



GRASS ROOTS GUIDE

Getting Your Institution to Subscribe to VPhD

Hey, thanks for being interested in helping! We really appreciate that! Here's what to do.

1) Identify the relevant decision-makers

The decision to subscribe to VPhD is usually made by one, two, or three of the following individuals (actual titles may vary):

- Graduate Dean
- Director of the Career Center
- Graduate Career Counselor in the Career Center
- Associate Dean for Professional Development in the Graduate School
- Director of the Postdoc Office

Very often more than one unit funds the subscription, sharing the cost and the work of building student awareness. It doesn't matter to VPhD which unit(s) are involved: we will do business with whichever unit or combination of units wishes to subscribe. Graduate Student Association leaders can be part of the decision-making team too if they are well-organized, professional, and, importantly, they have the budget to help fund the subscription.

All of these people's names and emails are available somewhere on your university's website. Find them.

2) Write your request

In your own words, bring Versatile PhD to their attention, ask them to please consider subscribing, and tell them why you want the subscription. Please use the correct name for the service (*Versatile* PhD, not "virtual"), include the correct URL and read the "About" page on the VPhD website to make sure you understand what you are advocating for.

3) Send the email to any combination of decision-makers

Consider sending it to all of them simultaneously. They probably know each other and might be impressed that you have taken the trouble to contact the appropriate folks. Bottom line, though, it's better send to even just one person than to zero.

Afterward, you could optionally forward the message to David LaCroix <david@versatilephd.com> so he knows what you said, when, and to whom. This allows us to thank you personally and keep you informed of the outcome. But if you don't want to share your message with us, no problem—please accept our thanks in advance!