Improving the Visibility of I-O Psychology and SIOP

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The SIOP Visibility Committee is dedicated to helping I-O psychologists (and SIOP) be recognized as the premier professionals committed to advancing the science and practice of the psychology of work. As SIOP moves into FY 2016, this report provides a snapshot of select Visibility Committee work that's been done this past year and being planned for next. In the future, we'll highlight additional efforts, progress toward objectives, and new goals. We also encourage members outside the Visibility Committee and members from other committees to submit ideas for improving visibility that we can utilize and share here.

FY 15 Visibility Initiatives

1. *Top 10 Workplace Trends List.* SIOP's Media subcommittee, chaired by **Liberty Munson,** generated the second annual top 10 list of emerging workplace trends, based on SIOP member input, with over 800 responses from SIOP members. A press release of the trends was sent to 100+ reporters by Stephany Below from the SIOP Administrative Office (AO), appearing in outlets such as *Fox Business News* and *Business News Daily*. As a brief recap, the top three trends were (1) mobile assessments, (2) continued use of HR analytics and big data, and (3) integration of work and nonwork life. You can access the full list here.

2. *Branding*. Building on the work of the Branding Task Force led by **Chris Rotolo** and **Doug Reynolds** along with a team of talented SIOP members, the Branding subcommittee (chaired by **Oksana Drogan**) updated and distributed materials reflecting the new SIOP brand. The HR/Business subcommittee, in partnership with the SIOP AO, SIOP Scientific Affairs, and SHRM, also rolled out a new template for the SIOP/HR White Papers Series, and new papers on the SIOP website. Check out the outstanding work that's being done, covering a range of topics including learning agility among managers, employee engagement, and workplace bullying, here.

3. *Outreach to Non I-O Professionals and Students.* The HR/Business subcommittee (chaired by **Jolene Skinner**), in partnership with Stephany Below and Clif Boutelle from the AO, hosted two events, one at the annual LEC and another at the annual SIOP conference. The first event showcased the impact of I-O psychology at Pepsi, Google, and Intel for an audience of 120 business students. The second event had three speakers that presented to a targeted non I-O business audience of directors, executives, and other organizational decision makers on the topic of Developing

Women Leaders. The events featured an outstanding lineup of speakers including **Allan Church, Michelle Donovan, Alexis Fink, Miki Hebl, Lorraine Stomski, Anna Marie Valerio,** and **Jennifer Weiss.**

Coming soon…

1. *Smarter Workplace Awareness Month.* After an exploratory initiative in FY 2015, SIOP's commemorative month to highlight the science and practice of I-O psychology is set to fully launch in September FY 16, coinciding with Labor Day. The month will highlight SIOP's tagline (Science for a Smarter Workplace) and brand, and focus on generating visibility for SIOP members' research through the SIOP website and press releases.

   The Advocacy/Prosocial Committee (chaired by Amy DuVernet) also is planning several events to highlight the science and practice of I-O psychology, with specific focus on prosocial research and activities of SIOP members. Forums for distributing noteworthy findings are likely to include the Prosocial SIOP website (http://www.siop.org/prosocial/), Smarter Workplace Awareness Month and the annual SIOP conference.

2. *Advanced Tracking of SIOP and I-O in the News.* The Metrics subcommittee (chaired by Erica Spencer) and SIOP AO have been collaborating with Meltwater, a media intelligence and public relations company, and have devised a classification scheme around media mentions of SIOP and I-O that will allow evaluation and tracking of SIOP visibility in the media. This tracking will allow for insights about the reach and impact of visibility efforts, as well as understanding of which SIOP/I-O topics are generating media attention.

3. *More Emphasis on Driving Traffic to SIOP Website and Resources.* SIOP members and committees have generated many outstanding resources that can be used as part of visibility efforts. These include, for example, research articles and papers, best practice materials such as the Whitepaper Series, and webinars for students developed by the Student/Academia subcommittee (chaired by **Ryan Johnson**; check out I-O webinars, including some from the Professional Practice Committee, here.). Driving traffic to these materials will continue to be a focus of the Visibility Committee, using expanded channels such as the new SIOP YouTube channel (https://www.youtube.com/user/SIOPofficial), and through partnerships with internal (e.g., SIOP External Communications, Government Relations Advocacy Team) and external (e.g., SHRM) organizations.

Reach out to us if you'd like more information about the Visibility Committee and its initiatives or if you have some ideas on increasing the visibility of I-O. You can contact the authors via e-mail; Mark Rose's address is markr2321@hotmail.com, and Stephanie Klein's e-mail is srklein42@hotmail.com.