

Tuesday, Jan 23, 2018

Soundings Series: Dr. Barbara Oakley to share tips on writing well, engaging community

Oakland University's popular Soundings Series will welcome **Dr. Barbara Oakley**, a best-selling author and co-creator of "Learning How to Learn," the world's most popular online course, as a special guest speaker from 3-4:30 p.m. on Wednesday, Jan.24 in 242 Elliott Hall.

Oakley, a professor of Industrial and Systems Engineering at Oakland University, will be discussing various topics, including:

- How to break into popular book publishing (writing a proposal, getting a literary agent, etc.)
- Outreach to and impact of media (newspapers, radio, television and blogs)
- The pros and cons of using social media
- The career and institutional impact of massive open online courses (MOOC's) and online videos.

"I will be presenting an autobiographical walk-through of how to reach beyond conventional research, and what researchers can do to open the door to new opportunities," she said.

In August 2014, Oakley helped develop and launch "Learning How to Learn," the massively popular online course focused on giving students "powerful mental tools to master tough subjects." With nearly 2 million students enrolled to date, it has grown to become the most popular MOOC in the world.

In addition, Oakley is also a New York Times best-selling author who has been featured in the Wall Street Journal, the New York Times, and many prominent media outlets. Her published works include:

- *Mindshift: Break Through Obstacles to Learning and Discover Your Hidden Potential*, by Barbara Oakley, Tarcher-Penguin, 2017
- *A Mind for Numbers*, by Barbara Oakley, Tarcher-Penguin, 2014.
- *Practicing Sustainability*, edited by Guruprasad Madhavan, Barbara Oakley, David Green, David Koon, and Penny Low. Springer, 2012.
- *Pathological Altruism*, edited by Barbara Oakley, Ariel Knafo, Guruprasad Madhavan, David Sloan Wilson, Oxford University Press, 2012.
- *Cold-Blooded Kindness*, by Barbara Oakley, Prometheus Books, 2011.
- *Career Development in Bioengineering and Biotechnology*, edited by Guruprasad Madhavan, Barbara Oakley, Luis Kun, Springer, 2008.



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- *Hair of the Dog: Tales from Aboard a Russian Trawler*, by Barbara Oakley, WSU Press, 1996.

“A lot of what I do grows out of being a writer,” Oakley said. “I believe that learning how to write well is absolutely critical when it comes to community engagement. It can open a lot of doors and I think a lot of academics could benefit from learning how to write well.”

Oakley was recently named an IEEE Fellow by the Institute of Electrical and Electronics Engineers in recognition of her outreach through online engineering pedagogy.

“The IEEE Fellow is one of the most prestigious honors of the IEEE, and is bestowed upon a very limited number of senior members who have contributed importantly to the advancement or application of engineering, science and technology bringing significant value to our society,” IEEE President and CEO Barry L. Shoop said.

To learn more about Dr. Oakley’s work and impact, visit barbaraoakley.com.

For more information about the Soundings Series, visit oakland.edu/research/soundings-series. To attend an event, RSVP to Leanne DeVreugd, program assistant for Women in Science, Engineering and Research (WISER) at Oakland University, at ldevreug@oakland.edu.