

Stand Out from the Crowd while Promoting Diversity and Equity through Career-Pathways at Biotech-Careers.org

Core Administration

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Core laboratories face challenges with both sustainability and staffing. With respect to sustainability, many core labs are seeking to expand their market to include academic and commercial clients outside of their local institutions. In terms of staffing, core labs compete with research laboratories and higher profile companies when it comes to hiring technicians. Based on our direct experience from past ABRF workshops, it is clear that laboratory directors are interested in “getting the word out,” but finding the time or identifying the best mechanisms to do so present a challenge.

As a biotech industry and education platform, Biotech-Careers.org can help core labs increase their visibility and help fulfill their education mission of increasing participation and diversity in the biotech workforce.

Biotech-Careers.org is a widely used website developed by Digital World Biology with funding from the National Science Foundation (DUE 1764225). The site contains descriptions of entry level biotech jobs, technician profiles, videos, and a database with over 8300 companies classified by over 500 terms. More importantly, the site provides a wealth of information about technical jobs that include career paths, job descriptions, articles, and interviews with technicians about their jobs.

In 2020, over 380,000 people visited Biotech-Careers.org. High school and college classes regularly assign Biotech-Careers.org for career exploration. Web-log data indicate that 25% of the site’s audience comes from several hundred schools and 50% of the visits (>15,000/month) go to the employer database.

Biotech-Career.org can increase a core lab’s visibility since many biotech search terms display the site on the first page of Google search results. Core labs can also enhance their reputation by collaborating with Biotech-Careers.org to share stories about underrepresented students working in technical careers. Stories of technician role models encourage underrepresented students to pursue opportunities in STEM and present core labs as great places to work.