

SEPTEMBER 2017

NAPA Notes



NAPA
National Association
for the Practice of Anthropology

Greetings NAPA!

Welcome to the September 2017 edition of *NAPA Notes*. I hope you had a productive and restful summer, wherever you happen to be and whatever you happened to be doing. NAPA members have been busy this summer:

- The Membership Committee is wrapping up analysis from a membership survey to better understand your ideas, needs, and goals. Our goal is to introduce programming that is relevant, and we appreciate your feedback and communication.
- The Mentoring Committee is analyzing data from the mentoring survey and creating an action plan to address any needed modifications to the NAPA mentoring program.
- The Organizational Relations Committee is working hard on the Careers Expo for the 2017 AAA meetings in Washington, DC.
- The Academic Outreach Committee is developing a program to link NAPA members and academic departments with any level of practicing/applied anthropology focus. We are developing a new mission statement and appreciate your input and feedback. We will have the results of that process by the November newsletter.

In preparation for the **2017 AAA meetings in Washington, DC, I want to make you aware of our NAPA Networking Social on Saturday, December 2 from 8:00 pm – 10:45 pm.** This networking event is open to all – students of applied anthropology, faculty teaching applied anthropology, and early, mid, and late career professional anthropologists. This event features an informal reception with light hors d'oeuvres, and discussions with professional anthropologists who will help students and new professionals consider their career options and develop their networks. Professional anthropologists – we need you! We need you to network with those seeking advice and share your wisdom. **Drop me a line if you are able to help out with this event:** lisa.henry@unt.edu



Lisa Henry, Ph.D.
NAPA President

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Regards,

Lisa Henry, PhD
NAPA President

Donate to NAPA

Want to ensure a legacy of support and promotion for the practice of anthropology? You can use the AAA online donation page to make a contribution directly in support of NAPA. Information is on the NAPA website, or go directly to [AAA's NAPA donations page](#).



NAPA Communications

Annals of Anthropological Practice

The upcoming November issue (vol. 41, no. 2) will include a critical review of service learning as an educational enterprise, women's work in Indian agriculture, the complexity inherent in the "alternative spring break," and anthropological engagements with community-based participatory research. Papers for upcoming volumes of AAP are currently being accepted through the ScholarOne platform at <https://mc.manuscriptcentral.com/annals-ap>.

The three broad classes of papers featured in the AAP include:

- Standard peer-reviewed articles featuring innovations in methods, applications, and findings in a broad range of research and practice are of particular interest, up to 7,500 words, or 20-30 double-spaced pages.
- Shorter pieces around 3,000 words, or 8-12 double-spaced pages, framed as work-in-progress, notes from the field, or innovations in methods and research design are also accepted pending review from the editorial board.
- The final category, called "Theory of Practice," encourages authors to grapple with the nature of applied, practicing, engaged, and public anthropology. These may be "thought pieces," historical reflections, provocative pieces designed to spark discussion, or contributions to theory emerging from practice. There is no set length to these, but they will be peer-reviewed.



If you have any questions about the submission process, or have an article idea to pitch, please contact AAP editor John Brett at john.brett@ucdenver.edu.

Job of the Week Blog

What do you tell students or parents who want to know what kinds of jobs are available for those holding an anthropology degree? Refer them to the Job of the Week blog on the NAPA website, updated most Fridays with one or more job openings with an anthropology degree as a criterion:

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

Here are some recent postings seeking applicants with degrees in anthropology:

- BA positions with a banking organization in Salt Lake City, UT, and with a military contractor in Tampa, FL.
- MA positions such as a user research manager in Carlsbad, CA, and a collaborative design lead with the Nature Conservancy in suburban Washington, DC.
- PhD positions included a medical anthropology adviser with the Pan American Health Organization, and several public health promoter positions with Oxfam. Note that not all doctoral jobs are domestic; Peru, Mexico, and India have been among the international job sites in past postings.

No matter your degree level, check the Job of the Week blog each weekend to see how to put your anthropology degree to work!

EPIC 2017

Looking at our surroundings from a different angle is at the center of EPIC's upcoming conference. EPIC 2017 meets in Montreal, October 22-25, with the theme of "Perspectives" to explore how different vantage points impact ethnographic work and practices. Keynote presentations from Melissa Cefkin, David Johnson, Carolyn Rouse, and Dana Sherwood will enrich its multidisciplinary approaches. Registration is full, but you can join the waitlist and stay in-the-know here:

<https://2017.epicpeople.org>

Stay in the Know:

Keep an eye out for the announcement of the NAPA Student Achievement Award and new Careers content on practicinganthropology.org



VOLUNTEER OF THE YEAR

NAPA is happy to announce that Zelda Harrison has been named NAPA's Volunteer of the Year! Zelda launched and has been instrumental in developing NAPA's Facebook page (<https://www.facebook.com/NAPA.Anthro>), which is a prominent "public face" of NAPA. Also receiving a Special Recognition from NAPA is Sophie Goodman, who is Zelda's partner in keeping the Facebook content lively and current. Congratulations to both, and many thanks for your efforts in supporting NAPA and the larger anthropological community!

Zelda Harrison

What is your background, and what drew you to the field? With a background in Marketing and Communication, I consider myself an AnthroDesigner, an emphasis on the latter. I was deeply inspired by lectures on the work of Claude Lévi-Strauss and Franz Boas in her corporate strategy classes at business school and determined that anthropological praxis would be integral to my consulting work. I launched my career in marketing research in consumer packaged goods, and currently work with clients as a consultant in Marketing and Strategic Communication, specifically to municipal agencies and several non-profits that cater to underserved communities. I hold degrees in International Marketing (Rouen Business School), International Relations (Allegheny College) and the Fine Arts (CSULB). I am also a certified Project Management Professional (PMP).

How do you feel about being recognized for your efforts? I am deeply honored by NAPA's VOY Award. Being a social media manager for NAPA and growing its online community has been incredibly fulfilling; an invaluable way of staying connected with practicing anthropologists.

What do you find interesting about doing the NAPA Facebook page? The Facebook page been an excellent way to tap into discussions I am passionate about, including cultural relativism, the use of big data, and creating space for AnthroDesigners on multidisciplinary projects.

How can NAPA members get the most out of the page? I know it's cliché, but it really does take a village to build professional capacity and recognition, and I would like to encourage members to reach out on NAPA's social media, share their experiences, and let us know what topics they'd like to hear about.



Sophie Goodman

How did you get your start in anthropology? What drew you to the field, and how has it changed over time? I first discovered anthropology while enrolled in a psychology degree at university. I had chosen psychology as I wanted to learn about people, but found myself in large lecture theatres doing statistics and

decided to look for something else! That's when I found out about anthropology and completed an undergraduate degree in it. After some time living overseas and then while working in consulting I started looking into anthropology again. I was drawn back to further study when I discovered that ethnography was being used in organizational settings and completed a Masters in Applied Anthropology. A thesis was part of my degree and I





Sophie Goodman Cont'd

chose to explore identity and relationships in Facebook as I was interested in the meaning of emerging social media platforms. I also wanted to apply an anthropological mindset and research method to a contemporary phenomenon as a way to demonstrate its value, and increase its appeal to a broader audience through an accessible topic. I freelanced for a few years in customer experience before joining the global consulting firm Deloitte where I use my research skills and qualifications on large, complex projects.

What do you see for the future of the page? Volunteering for the NAPA Facebook page helps me to continue on my aim to make anthropology more accessible to a broader public and promote its value through case studies, links to advertised jobs, profiles of practicing anthropologists and interesting human stories or fun articles. It would be great to have NAPA members support the work we are doing on Facebook by sharing and engaging with our content so we can keep building our reach and deliver on NAPA's mission to further the practice of anthropology as a profession.

How do you feel about being recognized for your efforts? It feels great to be recognized for our efforts and I'm very proud of the organic results Zelda and I have been able to achieve through the content we are finding and sharing. Zelda and I have been able to work really easily together despite only ever communicating by email and across odd time zones! It's been wonderful to be part of a team delivering results that NAPA members are so pleased with.

AnthroTalks is LIVE!

AnthroTalks is an audio portal that celebrates the curiosities of daily life. Our inaugural project, "Dressing the Part," examined the relationship between how we dress and what we wish to communicate, and featured guest Alex Jong-Seok Lee discussing her fieldwork notes on style choices among flight attendants.

At AnthroTalks.org you'll experience more than a podcast. Discover curated multimedia elements on a theme, and crowdsourced voices from the AnthroTalks community. You'll see that production means using instruments on the fly: smartphones and google voice. Anyone can contribute! Pitch an idea that fascinates, and join us in telling the story on AnthroTalks!

Tune in to get inspired here: <https://anthrotalks.org/2017/07/09/dressing-the-part/>

Listen to us on iTunes or Google Play, or use our RSS feed.



The Intellectual and Practical Value of Business Anthropology

Business Anthropology has gained traction in recent years as a subject of anthropological inquiry and a pathway for employment. At this year's AAA meeting in Washington, DC, a wide-ranging initiative called *Business Anthropology Matters!* will draw unprecedented attention to this still-emerging sub-discipline. For more on business anthropology, visit www.businessanthro.com, a venue for sharing knowledge and resources, making connections, and advancing careers and education in business anthropology.

AAA 2017 Business Anthropology Matters! Sessions and Workshops

Executive Session: *How Business Anthropology Makes Anthropology Matter More*

Invited Session (by NAPA): *Engaging Business Anthropology as a Career that Matters*

Sponsored Sessions (by NAPA):

- *The Current and Next Frontiers on Organizational Culture and Change*
- *The UX Revolution: Turning Anthropology into Design*

Volunteered Session: *Illuminating Infrastructural Opacities: Why Invisibility in Urban Design Matters*

Workshops (Sponsored by NAPA): See pg. 5-6

By Robert J. Morais and Timothy de Waal Malefyt

AAA: Workshops by NAPA



Washington, D.C.
Marriott Wardman Park Hotel
November 29-December 3, 2017

Now Open: AAA Late Breaking Submissions

Visit here for more information:

<http://www.americananthro.org/AttendEvents/Content.aspx?ItemNumber=20537&navItemNumber=566>

The 116th AAA Annual Meeting theme, “**Anthropology Matters!**” is a call across the field to unite in our diversity, to embrace difficulty, be vibrant messmates, and promote the relevance of what anthropology is and does. We will continue to move beyond divisive debates about ownership, terminology and classification and into fruitful dialogues across, between, within, outside, and throughout our practices.

With the AAA Annual Meeting around the corner, **NAPA Workshops Committee** is happy to sponsor several workshops as part of the Business Anthropology Now! initiative. The workshops below are designed to introduce early- and mid-career anthropologists to professional and career development in the applied setting. Seasoned practicing anthropologists who’ve been successful in their research and business pursuits teach the workshops.

Consulting in Organizational Culture and Change

with Elizabeth Briody, Ken Erickson, Keith Kellersohn, and Jo Aiken

The workshop is designed to help you discover whether a consulting career (business, non-profits, government, or NGOs) may be in your future. First, we talk about “consulting basics” and your own anthropological approach. Second, we explore how client problems connect with anthropological methods and theory, and become the basis for a consulting project. Third, we examine the ways in which clients may work alongside us as partners, and data collection and analysis. We discuss how to communicate emerging results, enhance shared understanding, and guide clients toward beneficial action. Fourth, we discuss how to work with clients to assist them in addressing the often beneath-the-surface issues they face.

Design Anthropology with Emilie Hitch and Tamara Hale

For anthropologists, learning about the tools and methods designers use can help them to reframe their projects and provide new insights and “ways in” to better empathize with and understand both their research subjects and the designers that they may find themselves working alongside. This workshop will introduce Human-Centered Design (HCD) as a way to experiment with the processes and tools of people who practice this methodology around the world. Activities will range from visualizations (i.e. mind-mapping, story boards, white boarding and framework creation) to data organization with post-its, reduction activities in group discussions and “World Cafés,” and various methods of prototyping. This workshop will also include an exercise in which we explore a challenging environment with considerable design constraints, and apply HCD models as pioneered by IDEO and International Development Enterprise’s innovation and impact lab, and the iterative “L.I.V.E.” method used by Rabbit.

Production and Consumption in Advertising with Maryann McCabe and Timothy Malefyt

Production and consumption of advertising is a process in which advertisers and consumers learn from each other and respond to cultural ideas presented in the public sphere. At the heart of the process is ethnographic research on consumer practices, which provides insight into the meaning and use of products and services in daily life. Findings from this research are incorporated into the creative and political process of developing advertising campaigns. This workshop will engage participants in the anthropology of doing consumer research, designing advertising messages and producing culture. Through simulated situations, participants will work in teams to solve client problems and take a critical approach to assessing culturally mediated messages.



AAA: Workshops by NAPA

Continued from pg. 5

Workplace Anthropology (Co-sponsored by SAW) *with Jan English-Lueck*

As people increasingly spend their waking hours at workplaces, anthropologists need to understand those experiences. Our practitioners need to develop distinct skills to access, document, analyze and relate the lives of workers and the businesses that employ them. We can study workplaces to learn about the lives of people who work in businesses, as both outsiders and practitioners. Businesses employ anthropologists to understand a variety of worker-related issues. This workshop will consider the practical, theoretical, and ethical issues that must be resolved to do workplace anthropology.

Anthropological Entrepreneurship: Contradiction or Reality? *with Terry Redding and Ben Blount*

This workshop will first review some basics of going it alone as an independent consultant or setting up a small contracting business. The workshop will then feature Q&A with a panel of anthropologists working or set up with their own small businesses. This workshop should benefit anyone seeking to strike out on their own with anthropological entrepreneurship as the foundation. Some of the anticipated topics to be outlined include: The business of the business (license, office set up); LLC vs independent (liability, taxes, deductions, banking); Finding and retaining clients; Marketing; Setting rates; Billing and accounting.

Reimagining the Customer: An Anthropological Framework for Innovation in Business and Social Enterprise *with Mike Youngblood and Ben Chesluk*

In this workshop, we take a step back from familiar approaches to “customer ethnography” and move beyond simple subject-object conceptualizations of “the customer” prevalent in current approaches to business strategy and innovation, and instead explore frameworks informed by social theory and supported by ethnographic insight. Workshop participants will take a “complex human ecosystem” approach to the customers and populations engaged by business and apply a new typology of customer experiences. Working together in small groups, participants will explore how this perspective can help businesses or social enterprises rethink their customers and offerings.

Innovating Qualitative Research through Filmed Ethnography *with Bruno Moynié*

Come participate in a workshop where an ethnographer/filmmaker will share his field experience of trying to implement an ethnographic approach using film in design and marketing research. This workshop is a mix of free-style passionate storytelling about professional experiences using as many clips of films as possible, while engaging attendees in discussions about the finer points of ensuring technical quality, business culture acumen, and client negotiation. The workshop illustrates approaches to ethnographic filmmaking including securing the contract, working as a team, establishing rapport, conducting initial observations, filming through all phases of the research, editing field sequences, and delivering thematic edits or a presentational video to the client.

Charting Your Course: Developing a Personal Strategic Plan *with Melissa Vogel*

As higher education administration continues to be influenced by business practices, and employment opportunities for anthropologists are more often found in the private sector, it is essential that individual anthropologists start thinking about their career paths and how they intersect with their own personal and professional goals. This workshop is designed to help you identify your short and long-term goals and create a plan on how to achieve them. Participants will also be encouraged to explore a wide range of career possibilities and to incorporate their concerns for work-life balance and job satisfaction.

Join us for one or more of the following workshops to learn more about consulting, entrepreneurship, marketing, and personal career planning. You can find the full session descriptions and register for sessions directly on the AAA website (<http://www.americananthro.org/AttendEvents/Content.aspx?ItemNumber=2294&navItemNumber=566>)

Fatimah Williams, Ph.D.
Chair, NAPA Workshops Committee
Founder, Beyond the Tenure Track