



NAPA *Notes*

A Letter from the President

Welcome!

In the last issue of NAPA Notes, I noted that professional, practicing, and applied (PPA) anthropologists are playing increasingly vital roles in helping to shape the future as we formulate critical questions about human behavior, learn, and then turn that knowledge into actionable results. Many generations believe that their time brings the greatest peril along with the greatest promise – we are no different. The perils of our time are well known to all and are increasingly complex; we are bound globally to one another more inextricably each day. Complex issues and working effectively with ambiguity are at the heart of the training and practice of PPA anthropologists.

The precarity of our academic colleagues is an important issue for the discipline as a whole as they are the teachers and mentors for all aspiring anthropologists. Precarity is not however a critical issue for PPA anthropologists. Rather, our challenges are being prepared for and engaged with the increasing range of opportunities where the skills of PPA anthropologists are and will be valued and effective.



Cathleen Crain, M.A.
NAPA President

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NAPA *Notes*

We are a small, purpose-focused organization whose volunteers drive our work. NAPA has been optimizing its structure and functioning to best respond to the needs of PPA anthropologists. In this edition of NAPA Notes I will highlight some of the ways in which we are shaping and developing our work and you will read about the work of the NAPA volunteers. You are welcomed to join us as a volunteer and help to move the agenda forward – we welcome both NAPA members and others to our committees. On our website: www.practicinganthropology.org you can explore what we are doing. If you go to our committee pages you can identify where there will be opportunities to get involved: <https://www.practicinganthropology.org/discover/about/napa-committee-descriptions/>

In order for us to be most ready to play that role, we need professionals and the organizations that support them to optimize professional preparation, development, and action. NAPA...is growing its vision and sharpening its focus and consequent actions to serve and support PPA anthropologists. We are also working to develop ties to PPA anthropologists across this country as well as in other countries and regions.

-NAPA Notes March 2021



NAPA Strategic Planning

In the last issue of NAPA Notes, I promised that we would share the full goals and subgoals in this issue and provide some thoughts about the implications for the organization. In this section I will also discuss the new organizational structure and its potential for streamlining NAPA's work in serving the needs of PPA anthropologists.



NAPA *Notes*

So first, the new NAPA goals and subgoals are presented below. Importantly, these goals and subgoals will continue to evolve as NAPA addresses the challenges, making this a living document to guide our work.

The group of anthropologists who drove the planning and those who continue to move the plan forward should be recognized for their vision, dedication, and perseverance. And we celebrate their passion for ensuring that anthropology is relevant and recognized as we work to address critical, complex issues and identify and respond to the opportunities that will shape the future. We are traveling toward a new horizon – perhaps there are dragons, but we voyage together.

GOALS

1. NAPA should ensure that anthropologists understand and are able to effectively translate academic training to practice
2. NAPA should identify skill needs of practicing, professional and applied (PPA) anthropologists and develop current, accessible materials (written, video, face-to-face, other) to address those needs
3. Our goal is to be a crucial and evolving resource and source of identity for anthropology professionals across employment sectors
4. NAPA's goal is to be the voice for PPA anthropologists within disciplinary professional associations

SUB-GOALS

- Define the links between training and practice
- Develop appropriate materials for key audiences including:
 - College/university teachers/career counselors
 - College/university students
 - AAA and other professional association members
 - High school teachers/guidance counselors
 - High school students
- Define and address PPA continuing education needs at all career levels and stages
- Define and address PPA information and service needs at all career levels and stages
- Define the elements of PPA identity
- Define the means to promote PPA identity/identities across employment sectors
- Ensure active, sustained focus on currency of elements and messages
- To develop active, sustained relationships within anthropological organizations
 - Nationally
 - Locally
 - Internationally



NAPA *Notes*

5. Our goal is to lead other sections and professional associations in network-building and information sharing within the broad scope of our community of practice

6. NAPA will continuously learn about what professional, practicing, and applied anthropologists want from professional associations in order to meet the changing needs of existing and potential members. Our goal is to collaboratively grow and share practice-based knowledge about how to use and develop anthropological methods and theory to solve practical problems, including "wicked problems."

7. Create and strengthen relationships with academic programs.
Create strengthen communication with and between academics and PPA to facilitate collaboration between NAPA and all anthropologists along with academic-practicing continuum

8. Create and strengthen relationships among individual PPA anthropologists.
Our goal is to provide a network of professional, practicing, and applied anthropologists who are actively engaged --virtually, at conferences, and in local areas. Our goal is to encourage large scale participation in our community of practice, strengthening our collaborations across all manner of division and separation. Our goal is to collaboratively grow and share practice-based knowledge about how to use and develop anthropological methods and theory to solve practical problems, including "wicked problems"

- Develop a permanent means to interact with other professional, practicing, and applied anthropology organizations and sections
- Develop a continuing dialogue with NAPA members; LPO members; AAA PPA not NAPA-affiliated, and unaffiliated PPAs to gauge needs and desires for a PPA-serving organization
- Incorporate learnings from the dialogues to strengthen NAPA's offerings to the discipline.
- NAPA should ensure the generation and dissemination of practice-based knowledge.
- NAPA should ensure ongoing, focused communication with academic programs for the purpose of strengthening the campus to career to campus learning infusion cycle.
- NAPA should become a central source of disciplinary connection for PPA anthropologists
- NAPA must become and be a vital, vibrant, anticipatory home for PPA anthropologists.
- NAPA should ensure the currency and offerings at the AAA, and with all other gatherings of PPA anthropologists.
- NAPA should expand its membership as a function of its use to and service for the broadest range of PPA anthropologists.



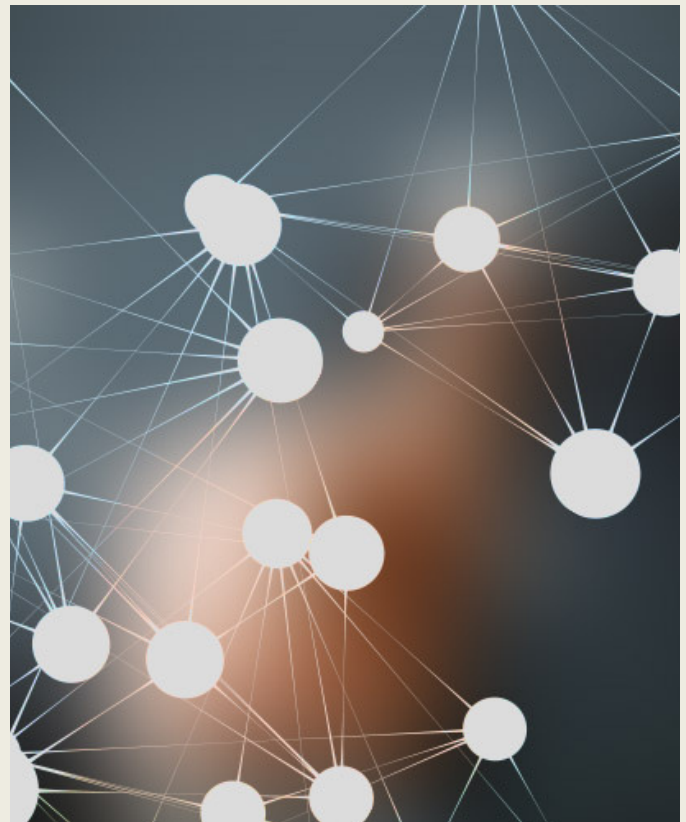
NAPA *Notes*

These goals and subgoals create important challenges and opportunities for NAPA to serve the needs of current and future PPA anthropologists and to educate and support those who teach, mentor, and serve them. They also create a challenge to all of us as volunteers to focus our work and to be good professionals in planning, monitoring, and evaluating the products and outcomes of the work.

NAPA committee chairs are working to design the activities and programs to begin to address these goals and subgoals and the means and measures to understand progress and ensure success. In the next edition of NAPA Notes I will share the inaugural set of committee objectives developed by committees.

NAPA's Organization

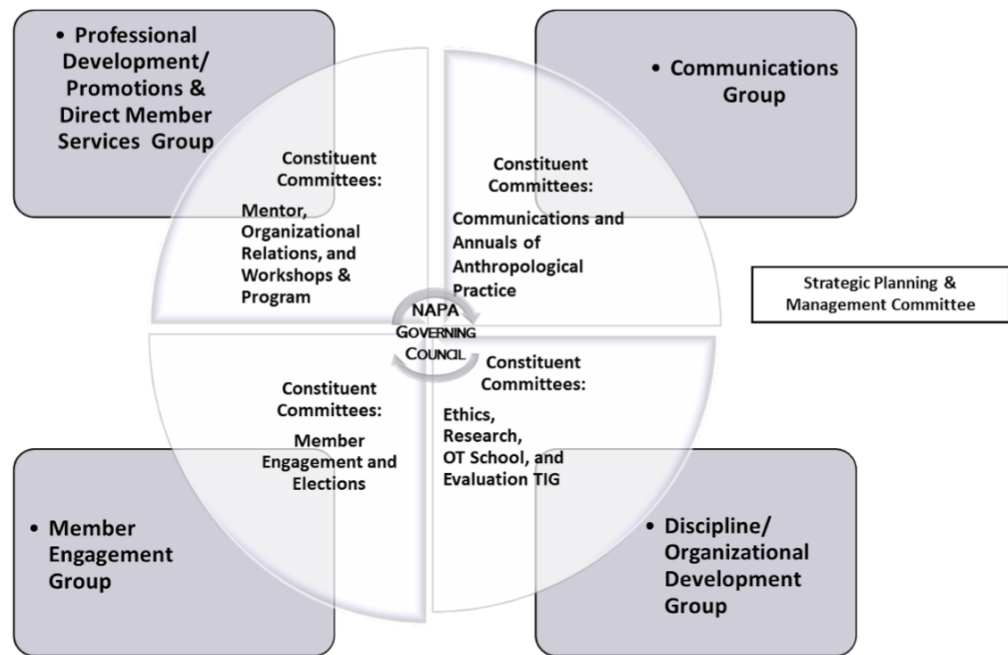
With NAPA's revised vision and new goals and objectives, we recognized the need to restructure the organization. The restructuring is already resulting in the expected greater collaboration and transparency leading to faster results. NAPA also will continuously review its structure to ensure structural currency – if we believe that a form no longer optimally serves its purpose, we will change it. Pictured below is the current NAPA organizational structure.





NAPA Notes

NAPA Organizational Structure



The design of the four groups is intended to jump-start, sustain, and support collaboration in key areas of NAPA activities. Here are the groups and their purposes:

- Professional Development/Promotions & Direct Member Services for driving the core professional development and promotion goals
- Member Engagement is responsible for reaching out to bring new members to NAPA, ensuring that they are engaged in NAPA activities, and for developing and management a pipeline for disciplinary leadership
- Discipline/Organizational Development is charged with ensuring that NAPA is monitoring the field and is looking forward and addresses ethical disciplinary issues, conducting key research, and engaging and supporting new discipline areas of growth



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- Communications is responsible for designing and disseminating information about disciplinary development and NAPA activities and services
- Strategic Planning and Management stand alongside the structure and provide NAPA with continuous management support and review of efforts against the strategic plan

In the coming months, we will be reporting out on the activities that the groups and committees are undertaking – we will also share lessons as we understand them from this restructuring.

NAPA in collaboration

Important to all of NAPA's goals is that we be an active, engaged partner with all aspects of the discipline. While it is useful to be in collaboration with the historic organizations, it is essential to be seeking out the new forms and places for PPA anthropologists to collect and engage. We are determined to be at the center of weaving together the network of PPA-serving organizations and to foster new organizations so that we collectively emerge and grow. In future NAPA Notes ongoing collaboration activities will be reported.

Traditional Collaborations

SfAA

NAPA is pleased to be a co-sponsor for the 2022 Society for Applied Anthropology meeting to be held in Salt Lake City, Utah. NAPA has proposed nine sessions highlighting professional and practicing careers. NAPA is also planning on hosting a student-focused mixer – the NAPA Social Networking event at the meeting.



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AAA

For the 16th year, NAPA will conduct the Careers Exposition at the AAA meeting in Baltimore. In past years, the Expo has features as many as 70 professionals and hosted more than 700 students, new professionals, career changers, and teachers and mentors. This Expo is designed to be smaller and maintain social distance while offering new and young anthropologists an opportunity to meet and talk about career paths with professionals from a variety of careers.

NAPA is sponsoring twelve professional sessions at the Baltimore AAA meeting. Included are sessions focused on COVID19, professional ethics, new arenas of practice, and a reporting out of the 2019 American Anthropology Masters Career Survey which was sponsored by NAPA. NAPA is also sponsoring a Social Mixer for Public Anthropology (Hosted by Cool Anthropology and SAPIENS).

Newer Collaborations

NAPA has been engaged with a group of long-standing Local Practitioner Organizations (LPOs) for decades. While continuing those relationships, NAPA is thoughtfully reaching out to work with new professional and practicing partners. Two of those new professional collaborations are highlighted below.

EthnoBreakfast is a network grounded in Silicon Valley which engages with professionals both within and outside of the user experience community. Housed at San Jose State University and led by Jan English-Lueck, EthnoBreakfast has been exploring methods and new opportunities for PPA anthropologists. In January of 2022, NAPA will host a virtual EthnoBreakfast session – watch for announcements and check out our colleagues at EthnoBreakfast: <https://sites.google.com/view/ethnobreakfast/home>.



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North American/European Collaboration

Since spring of 2021, NAPA has been involved with a group of organizations working to create a transatlantic network of professional and practicing organizations. The group includes the Applied Anthropology Network (AAN) of the European Association of Social Anthropologists (EASA); the Washington Association of Professional Anthropologists (WAPA); the Career Readiness Commission; and NAPA. The group conducted its first event in October where it featured professionals from Europe and North American discussing their career paths. Featured speakers were: Emily Pace, Linguist; Matt Artz, Founder & Career Coach @ Anthro to UX Founder & Principal Researcher @ Azimuth Labs; Ken Banks, Head of Social Purpose at Yoti; and Joana Breidenbach, Social Entrepreneur, Author. The transatlantic group has determined that it will continue the collaboration and design future events. Perhaps even have a name by the next edition of NAPA Notes!

NAPA Supports

In 2018, NAPA agreed to fund a survey of anthropology MA graduates as a follow-on to a survey conducted a decade earlier. A group of students from the University of North Texas (UNT) designed and conducted the survey with support from UNT faculty, NAPA advisors, and the previous survey's designers. More than 850 anthropology graduates responded to the survey. The results provide lessons for training schools and professional organizations. The report is highlighted on NAPA's website and a link to the full report is provided: <https://www.practicinganthropology.org/practice/the-2019-american-anthropology-masters-career-survey/> NAPA sponsored and organized a public briefing on the results which were presented by the two leads: Erica M Hawvermale and Shannon Cronin. Hawvermale and Cronin have proposed a session at the SfAA in 2022 on the survey results sponsored by NAPA.



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NAPA Celebrates!

Volunteer of the Year Award

Each year NAPA committee chairs have the opportunity to nominate volunteers to be celebrated for their work. This year we honor two volunteers nominated by their committee leadership and voted on by the NAPA Governing Council members.

- **Volunteer of the Year: Amanda Woomer, NAPA Twitter Manager**
- **Volunteer of the Year Runner-Up: Keith Kellersohn, NAPA LinkedIn Administrator**

Thank you for your outstanding work and commitment!

Student Paper Award

Each year NAPA's student representative leads a competition for the best student papers. This year, NAPA divided the competition into undergraduate and graduate students and awarded a first prize and an honorable mention for each category. First place and honorable mention winners are awarded the following prizes:

Congratulations to the winners!

Graduate Winner

Melissa Wrapp: Beyond Legacy Lending: Strategies for Loan Growth and Inclusion

Graduate Honorable Mention

Anuli Akanegbu: Podcasts as a Form of Scholarship



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Undergraduate Winner

Meron Girma: Loss of Hope: The Precarity of Hope and Healing in Ethiopia's Medically Plural Health System

Undergraduate Honorable Mention

Maria Murad: Florence Shotridge: A Woman, Tlingit, and Museum Educator Guide

NAPA Serves

As you read the articles in this edition of NAPA Notes, you will see NAPA focused on serving the needs of PPA anthropologists. NAPA Communications is getting job opportunities out through all of our media; NAPA Mentoring is continuing to match new/young professionals with mentors as well as developing resources that can be used by all who desire a professional career; NAPA Member Engagement is bringing new members into the heart of NAPA activities and ensuring that they have a welcoming home; NAPA Ethics is continuing to ensure that ethical issues in practice are a strong focus; and, NAPA's Organizational Relations is producing events that bring new PPA's into relationship with senior professionals. Our purpose is to serve, and the future of our organization is to support of the professionalization of the discipline.

Join us, help us grow, we will serve the discipline together





Committee Updates

An Address by NAPA President-Elect

Lauren Penney, PhD

It feels like everything needs a preface or coda acknowledging the difficulties of the past years (millennia) and the challenges and losses that have been unequally dealt. But those nods always fall far short of being enough. Wherever this finds you, I hope that you are at the very least safe and have the space and resources to attend to the things that matter to you.

In the last year, NAPA has implemented strategic plans in many areas. As NAPA President-Elect, I'm responsible for gathering nominations for (1) NAPA seats open in spring and (2) AAA seats open in fall. To make this process more open and systematic, we're establishing a nominations subcommittee that will develop resources to share with potential nominees, strategies to encourage self-nominations, and clear vetting criteria for ranking candidates. The new subcommittee will convene in 2022. If you are interested in participating, let me know!

As chair of the NAPA Ethics Committee, for the past several years I have worked with committee members to build on the 2018 NAPA Ethical Guidelines. We recently concluded a survey of PPA anthropologists to identify the ethical resources, issues, and questions encountered in their work. Thanks to everyone who participated. In 2022, we will disseminate results and develop the next stages of our committee work. We hope the survey will spark multiple conversations about how to support ethics in PPA work.

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Committee Updates

This work is only a small part of the thoughtful and dedicated efforts of NAPA volunteers to create spaces to engage PPA anthropologists. The new strategic plans for NAPA are ambitious, but are things I think/hope we can find meaning, purpose, and a place. If you are interested in learning about ways you can help, please reach out to me or NAPA Member Engagement.

Communications Committee

Hello readers! The NAPA Comms team has been hard at work maintaining and continuing to evolve our association's digital presence. We also want to share some updates and hot topics to check out on our website! First, a hearty congratulations to our Comms team member, Amanda Woomer (Twitter) for being named the Volunteer of the Year for NAPA, and Keith Kellersohn (LinkedIn) as our First Runner Up!

We are working closely with NAPA's Mentoring, Organizational Relations, and Member Engagement committees on a number of interesting developments for NAPA around information sharing, a short form videos series, and other exciting projects! More to come in the next NAPA Notes – also, watch for announcements on our Facebook, LinkedIn, and NAPA website.

Our website gets a lot of traffic and recently we have had many visitors going to our exciting and new "Best Practices" section (<https://bit.ly/3vDLjqQ>), looking for updates on our field school page (<https://bit.ly/2ObBIWu>), and consulting our Position Listings page - a jumping off point for their job search (<https://bit.ly/2Zij5Wn>).

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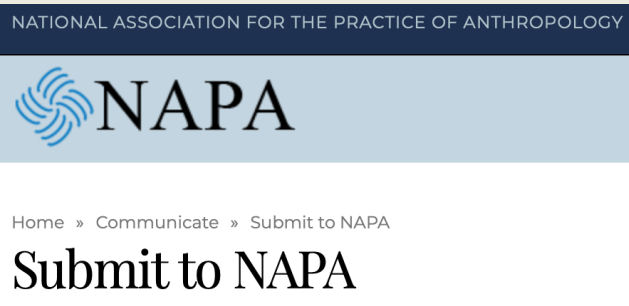
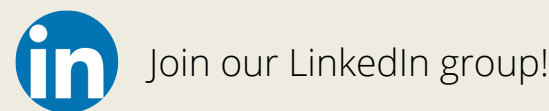
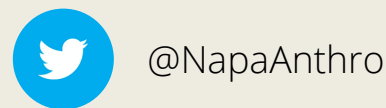
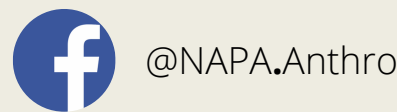
Committee Updates

Be sure to check our "AnthroJob" posts that arrive throughout the month, we strive to share interesting positions that you can actually apply for!
(<https://bit.ly/3tIRuJ0>)

If you have an idea for a blog series, visual anthropology piece, or other content you'd like to share, fill out the form on our centralized submission and information portal and we'll connect you with the right teams!
(<https://bit.ly/2ZelilY>)

Interested in joining our team or publishing something with NAPA check out our submission page: <https://bit.ly/2ZelilY>.

Like and Follow us on





Committee Updates

NAPA-OT Field School

The NAPA-OT Field School Guatemala will unfortunately not be able to run a Summer 2022 session due to continued low vaccination rates against COVID-19 in Guatemala. As much as we are eager to return to our work with community partners, we want to continue to prioritize the safety of local organizations and partners during this time. The field school model centers on providing technical support for research and practice needs among our local partner organizations. To this end, we are working to amplify efforts by local organizations to share accessible vaccination information among communities in Mayan languages.

We will be working over the next year to convene our faculty advisory group to revisit program structure and facilitate conversations with our Guatemalan partner organizations to shape programmatic priorities. The COVID-19 pandemic has laid bare so many of the global inequities in health and health care resources that the field school endeavors to help change. We are committed to renewing our efforts in the promotion of health as a human right, and we will continue to prioritize local goals in our work. Our goals are to contribute to the work of decolonizing global health by both sharing and improving upon our field school model. There is so much more to do and so many ways that the incredible platform that NAPA provides the field school can help us be a part of the movement for change in global health! If you have ideas to share or would like to take part in our conversations, please reach out to Rachel Hall-Clifford, Field School Director, at hall-clifford@napaotguatemala.org.



Committee Updates

Strategic Planning & Management

In the spirit of reflexivity, Jackie Cortez and Suzette Chang work well together as members of the NAPA Strategic Planning & Management Committee (SPM) due to their commitment to practice anthropology and their cultural upbringings. As humans of Mexican and African American ethnicities, respectively, their meetings are infused with nuanced understandings and deep dive conversations of what it means to be melanated, female, anthropologists in a tech-driven, socially-conscious world. These conversations can include bio-cultural anthropology, linguistics and medical anthropology, just to name a few. Within these discussions both provide the other the opportunity to be cathartic as each is aware that social constructs, affixed to their identity, contributes many pauses within their ability to be effectively engaged as practicing anthropologists.

Their role as members of SPM is to connect, oversee and link the work developed by the Strategic Planning Committee (SPC) to NAPA. To achieve this, SPM was created to move from planning to action. As co-chairs of the SPM Suzette and Jackie are responsible for: 1) monitoring the strategic plan 2) oversee how NAPA is moving forward with its goals and objectives 3) oversee committees as they adopt and practice strategic planning changes and 4) be reflexive in the management of these responsibilities.

1. Suzette and Jackie are taking charge of monitoring the NAPA strategic plan by reviewing the work of individual committees and ensuring committee work is tied into the overall goals and objectives of NAPA.

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Committee Updates

2. Reviewing the work of NAPA committees and activating the strategic plan will be accomplished with continuous communication within and between committees to advance activities with greater success and support from the NAPA community.
3. The role of SPM will be to be a touchstone for committee chairs and members to seek clarity and support when relating committee activities with the strategic planning matrix developed by Erik Kjeldgaard. Committees can look to this matrix as a reference point to plot their mission statements, goals, objectives, and activities
4. Moving from concept to practice has taken time, diligence, and learning. Creating a new committee whilst overseeing the work of existing NAPA committees as they transition into new roles/responsibilities has been instructive.

Mentorship Committee & Organizational Relations Committee

For the past year, the Mentor and Organizational Relations Committees have been actively collaborating to develop a set of joint efforts focused on identifying and creating resources that illustrate the diverse and complex worlds in which professional anthropologists find employment and career paths. Over the next several months the Organizational Relations Committee will begin summarizing the work and sharing concepts with the NAPA world. Watch for updates!

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Committee Updates

The NAPA Mentor Committee is pleased to share with the NAPA world several projects that are approaching the finishing line. Two years ago, the Mentor Committee launched a vigorous planning process that resulted in a number of great project concepts.

Who Loves Books??

The first project was spurred by a growing understanding by the Committee that many graduate and undergraduate students as well as new professionals did not have a strong understanding of professional anthropology and professional careers from their educational experience. The Committee decided it would be a great benefit to develop a resource library of books that every professional should have in their knowledge base.



To stock the new library, a variety of professional, practicing, and applied anthropologists have been invited to recommend two to three books that they think will provide valuable knowledge and perspectives for students and new professionals.. The original request was based on a limited set of topics that included career development (finding that first job), methods, and other relevant topics.

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Committee Updates

As references began to arrive, there were several suggestions on expanding the topic list. So, business anthropology was added as well as methods outside of the discipline of anthropology, especially those of evaluation. The list of topics will continue to expand and provide more specific references across the discipline and for the complex worlds and issues that professional anthropologists address in their careers. This reference library is being developed with the professional support of Suzette Chang, a member of NAPA's governing council, a cultural anthropologist, and a professional librarian. Stay tuned for the launch date!

The Organizational Relations Committee is excited to announce that Suanna Crowley and Reshama Damle have joined the committee.

Suanna is a practicing anthropologist working at the intersection of science communications, user experience, and digital media. Originally trained as an archaeologist and earning the nickname "Dr. Dirt," she now designs and launches media campaigns for international science collaborations, universities, museums, corporations, and individuals that reach billions worldwide. She incorporates fundraising, grant writing, and partnership development expertise to propel research and discoveries, making positive impacts go even farther. Suanna is looking forward to working with NAPA's Organizational Relations Committee and helping to create connections for professionals, practicing, and applied anthropologists across industries and fields.

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Expo Time!

The Organizational Relations Committee has been deeply engaged in planning for the 2021 Careers Expo at the annual AAA meeting in Baltimore. This year's event will be scaled down based on COVID19 safety concerns and requirements and the reduced number of meeting registrants.

The Careers Expo will be held on Friday, November 19, 2021 from 12:00 to 3:00 pm in the Exhibit hall; there will be signage directing you to the Expo space. There will be a variety of social media reminders about the event though NAPA's and AAA's social media resources over the coming days. Please watch for announcements!



Committee Updates

Program & Workshop Committee

At this year's AAA Annual Meeting, NAPA has sponsored a variety of great sessions, both in-person and virtual. Our invited in-person session, *Anthropologists in the Wild*, is on Friday, 11/19, at 10:15am. Our invited virtual session, *The 2019 American Anthropology Masters Career Survey: A Discussion on Methods and Outcomes*, is on Thursday, 11/18, at 4:15pm.

Additional virtual sessions include:

- *Searching for Our Grandparents: Kinship, Power, and the Uncomfortable Intimacy of Anthropological Knowledge* (11/17, 12:00pm)
- *Truth and Responsibility in Design + Anthropology* (11/20, 4:15pm)
- *Ethics Can't be the Last Chapter* (11/21, 10:15am)

Other in-person sessions include:

- *The Many Applications of Anthropology* (11/17, 12:00pm)
- *Embodying Reciprocity: Relationality and Redistribution in the Practice of Anthropology* (11/19, 4:15pm)

Also in person, NAPA will co-host two events

- *SAPIENS: How to Share Your Research With a Public Audience* (11/19, 12:15pm)
- Social Mixer for Public Anthropology (11/19, 8:00pm).

We hope to see you!



Conference Guide

American Anthropological Association Annual Meeting 2021



Hybrid Conference Dates

November 17 - 21, 2021

Baltimore, MD

[Click here for more information](#)
including a Preliminary Program &
COVID-19 Guidelines

Society for Applied Anthropology Annual Meeting 2022



Hybrid Conference Dates

March 22 - 26, 2022

Salt Lake City, UT

[Click here for more information](#)
including Registration & COVID-19
Updates



2021 Volunteer of the Year

Amanda Woomer, PhD

NAPA Notes is proud to announce the winner of the 2021 Volunteer of the Year Award and sits down with Amanda Woomer to learn more about her interests in applied anthropology and how it influences the work she pursues.



How did you get your start in anthropology?

After completing my undergraduate degree in International Affairs and French, I read the book *The Spirit Catches You and You Fall Down* by Anne Fadiman and was struck by the impact of culture on health outcomes. The lack of cultural competency, not just in the medical field, but in other areas such as environmental conservation felt like such an opportunity to engage. I was lucky enough to have a job at the time that would pay for my tuition in any degree program, so I found one that I felt would help me prepare to engage in these issues.

What drew you to the field?

I have always been really interested in what life is like for people different from me. In high school, a social studies teacher shared a book with us called *Material World: A Global Family Portrait*. It shows families around the world standing in front of their homes with all their belongings. In one picture, you caught a glimpse into people's lives, what they cared about, what they valued. It was so compelling and made me want to know more. After completing an undergraduate degree in international affairs, which was more focused on political and political science, I knew I wanted to focus more on people and their culture.



2021 Volunteer of the Year

Amanda Woomer, PhD

Where did you go to school?

I completed my master's degree in anthropology at Georgia State University. As mentioned above, I completed my undergraduate degree in International Affairs and French at the Georgia Institute of Technology before that. After my master's, I completed a PhD in International Conflict Management at Kennesaw State University.

What have you been doing since graduation?

My career since receiving my master's has been focused on working with nonprofit development, conservation, and peacebuilding organizations to craft better strategies, programming, and monitoring and evaluation systems. The skills and approaches I learned during my studies in anthropology help me to support people in centering the needs of people and communities while grounding programming in the sociocultural context in which it takes place. This work emerged from my observations of organizations that, while driven by good intentions, lacked the cultural competency and contextual understanding necessary to be effective and

sustainable while also avoiding (unintended) negative consequences. I found that one way to address this was through monitoring and evaluation (M&E), which often includes a focus on good program design, accountability, and learning. Today, I work for Habitat for Humanity International and consult regularly.



Amanda in Tanzania conducting research, 2013



2021 Volunteer of the Year

Amanda Woomer, PhD

How have you seen your career moving along?

Lately I've been involved in some very cool projects outside of my work with Habitat. These include current work with the Environmental Law Institute (ELI) on a monitoring and evaluation toolkit for environmental peacebuilding practitioners as well as a project with Columbia's Earth Institute on how environmental protected areas affect conflict and wellbeing of the communities around them. In both projects, I bring the mindset of an anthropologist and the skills of a qualitative researcher to an interdisciplinary team, which I find really increases the quality of our work. When you bring different perspectives to the table, the end product is often more realistic, holistic, and effective.

What personal and career passions does anthropology enable you to pursue?

Anthropology gives you a unique way of looking at the world that is useful in any career path someone might choose. I find that, professionally, I can ask good questions that guide teams toward better programming because I am able to think about things from the standpoint of society and culture rather than just technical or policy issues. Personally, anthropology and my subsequent studies in conflict management have enabled me to engage in difficult conversations in a way that gives people space to share while creating the psychological safety needed for them to also hear. The culture in America today is often so divisive that people often aren't willing to even have a conversation, which makes accomplishing what I know are shared goals all but impossible sometimes. I find that my curiosity about other people, the way they live, and why they think like they do allows me to be more empathetic and engage more productively by recognizing where someone is coming from and our shared values.



2021 Volunteer of the Year

Amanda Woomer, PhD

Who inspires you and how does it influence your research and professional inquiry?

I was recently inspired by the work of Dr. Paige West, a key voice in environmental anthropology. While preparing for a conference presentation, I rediscovered West's 2016 article "An Anthropology for 'the Assemblage of the Now.'" West writes, "... how many of us have been in situations where we have heard our colleagues put down someone as 'not very smart' or, the ever-dreaded, 'not very theoretical' because their work is easy or a pleasure to read?" (p. 442). I have received similar critiques. West makes the point that anthropology should be more accessible if it is to be used and useful. In my fields of development, conservation, and peacebuilding, this is even more true.

What advice would you give to a student starting their career in anthropology?

Engage with as many people as possible. My interdisciplinary work has exposed me to new ideas and ways of thinking while also helping me to hone my own work and figure out my niche. In some cases, people may not understand what an anthropologist does or can bring to the table. By engaging with diverse people doing interesting work, you not only learn yourself, but you help other people better understand the benefits that anthropology can bring to any line of work or research.



Mentoring the Mentors

A.J. Faas

Come visit the Society for Economic Anthropology's free, virtual **Mentoring the Mentors** event in this year's Annual Meeting of the American Anthropological Association on Friday, November 19 from 12:15-2:00 ET!



This roundtable discussion will feature three applied scholars with established track records of training and mentoring students for both academic and non-academic careers and two graduates of San José State University's MA Program in Applied Anthropology who have established themselves as successful practitioners outside of academia. Participants will discuss insights, guidance, and strategies for 21st century mentorship in anthropology with a focus on non-academic careers.

The roundtable is open to non-SEA members. Please see the AAA Program for information on how to attend. **Emma McDonnell** of the University of Tennessee at Chattanooga will host and moderate the panel, which will feature:

Micah Trapp is an Associate Professor at the University of Memphis, where she serves as the coordinator for the graduate program in Applied Anthropology. Her scholarship contributes to research, theory, and application in the areas of humanitarian and federal food aid, the anthropology of food and taste, economic anthropology and household food economies, and food policy.

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Mentoring the Mentors

A.J. Faas

Mayra S. Cerda (MA in Applied Anthropology, San José State University) has been involved in the fields of social and economic justice, education, asset development, financial literacy, and immigrant entrepreneurship for over a decade. In her career, Mayra has worked with the Financial Health Network, NYU, Bankable Frontier, Opportunity Fund, and she is currently a program manager at Sacred Heart Community Service, a large nonprofit in Silicon Valley.

Jeffrey Greger (MA in Applied Anthropology, San José State University) has spent over a decade in Silicon Valley working as a user experience (UX) researcher and industrial designer, developing products with banking, consumer electronics, and medical device companies. He is currently a design strategist at the small startup Percapita Group, LLC. where he researches and develops services to meet the needs of financially underserved communities.

A.J. Faas is Associate Professor in the Department of Anthropology and the Organizational Studies Program at San José State University, where he also serves as Graduate Coordinator for the MA Program in Applied Anthropology and faculty fellow in the Wildfire Interdisciplinary Research Center.

Riall Nolan is Professor Emeritus of Anthropology at Purdue University, and the author of eight academic books, including *Development Anthropology* (Westview Press 2001), the *Handbook of Practicing Anthropology* (Wiley/Blackwell 2013), and *Using Anthropology in the World* (Routledge 2017).

For more information:

<https://www.econanthro.org/2021/11/03/mentoring-the-mentors-aaa-meeting-event/>



Spotlight on EPIC: A Key Resource for Practicing Anthropologists

Liz Lewis

EPIC *Advancing the Value of Ethnography in Industry*

Anthropologists have transferable skills that can be a tremendous asset to projects, teams and companies. We can and do work in many domains, using our theoretical and methodological toolkits in a variety of sectors and roles. Nonetheless, pivoting from academia to these less traditional spaces brings unique challenges. From researching potential opportunities to articulating their value in industry settings, it's common to struggle — so why not tap into a community of researchers who have already made this leap?

While graduate students and academic anthropologists are likely familiar with traditional scholarly organizations, they might miss out on professional groups that can be especially useful for learning about anthropology outside of academia. To that end, [EPIC is an invaluable resource for anthropologists](#) considering a less traditional path. Read on to learn more about this organization, its resources, and how EPIC can inform ideas of what anthropologists do, where they do it, and how you can get involved.

Advancing ethnography, supporting anthropologists

Founded in 2005, EPIC is a membership-based nonprofit organization that describes itself as “a global community of practitioners doing ethnography for impact in business and organizations.”

(Continues on page 30)



Spotlight on EPIC

Liz Lewis

Created as a conference, EPIC has since grown into a robust hub for researchers across the world. Let's take a look at its offerings, both free and members-only.

For anthropologists considering or curious about possibilities outside of academia, EPIC's blog, Perspectives, is an excellent starting point and provides a window into topics of interest to the community. It features a variety of content, including book reviews and podcasts, as well as fascinating posts by members exploring current challenges, issues, and trends in their research. Visitors to EPIC's online library can access articles on a variety of themes, from artificial intelligence (AI) to organizational culture, ritual and strategy. EPIC also provides a Job Board, which is updated regularly with new opportunities.

EPIC Events

Amplify your impact with the power of community.

COMING UP:

- >> ANNUAL CONFERENCE: EPIC2021 ANTICIPATION
- >> TALK: Design Anthropology & Design Culture
- >> COURSE: Leveraging Organizational Culture for Impact
- >> COURSE: Observation in Ethnographic Practice
- >> COURSE: Representing Your Professional Self: Positioning, Strategy & Portfolio Review

PAST EVENTS ON VIDEO

(Continues on page 31)



Spotlight on EPIC

Liz Lewis

While the resources above are available free of charge, EPIC members have access to additional benefits like virtual talks and webinars, video tutorials, and past presentations from the annual conference. Speaking of the conference, no discussion of EPIC is complete without highlighting this singular event. For EPIC2021, researchers and practitioners came together virtually to share research and methodologies, connect, learn and inspire. Stay tuned for details about EPIC2022!

EPIC offers insights into diverse anthropological paths

Whether a student, recent grad or established scholar considering a change, EPIC gives a window into the vast options enjoyed by anthropologists in fields like tech, business, nonprofits, consulting, and more. The organization's online resources showcase the intellectual rigor and creativity of members' work — and, in the process, offer endless inspiration for new ethnographic terrain.

If you (or your students or colleagues) have ever considered an anthropology career outside of academia, EPIC is a world-class resource for exploring how ethnography is used in the “real world” today. Perhaps nowhere else will you find a group of anthropologists engaged in such diverse applied projects coming together, collaborating, and learning from each others' work.

Why wait? Visit epicpeople.org now to learn more.

Liz Lewis is a Content Marketing Manager at Indeed.com, where she conducts research on and writes about organizational culture and the future of work. She has a PhD in anthropology from the University of Texas at Austin.



Anthropology Spotlight: Career Readiness Commission

Ashley Meredith & Vanessa Terry

There's a growing concern among applied anthropologists that anthropologists are used to talking about problems but not solving them. Instructors want to do something but they do not have practice. While traditionally anthropology has been an academically-dominated discipline, there are strengthening desires for a professional arm from graduates of anthropology.

In October 2021, Ms Meredith and Ms. Terry got the chance to sit down with two notable practicing anthropologists, Dr. Elizabeth Briody and Dr. Riall Nolan, who recently founded a grassroots organization to address challenges to practicing anthropology. This organization, the Career Readiness Commission, is a short term project that began in May 2021 and ends in May 2022. The impetus for these practitioners of anthropology stems from the realization that anthropologists rarely practice their profession with organizations when it comes to research. Briody and Nolan assert that organizations can be a place to study, to solve problems, and provide employment for anthropology as a professional practice. Some of the Career Readiness Commission (CRC) goals include providing resources for professional anthropologists, a space to communicate about anthropology in practice, and to re-center the conversation on practitioners of anthropology. The organization's vision is two-fold: 1) to infuse anthropological practice and scholarship into anthropology programs, and 2) to prepare students for a diverse set of future careers.

(Continues on page 33)



Career Readiness Commission

Ashley Meredith & Vanessa Terry

Members of the Commission have completed phase one brainstorming and established workstreams in preparation for phase 2. Briody and Riall summarize the workstreams as a “range from brainstorming to compiling resource materials to developing lessons from anthropology departments that have implemented some form of practice into their programs (e.g., class projects for a client, internships, elevator speech technique).” Now moving into Phase 2 focuses, the CRC is focused on identifying gaps in training (undergraduate and graduate programs) and data collection. The gaps are identified through discussions with departments, and practitioners. The next phase focuses on leveraging incentives and associations to encourage their use followed by developing recommendations and other resources. Combined, these materials serve as a foundation for anthropology as a professional practice.



**CAREER READINESS
COMMISSION**

Next Commission Meeting
Thursday
9th December 2021
4:00 pm EST



Want to learn more or become involved?
CRC is seeking anthropologists
& anthropologists-in-training
to join

Email your name & contact information to
elizabeth.briody@gmail.com
rwnolan@purdue.edu



Elizabeth Briody
Founder,
Cultural Keys LLC



Riall Nolan
Professor Emeritus,
Purdue University



This Anthro Life

Adam Gamwell



*Adam Gamwell
Director & Host,
This Anthro Life*

<https://www.thisanthrolife.org>

This Anthro Life Podcast celebrated its 8th birthday this October. Over this time the show has been downloaded over 400,000 times, nearly $\frac{3}{4}$ of that since 2019. This Anthro Life has been both a passion and professional project for me, and always a form of practicing anthropology. Two grad school colleagues and I began the show to see if we could take the dense insights of anthropological writing we were ingesting every week and translate them into an engaging and accessible conversation. It was also because we believed anthropology had

something to say to the world, but it needed a little help to escape the page. I later came to realize my goal was also to build community by way of a shared sense of vulnerability that comes from always being in-form-ation, feeling never quite caught up, and unsure in a world of polished journal articles, ethnographies and distinguished scholars.

I fell in love with podcasting, as did many people. There was something both unique and universal about the intimacy of sharing stories with one another between microphones and earbuds. Podcasting, like me, never seemed quite at home in academia. And something was brewing in the alchemy of deep research, weekly episodes, audio craft and the wider world's growing obsession with the medium. The medium required a different kind of messaging, however, and I was intrigued. My target audience began to change.

(Continues on page 35)



This Anthro Life

Adam Gamwell

When first starting out, I was enthralled with the idea of public anthropology, or anthropology engaged in wider publics. But I found myself staring across the gulf of that vague public and wondered what radio and podcast icons like Ira Glass and Terry Gross or journalists like Jon Ronson seemed to get right about pulling people in. Turns out, storytelling, though enthralling, is only half of it. The other part is they know their audience. And it wasn't some vaguely defined public. (Ironically, most of anthropology knows its audience very well, even if they don't realize it. Themselves.) What I found refreshing about podcasting is that any professional will tell you your show isn't about you. It's about solving a problem for someone. And in order to solve their problem, you need to know who they are. What's that look like?

This Anthro Life is for Isabel, a single mother in Australia who works in software and wants a boost in her day that makes her feel connected to an intellectual community – and reminds her that she is. It's for Omar, a 27-year-old finishing his masters who wants to go into industry but doesn't know how to break in. He tunes into episodes featuring business anthropologists and on career development. The show is also for Kiana, a sophomore who stumbled across the show in high school after feeling inspired by a documentary on *Australopithecus* and wondered what else was out there. She's hooked on figuring out how to integrate anthropological perspectives into political discourse.

I'm grateful for Isabel, Omar, and Kiana because they've redefined for me what public anthropology can be. Being a public anthropologist was a story I told myself. Building community, career confidence, and communication skills, now that's a public anthropology story we tell together.



Practicing Valuable Anthropology Research

Lauren Hayes, PhD

Graduate students in the Wayne State University Anthropology department completed another successful practicum project in the Summer of 2021. The Practicum course is designed to give students hands-on experience conducting a team-based applied research project from beginning to end for a local institution, business, or corporate client. This year a team of nine students who were supervised by two faculty worked on a project for D-Ford, the human-centered design team of Ford Motors. The exploratory ethnographic project asked how construction work culture influenced vehicle use and construction industry perceptions of electrification.

Students recruited 29 businesses across 13 different sectors within the construction industry and conducted a research study that used qualitative data collection methods of workplace shadowing, observation of vehicle use and ride-alongs, and ethnographic interviewing. While pandemic conditions limited early research activities, the use of remote interviewing allowed the team to expand their sample to states in multiple regions of the United States.

Client communication throughout the project was key to defining goals and creating a deliverable in the form of a presentation and report to D-Ford. While such projects develop important research design and data collection skills, student researchers at Wayne State also learned how to apply theoretical thinking to recognize themes and analyze qualitative data.

(Continued on page 37)



Practicing Valuable Anthropology Research

Lauren Hayes, PhD

Using a data analysis software to develop a code book, they then honed their analysis skills through affinity mapping strategies (see below).

The Master of Arts Anthropology program at Wayne State University with a focus on Business and Organizational Anthropology prepares students for diverse careers, with alumni heading into jobs from healthcare and local government to market research, product development, and user experience and design research. The completion of a team-based applied project for a client such as this, provides students with a strong research and analysis background as they enter careers in Practicing Anthropology.

Wayne State University

Faculty Supervisors:

Dr. Lauren Hayes

Dr. Yuson Jung



Wayne State Anthropology students engaging in the affinity mapping process



Teaching Urban Anthropology in a time of COVID

Susan B. Hyatt, PhD

Usually when I teach my Urban Anthropology course in Indianapolis, I incorporate a fieldwork project into the class activities. When I saw that my Urban Anthropology course was on our schedule for Spring 2021, during a time when our campus was largely still in lockdown and most teaching was online, I was initially stymied as to how to incorporate assignments into the class that would reflect my commitment to civic engagement.

Perusing websites one day about how cities were being reshaped by the pandemic, I came across the Social Science Research Council's site, Covid-19 and the Social Sciences. That site included views of the pandemic from the vantage point of New York city. My TA Samantha Riley and I decided to create a similar website, showcasing aspects of the pandemic as seen from the heartland. We were also inspired by Bloomberg's CityLab project, The Year in Maps, for which people from all over the world contributed drawings illustrating how their lives and environments were reshaped by the lockdown and its attendant economic and social changes. I constructed the course as a series of short assignments and at the end of the semester, Samantha posted many of them on a Wordpress site, Covid and the City: Views of the Pandemic from the Heartland. Here, I briefly describe the assignments and invite readers to look at the site and at the student work for themselves.

For the first assignment, I asked students to [create maps of Indianapolis during lockdown](#), showing their view of the city as they were experiencing it then.

(Continues on page 39)



Teaching Urban Anthropology in a time of COVID

Susan B. Hyatt, PhD

One of the maps, for example, drawn by student Dana Dobbins, highlights her front porch because, as they put it, "I made this the focal point of the map because this is where I spend most of my time these days." Samantha Riley portrayed her "lockdown city" map organized as concentric circles. As she explains it, "My COVID map is separated into three regions: the center circle is the "Safe zone," the middle ring is the "Eh Zone," and the outermost region is the "No-Go Zone ...



"The COVID-19 pandemic has shaped every aspect of my life, from the overarching daily structure to the smallest details."
Samantha Riley

The 'Eh' Zone of my map illustrates my connections to the outside world during the pandemic." The maps are a powerful visual evocation of, on one hand, the constrained worlds produced by the pandemic but also of the risks some students felt compelled to take, for work and to procure necessities.

Another assignment, the visual artifacts project was inspired by the Social Science Research Council's creation of what they called "A Time Capsule for Future Social Science Researchers."

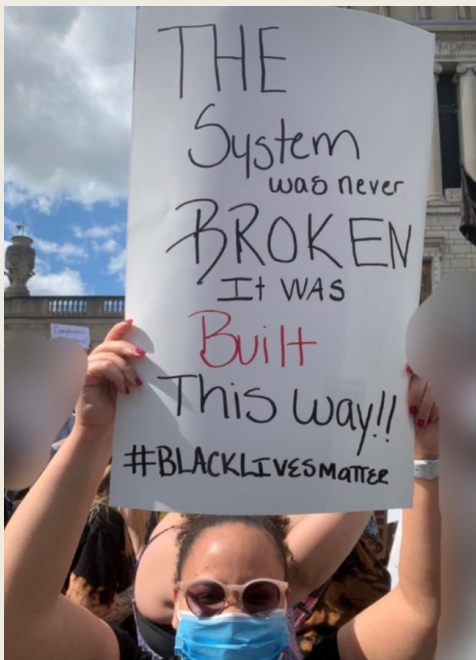
(Continues on page 40)



Teaching Urban Anthropology in a time of COVID

Susan B. Hyatt, PhD

Students were asked to post a visual representation of their lives under Covid accompanied by a short explanation. Kayla Allen-Brown, for example, provided a photo of herself at a Black Lives Matter protest in summer 2020, holding a sign that read, "The System was Never Broken: It was Built this Way." Jackie Carnaghi provided another poignant image, a photo of her hand pressed up against the glass pane that separated her from her grandfather, who was in a nursing home. Other images showcased now familiar images, such as facemasks hanging by front doors and improvised home offices.



"This photo also signifies the moment I realized that the Black community was fighting multiple forms of oppression which now included the coronavirus."

Kayla Allen-Brown

The SSRC site also included writing by students in New York: "Autoethnographies of a Pandemic from Brooklyn's Epicenter." Our version, Research Blogs from the Heartland, addressed a range of topics; one student, Mason Johnson, wrote about the struggles he faced after being laid off from his job and trying to stay safe, a behavior he contrasted with that of his friends, who were reluctant to observe Covid restrictions. Another student, Shauna Keith, wrote a blog called, "Work is Where You Hang Your Hat," detailing the changes in her family's life, as everyone was forced to retreat home for work and school.

(Continues on page 41)

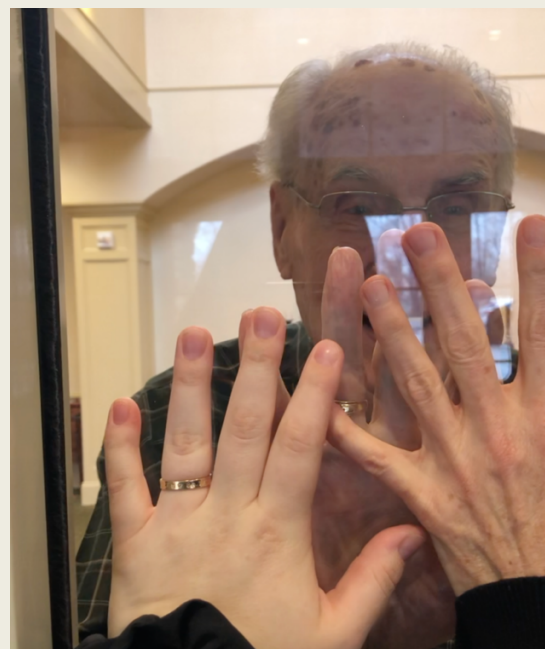


Teaching Urban Anthropology in a time of COVID

Susan B. Hyatt, PhD

The final assignment for the course asked students to imagine what they thought the post-pandemic city might look like. To my surprise, most students did not choose to document the high rate of vacancies that blighted many blocks in commercial districts; instead, they envisioned new possible futures. Ben Clark, for example, created an inventive ArcGIS Story Map, showing how empty government office buildings might be repurposed as stylish public housing.

All in all, the Covid and the City project turned out to be more than just a strategic adaptation to an emergency; through these assignments, the students created a portrait of both



*"Getting to see [my grandfather] through the glass was an unbelievable emotional moment that I will never be able to describe."
Jackie Carnaghi*

Indianapolis and of their lives during what was, to be sure, an extraordinary historical moment. Many of their observations of the city, however, were relevant beyond the circumstances created by the pandemic. For that reason, I would use these assignments again, even when conditions return to something approximating the life that we once thought of as "normal."

*Susan B. Hyatt, Department of Anthropology,
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We are Not Invisible: Highlighting Latinx and Latin American Experiences in Higher Education

Glenda Vaillant Cruz

A research team from the Institute for the Study of Latin America and the Caribbean (ISLAC) at the University of South Florida has been working on an ongoing research project titled “Latinx and Latin Americans in the United States: Mapping Ethnic & Racial Experiences in Higher Education.” The team consists of Dr. Beatriz Padilla from USF's Department of Sociology and director of ISLAC, graduate students Glenda Vaillant Cruz and Joel Ramírez, and recent graduate Sharon Benitez. The project aims to understand the ethnoracial experiences and identity formation of Latinx and Latin American faculty, students, and staff. The study also inquires participants about the process of inclusion/exclusion, mentoring opportunities, representation, and access to resources in higher education. As of November 2021, the team has conducted 60 interviews and is still recruiting participants who identify as Latinx or Latin American.

This study is deeply engaged with the various University of South Florida initiatives to improve the status of Latinx individuals in higher education. On October 13th, Alianza Latina Faculty and Staff Association (ALFSA) was launched at USF to support the success of Latinx and Latin American faculty, staff, and students.

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We are Not Invisible

Glenda Vaillant Cruz

ISLAC sponsored a colloquium and panel discussion titled "We are Not Invisible: Mapping Ethnic & Racial Experiences of Latinos/as/xs and Latin Americans in Higher Education" on October 12th, 2021. The ISLAC research team presented preliminary findings at this event, followed by a panelist discussion from Neudy Carolina Nuñez, Assistant Dean of



Students and Director of the Office of Multicultural Affairs (OMA) at USF, and Dr. Daniel Cruz-Ramírez de Arrellano from the Department of Chemistry.

Preliminary findings of this research have been presented in several venues, not just to share results in academic settings but also to promote collaboration and further engagements with civil society, the community, and other stakeholders.

ISLAC co-sponsored the "Latinx Student Leadership Forum" with OMA on November 3rd, 2021. The Presidents and Vice-Presidents of 28 Latinx student organizations, Alianza Latina, Advancing Latino Access and Success Taskforce, and ISLAC, are coming together to discuss initiatives to promote Latinx student success, increase Latinx visibility, and create a sense of belonging and mattering among Latinx students.

(Continues on page 44)



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(Continues on page 45)



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A Message from the Editor



Senior Editor

JACQUELINE C.

What a spectacular feat for the editorial team at NAPA Notes! Thank you to the talented authors for contributing their articles. The examples of ethnography and reflexive perspectives on the spaces we occupy proved to be fascinating reads. I invite NAPA Notes readers (student to advanced career anthropologists) to consider submitting in future.

I am greatly indebted to the editorial team and Communications Committee for the production and publication of this issue. *Thank you Vanessa, Marcella, Jennifer, and Ashley for your commitment and dedication. I also wish to express my gratitude to Joshua Liggett, Brandon Meyer, and others participating within the Communications team.*

Submit your works to the [Annals of Anthropological Practice](#)

Search for and post job announcements at [AnthroJobs](#) or take advantage of [mentoring](#)

ICYMI: NAPA Notes [March 2021](#) Issue

NAPA Notes is eagerly awaiting your submissions. Contact Jackie Cortez @ jacqueline.n.cortez@gmail.com

NAPA Notes November 2021

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