From E-Portfolios to Employment: Employers Perspectives on Enhancing Interview Performance

Myrna Hoover & Jill Lumsden

November 2007

Workshop Objectives

- Do employers use online portfolios?

- Do employers find online portfolios effective?

- When do employers use portfolios?

- What do employers look for in portfolios?

- How can we guide students in creating more effective portfolios?

Workshop Objectives

- Can the use of technology in the form of e-portfolios increase students ability to perform better in an employment interview?

- Does skill documentation improve students' performance when answering interview questions requiring specific examples of past behavior?

Program Outline

- **Goals of the FSU Career Portfolio**

- **History of FSU Career Portfolio**

- **Demonstration**

- **Employer Reactions/Survey Results**

- **Student Reactions/Qualitative Data**

- **Implications of Feedback**
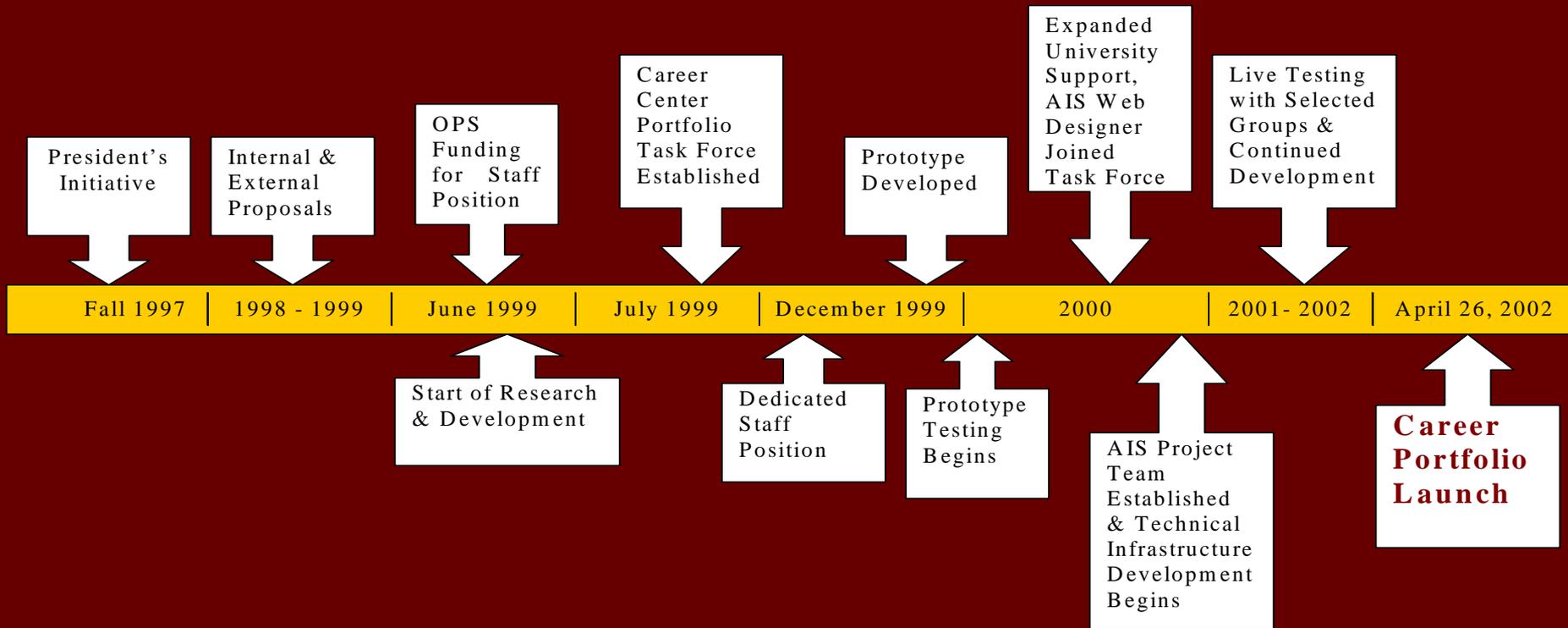
- **Future Objectives**

- **Questions & Discussion**

Goals of the FSU Career Portfolio

- **Educate students about workforce skills**

- **Connect students with opportunities to develop skills**

- **Provide a mechanism for students to document their skills and market themselves to employers or graduate schools**

Key Events In Project History

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Timeline events (above the line):

- **President's Initiative** → Fall 1997
- **Internal & External Proposals** → 1998 - 1999
- **OPS Funding for Staff Position** → June 1999
- **Career Center Portfolio Task Force Established** → July 1999
- **Prototype Developed** → December 1999
- **Expanded University Support, AIS Web Designer Joined Task Force** → 2000
- **Live Testing with Selected Groups & Continued Development** → 2001- 2002

Timeline dates:

Fall 1997 | 1998 - 1999 | June 1999 | July 1999 | December 1999 | 2000 | 2001- 2002 | April 26, 2002

Timeline events (below the line):

- Start of Research & Development (June 1999)
- Dedicated Staff Position (July 1999)
- Prototype Testing Begins (December 1999)
- AIS Project Team Established & Technical Infrastructure Development Begins (2000)
- **Career Portfolio Launch** (April 26, 2002)

Demonstration

http://portfolio.fsu.edu

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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.

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First Time User?

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What's New

CONGRATULATIONS Winners of the 2006-2007 CAREER PORTFOLIO CONTEST!

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PROGRESSIVE INSURANCE

1st Place Graduate
Crystal Swain-Bates
1st Place Undergraduate
Alice Brown
2nd Place

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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

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of the
2006-2007
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CONTEST!

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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

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

Add Your Own Skills

Profile   **Resume**   **Skills**   **References**   **Artifacts**

Crystal Swain-Bates

Objective

A position with a government agency which requires knowledge of foreign affairs, fluency in a foreign language, and international experience.

Achievements

- Selected to work in France as an English Language Assistant
- Two years of experience as a civilian for the Department of Defense
- B.A in International Affairs, presently pursuing an M.A
- Awarded the Leslie N. Wilson Graduate Fellowship

Goals

- Accept a civilian position with the Department of Defense
- Maintain my fluency in French
- Increase my regional expertise of Africa by doing research abroad
- Achieve an intermediate level of Swahili

Email me for more information.

File   Edit   View   Favorites   Tools   Help

Career Center | Portfolio Home

Profile   **Resume**   **Skills**   **Transcript**   **References**   **Artifacts**

Demo Test's Resume

View Resume

Printer Friendly Format: Entire Portfolio

PDF Format

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Profile

Requirer

https://apps.oti.fsu.edu/CareerPortfolio/servlet/DocView?page=portfolio&doc=383 - Microsoft Int...

Back   Search   Favorites   Media

Final Showing Markup   Show

Demo Test

Demo@garnet.acns.fsu.edu

	Present Address	**Permanent Address**
	2525 Seminole Trail	3908 Victory Lane
	Tallahassee, FL 32303	Jacksonville, FL 32207
	(850) 555-1234	(904) 555-9876

QUALIFICATIONS
- Strong written and oral communication skills
- Dependable and enthusiastic worker with extensive team building skills
- Proficient with Microsoft Office, including Word, Excel, and Powerpoint

EDUCATION
Bachelor of Science, April 2001
Florida State University, Tallahassee, FL
Major: **Communications** Minor: **Business**
Major GPA: 3.4
Overall GPA: 3.1

EXPERIENCE
Public Relations Intern, January 2000 – Present
Kidd & Driscoll Public Relations Firm, Jacksonville, FL
Involved in media relations, writing press releases, public service announcements, newsletters. Assist in coordinating events.

Printer Friendly Format: Entire Portfolio

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Profile   Resume   **Skills**   Transcript   References   **Artifacts**

International Knowledge   Communication   Teamwork   Critical Thinking   Technical/Scientific
Creativity   Social Responsibility   Life Management   Research/Project Development

Alice Brown's Skills

International Knowledge Experiences

The following experiences led to development of International Knowledge skills:

Courses

CHT3930 CHINESE CULTR/CIVILI ; FSU ; Summer 2006   3.0 credit hours

Taken while staying at auniversity in China, this course was more than just a class. As we learned about the empires of ancient China in the classroom, we also visited the Ming tombs, the Great Wall, and the Terra Cotta soldiers. The experiences and excursions added so much to the study of China's rich history and culture, and the education could never have been matched by textbooks and videos.

ECS4333 SOV & EAST EURP ECON ; FSU ; Fall 2006   3.0 credit hours

Understanding our own economic and social past is impossible without studying our main adversary of the 20th century. Learning about the former USSR and Eastern Europe increases my knowledge about an economic system that so many believed and still believe in, and forces me to consider such issues as if the decline of the administrative command economy was due to ideological or simply implementation problems.

MAR4156 MULTINTL MARKETING ; FSU ; Spring 2006   3.0 credit hours

Even though Haiti may not play a significant role in world trade and economics, an in-depth study of its culture and business and marketing practices proved challenging and extremely interesting. I learned of what would seem to many to be unconventional advertising methods, but because of cultural and social mores and cost issues are the only ones that work in the Haitian market.

File   Edit   View   Favorites   Tools   Help

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Profile   **Resume**   **Skills**   Transcript   **References**   **Artifacts**

Demo Test's Unofficial Transcripts

View Unofficial Academic Transcript

Printer Friendly Format: Entire Portfolio

PDF Format

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Profile   **Resume**   **Skills**   **Transcript**   **References**   **Artifacts**

Fall 1999	Junior	COLLEGE OF ARTS & SCIENCES					HISTORY

Title	Type	Course	Grade	Hours Attempted	Hours Earned	GPA Hours	GPA Points
BLACK AMER SINC 1877		AMH4572	A	3.00	3.00	3.00	12.00
TUT:VIETNAM WAR&FILM		HIS4931	A	1.00	1.00	1.00	4.00
SRSEM:US CIVIL RIGHT		HIS4935	A	3.00	3.00	3.00	12.00
INTRO SYMBOLIC LOGIC		PHI3130	A	3.00	3.00	3.00	12.00
COMPREH SPANISH		SPN1150	A	4.00	4.00	4.00	16.00
			Term Totals:	14.00	14.00	14.00	56.00

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Term	Class	Division					Major
Spring 2000	Senior	COLLEGE OF ARTS & SCIENCES					HISTORY

Title	Type	Course	Grade	Hours Attempted	Hours Earned	GPA Hours	GPA Points
ORGANIZED CRIME		AMH3470	A	3.00	3.00	3.00	12.00
MULTICUL FILM/CULTUR		HUM3321	A	3.00	3.00	3.00	12.00
BOWLING		PEL1111	A	1.00	1.00	1.00	4.00
INTERMEDIATE SPANISH		SPN2200	A	4.00	4.00	4.00	16.00
			Term Totals:	11.00	11.00	11.00	44.00

Internet

Career Center | Portfolio Home

Profile　**Resume**　**Skills**　**Transcript**　**References**　**Artifacts**

Demo Test's References

Name: Ms. Alice Foster
Title: Manager
Relationship: Manager
Organization: The Roadhouse Grill
Address: 5288 Apalachee Parkway
　　　　　　Tallahassee, 32300
　　　　　　United States
Office: (850) 555-9876
Email: afoster1@wdcast.com

Name: Mr. Juan Mendoza
Title: Division Manager
Relationship: Supervisor
Organization: Sprint
Address: 7204 E. Monroe Street
　　　　　　Tallahassee, FL 32300
　　　　　　United States
Office: (850)555-3344
Email: mendozaj@sprintpost.com

Name: Mrs. Lois Morgan
Title: Mrs. Lois Morgan
Relationship: Supervisor
Organization: Kidd & Driscoll Public Relations
Address: 123 Main St.
　　　　　　Jacksonville, FL 33333
　　　　　　United States
Home: (904) 555-1212
Email: morgan@fcrc.org

Profile　　　**Resume**　　　**Skills**　　　**Transcript**　　　**References**　　　**Artifacts**

Alice Brown's Artifacts

MAN4156 project - Website screenshot

View Artifact

Research Paper: Comparison of Korean economies

A comparison of the geographically close but ideologically disparate economies of North and South Korea. An example of research into differing international market systems and the outcomes of each.

Requirements: Requires Microsoft Word to view this paper.

View Artifact

Research Paper: Immigrants' experience in America

A comparison of the experiences of U.S. immigrants from Ghana and The Republic of Korea. Lends insight into the cultures of two drastically different countries, but also illustrates that despite their nation of origin, many first-timers to America are still not immediately accepted.

Requirements: Require Microsoft Word to view this paper.

Profile **Resume** **Skills** **Transcript** **References** **Artifacts**

MAN4156 pro

Research Pa

A comparison
economies of
international

Requirement

Research Pa

A comparison
Republic of Ko
different coun
many first-tim

Requirements: Require Microsoft Word to view this paper.

My Website

This website is a part of my Technology/Learning in the Elementary/Middle School Class. It is an online portfolio that shows proficiency with a variety of technology (i.e. Microsoft Word, Microsoft PowerPoint, Hyperstudio, etc...) that can be used in th

Requirements: Requires Mic
certain components of this s

Velveteen Rabbit Bulletin E

This is a bulletin board I crea
students. The Velveteen Rab
the students in completing a
Language Arts, important wo
around the picture. This artif
skills.

Brochure on the Dominican

This brochure was completed
Studies class. It gives essen
problems that immigrant chilc
arrive to the United States. 1

Requirements: Requires Mic

View Artifact

Back | Search | Favorites | Media

Final Showing Markup | Show

CULTURE

INTERESTING FACTS:

The Dominican Republic

Santo Domingo Mostella

Employer Reactions - Survey Results

- **Survey Objectives**

- **Timeline**

- **Methodology**

- **Results**

- **Implications**

Survey Objectives

- **Usefulness**

- **Usability & Effectiveness**

- **Familiarity, Access & Effectiveness**

- **Stage of Recruitment Process**

- **Importance of Components**

- **Interview Performance**

- **Student Comments**

Timeline of Surveys 1999 – 2004

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President's Initiative	Electronic Survey "Usability & Effectiveness"	Employer Survey @ Career Expo "Familiarity, Access & Effectiveness"	Employer Survey - Focus Group "Stage of Recruitment Process, Importance of Components"

Fall 1997	Fall 2000	Spring 2002	Fall 2002	Spring 2003	Fall 2003	Spring 2004

Employer Survey "Usefulness"	Career Portfolio "Launch"	Employer Survey OCR "Familiarity, Access & Effectiveness"	Data Collection & Analysis

Timeline of Surveys
2004 – 2007

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Employer Evaluations from On-Campus Recruiters

"E-Portfolio Use on Interviewing Effectiveness"

Fall 2004	Spring 2005	Fall 2005	Spring 2006	Fall 2006	Spring 2007

Student Reactions & Comments

"E-Portfolio Usefulness"

Employer Survey "Usefulness"

- **Date: September 15, 2000**

- **Participants: Employers participating in Expo, Fall 2000**

- **Method: Survey distributed at Expo**
  - Number of Employers Surveyed: 264
  - Respondents: 87
  - Percentage: 33%

"Would you be interested in an online portfolio system?"

UNSURE
6%

NO
6%

YES
88%
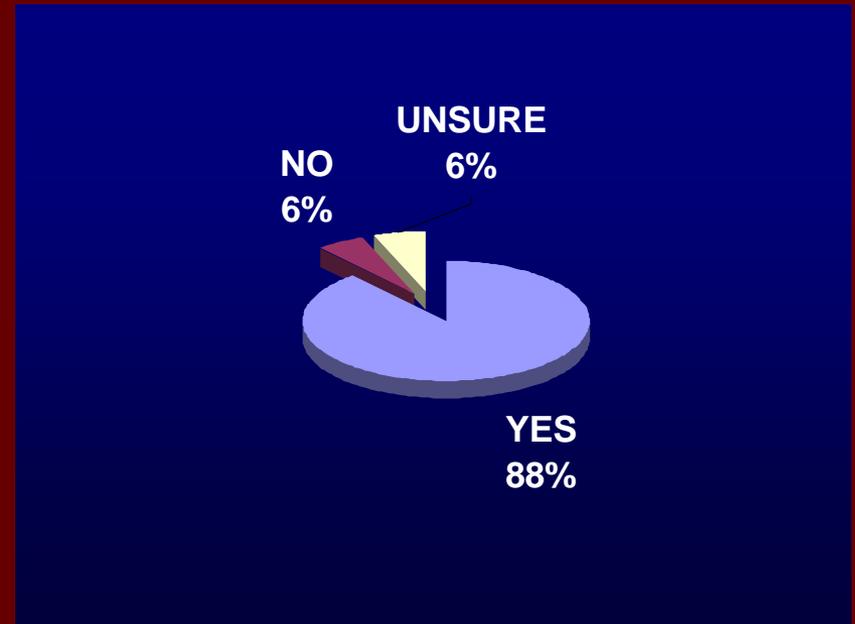
"Would you use an on-line portfolio to screen candidates?"

NO 8%
UNSURE 5%
YES 87%
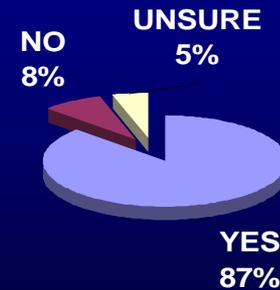
"Would you use an on-line portfolio to supplement a candidate's interview?"

UNSURE 13%
NO 16%
YES 71%
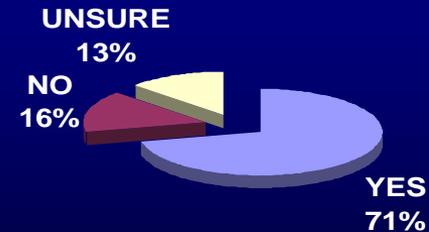
"Would you prefer a paper portfolio rather than an on-line portfolio?"
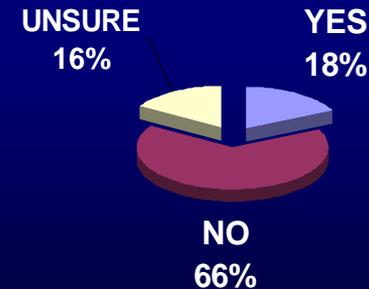
"Would access to candidates' self-reported employability skills be useful in screening potential applicants?"
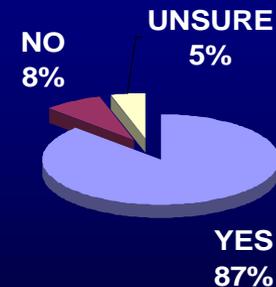
Employers endorsed an on-line portfolio system - a tool providing evidence of a candidate's skills would be <u>useful</u> in screening and evaluating candidates.

Employer Survey
"Usability & Effectiveness"

- **Date: December 2001**

- **Participants: Actively Recruiting Employers**

- **Method: Electronic Survey**

- **Number of Employers Surveyed: 93**
  - Respondents: 21
  - Percentage: 23%

Survey Results

100% of employers agreed or strongly agreed the portfolio was easy to use
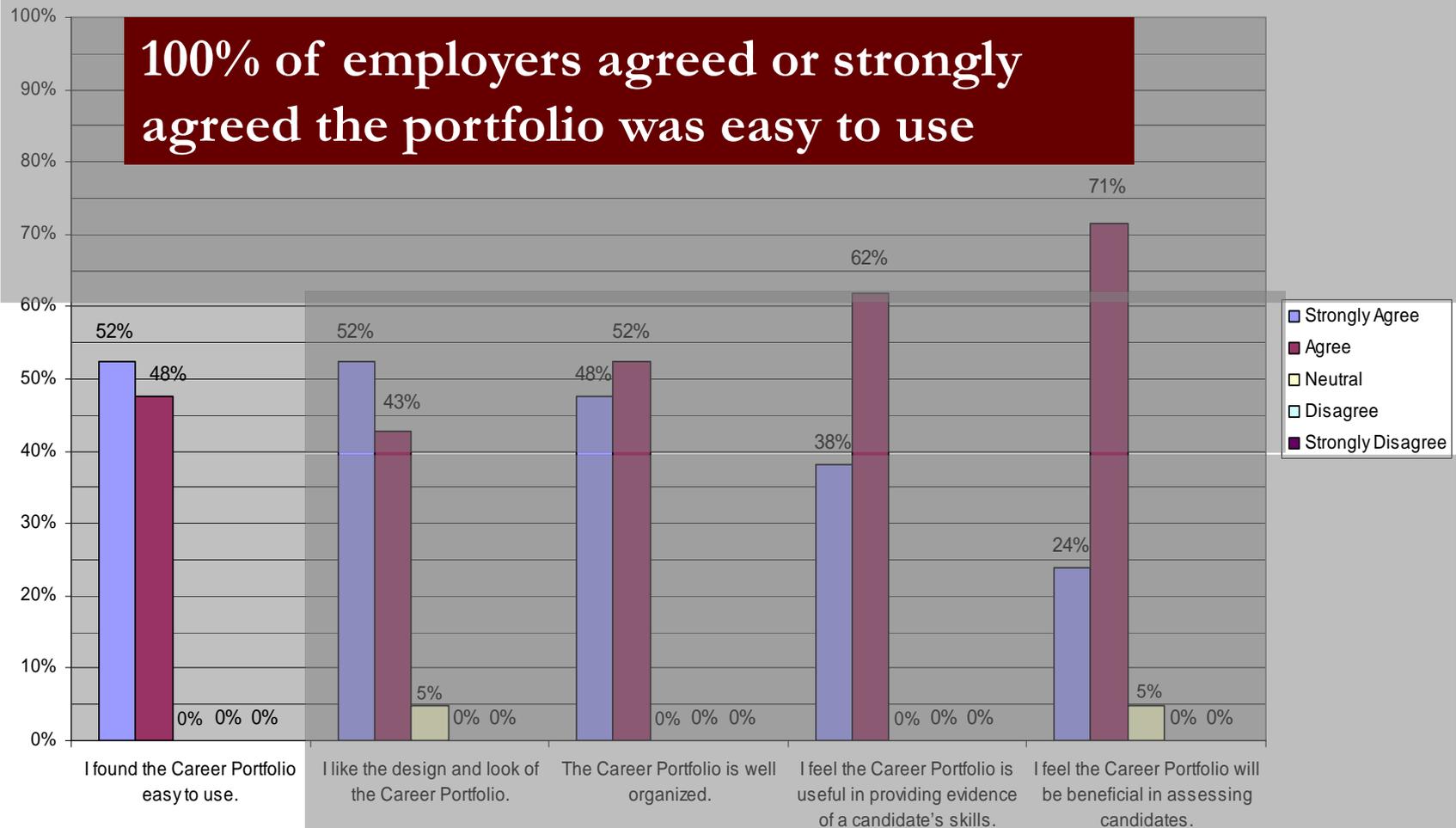
Survey Results

95% strongly agreed or agreed the design was user friendly

Legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I found the Career Portfolio easy to use.	52%	48%	0%	0%	0%
I like the design and look of the Career Portfolio.	52%	43%	5%	0%	0%
The Career Portfolio is well organized.	48%	52%	0%	0%	0%
I feel the Career Portfolio is useful in providing evidence of a candidate's skills.	38%	62%	0%	0%	0%
I feel the Career Portfolio will be beneficial in assessing candidates.	24%	71%	5%	0%	0%

Survey Results

100% strongly agreed or agreed that the Career Portfolio was well organized

Chart legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I found the Career Portfolio easy to use.	52%	48%	0%	0%	0%
I like the design and look of the Career Portfolio.	52%	43%	5%	0%	0%
The Career Portfolio is well organized.	48%	52%	0%	0%	0%
I feel the Career Portfolio is useful in providing evidence of a candidate's skills.	38%	62%	0%	0%	0%
I feel the Career Portfolio will be beneficial in assessing candidates.	24%	71%	5%	0%	0%

Survey Results

98% strongly agreed or agreed the portfolio validated candidates' skills
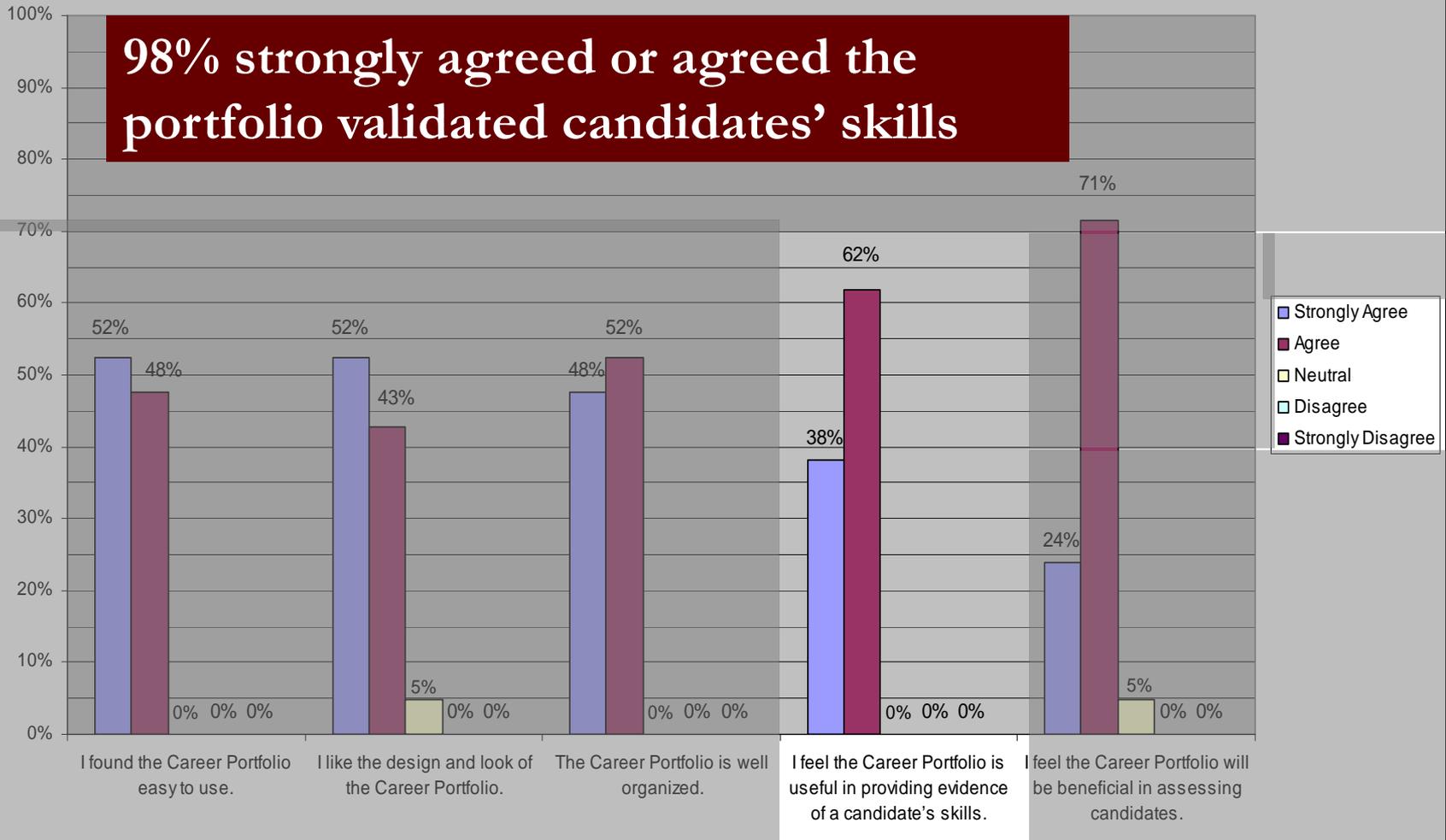
Survey Results

95% strongly agreed or agreed that the Career Portfolio was beneficial in assessing candidates
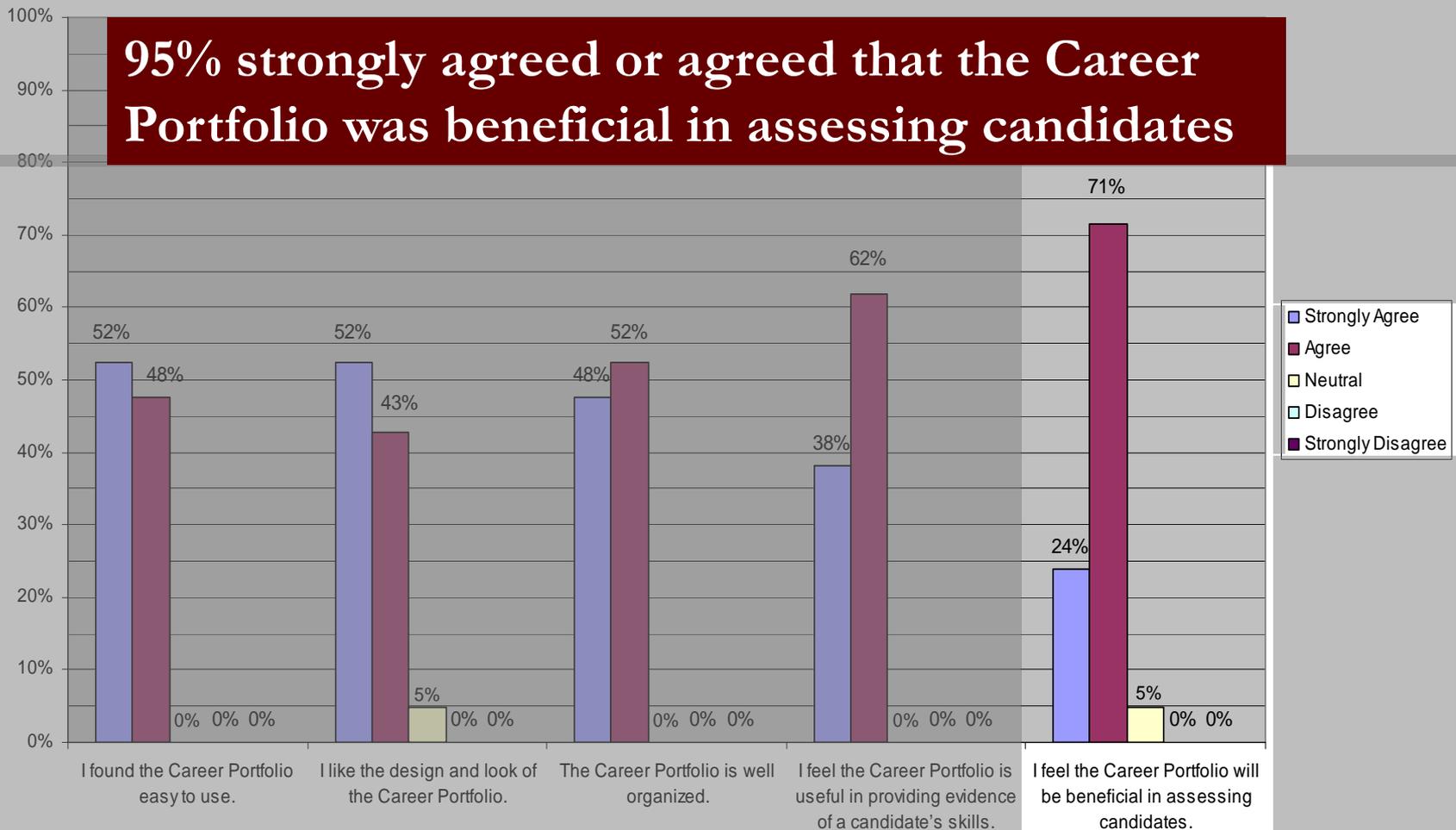
Implications

Employers endorsed the Career Portfolio as easy to <u>use</u> and <u>effective</u> in assessing and validating candidates' skills.

Employer Survey: "Familiarity, Access, & Effectiveness"

- **Date: Fall 2002 - Spring 2004**

- **Participants:**
  - **On-Campus Recruiters**
  - **Participants at Career Expos**

- **Method: Employer Evaluations**

- **Respondents**

Survey Return Rates

	OCR 2002-2003	OCR 2003-2004	Expo Fall 2003	Expo Spring 2004	Eng. Expo Fall 2003
Number Surveyed	395	317	122	104	58
Number Responded	149	107	46	31	18
Response Rate	37%	34%	38%	30%	31%

Overall: 34%

Respondents by Industry Types
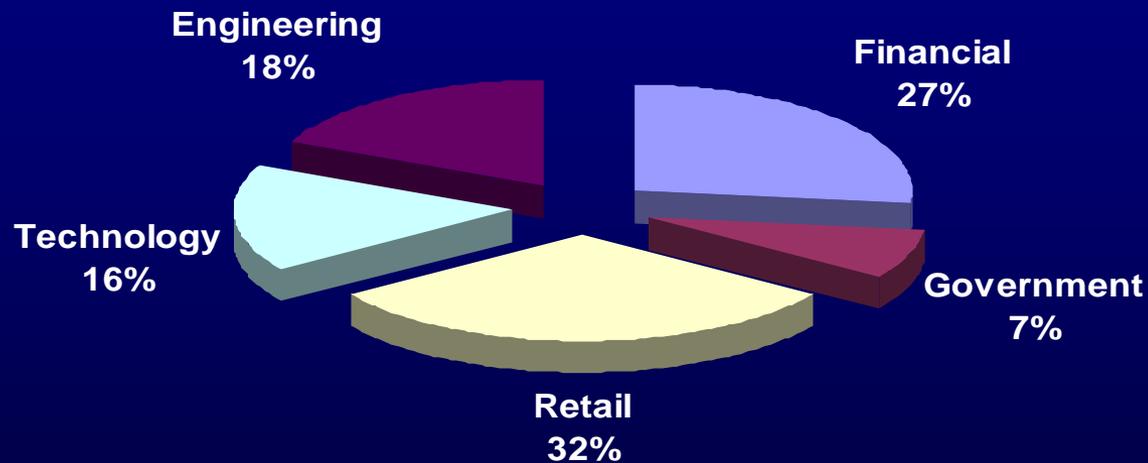
Survey Results "Familiarity"

Are you familiar with the FSU Online Career Portfolio?

42% were familiar
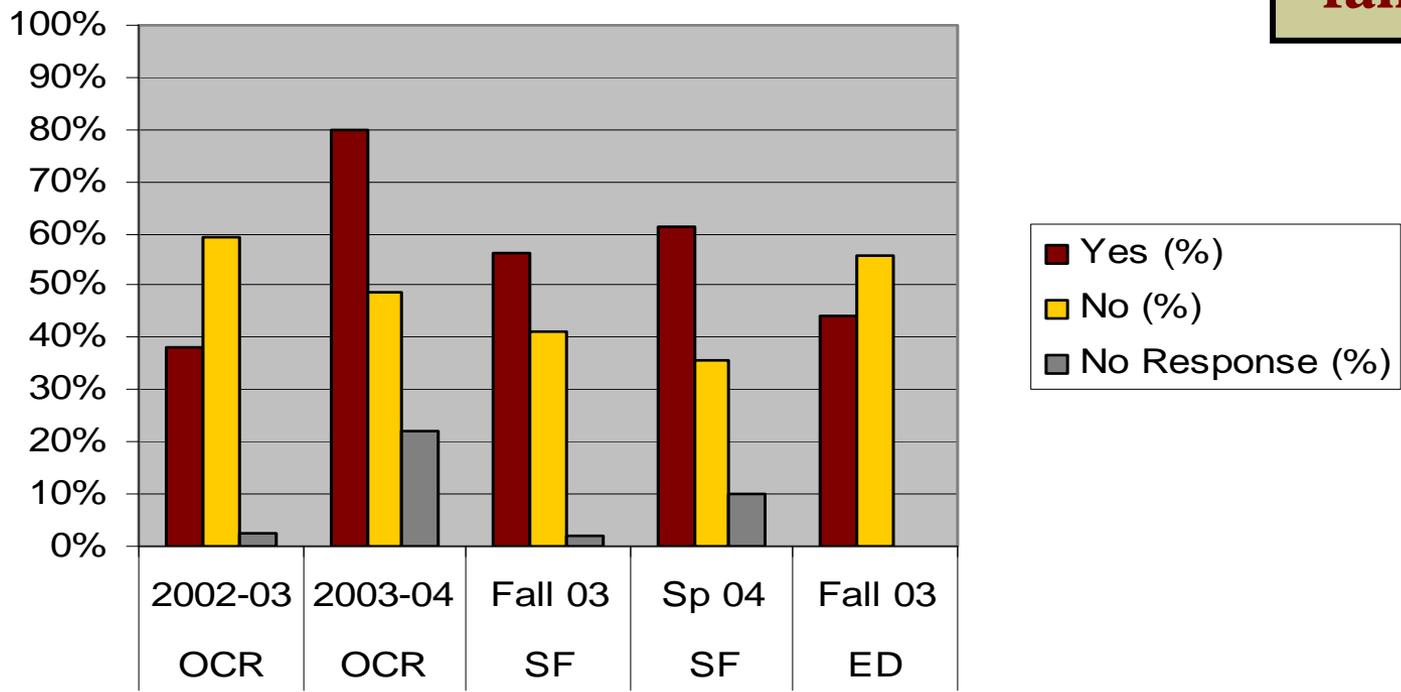
Chart legend:
- Yes (%)
- No (%)
- No Response (%)

Categories:
- 2002-03 OCR
- 2003-04 OCR
- Fall 03 SF
- Sp 04 SF
- Fall 03 ED
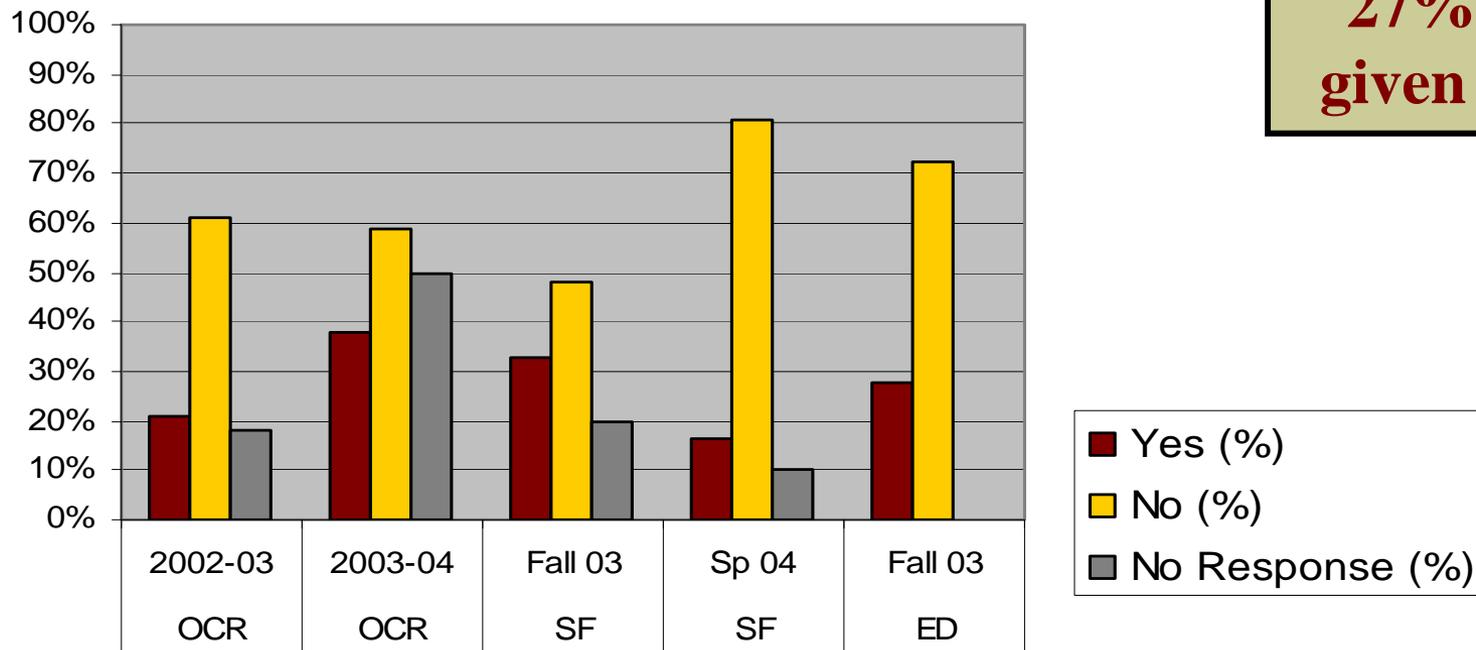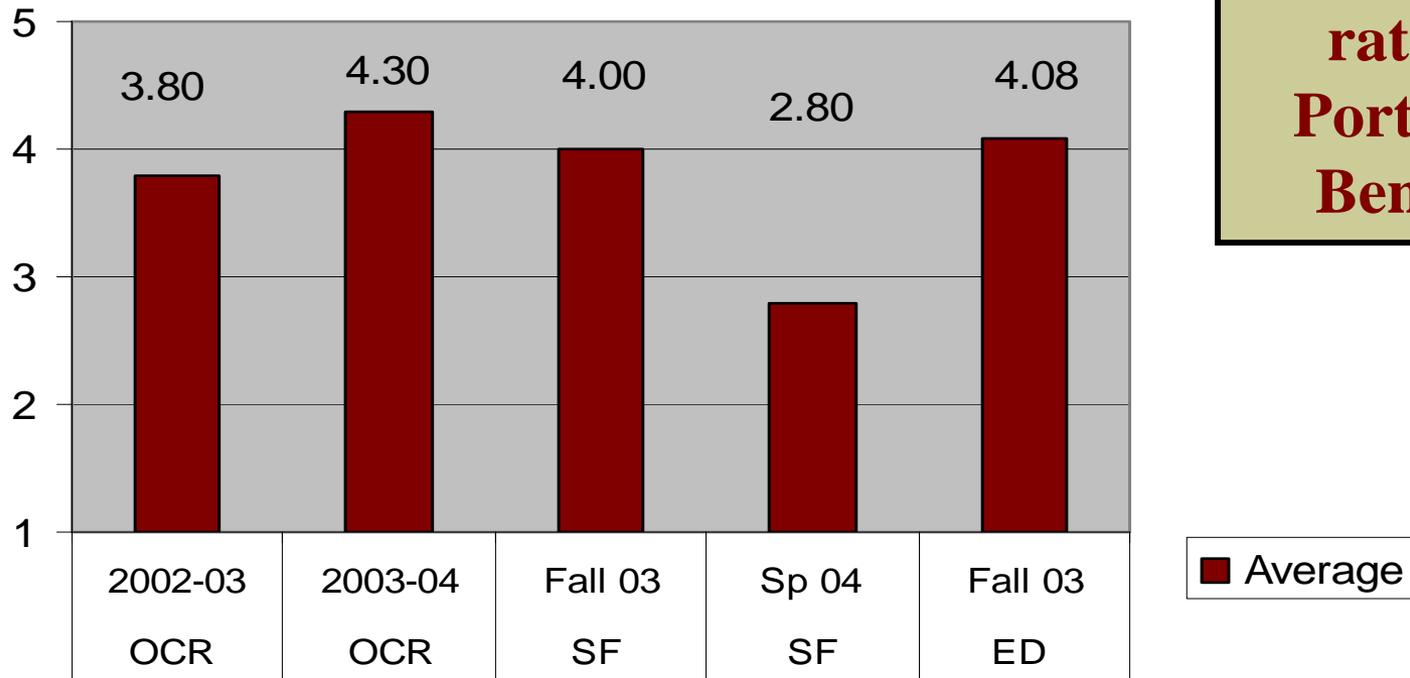
Implications

- <u>Familiarity</u> of the online portfolio is increasing among employers, yet only 1 out of 11 have been provided <u>access</u> by a student.

- Employers with access rated the <u>effectiveness</u> of the online portfolio as above average.

Employer Survey
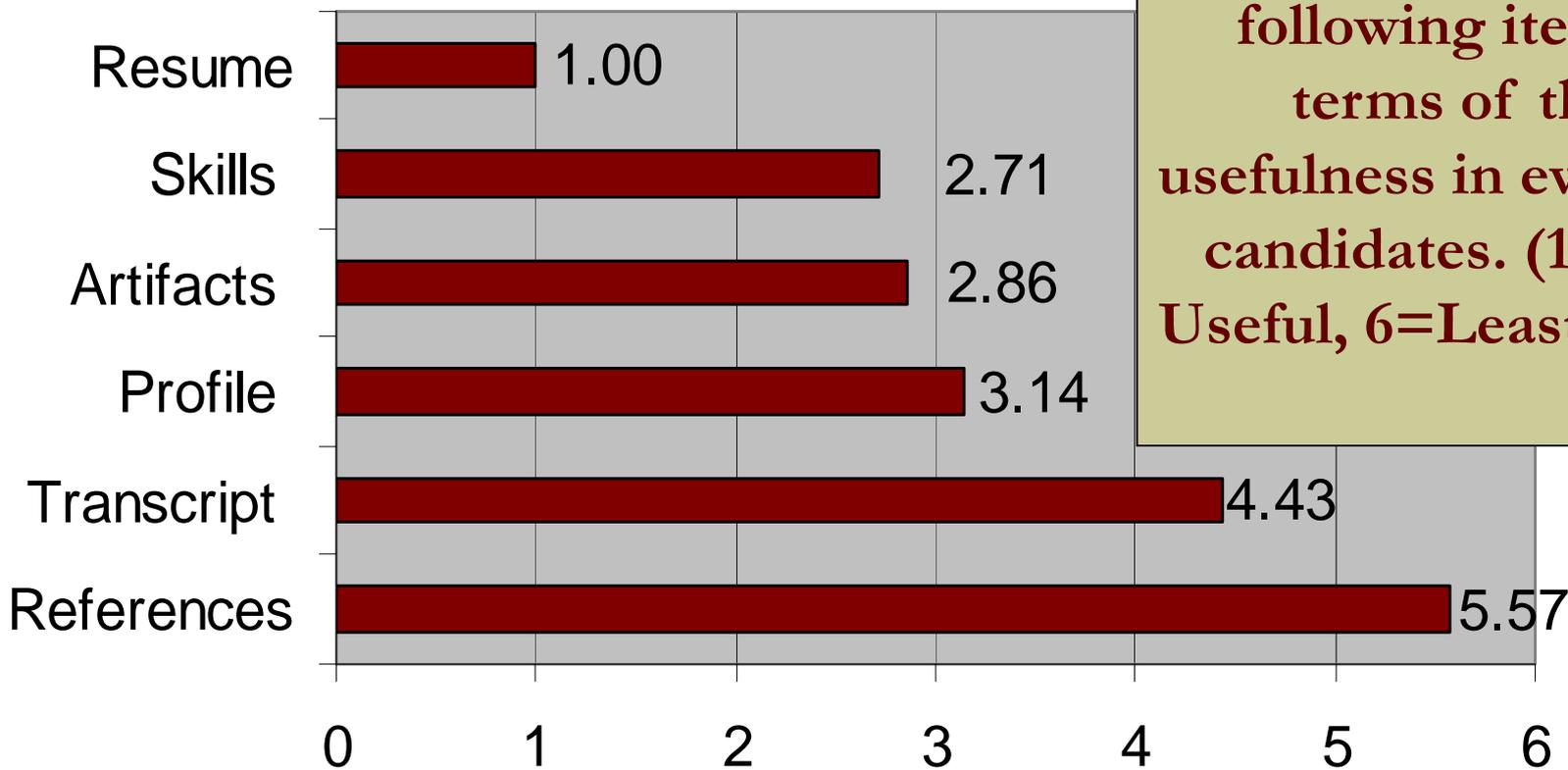## "Stage of Recruitment Process - Importance of Components"

- **Date: January 2004**

- **Participants: Judges of Career Portfolio Contest**

- **Method: Employer Survey & Focus Group**

- **Respondents: 7 Judges/5 Participants**

Survey Results
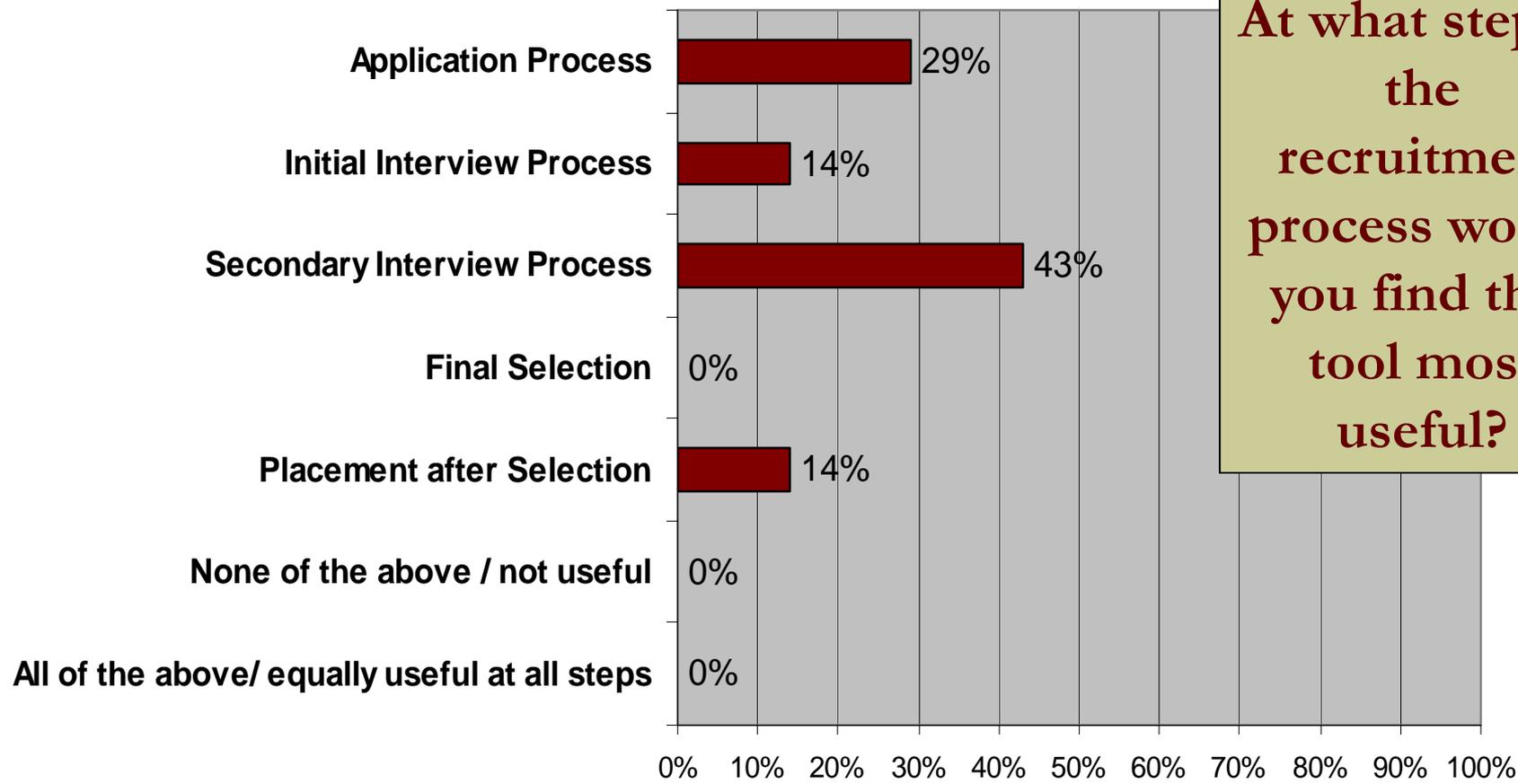
At what step in the recruitment process would you find this tool most useful?

Category	Percentage
Application Process	29%
Initial Interview Process	14%
Secondary Interview Process	43%
Final Selection	0%
Placement after Selection	14%
None of the above / not useful	0%
All of the above/ equally useful at all steps	0%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Implications

- Employers identified the second interview as the most likely <u>stage</u> they would use the online portfolio; the application process was second.

- The resume was considered the most important <u>component</u>; followed by skills and artifacts.

Employer Survey
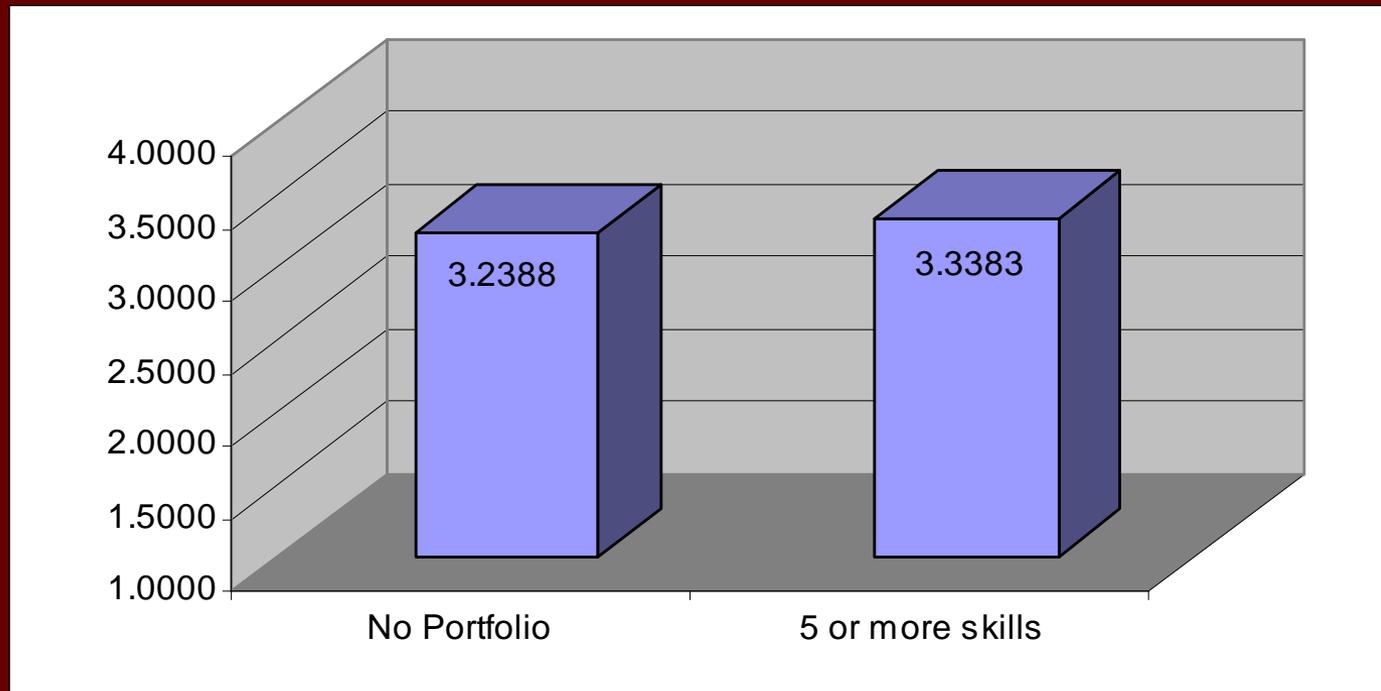## " E-Portfolio Use on Interviewing Effectiveness"

- **Date: Fall 2004 – Spring 2007**

- **Participants: On-Campus Recruiters**

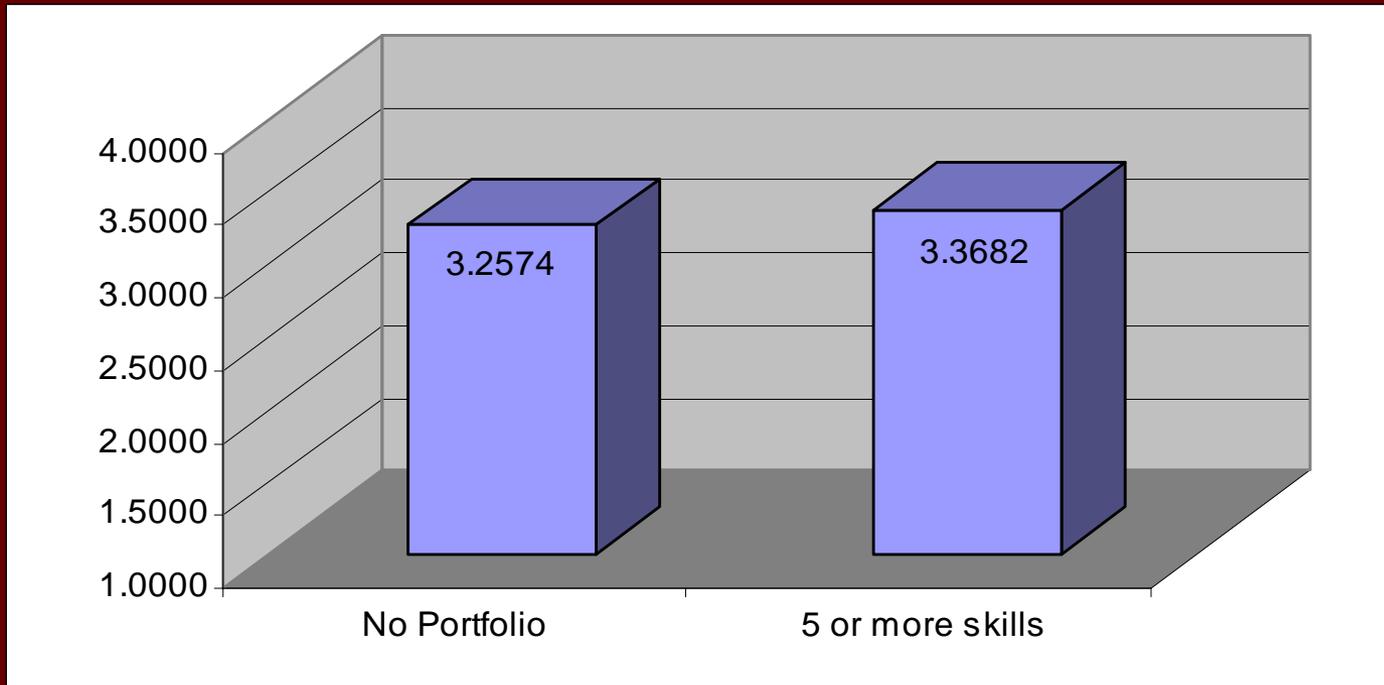- **Method: Employer Evaluations**

- **Respondents: 537 Surveys: 2791**

Survey Results

	No Portfolio	5 or more skills
Students Evaluated	2589	202
Articulate Skills	3.2388	3.3383
State Examples	3.2574	3.3682
Provided Samples	1530	113
Did Not Provide Samples	857	67

"Samples Provided"

55% with portfolios showed samples as compared to 59% without portfolios
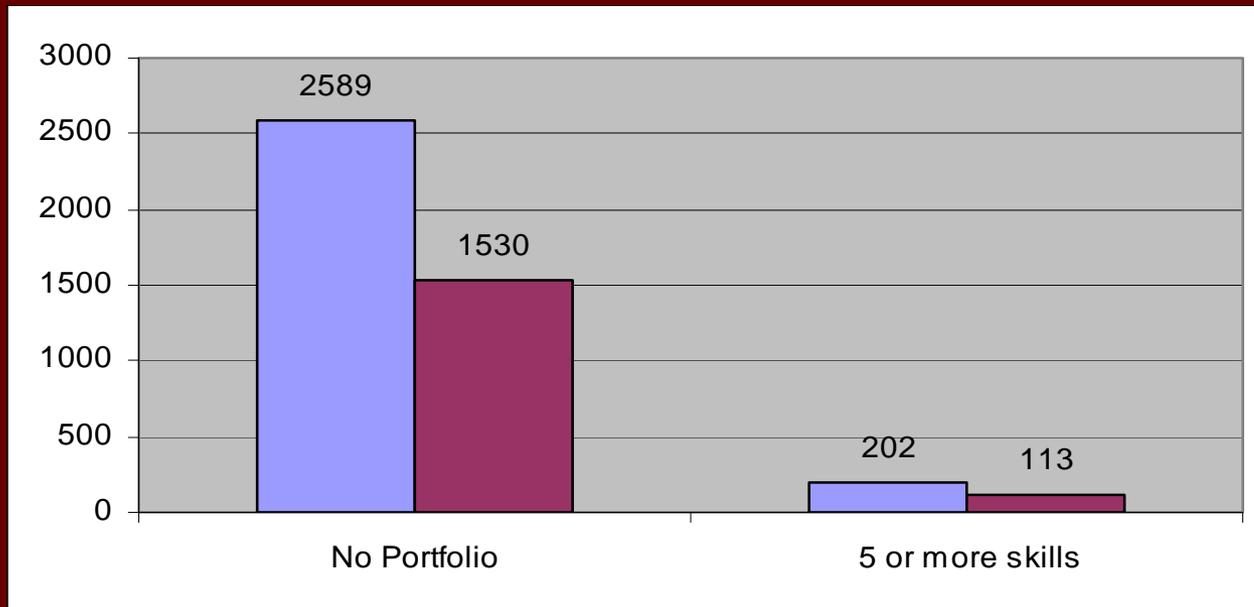
Implications
"Interview Performance"

- Students with 5 or more skills were slightly better able to articulate skills to interviewers.

- Students with 5 or more skills provided more examples of skills and experiences.

- No significant difference was reported in whether or not samples were presented.

Student Reactions & Comments
E-Portfolio Usefulness

- Dates: Spring 2005-2007

- Participants: Student contest winners & entrants

- Method: Qualitative feedback on e-portfolio usefulness

- Respondents: selected responses from contest entrants

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"I found the portfolio creation process to be extremely user-friendly and fun to compile. I found it to be a useful opportunity to reflect back on past experiences and accomplishments and to identify what skills I had acquired from these experiences. I was first introduced to portfolios in High School, and have used them in several job and college application/interview settings. I will continue to use my portfolio for many years to come."

-Jillian Bracken

Student Reactions & Comments
E-Portfolio Usefulness

"The portfolio has been so useful in helping me realize what skills I've learned through the experiences I've had and classes I've taken. Having my classes and jobs organized according to the skills I've gained from them allows me to see what I've actually accomplished through my education. I've been able to use my portfolio to write more effective personal statements for internships and create a descriptive, impressive resume. I've gotten great responses in the form of obtaining two excellent internships! The portfolio really has proven to be a powerful tool that forced me for the first time to consider what I've done with my college career. It brings a whole new way of thinking about classes; instead of just evaluating success through test scores and completed requirements I'm seeing what valuable skills I've gained that will help me in the future."

-Alice Brown

"Like most students, I used [my Career Portfolio] as a virtual database for jobs, skills, and experiences that were relevant to my projected career path. During my senior year, when I began interviewing with potential employers, my portfolio became a veritable mental arsenal. I can't tell you how many times I referenced - if only verbally - an item in my portfolio during a job interview. Because I regularly maintained the portfolio and was familiar with its contents, I could easily select and describe the skill/experience that was most relevant to virtually *any* question I was asked. "

-Meghan Mills

Student Reactions & Comments
The Career Portfolio helped me….

…to critically think about all my skills

…organize my skills and artifacts

…analyze my strengths & weaknesses and helped me to find areas that I could improve upon

…recognize my strengths and weaknesses

…organize my thoughts about my strengths and experiences

…review and organize my experiences

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…have a better idea about the skills I have to offer so I will be much more comfortable and capable of answering questions in an interview

…realize the areas in which I have more strengths than weaknesses and I am able to talk about those areas more specifically in an interview

…become more organized and more professional for an interview

…have clear and specific examples of my experiences to inform my [interview] answers

…challenged me to dig deeper into my experiences in an effort to elaborate upon the skills gained from them. By looking at these skills in such a manner, I am certainly more prepared to answer questions during interviews

…helped me reflect on what I have done through my college career and understand what skills will be able to help me in my future career

…helped me to identify skills that I have gained by allowing me to evaluate my skills in many different areas (work, volunteer, school, etc.)

Future Objectives

- Provide students with results of employer & student <u>feedback</u>.

- Improve on-line instruction to increase the relationship between interviewing and portfolio development.

- Determine which E-Portfolio platform the FSU Career Center will use in the future.

Questions & Discussion

For more information, please visit:
http://www.career.fsu.edu/portfolio/info.html

Thank You!