

Staff Profiles – Style Guidelines

Staff profiles should follow the following style guidelines to appear on the University of Birmingham website.

- Profiles should be written in the 3rd person i.e. ‘Professor Green is an expert in...’ rather than ‘I am an expert in...’
- **Address** – An address should be entered as being – Department/School/Research Centre name, Building name, University of Birmingham, Edgbaston, Birmingham, Postcode. When a member of staff is occasional/associated to the University yet does not normally receive correspondence here, the address can either be left blank or the address of an office at the University can be used.
- **Telephone/fax number** - should be entered with the international dialling code in the format of +44 (0)121 123 4567
- **Email addresses** - should be entirely in lower case – only use an @bham.ac.uk address. Where a member of staff is occasional/temporary and does not have an @bham.ac.uk address, a generic office @bham.ac.uk address should be used.
- **Introductory statement** – This should be no longer than 250 words
- **Qualifications** - the most recent qualification should be listed first. Membership of a professional body is considered a qualification where membership requires that person to have a qualification e.g. Fellow of the Royal Society, Chartered Institute of Marketing etc. Qualifications should be entered into the template in the following format;

Example (NB do not use italics)

Lecturer in Health Economics and Health care policy:

- *PhD in Health Services Research 2007*
- *MSc in Health Economics and Health Policy, University of Birmingham, 1999*
- *BSc (Hons) in Public and Social Policy Management, University of Birmingham, 1998*
- *MBTI qualified assessor*
- **Biography** – Should be no longer than 500 words and should contain more detailed information than the introductory statement, while not copying that information.
- **Teaching** – Teaching information can be provided as a bulleted list or in paragraphs totalling no more than 200 words. Module numbers should not be used as these are liable to change at regular intervals. If needed Heading 3 can be added to divide this section up if a member of staff teaching on multiple courses concerning multiple areas of interest. Related courses should be added using the drag and drop function within relationships for each member of staff.
- **Postgraduate supervision** – Postgraduate supervision should be provided in bullet points or should contain a link through to the University’s findaphd service if applicable.

- **Research** – This should provide a description of the academic's current and previous research activity (where appropriate). The most recent research interests should appear first. Further Heading 3 sub-headings can be used to subdivide this section if research groups and specific projects need to be added. Related research should be added using the drag and drop function within relationships for each member of staff.
- **Other activities** – This should contain information concerning a member of staff's activities relating to their professional profile or reputation which does not form part of University business e.g. membership of committees, national/international bodies, charity work etc. When a member of staff conducts consultancy work or professional development type work for external organisations, this may also be included. Former posts held can be listed in this section. A bulleted list is preferred for displaying this information with the most recent activities appearing first. In light of this it is also preferable (where possible) to add dates and timeframes to the activities (as one would in a CV). Further Heading 3 sub-headings can be used to subdivide this section if necessary.
- **Publications** - should be entered in the following format (taken from the University's citation guidelines – NB do not use italics or underlines);

Journal Article - Author(s), Initials., (date), Title of paper, **journal name** (in bold type), Volume: page nos.

Example - Percival, S.M. (1991), The population structure of Greenland Barnacle Geese *Branta leucopsis* on the wintering grounds of Islay., **Ibis**, 133: 357-364

Books - Author(s)/editor(s), initials, (year of publication), **title of book** (in bold type), Edition (if not the first), Number of volumes (if more than one), place of publication: publisher

Example (Author) - Tracy, E. (2002), **The student's guide to exam success.**, Buckingham: Open University Press.

Example (Edited Book) - Stott, R., Young, T. and Bryan, C. (eds.), (2001) **Speaking your mind: oral presentations and seminar skills.**, Harlow: Pearson Education. (Speak-write series)

Example (Chapter in a Book) Bryan, C. (2001), "Presenting your case", **In:** Stott, R., Young, T. and Bryan, C. (eds.) **Speaking your mind: oral presentations and seminar skills.** Harlow: Pearson Education. (Speak-write series), pp. 106-122

Web Sites - Author or Corporate Author (author usually appears at the bottom of the page), Date of Publication (if no date given put no date as shown below), Title, Medium e.g. online to be put in square brackets, Place of Publication, Publisher, URL, Date Accessed e.g. date you looked at the site.

Example - Stevens, S. (n.d.), **i-cite Guide to Citing References** [online]., Birmingham: Birmingham University, Available from <http://www.i-cite.bham.ac.uk> [Accessed 6th February 2006].

- Related news can also be added using the drag and drop relationships to a profile. There are no limits on the amount of related news that can be added to a profile however it is expected that news included on a profile will be timely.

- Keywords should be used to enable a user to best find a member of staff they are searching for. It is recommended that the job title, school and department are inputted. Staff finder will search other key fields.