It helps you to identify things that differentiate yourself.

Dr. Bridget Behe: What would be an example of some of the things that you have done to differentiate yourself?

Dr. Jennifer (Dennis) Brown: One thing in particular is my ability to absorb new information quickly and in the appropriate context. That has worked really well in my roles and administration—either as the Vice Provost and Dean of the Graduate School at Oregon State or now in my new role as Vice Provost and Dean of Undergraduate Education.

Dr. Bridget Behe: Did you have a sense that that was one of your strengths, or did it take several people pointing that out for you to realize that you were truly good at (better than many people at) taking in new information and synthesizing it?

Dr. Jennifer (Dennis) Brown: It took a few people (but very well respected people) working on different projects and hearing that trait come up over and over again.

Dr. Bridget Behe: Cool. So, what is the second tidbit you have for marketing yourself better?

Dr. Jennifer (Dennis) Brown: Once you know what your talents and skills are, do not be afraid to show your talents. The message to my younger self would be, “Forget humility,” in this particular context. Do not be humble when it comes time to showcasing your talents. Share your gifts with those who need it.

Dr. Bridget Behe: Wow. That is some real hefty stuff. “Share your gifts with those who need it.” I think, it is almost like holding a mirror up to yourself, because then you realize that when you share those gifts and talents, some of that gets reflected back on you—some of the goodness; some of the benefits that you give to other people. That gets reflected back on you and helps build your self-confidence. I think, that is another key piece that you are talking about here is having the confidence to use those skills and to help other people. That is going to help build that skill and build your self-confidence.

Dr. Jennifer (Dennis) Brown: Exactly.

Dr. Bridget Behe: And what is the third tidbit you have?

Dr. Jennifer (Dennis) Brown: Have your elevator pitch ready.

Dr. Bridget Behe: Oh my goodness, yeah!

Dr. Jennifer (Dennis) Brown: Make sure you can talk to anyone about the work that you do and, more importantly, how it benefits them or why it is important.

Dr. Bridget Behe: I did a podcast a few weeks ago on your elevator speech. Could you share your elevator speech with the listeners?

Dr. Jennifer (Dennis) Brown: Sure. My name is Dr. Jennifer Brown, and I am the Vice Provost and Dean of Undergraduate Education. In a nutshell, my role is to make sure that undergraduates that come through our door graduate within 4+ years. Hopefully, more four than plus. I do that by making sure that we have experiences that resonate with a student—whether it is an internship or helping them go to a study abroad program. We spend time looking for folks who are at risk of leaving the university, and we spend time making sure that we have support programs that help them.

Dr. Bridget Behe: Wow. That is a great elevator speech. It is also a great career path for you. I am just so excited to have you as a guest today on the podcast. I know that you are going to do wonderful things at UC, Riverside, and hope to have you back on the podcast again in the future!

Dr. Jennifer (Dennis) Brown: Thank you, Bridget!

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Announcer: Thank you for joining us on this week's Marketing Munchies Podcast. For more information or to download the transcript of this podcast, please visit, connect-2-consumer.org. That's C-O-N-N-E-C-T, dash, the number two, dash, C-O-N-S-U-M-E-R, dot, C-O-M.

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