Title: Biometrics Lab Graduate Assistant

Terms:

This is a full-time position (20 hours/week) in the School of Communications, beginning August 26, 2024, and ending April 26, 2025. The workload consists of 30 weeks of 20 hours per week (600 hours total) with a $4000 stipend and 9 credit hours of tuition waiver per semester for Fall and Winter semesters.

Responsibilities:

The GA will be a multifaceted support system within the lab, leveraging his/her skills in three key domains:
- Research: Contributing 40% of his/her effort, the GA will actively assist faculty in conducting research, gathering data, and analyzing results, contributing significantly to ongoing projects.
- Curriculum Integration: By dedicating 40% of his/her time, the GA will work closely with faculty to seamlessly integrate cutting-edge biometrics research into APR and SoC courses, enriching the learning experience for students.
- Communication & Collaboration: The GA will devote 20% of his/her effort to effectively communicating the lab's work to a wider audience, fostering collaboration with scholars and professionals, and building strategic partnerships, ultimately boosting the lab's reach and influence.

Assistance in Research (40%)

- Assist faculty members in designing and conducting research projects.
- Assist in collecting, processing, and analyzing biometrics data using various tools and software.
- Assist in maintaining and updating scholarly literature.
- Assist in preparing research materials, presentations, and reports.
- Assist in contributing to the development of research proposals and manuscripts.

Assistance in Curriculum Integration (40%)

- Assist faculty members in incorporating biometrics research into Advertising and Public Relations (APR) and School of Communications (SoC) courses.
- Assist in developing and implementing biometrics-related lesson plans and activities.
- Assist in preparing and delivering presentations on biometrics to students in APR and SoC classes.
- Assist in assessing student learning outcomes related to biometrics.
- Assist faculty members in developing new biometrics-focused curricula.

Dissemination and Partnership Building (20%)

- Assist faculty members in disseminating research findings through presentations, publications, and outreach activities.
- Manage the lab's website and social media presence.
- Organize and participate in events to promote the lab's work to a broader audience.
- Identify and develop potential partnerships with other researchers, institutions, and organizations.
- Contribute to grant proposals and reports related to outreach and dissemination activities.

Additional Notes:

- The specific responsibilities may vary depending on the ongoing research projects and the needs of the faculty members.

Advancement of GA's Academic Experience

Research Assistance (40%)

Enhanced Research Experience:
- Gain hands-on experience in designing and conducting research, moving beyond theoretical knowledge.
- Develop expertise in biometrics data collection, processing, and analysis using specialized tools and software.
- Deepen understanding of scholarly literature by maintaining and updating research databases.
- Hone communication skills through the preparation of research materials, presentations, and reports.
- Contribute directly to research outputs, fostering a sense of ownership and achievement.

Building Advanced Skills:
- Develop critical thinking and problem-solving skills through research design and analysis.
- Enhance data analysis and visualization skills through software and tool proficiency.
- Strengthen written and verbal communication skills through presentations, reports, and proposal development.
- Gain experience in scientific collaboration and teamwork with faculty members.

Curriculum Integration (40%)

Expanded Educational Reach:

- Apply theoretical knowledge to practical applications by integrating biometrics into real-world courses.
- Gain valuable teaching experience by delivering presentations to undergraduate students.
- Assess student learning outcomes, providing insights into learning effectiveness.
- Collaborate with faculty on curriculum development learning about curriculum design principles.

Building Advanced Skills:
- Enhance communication and presentation skills by engaging with undergraduate audiences.
- Develop active learning strategies and assessment techniques.
- Gain critical insights into student learning processes.
- Foster collaboration and communication skills with faculty members.

Dissemination and Partnership Building (20%)

Broadened Academic Impact:
- Develop expertise in research dissemination through presentations, publications, and outreach activities.
- Manage and maintain an online presence, expanding digital literacy and communication skills.
- Organize and participate in events, honing networking and public engagement skills.
- Identify and build partnerships, fostering collaboration and professional development.

Building Advanced Skills:
- Enhance public speaking and presentation skills through outreach activities.
- Develop strong networking and collaboration skills with diverse stakeholders.
- Gain experience in project management and event organization.

Qualifications:

Student must be fully admitted to a GVSU graduate degree program and in good academic standing.

Education:

- Bachelor's degree in Advertising, Public Relations, Communication, or a related field (e.g., Journalism, Marketing, Media Studies).

Desired Experience:

- Digital Communication: Demonstrated experience using digital communication tools and platforms (e.g., social media management platforms, email marketing tools, content management systems).
- Social Science Research: Experience conducting scholarly research using social scientific methods (e.g., surveys, interviews, focus groups, data analysis).

Skills:

- Communication: Strong written and verbal communication skills, with the ability to tailor communication to different audiences.
- The GA is expected to be a team player, able to work independently, and highly organized and efficient.
- Presentation: Ability to deliver clear, concise, and engaging presentations.
- Active listening: Listening attentively to others, understanding their perspectives, and responding thoughtfully.
- Collaboration: Ability to work effectively with others in a team environment, share ideas openly, and resolve disagreements productively.

Work Station:

The GA will work in the SoC main office and the Biometrics Lab. S/he will share a space and workstation with another graduate student when in the main office. Students will be scheduled to avoid potential conflicts.

Orientation:

The primary supervisor will conduct a short orientation session to ensure a seamless transition. This session will clearly outline job responsibilities, expectations, and other important information to help the GA to hit the ground running and get up to speed quickly. In addition, the GA must attend the mandatory orientation provided by the Graduate School on Friday, August 23, 2024, 3:00-4:00pm in Loosemore Auditorium on the Pew campus.

Supervision:

To support ongoing professional development, the GA will receive performance evaluations from the faculty s/he works with at the end of each semester. This feedback will focus on identifying strengths and areas where the GA can further develop skills and knowledge. Dr. Imran Mazid will serve as the primary supervisor for the GA position. He will provide the necessary feedback and guidance.

Selection Process:

The position will be posted to Workday and the Graduate School website. The candidates will submit (1) a cover letter, (2) their resume/CV, and (3) contact information for three references. A

committee of faculty members (e.g., primary supervisor, graduate program director, SoC director) will select a list of candidates for an interview based on their submitted materials. After the interview and reference check, a candidate will be selected for the position.

Contact Information:

Primary contact: Dr. Imran Mazid, mazidi@gvsu.edu
Secondary contact: Dr. Richard Besel, beselri@gvsu.edu