



# E-Portfolios: Using Campus Partnerships to Promote Student Learning and Career Development

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April 2, 2007



# Presentation Overview

- Overview of e-portfolio initiatives
- Background/history of Career Portfolio
- Career Portfolio demonstration
- Integrating e-portfolios into the campus community
- Research & evaluation of e-portfolios
- Group discussion
- Questions/answers



# Overview of e-Portfolio Initiatives

- **Variety of e-portfolio initiatives in higher education**
- **Inter/National Coalition for Electronic Portfolio Research (I/NCEPR)**

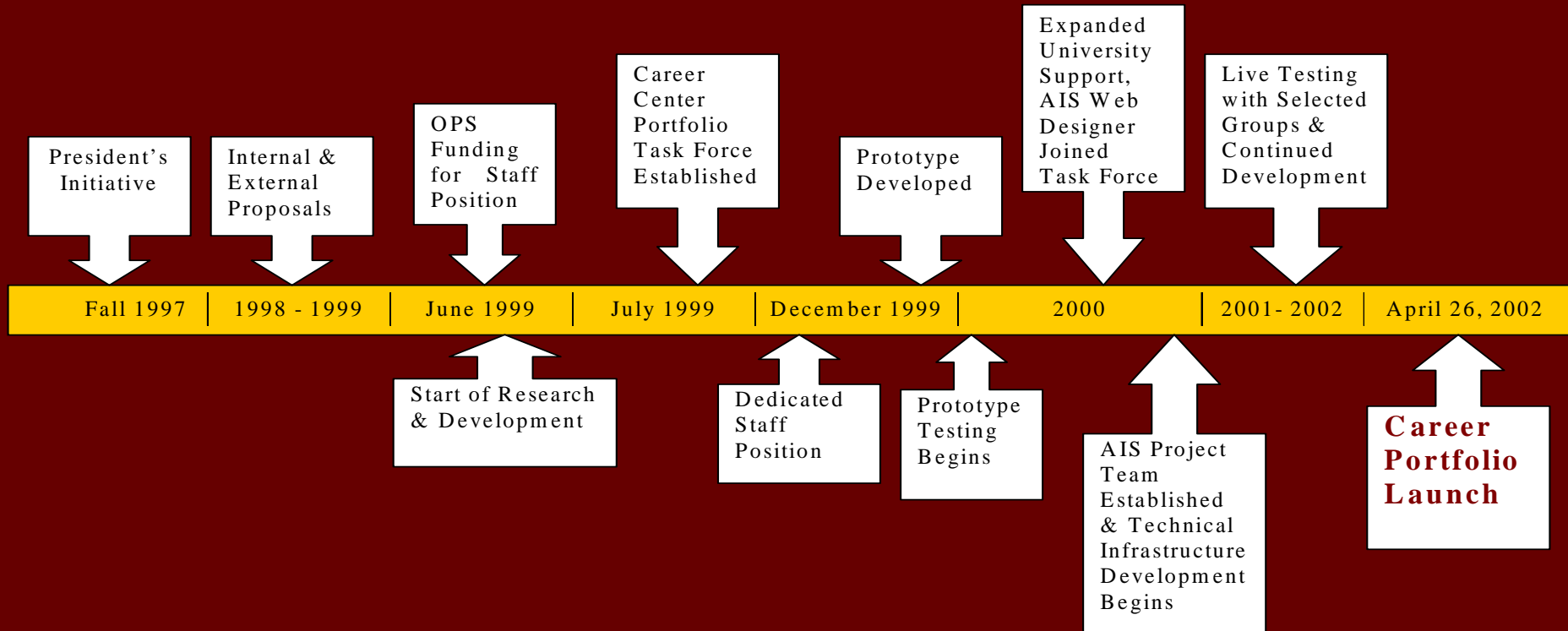
# The Setting



- **Division I Research University**
- **40,000 students enrolled in 16 different colleges**
- **Three largest colleges**
  - Arts & Sciences
  - Business
  - Social Sciences



# Background & Career Portfolio History





# Program Goals

**Comprehensive, high-visibility system to:**

- **Help students connect learning opportunities with employer needs**
- **Help students integrate curricular and co-curricular experiences**
- **Promote student learning, career preparation, and employment**
- **Positively support student recruitment and retention**



# Student Learning Outcomes

- Develop strategic planning skills
- Understand the importance of identifying and developing career/life skills
- Identify learning opportunities that foster career/life skills
- Integrate learning experiences
- Effectively communicate skills to others



# Career Portfolio Usage

- **Student Users** 47,717\*
- **Female** 26,407
- **Male** 21,310

\*New Users from April 26, 2002 through March 25, 2007





# Career Portfolio Usage by Classification\*

• Freshmen	3533
• Sophomores	5131
• Juniors	7011
• Seniors	21730
• Graduate	8294
• Other	2018

\*Includes students up to 5 years after graduation



# Demonstration

<http://portfolio.fsu.edu>

FSU Career Portfolio - Microsoft Internet Explorer

File Edit View Favorites Tools Help

FLORIDA STATE UNIVERSITY

Career Portfolio



Welcome to the FSU Career Portfolio  
*Chart Your Course for Success!*

 FSU Students & Alumni:  
**ENTER PORTFOLIO**

 Referred Users:  
**VIEW PORTFOLIOS**

To learn more about the development of the Career Portfolio, visit our **INFORMATION SITE**

*Preparing students and alumni for the future through planning, reflection, skill development, and portfolio documentation.*

[The Career Center - Division of Student Affairs](#)

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## First Time User?

[Take This Tour!](#)

## Need Help?

Try the Portfolio  
Help button or  
[Contact Us](#)

## What's New

CONGRATULATIONS  
Winners  
of the  
2006-2007  
CAREER  
PORTFOLIO  
CONTEST!

Sponsored by

**PROGRESSIVE**  
INSURANCE

**1st Place  
Graduate**

Crystal Swain-Bates

**1st Place  
Undergraduate**

Alice Brown

**2nd Place**



## Sandy Seminole's Main Menu

To change your name or email, visit [My Settings](#)

Explore the Build, Manage and Learn areas to plan and develop your Career Portfolio.

## Build

[Skills Matrix](#) | [Profile](#) | [Resume / CV](#) | [References](#) | [Artifacts & Examples](#)

## Manage

**Step 1.** Select Portfolio:

My First Portfolio  
Employer

Add Portfolio

Edit Name

**Step 2.** [Customize Portfolio](#)

**Step 3.** [View Portfolio](#)

**Step 4.** Provide Access to Your Portfolio

- [Create Access Keys](#)
- [Send Portfolio](#)
- [View Access Details](#)



of the  
2006-2007  
CAREER  
PORTFOLIO  
CONTEST!

Sponsored by



**1st Place  
Graduate**

Crystal Swain-Bates

**1st Place  
Undergraduate**

Alice Brown

**2nd Place**

Shavonne Mostella

**3rd Place**

Jillian Bracken

[More Information  
and Sample Pages  
from Contest  
Winners](#) (opens in  
new window)



### Manage

#### Step 1. Select Portfolio:

My First Portfolio  
Employer

Add Portfolio

Edit Name

#### Step 2. [Customize Portfolio](#)

#### Step 3. [View Portfolio](#)

#### Step 4. Provide Access to Your Portfolio

- [Create Access Keys](#)
- [Send Portfolio](#)
- [View Access Details](#)

### Learn

- [View Tips Sheet](#)
- [Career/Life Skills Tour](#)
- [Experiences Tour](#)
- [View a list of all Tours](#)
- [Find Opportunities to Gain Skills](#)
- [View Sample Portfolios](#)
- [Career Center Workshops & Events](#)
- [Career Center Location & Hours](#)



Skills	<u>Jobs / Internships</u>	<u>Courses</u>	<u>Service / Volunteer Work</u>	<u>Memberships / Activities</u>	<u>Interests / Life Experiences</u>
<u>Communication</u>	<a href="#">Add/Edit (5)</a>	<a href="#">Add/Edit (5)</a>	<a href="#">Add/Edit (3)</a>	<a href="#">Add/Edit (2)</a>	<a href="#">Add/Edit (1)</a>
<u>Creativity</u>	<a href="#">Add/Edit (2)</a>	<a href="#">Add/Edit (4)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (1)</a>
<u>Critical Thinking</u>	<a href="#">Add/Edit (2)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (2)</a>	<a href="#">Add/Edit (0)</a>
<u>Leadership</u>	<a href="#">Add/Edit (2)</a>	<a href="#">Add/Edit (2)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (2)</a>	<a href="#">Add/Edit (1)</a>
<u>Life Management</u>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (2)</a>
<u>Research/Project Development</u>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (0)</a>
<u>Social Responsibility</u>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (0)</a>
<u>Teamwork</u>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (0)</a>
<u>Technical/Scientific</u>	<a href="#">Add/Edit (2)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (2)</a>	<a href="#">Add/Edit (1)</a>
<u>Knowledge of Subj Matter</u> <a href="#">[edit]</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (1)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (0)</a>	<a href="#">Add/Edit (0)</a>

[Add Your Own Skills](#)

[Profile](#)[Skills](#)[Transcript](#)[References](#)[Artifacts](#)

## Kelly Alvarez

### Welcome

Welcome. Thank you for taking the time to view my portfolio. In the pages ahead, you'll learn more about my goals, skills and experiences. This site also includes examples of my work. Please feel free to look around. If you have any questions about the material you see here, you may refer to the email link at the bottom of the page to contact me. Thank you for your time.

### Objective

To obtain a position in an in-house communication/marketing department within a hospital while utilizing my Hispanic Marketing, public relations and event planning skills.

### Education

- Florida State University, Tallahassee, FL
- M.A. Integrated Marketing Communication
- Emphasis in Hispanic Marketing
- GPA: 3.60
- Florida State University, Tallahassee, FL
- B.A. Communication and Spanish
- GPA: 3.8

### Qualifications

- Excellent oral communication skills
- Knowledge of Hispanic Market
- Experience with public relations, advertising, marketing

[Profile](#)[Resume](#)[Skills](#)[References](#)[Artifacts](#)

## Crystal Swain-Bates' Resume

Requirements: Microsoft  
view this resume.

https://apps.oti.fsu.edu/CareerPortfolio/servlet/DocView?page=portfolio&doc=25428 - Microsoft I...

Back Forward Stop Home Search Favorites Media

Final Showing Markup Show

1 2 3 4 5 6 7

+

**CRYSTAL H. SWAIN-BATES**  
2915 Sharer Rd. #523A, Tallahassee, FL 32312  
Tel: 404.409.5252 email: cswainbates@mailier.fsu.edu

**EDUCATION**

August 2006-Present	Florida State University Tallahassee, FL <b>M.A Candidate, International Affairs</b>
August 2000-August 2003	Florida State University Tallahassee, FL <b>B.A., International Affairs</b>

**SECURITY CLEARANCE**  
TS/SCI, Current

**PROFESSIONAL EXPERIENCE**

*Intelligence Officer, Defense Intelligence Agency (DIA), Washington, D.C. September 2005-April 2006*  
40 hours per week

- Review and edit new intelligence products for grammar, formatting, and correct classification markings.
- Maintain a situational awareness of North Africa and the Middle East by reading all regional intelligence reporting and provide support with regional and topical research for the production of intelligence reports to be distributed to the U.S Intelligence Community.
- Ensure specially classified electronic and hard-copy documents are appropriately received, recorded, reviewed, summarized, organized, and distributed to DIA and other intelligence consumers by using various means of transmission and a range of computer software, including Microsoft Word, Excel,

The ©2006 F

[Profile](#)[Skills](#)[Transcript](#)[References](#)[Artifacts](#)

[Communication](#) [Hispanic Marketing](#) [Leadership](#) [Event Planning](#) [Research/Project Development](#) [Teamwork](#)

## Kelly Alvarez's Skills

### Event Planning Experiences

The following experiences led to development of Event Planning skills:

### Memberships / Activities

***Seminole Student Boosters, Tallahassee, FL; Seminole Uprising Pep Rally Co-Coordinator; May - August 2005***

As one of the co-coordinators for this event, my responsibilities included: 1. Working with Seminole Marketing and Production to plan the event 2. Creating all media such as press releases and letters to leaders of FSU organizations and Greek life 3. In charge of creating the script 4. Securing and confirming speakers such as the president, the athletic director and head coach of the university.

This experience contributed to my event planning skills because I was in charge of the itinerary, script, the securing and confirming of the speakers as well as cueing the speakers and the production company.

***Student Alumni Association, Tallahassee, FL; Blast From the Past Coordinator; April - September 2003***

As the coordinator of FSU's first ever Blast From the Past, I was responsible for: 1. Working with campus and local media to publicize the event 2. Coordinating with local vendors and organizations in the Tallahassee committee to assist with the event 3. Working with FSU administration in the planning of the event.

This experience contributed to my event planning skills because I came up with the event and worked with both the university and Tallahassee community to execute it properly.





[Profile](#)

[Resume](#)

[Skills](#)

[Transcript](#)

[References](#)

[Artifacts](#)

## Demo Test's Unofficial Transcripts

Your Florida State University Unofficial Transcript - Microsoft Internet Explorer							
Term	Class	Division		Major			
Spring 1997	Freshman	BASIC DIVISION		UNDECIDED			
Title	Type	Course	Grade	Hours Attempted	Hours Earned	GPA Hours	GPA Points
AMERICAN CIVLIZATION		AMH1000	A	3.00	3.00	3.00	12.00
INT PHY ANTHRO/PREHS		ANT2511	A	3.00	3.00	3.00	12.00
ECS OF NATNL ECONOMY		ECO2013	A	3.00	3.00	3.00	12.00
PRECAL/FINITE MAT BU		MAC1141	A	3.00	3.00	3.00	12.00
ETH ISSUES/LIFE CHOI		PHI2630	A	3.00	3.00	3.00	12.00
<b>Term Totals:</b>				15.00	15.00	15.00	60.00
FLORIDA STATE UNIVERSITY							
Term	Class	Division		Major			
Fall 1997	Sophomore	BASIC DIVISION		UNDECIDED			
Title	Type	Course	Grade	Hours Attempted	Hours Earned	GPA Hours	GPA Points
HIST & CRITCSM ART I		ARH3050	A	3.00	3.00	3.00	12.00
CALCULUS FOR BUSINES		MAC2233	A	3.00	3.00	3.00	12.00
INTRO MARXIST PHIL		PHM3350	A	3.00	3.00	3.00	12.00
MODRN WRLD SINC 1815		WOH1030	A	3.00	3.00	3.00	12.00
<b>Term Totals:</b>				12.00	12.00	12.00	48.00



[Profile](#)[Skills](#)[Transcript](#)[References](#)[Artifacts](#)

## Kelly Alvarez's References

**Name:** Joy Beech  
**Title:** Annual Fund Director  
**Relationship:** Advisor  
**Organization:** Seminole Boosters, Inc.  
**Address:** P.O. Box 1353  
Tallahassee, FL 32302  
United States  
**Office:** 850-644-6771  
**Fax:** 850-222-5929  
**Email:** [jbeech@admin.fsu.edu](mailto:jbeech@admin.fsu.edu)

**Name:** Mark Zeigler  
**Title:** Associate in Communication  
**Relationship:** Supervisor  
**Organization:** Florida State University  
**Address:** FSU College of Communication  
Diffenbaugh, 426-A  
Tallahassee, FL 32306  
United States  
**Office:** 850-644-0561  
**Fax:** 850-644-8642  
**Email:** [mzeigler@mailier.fsu.edu](mailto:mzeigler@mailier.fsu.edu)

**Name:** Jay Rayburn  
**Title:** Associate Professor  
**Relationship:** Professor  
**Organization:** Florida State University  
**Address:** FSU College of Communication  
University Center Building C, Ste.  
3100  
Tallahassee, FL 32306-2664  
United States  
**Office:** 850-644-8750  
**Fax:** 850-644-8642  
**Email:** [jrayburn@garnet.acns.fsu.edu](mailto:jrayburn@garnet.acns.fsu.edu)

**Name:** Felipe Korzenny  
**Title:** Director of Hispanic Marketing  
**Relationship:** Professor  
**Organization:** Florida State University  
**Address:** FSU College of Communication  
3127 University Center C  
Tallahassee, FL 32306  
United States  
**Office:** 850-644-8766  
**Fax:** 850-644-8642  
**Email:** [Felipe.Korzenny@comm.fsu.edu](mailto:Felipe.Korzenny@comm.fsu.edu)

[Profile](#)

[Skills](#)

[Transcript](#)

[References](#)

[Artifacts](#)

## Kelly Alvarez's Artifacts

### IMC plan for a new Lancome Teenage Cosmetic line

This is an Integrated Marketing Communications plan for a new cosmetic line. This plan is a demonstration of my teamwork skills.

**Requirements:** Microsoft Word

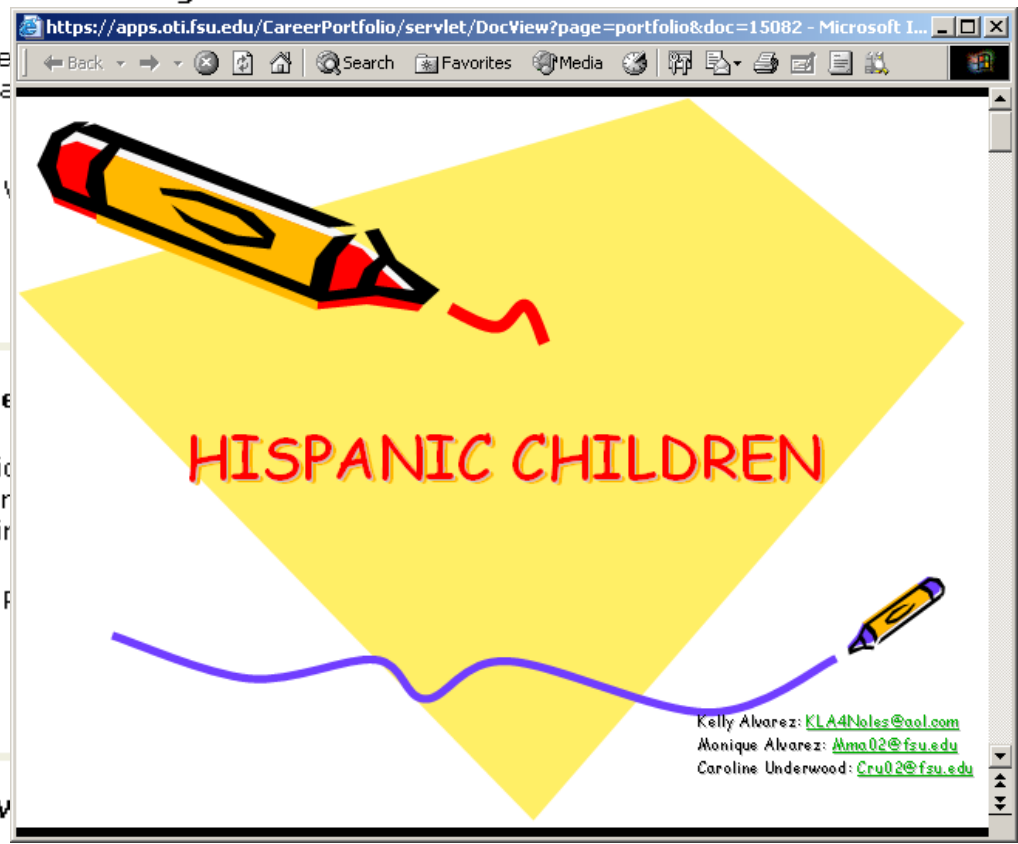
### Hispanic Children and the

This PowerPoint presentation discusses the marketing of products to Hispanic children in the marketing plan as an example of my knowledge in

**Requirements:** Microsoft PowerPoint

### Domino Foods Hispanic V

This PowerPoint presentation was developed to give Domino Foods some





# Integrating e-Portfolios into the Campus Community

- Partnerships with Faculty , Campus Departments, & Advisors
- Career Portfolio Contest



# Examples of Integration

- **Providing a mechanism for reflection & personal development**
  - Freshman Interest Groups (FIGs)
  
- **Planning of coursework & co-curricular activities**
  - Living Learning Community
  - Criminology Academic Advisors



# Examples of Integration

- **Showing professional growth throughout a degree program**
  - Theatre, Higher Education
- **Skills Identification**
  - SDS 3340: Introduction to Career Development
- **Marketing Tool**
  - Human Sciences, Nursing



# Examples of Integration

- **Accreditation tool**
  - Athletic Training, English Education
  - University re-accreditation through SACCS
- **Leadership development**
  - LEAD

# Career Portfolio Contest



Want to win a **\$500** scholarship?

Enter your **Career Portfolio** in our contest by October 24, 2006 and you may win a \$500 scholarship.

Even if you don't win the money you can't lose...

The Career Center  
*imaging futures*





# Career Portfolio Contest

## Problem and Goals

- Limited data on the quality and content of e-portfolios being created
- Promote program to students and employers
- Encourage development of high quality e-portfolios
- Increase employer awareness and encourage use of e-portfolios in evaluation of candidates



# Career Portfolio Contest

## Intervention

- Email sent to all portfolio users
- Entry period from August-October
- Must have a profile, 12 skill entries, 3 artifacts, 2 references, and resume
- Judged on clarity, conciseness, organization, and how well portfolio content relates to goals and objectives
- Three rounds of judging



# Research & Evaluation Overview

- Less than 5% of 300 ePortfolio articles provide effectiveness data (Ayala, 2006)
- One article in a refereed student affairs journal (Reardon, Lumsden, & Meyer, 2004)
- ePortfolio: A planned sequence of activities to achieve desired student learner outcomes
- Evaluation can focus on either/or learning input or output variables, or both

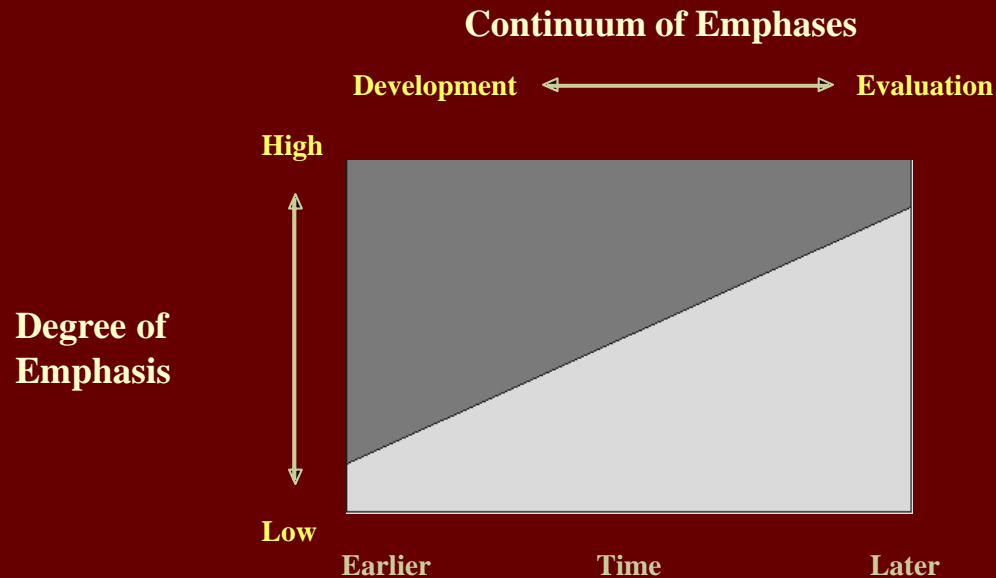


# Research & Evaluation Overview

- **Learning Reconsidered  
(NASPA/ACPA)**
- **CAS Standards**
- **National Career Development  
Guidelines**
- **NACE Professional Standards**

# Research & Evaluation Overview

- Development vs. Evaluation



- Systems Approach



# Research & Evaluation Overview of Some Models

- CIPP (Context, Input, Process, Product)
- CASVE (Communication, Analysis, Synthesis, Valuing, Execution)
- ISD (Instructional Systems Design)
- DPPOO (Diagnosis, Prescription, Process, Outputs, Outcomes)

Reardon & Hartley (in press)



# Research & Evaluation

- In-house evaluation with students and staff
- Evaluation by students in varied classes, e.g., Intro to Career Development, Business Communication, Human Sciences, Nursing, Theatre
- Feedback from students, employers, faculty and University staff on the Career Center Advisory Board



# Research & Evaluation

- Targeted employer surveys
- Portfolio evaluation questions were added to employer evaluations
- Focus groups with employers
- Portfolio contest using employers as judges





# Summary

## E-portfolios

- promote collaborative partnerships between student and academic affairs
- can be a powerful resource in shaping student learning and career development
- provide a forum for students to identify and develop skills for leadership and life
- reach a broad range of students and enhance learning reflection



# Questions & Discussion

For more information, please visit:  
<http://www.career.fsu.edu/portfolio>

Thank You!