



# Evaluation of an Online Career Portfolio: How Technology Promotes Career Development

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# Workshop Objectives

- What are effective implementation and marketing strategies for an online portfolio system?
- Who uses an online portfolio?
- How are students using an online portfolio?
- How does an online portfolio system assist students in their career development?



# Program Outline

- **Goals & History of FSU's Career Portfolio**
- **Demonstration**
- **Marketing & Implementation Strategies**
- **Student Evaluation**
- **Accomplishments**
- **Ongoing & Future Activities**
- **Questions & Discussion**

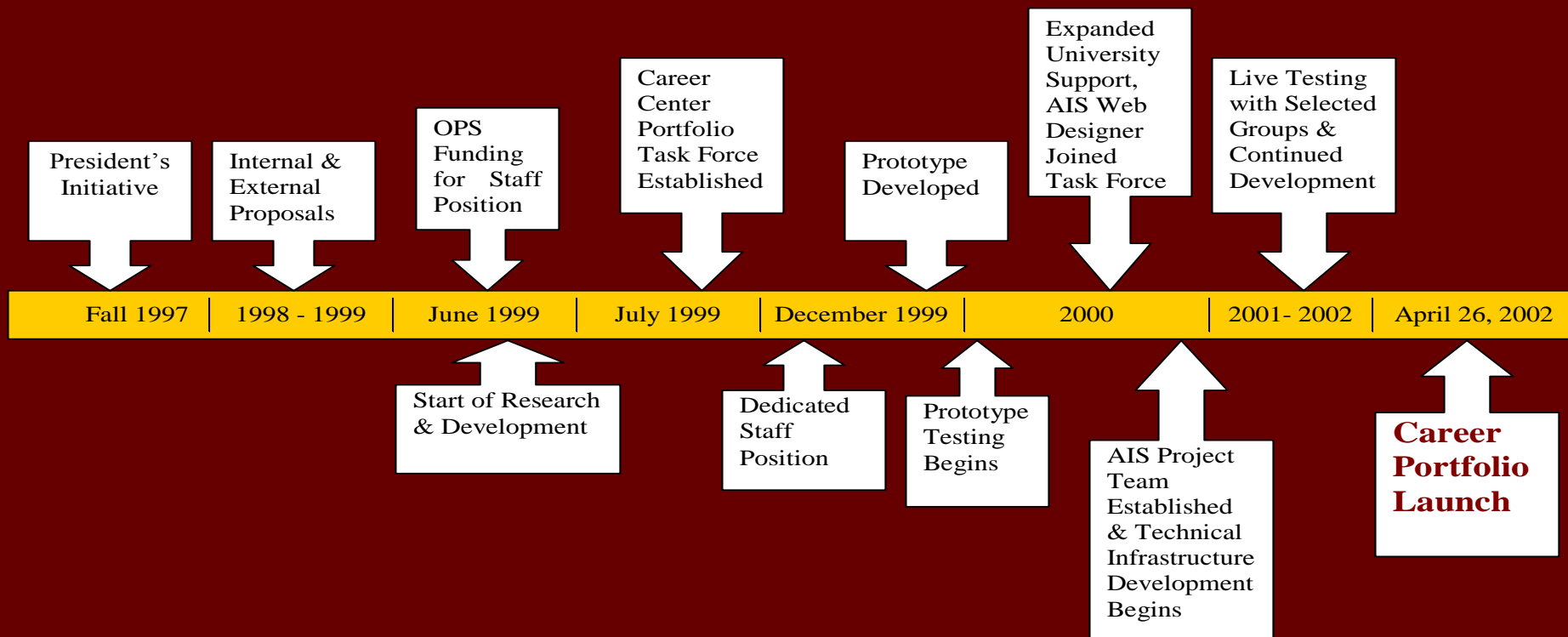


# Goals of the FSU Career Portfolio

- 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





# Demonstration

<http://portfolio.fsu.edu>



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



First Time User:  
**START HERE**



FSU Students:  
**ENTER PORTFOLIO**



Referred Users:  
**VIEW PORTFOLIOS**

*Preparing students for the world of work through planning, reflection, skill development, and portfolio documentation.*





### What's New

#### Welcome to the Career Portfolio!

If you have any questions or comments, please use the Contact Us link at the bottom of any page.



## Demo Test's Main Menu

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

### Build

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

### Manage

1. [Verify/Change Email](#)
2. Select Portfolio:

My Career Portfolio

Graduate School

Accounting

Edit Name

3. Manage selected portfolio:

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

### Learn

- [Career/Life Skills Tour](#)
- [Experiences Tour](#)
- [View a list of all Tours](#)
- [View Sample Portfolios](#)
- [Opportunities for Experience](#)
- [Career Center Workshops & Events](#)
- [Career Center Location & Hours](#)





## Skills Development Matrix

This is the Skills Matrix, where you can record your skills and experiences. To begin, select a folder where you'd like to enter information and click on the "Add/Edit" link. If you have already entered information for a given skill/experience combination, a number appears below the appropriate folder. You can add multiple items to each folder.

Also build your: [Profile](#) | [Resume](#) | [References](#) | [Artifacts & Examples](#)

Skills	Experiences				
	<u>Courses</u>	<u>Jobs / Internships</u>	<u>Service / Volunteer Work</u>	<u>Memberships / Activities</u>	<u>Interests / Life Experiences</u>
<u>Communication</u>	 <a href="#">Add/Edit (6)</a>	 <a href="#">Add/Edit (4)</a>	 <a href="#">Add/Edit (4)</a>	 <a href="#">Add/Edit (2)</a>	 <a href="#">Add/Edit (1)</a>
<u>Creativity</u>	 <a href="#">Add/Edit (4)</a>	 <a href="#">Add/Edit (1)</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 (3)</a>	 <a href="#">Add/Edit (2)</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 (0)</a>	 <a href="#">Add/Edit (1)</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 (2)</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 (1)</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>

**Profile**

**Resume**

**Skills**

**Transcript**

**References**

**Artifacts**



## Sara Boyd

### Welcome

Thank you for viewing my portfolio!

### Academics

- Junior at Florida State University
- Expected Bachelors in Environmental Engineering with Spanish Minor, April 2005
- Current GPA: 3.98, Major GPA: 4.0

### Objectives

To secure an internship position in an environmental engineering capacity which will allow me to utilize my technical and interpersonal skills while gaining experience in an area of environmental engineering.

### My Qualifications

- Internship with Barkley Consulting Engineers, Inc., Tallahassee, FL
- Internship with Waste Reduction Partners, Asheville, NC
- Experience in AutoCAD, ICPR Stormwater Modeling Software, Microsoft FrontPage, Microsoft Excel, Adobe Pagemaker, MathCAD, and Maple

[Profile](#)

[Resume](#)

[Skills](#)

[Transcript](#)

[References](#)

[Artifacts](#)

## Sara Boyd's Resume



Back



Forward



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History



Tools



Mail

### Sara Boyd

2185 Timberwood Circle North

Tallahassee, FL 32304

850 - 580 - 2185

E-mail: [boyd@eng.fsu.edu](mailto:boyd@eng.fsu.edu)

#### OBJECTIVE

Obtain an internship in an Environmental Engineering capacity, interested in a broad range of topics including solid waste management, air quality, water quality, energy efficiency, Superfund site remediation, Brownfields redevelopment, transportation planning, and green building.

#### EDUCATION

**Bachelor of Science: Environmental Engineering** - April 2005

- Spanish Minor

Florida State University, College of Engineering - Tallahassee, FL

- Overall GPA 3.98, Major GPA 4.0, A = 4.0

**Related Course Work:** Introduction to Environmental Engineering Science, Soil Mechanics, Site Investigation, Transportation Engineering, Environmental Engineering Chemistry, Environmental Engineering Chemistry, and Computer Graphics in Engineering.

[Profile](#)[Resume](#)[Skills](#)[Transcript](#)[References](#)[Artifacts](#)[Technical/Scientific](#) [Research/Project Development](#) [Leadership](#) [Communication](#) [Social Responsibility](#) [Teamwork](#)

## Sara Boyd's Skills

### Communication Experiences

The following experiences led to development of Communication skills:

#### Jobs / Internships

Clean Air Campaign, Asheville, North Carolina; Internship; 4/03-8/03  
Organization of educational booth at Bele Chere festival (involving the coordination of over 20 volunteers), editing Clean Air Campaign webpage, soliciting interest in Clean Air Campaign causes. This experience improved my communication skills through interactions with volunteers, supervisors, and contact with the general public.

Waste Reduction Partners, Asheville, North Carolina; Internship; 4/03-8/03  
Development of company webpage, development of company publications, development of Water Audit Report, research. This experience improved my organizational and interpersonal communication skills through interaction with multiple supervisors.

#### Service / Volunteer Work

America Reads, Tallahassee, FL; Mentoring; Fall 2002  
Mentoring of First Grade Student in Reading Skills  
Communication and trust development with child.

[Profile](#)

[Resume](#)

[Skills](#)

**Transcript**

[References](#)

[Artifacts](#)

## Demo Test's Unofficial Transcripts

[View Unofficial](#)

[View Unofficial](#)

Printer Fr

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

## Demo Test's References

**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](mailto:mendozaj@sprintpost.com)

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

**Name:** Dr. Murray Smith  
**Title:** Professor of Communications  
**Relationship:** Professor  
**Organization:** Florida State University  
Tallahassee, FL 32306  
United States  
**Office:** (850) 555-5678  
**Email:** [msmith@admin.fsu.edu](mailto:msmith@admin.fsu.edu)

Printer Friendly Format: [Current Page](#) | [Entire Portfolio](#)

The Portfolio of Sara Boyd - Microsoft Internet Explorer

File Edit View Favorites Tools Help

FLORIDA STATE UNIVERSITY

Career Center | Portfolio Home

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

## Sara Boyd's Artifacts

### Waste Reduction Partners Website

As part of my internship with Waste Reduction Partners, I developed the website for the organization. Note that the website includes WRP efficiency tools which include extensive software tools and links to resources that showcase technical abilities and communication skills that meet the needs of the organization.

[View](#)

### Water Efficiency Report, Asheville

As an intern for Waste Reduction Partners, I worked with volunteer engineers when auditing building for water efficiency measures. I was involved in the audit of the Asheville Apartments, and then was responsible for presenting the findings to the facility manager as an example of my technical and communication skills.

**Requirements:** Requires Microsoft

Waste Reduction Partners - Microsoft Internet Explorer

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# Waste Reduction Partners



Contact Us

- Home
- What's New
- About WRP
- Services
- Projects
- Our Team
- Clients

Waste Reduction Partners, a team of highly experienced volunteer engineers, architects, and scientists, provide WNC businesses and industries with no-cost waste energy reduction assessments and technical assistance.

### The WRP Mission:

To work for a sustainable economy, healthy environment, and a better quality of life by helping WNC businesses...



# Marketing & Implementation Strategies

- Pre-Launch
- Launch
- Post-Launch





# Pre-Launch Activities

- **Gathering Internal FSU Support**
- **Focus Groups**
- **Marketing**



# Official Debut “Launch”

- Campus-wide launch April 26, 2002
- Invitations sent to all faculty, administrators & staff, as well as student leaders
- Virtual ribbon cutting by President of FSU
- Media coverage



# Post-Launch Activity

- **Outreach & Advising**
  - 98 Presentations with 4,229 Attendees
- **Partnering with faculty & academic advisors**
- **Partnering with employers & parents**



# Portfolio Usage

• Student Users	16,048
• Female	8,827
• Male	7,221
• Active Portfolios*	9,430
• Inactive Portfolios*	7,918

\*includes non-student users



# Portfolio Usage by Classification

• Freshmen	891
• Sophomores	2,225
• Juniors	2,855
• Seniors	7,114
• Graduate	2,312
• Other	651



# Portfolio Usage

## Skills Cited

• Communication	4,042
• Leadership	1,859
• Teamwork	1,657
• Creativity	1,641
• Technical/Scientific	1,546
• Critical Thinking	1,121
• Social Responsibility	1,112
• Research/Project Development	979
• Life Management	816



# Portfolio Usage Artifacts

- **Average Number of Artifacts**      **2.3**
  
- **Top Five Artifact Types**
  1. **Word Documents**
  2. **PowerPoint Presentations**
  3. **Image**
  4. **Microsoft Works**
  5. **Rich Text Format**



# Portfolio Usage Access Keys Created

- 2002\* (May – December) 418
- 2003\* 1,441
- 2004 (as of June 4, 2004) 910

\*incomplete data



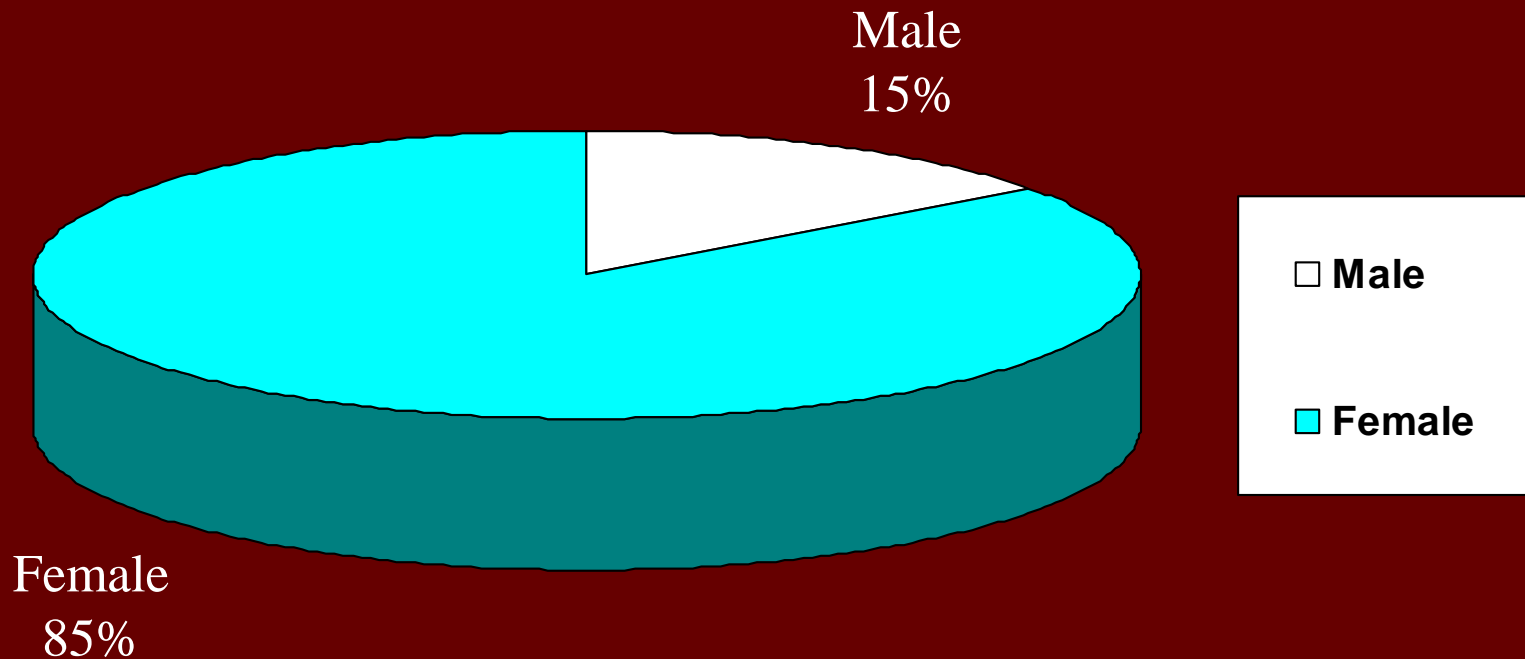


# Online Evaluation

- Evaluation of Career Portfolio System
- Participants: Students Required to Complete Career Portfolio
- Method: Electronic Survey
- Number of Responses: 96

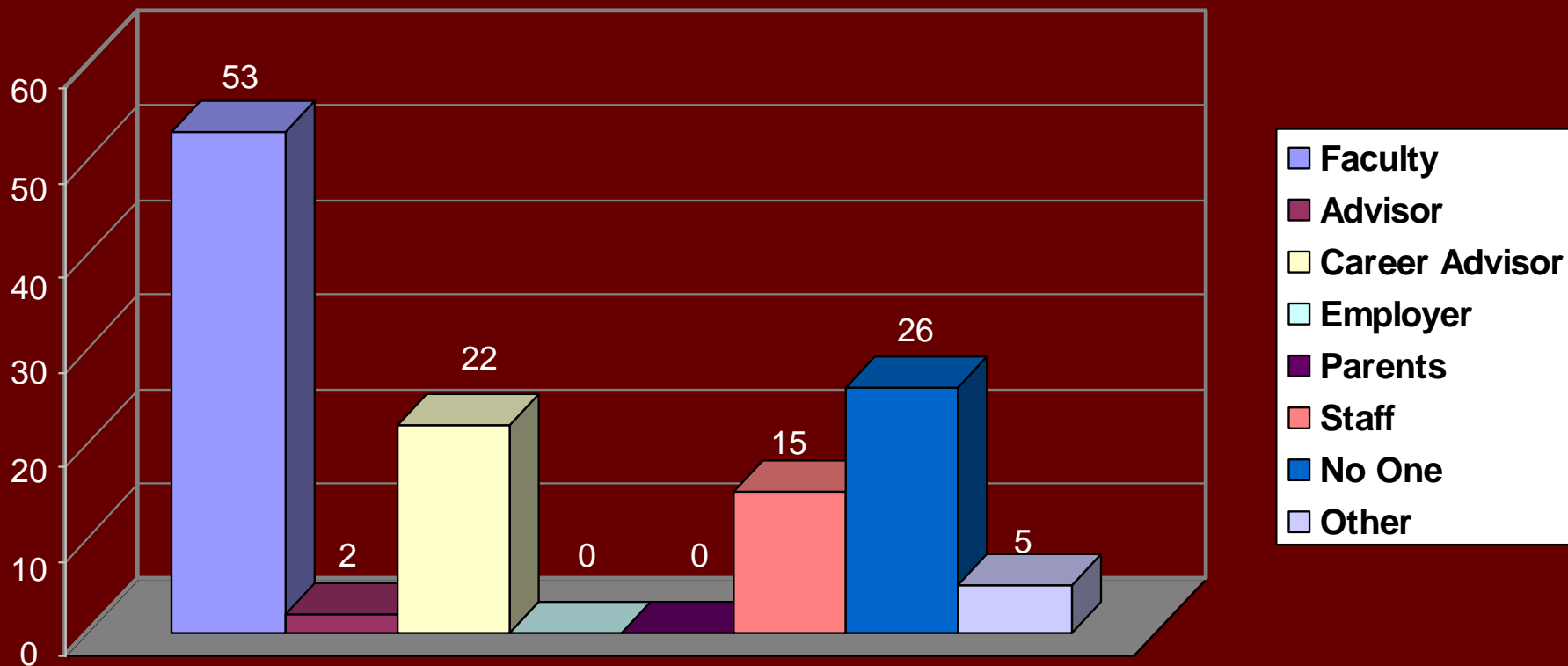
# Survey Results

## Respondents to online evaluation of Career Portfolio



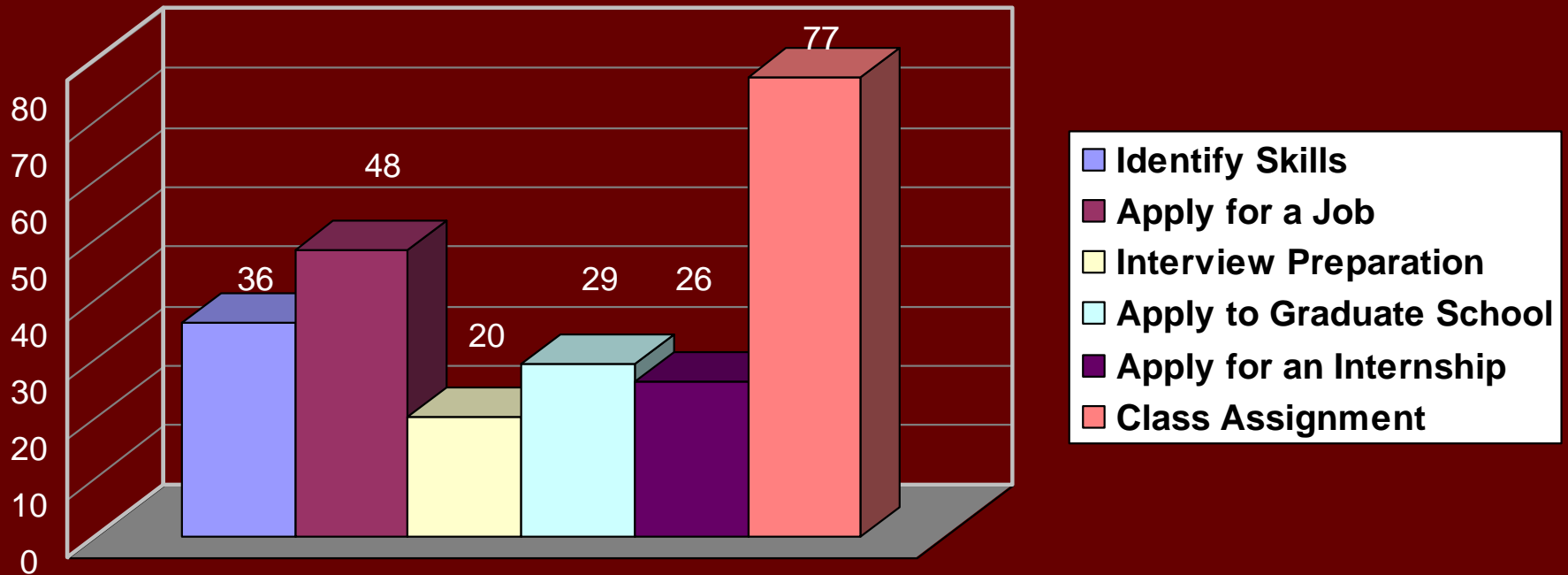
# Survey Results

## Who helped you develop your Career Portfolio?



# Survey Results

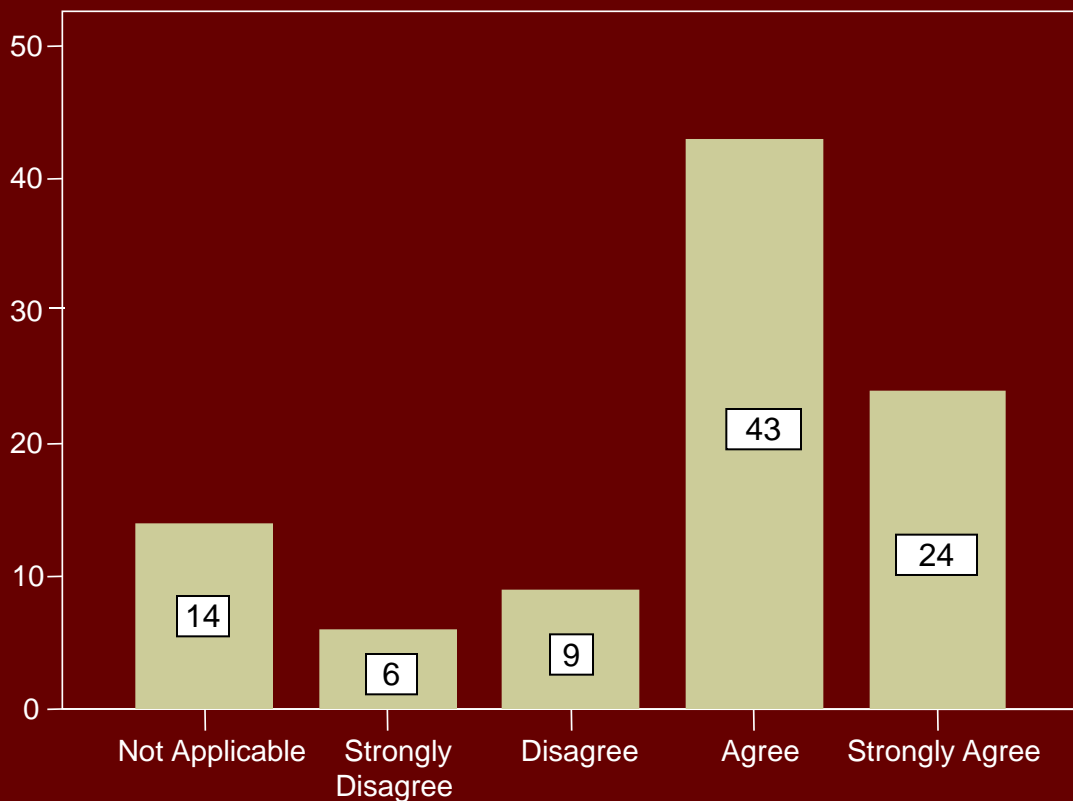
**How do you intend to use your Career Portfolio?**





# The Career Portfolio Program Allowed Me To:

Find experiences at FSU that will lead to the development of transferable skills.

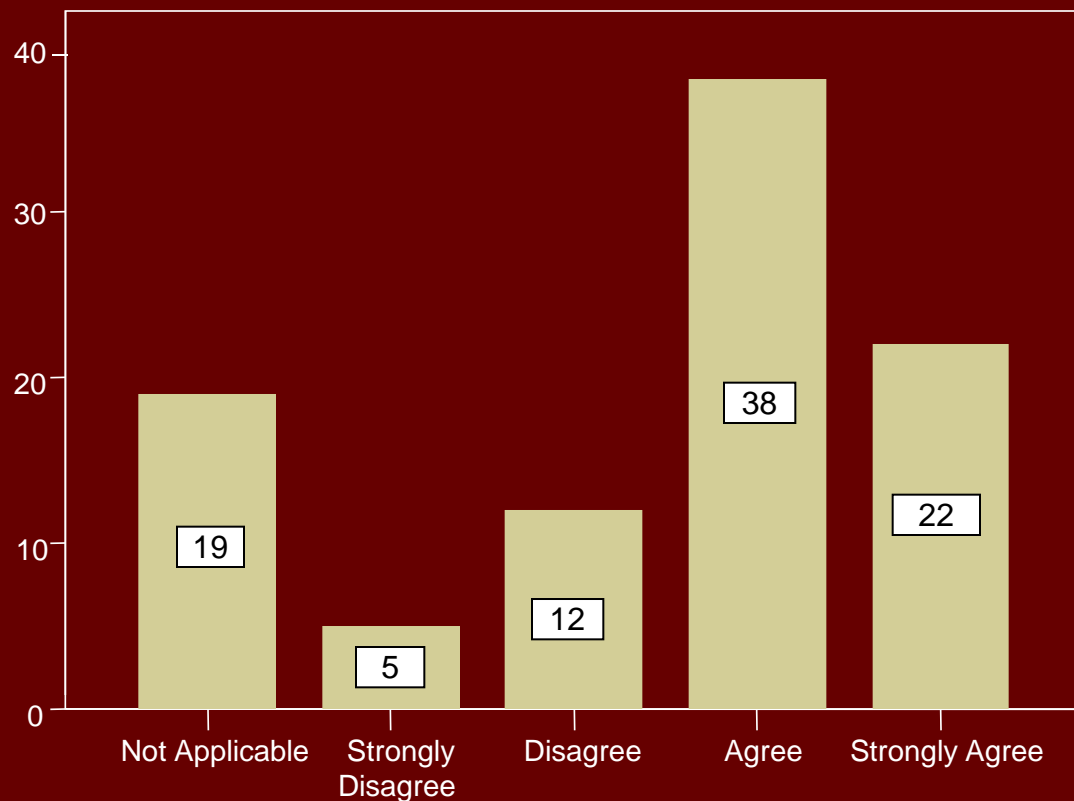


**70%**  
**Strongly  
Agreed or  
Agreed**



# The Career Portfolio Program Allowed Me To:

**Find experiences in the community that will lead to the  
development of skills.**

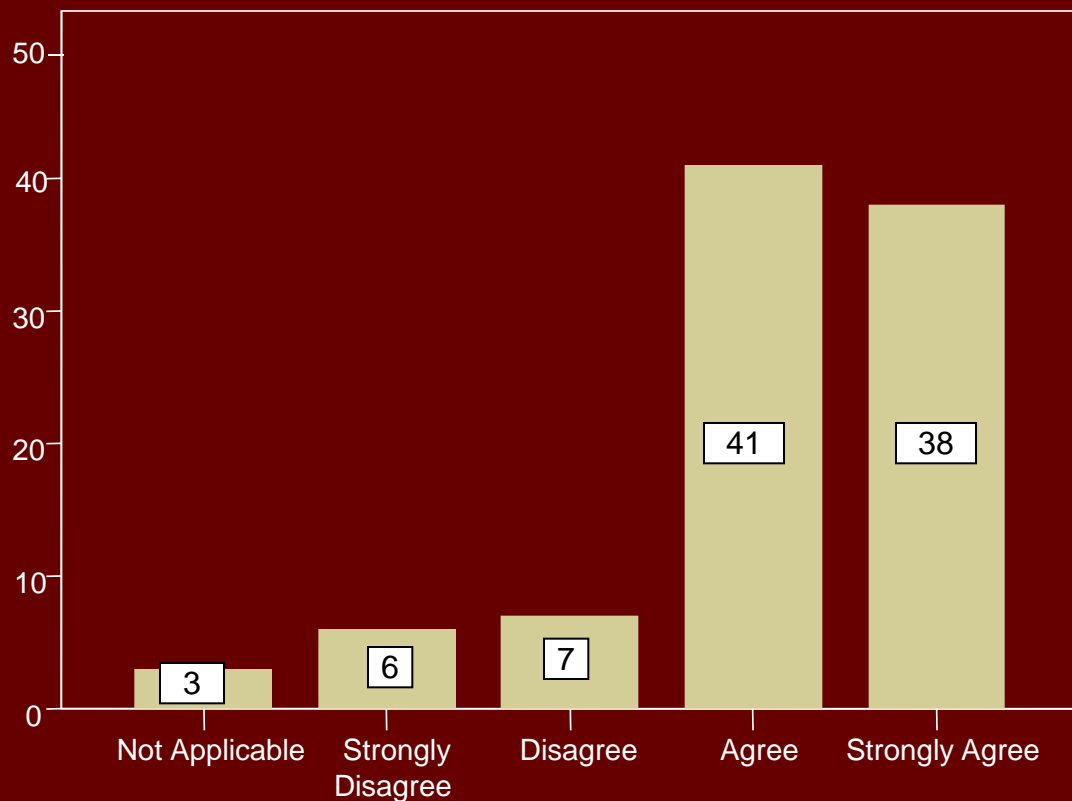


**63%  
Strongly  
Agreed or  
Agreed**



# The Career Portfolio Program Allowed Me To:

Understand how my academic and professional skills relate to  
my career goals.

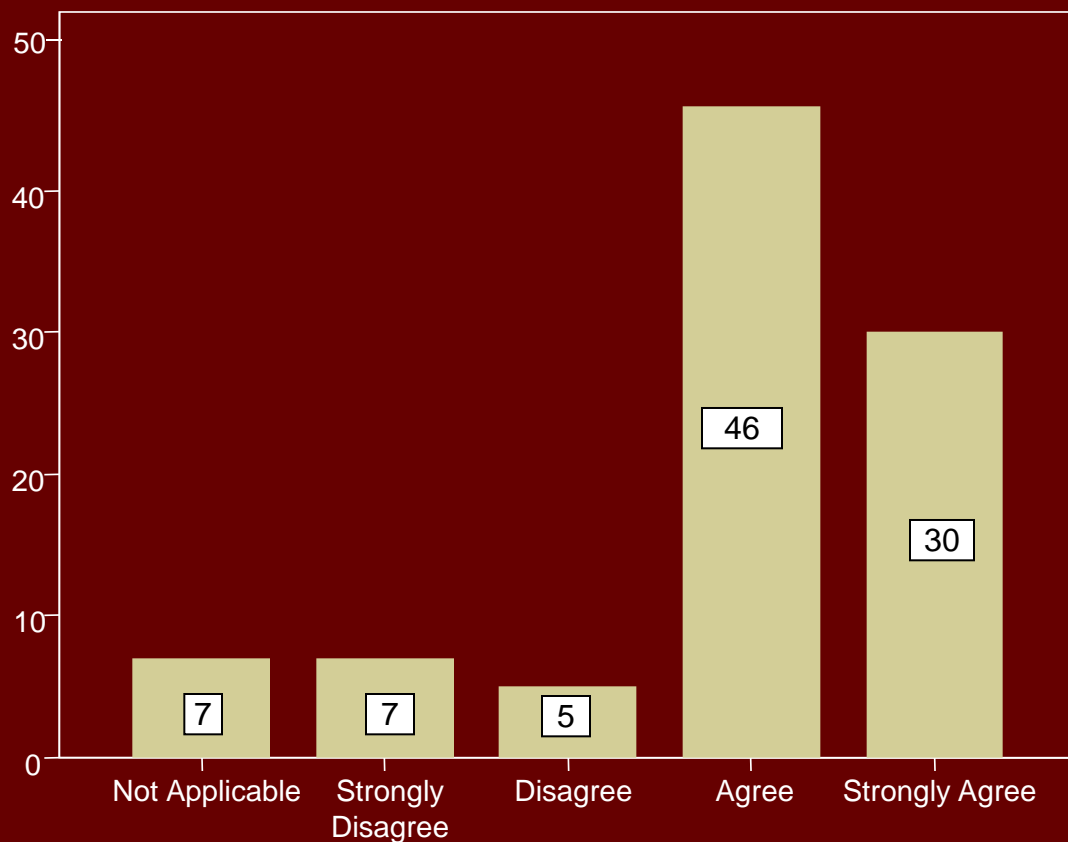


**83%**  
**Strongly  
Agreed or  
Agreed**



# The Career Portfolio Program Allowed Me To:

Show evidence of interpersonal skills needed to work with or for others.



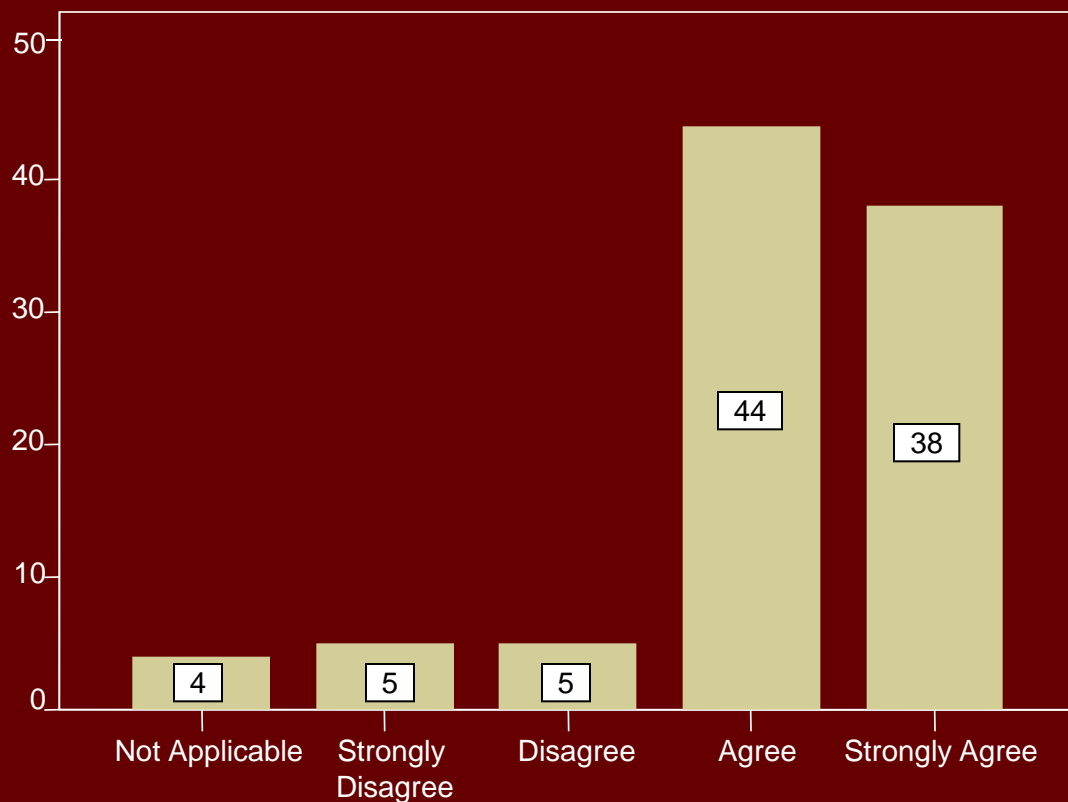
**80%**  
**Strongly  
Agreed or  
Agreed**





# The Career Portfolio Program Allowed Me To:

Show evidence of skills developed in my academic program.

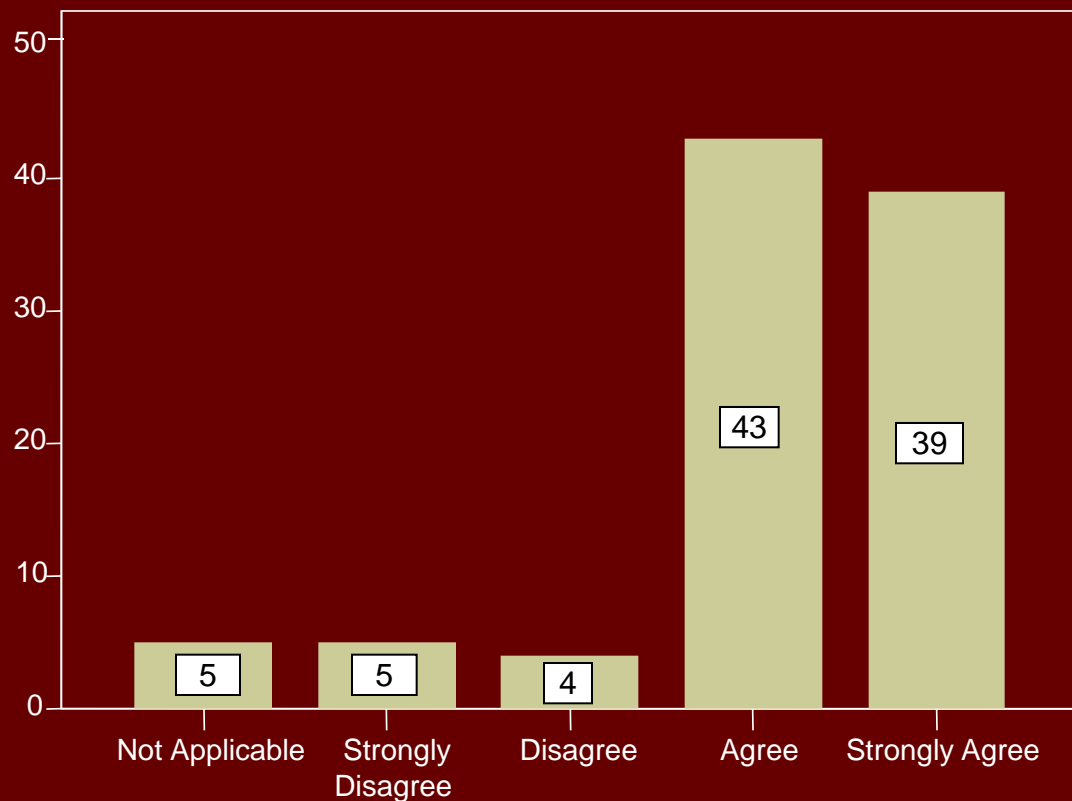


**85%**  
**Strongly  
Agreed or  
Agreed**



# The Career Portfolio Program Allowed Me To:

Show evidence of skills developed through volunteer experiences,  
part-time employment, internships, and/or a co-op.

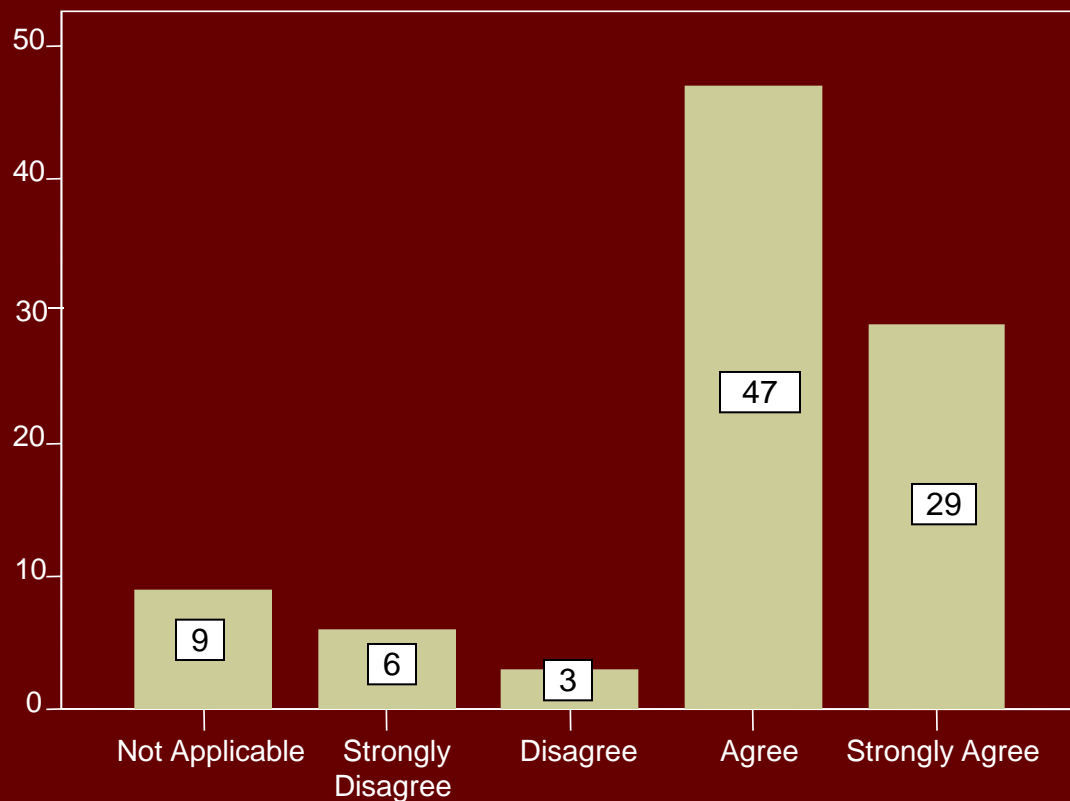


**85%**  
**Strongly  
Agreed or  
Agreed**



# The Career Portfolio Program Allowed Me To:

Show evidence of skills that can apply to a variety of occupations.

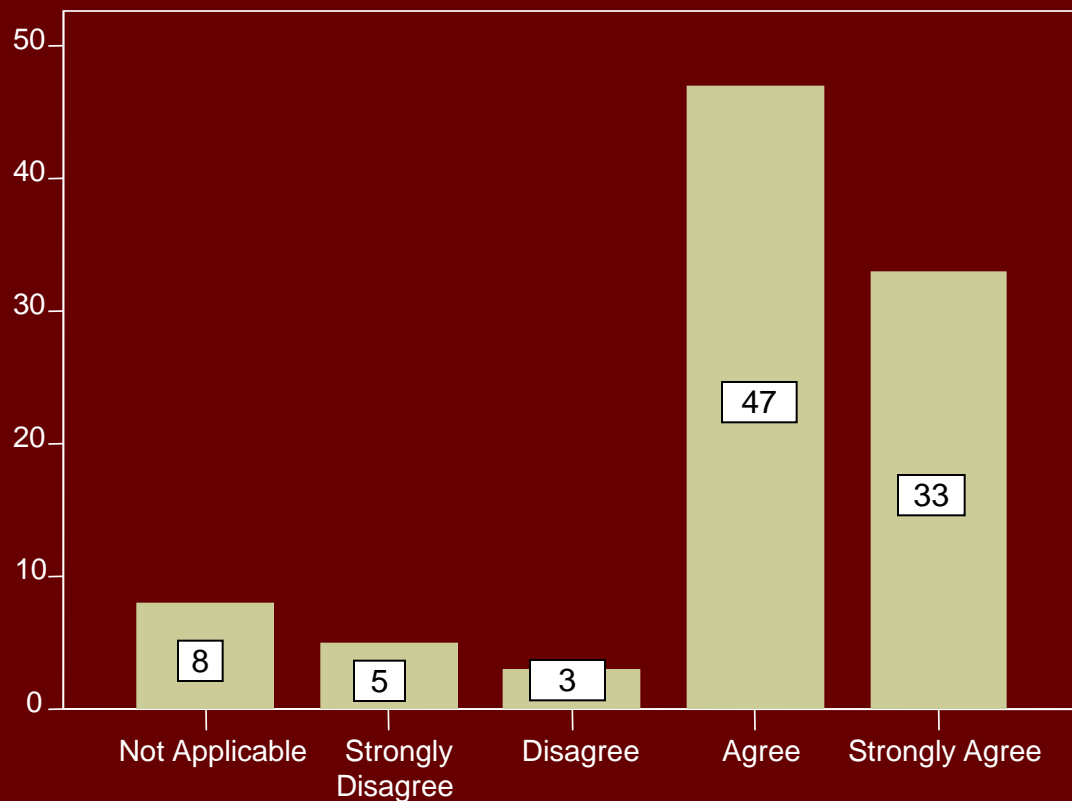


**81%**  
**Strongly  
Agreed or  
Agreed**



# The Career Portfolio Program Allowed Me To:

Show evidence of skills necessary to obtain and maintain  
employment.

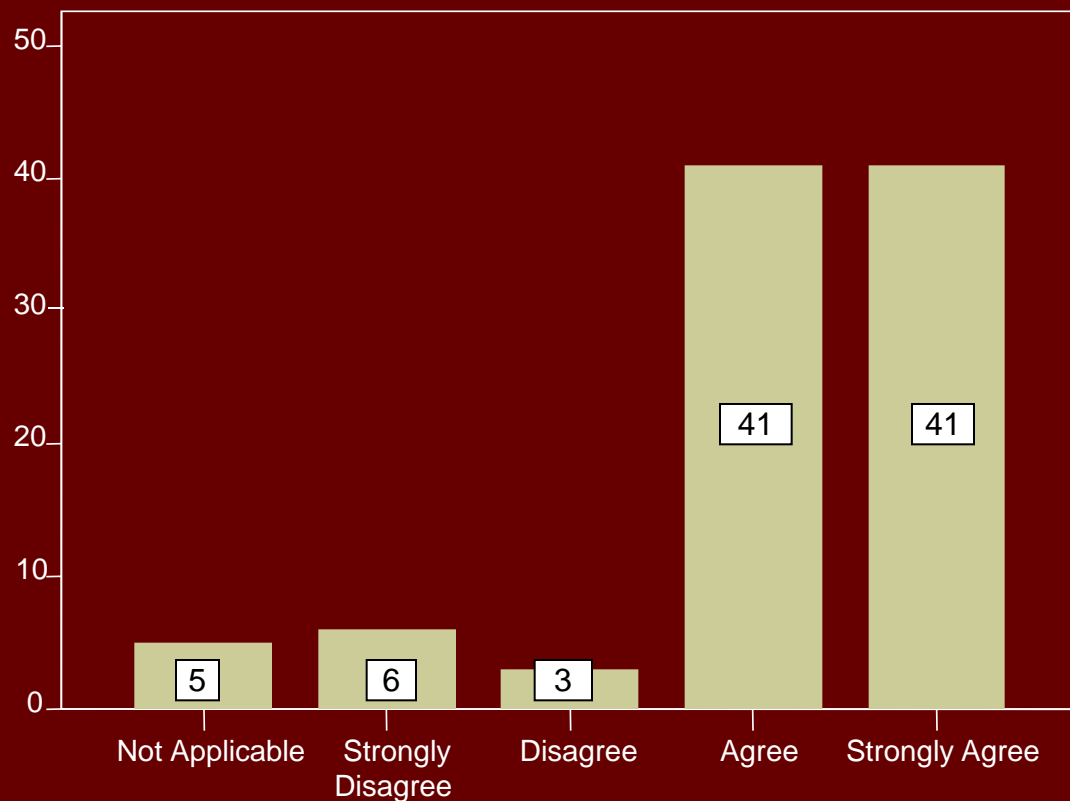


**83%**  
**Strongly  
Agreed or  
Agreed**



# The Career Portfolio Program Allowed Me To:

Communicate my skills to potential employers.



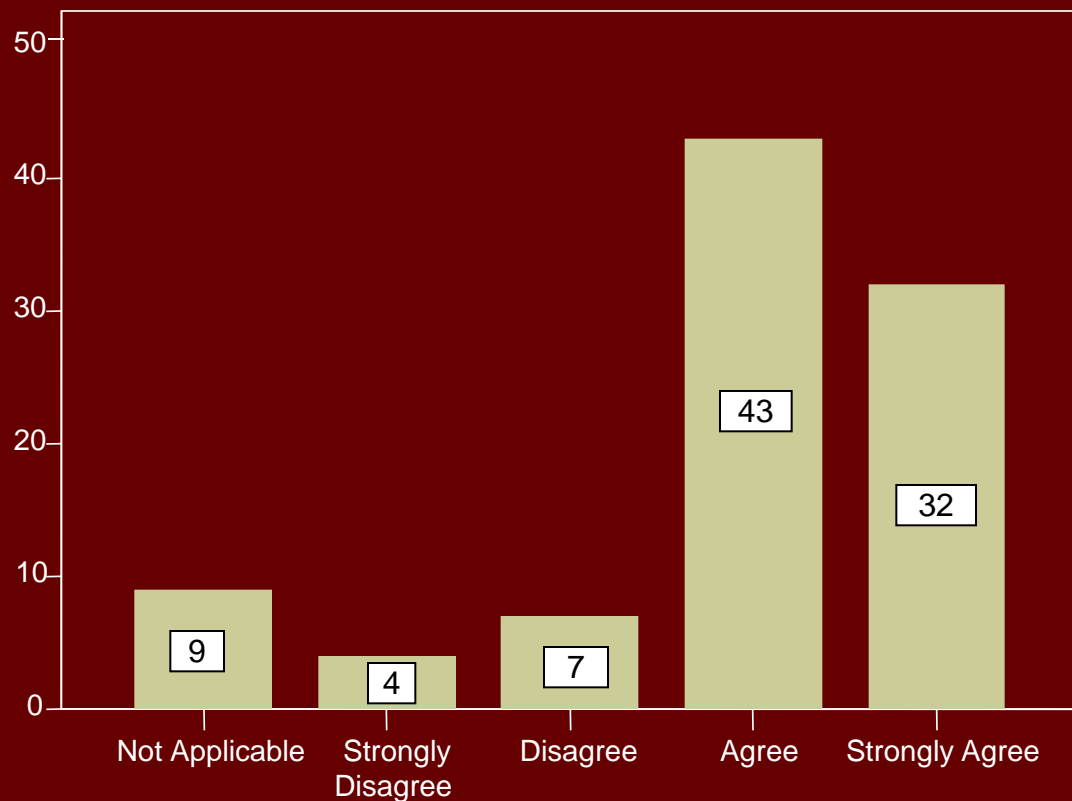
85%

Strongly  
Agreed or  
Agreed



# The Career Portfolio Program Allowed Me To:

Prepare me for job searching and interviewing.



**80%**  
**Strongly  
Agreed or  
Agreed**



# Accomplishments

- **Career Preparation Endorsed**
- **Systems Level Intervention**
- **Career Skills Matrix**
- **Time and Contacts**



# Ongoing Activities

- Changing Technology
- Portfolio Phenomena
- Enhancing Use and Usefulness
- Continuous Implementation





# Future Activities

- User and Non-User Traits
- Research and Theory
- Accreditation
- Career Development/Management



# Questions & Discussion

For more information, please visit:

<http://www.career.fsu.edu/portfolio/info.html>

Thank You!