

August 2016

NAPA Notes



NAPA
National Association
for the Practice of Anthropology

Hello NAPA Members:

Welcome to the latest edition of *NAPA Notes*! I hope your summer has been productive and not as sultry as mine!

In this edition, you will find important information about the upcoming EPIC Conference, to be held August 29 through September 1, in Minneapolis. This is an energetic and vibrant group who you will want to join with in furthering the application of ethnography to a wide array of contexts, making our discipline central in importance to all.

In addition, you will find information about the new NAPA Volunteer of the Year Award, recognizing the invaluable efforts of those who make our association work!

And be sure to check out our new website Career Center, which features a huge array of career-related resources for anthropological practitioners. Share these resources far and wide.

There is plenty of additional, important information enclosed, so please enjoy!

I look forward to seeing you at the AAA meetings in November! More to come on that in the pre-AAA issue of *NAPA Notes*, when the weather has hopefully cooled!

Regards,
John P.N. Massad
NAPA President



John Massad, Ph.D.
NAPA President

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Next time in NAPA Notes

...Featuring YOU! We are currently looking for content for the next *NAPA Notes*, focusing on the AAA conference in November. If you have any great ideas or content to be shared with the NAPA community, don't hesitate to contact us!

-Natalie Morrissey & Trish Wright



EPIC 2016 Minneapolis

A dozen years of the Ethnographic Praxis in Industry Conference (EPIC) will be marked at the University of Minnesota in Minneapolis, August 29 – September 1, the first time the event has been co-hosted by a Business School and a Department of Anthropology.

Every once in a while, it's a good idea to cruise up to 30,000 feet to assess progress and view the future. To be perfectly honest, the relationship between business and anthropology has long been fraught with mutual skepticism. We have all experienced the tension.

But while the winds of change have blown a bit harder every year I have to say that this year sets a precedent. EPIC2016 is a four-day conference co-hosted by the Carlson School of Management and the University of Minnesota's Department of Anthropology. The tension between theory and practice in any discipline isn't new. In fact, it's a defining feature of progress.

This year's program is full of contributions that bring the power of culture and the concepts and methods of anthropology to business collaborations in matters as urgent as patient centric health care, sustainable cooking practices in slum economies, technology innovation in startups, and so much more. Take a peek at the powerful role practicing anthropologists are playing in shaping the future [EPICpeople.org/2016]. The four keynote addresses [EPICpeople.org/2016/keynotes] focus on the critical role of culture in markets, in innovation, in Silicon Valley, and in Wall Street. EPIC offers new kinds of professional development through tutorials and business strategy sessions to equip the community with the tools of both business and ethnography. And this marks a year since the creation of the Jobs Board [<https://www.epicpeople.org/job-board/>] and the Business Directory [<https://www.epicpeople.org/business-directory/>]

EPIC People is now a global community of thousands, and EPIC Members support the activities and growth of the organization. Public access to much content is free and open, including over a decade of conference proceedings; for paid members, access to certain content like conference videos is an added benefit.

Inga Treitler
NAPA-EPIC Liaison, NAPA Member at Large
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See you in Minneapolis, EPIC People!



Re: Jobs and Careers

NAPA Launches Career Center

What has 16 practitioner podcasts, 7 videocasts, 16 text interviews, practitioner-focused blogs, mentors standing by, career advice and suggestions, job and internship directories, and audio archives of relevant NAPA annual sessions? That would be NAPA's newly organized Practicing Anthropology Career Resource Center.

Looking for concrete examples to demonstrate to parents the utility of a graduate degree in anthropology? Need perspectives on pursuing certain careers? Want to know what practicing anthropologists do in their jobs? The Career Center has what you need.

Take some time to look through the Career Center, and be sure to pass along the link to peers:

<http://practicinganthropology.org/careers/>

In this issue, we **highlight** a key, topical element of the Career Center: two **career-oriented blogs** that help demonstrate the contexts in which anthropologists are working and valued.

The bi-weekly ***AnthroCurrents*** (every other Tuesday) has been resurrected after some time off, and shows anthropologists being mentioned in electronic media far and wide (see next page).

The weekly ***AnthroJobs*** (every Friday) shows the variety of employers and opportunities that exist for practitioners (see box at right).

Both blogs can be found on the NAPA website at:

<http://practicinganthropology.org/blog/>

Your Job of the Week, Courtesy of *AnthroJobs*

Every *AnthroJobs* blog features a job or two (or three!) of keen interest to practitioner anthropologists. These range from becoming a US Foreign Service Officer to being a Program Officer with the Bill and Melinda Gates Foundation, and lots of possibilities in between for both MAs and PhDs. The blog is presented weekly by Adriana Szabo, MA, who adds her own thoughts and perspectives on the current job scene. The jobs posted are both domestic and international and demonstrate where and how anthropologists can find meaningful work in today's marketplace.

Adriana is a graduate of NC State University, and most recently she has been administering the university's ethnographic field school in Guatemala. She is a multilingual Romanian applied anthropologist living in the US, with years of experience in journalism and development on three continents. Her blog should be of keen interest to anyone either looking for a job or interested in a career in anthropology.



AnthroCurrents: A Window on How the World Sees Anthropology

AnthroCurrents is back! For students, teachers, and professionals, this biweekly blog (<http://practicinganthropology.org/blog/>) tracks anthropology in the news. Walter Pond shares articles by and about anthropologists in popular media. (Formerly produced by Cathy White, *AnthroCurrents* had been on sabbatical for the past year.)

AnthroCurrents highlights “practicing anthropology” as well as the breadth of work being performed by cultural anthropologists. For example, the 9-August post covers anthropology of climate change, a Japanese fish market, cloud data centers, the variance in police shootings involving white Americans and black Americans, Scottish nationalism, the U.S. National Park Service, how humans reach across group boundaries, and museum anthropology. Whew! We are a busy and diverse profession, even if largely skimming over archaeology, linguistics, and hardcore biological/medical anthropology.

The *AnthroCurrents* contributor, Walter Pond (Ph.D., U Pennsylvania), is an educator, editor, and writer committed to sharing what anthropology has to offer. Read more about him at www.pondwrite.com. *AnthroCurrents* posts may be irreverent, such as the 14-June thread about body image and genitalia, or insightful, digging out anthropological approaches to Donald Trump's run for U.S. President (26-July and 9-August posts).

“I welcome suggestions and tips from readers,” says Walter. “I am sure there is more anthropology in the media than I am finding on my own!” Send links to anthrocurrents@practicinganthropology.org.

Walter Pond, Communications Committee

On the Horizon: What to Watch out for

Volunteer of the Year Award

During the NAPA Governing Council meeting held this past March at the SfAA meeting in Vancouver, the GC voted to institute a new Volunteer of the Year award. NAPA is a completely volunteer-run association, and many individuals and teams work diligently in the background with little recognition or fanfare. This new award will highlight their efforts on our behalf.

Volunteers serve in a number of capacities, but their work is mostly through NAPA committees and at annual meeting events. The GC is currently doing a final review of the slate of candidates. The inaugural awardee will be announced and profiled in the NAPA Notes issue in November. In the meantime, thanks to all those whose efforts make NAPA a success!

Jason Lind
Volunteer Coordinator

NAPA Student Award

Attention students and recent graduates:
The National Association for the Practice of Anthropology offers the annual Student Achievement Award to recognize student contributions in the area of practicing and applied anthropology. The Award recognizes students who have excelled in the field and provides opportunities for students who have conducted projects in applied contexts to be recognized during the AAA annual meetings and have their work considered for publication in the *Annals of Anthropological Practice*. Three cash prizes and AAP recognition will be awarded. The **deadline for submissions is Sept. 30th**; submit applications to: napastudentrep@gmail.com

Jo Aiken, NAPA Student Representative



On the Horizon: What to Watch out for

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AAA Career Expo

NAPA and the AAA will present the 11th annual Careers Expo at the AAA meeting in Minneapolis. The Expo is focused to students and young and new professional/practicing anthropologists. At the Expo you can meet and talk with professionals who have utilized their cultural, linguistic, archeological, and biological skills to pursue many different career paths. These professionals will be available from 11-4 on Friday the 18th in the main Exhibit Hall to talk with you about how to create your own career path as a professional anthropologist.

Cathleen Crain
Chair, Organizational Relations

AnthroTalks in Progress

AnthroTalks is an audio feature in podcast form founded six months ago. AnthroTalks explores different ways to illuminate ordinary aspects of everyday life. As I write this, a team member is in the field doing rough recordings for our first series on the theme: What defines mastery in the digital age? Our "digital ethnography" approach to recording adds a touch of authenticity (i.e., on the fly, on smart phones). As we build our experience as a team, we have talked with Sapiens and with Wenner Gren to probe the bounds and interest. Responses are very encouraging. An audio engineer has also agreed to work with us on post-production.

In November this year, several members of our team will participate in a roundtable discussion at the AAA annual meeting that explores the different ways our discipline takes knowledge to the public, entitled: *Practice, Evidence, and Ethics: communicating anthropological knowledge developed through practice*. As we progress, we are documenting our process in informal reflections: an ethnography of a startup, which contributes to explorations of new ways for anthropology to be part of public conversations. No precise date is set for the launch of AnthroTalks, but early November is the current estimate.

Inga Treitler and Taapsi Ramchandani

VideoCast Analysis

Some of you may recall that NAPA did a special videocast installation at the AAA meeting in Denver last year. Practitioners passing by were invited to sit for 10 minutes and discuss their careers on camera. As one of the newest members of the NAPA Communications Committee, I was able to select a new and fun project. I (and my team member Amanda Tack) chose to go through these interviews and find recurring patterns and themes. As of now, Amanda and I doing some final reviews, and we hope to report our findings soon. In the meantime, you can stream these interviews from the Career Center on the NAPA website at: <http://practicinganthropology.org/careers/>

Ana Belen Conrado, Communications
Committee

It's never too late to volunteer for NAPA service! Contact Jason Lind at jasonlindo@gmail.com to tell us your interests: we will work to match your interests to NAPA needs.



NAPA Workshops at AAA

Anthropology graduate students, postdocs, and faculty desire more information on how their research methods and skills can be used in practice. The NAPA Workshops Committee has organized workshops for the upcoming AAA annual meeting to assist anthropologists to explore or deepen their practice research skills. These sessions are suitable for introductory and intermediate levels of research experience. Visit www.aaanet.org for full workshop descriptions and to register.

Fatimah Williams Castro
Chair, NAPA Workshops Committee

Workshop: NAPA Workshop: Being the Anthropologist: Successfully Using Mixed Methods in Applied Work

Track: Technical Skill Development

Workshop presenter: Ellen Puccia, PhD, Beta Research Associates, Inc.

Workshop organizer: Fatimah Williams Castro, PhD, Beyond the Tenure Track

As anthropologists are preparing for the job market, they must understand that the anthropological toolkit and lens are appropriate for many different fields. Based on experiences in the current research landscape, this workshop will focus on the myriad ways that qualitative and quantitative data may be integrated in a mixed methods approach. Specifically, this workshop will show the utility of integrating survey data (popular with stakeholders as it allows for inexpensive data collection from many respondents and is easily analyzed and presented) and focus group and other group interview data (qualitative in nature and useful to anthropologists trying to understand the whole picture). Topics to be covered include streamlining quantitative data collection; maximizing the explanatory utility of qualitative data beyond supplementing quantitative data; demonstrating the value of qualitative information to employers and contractors that may not understand it; and being an anthropologist, often the only anthropologist, in a variety of settings. Participants should come prepared to talk about their own work or experiences looking for work.

Workshop: NAPA Workshop: Practical Evaluation Research Design

Track: Technical Skill Development

Workshop presenter: Ellen Puccia and Terry Redding, Beta Research Associates, Inc.

Workshop organizer: Fatimah Williams Castro, PhD, Beyond the Tenure Track

This workshop will focus on designing evaluation research as an external, contracted evaluator. Topics will include: determining the type of evaluation needed, understanding what types of methods are appropriate based on what will be evaluated, balancing the needs of the funder and other stakeholders, determining the appropriate deliverables, engaging stakeholders from the beginning of a project, deciding who to include in the design process, and budgeting.

Participants should have some experience with research methods, and should come prepared to see how evaluation research may differ from general research. This workshop would be most useful to those who might be interested in pursuing work in evaluation.

By the end of the workshop, participants will be able to (1) recognize when to use specific types of evaluation design, (2) determine the methods to be used for different types of evaluation, and (3) understand techniques for approaching stakeholders in the design process.