

**Online Career Portfolios:
Powerful Tools for Colleges,
Candidates, and Employers**

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Presenters

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Agenda

- ◆ Program Overview
- ◆ USC Portfolio Project
- ◆ UO Portfolio & College Outcomes
- ◆ FSU Career Portfolio History
- ◆ Career Portfolio Overview
- ◆ Employer Validation
- ◆ Portfolio Technical Infrastructure
- ◆ Career Portfolio Demonstration



Career Portfolio Issues

- ◆ Career planning & teaching tool
- ◆ Integration of job search components
- ◆ Graduate/professional school application
- ◆ Dynamic online candidate information rather than a static resume
- ◆ Student utilization
- ◆ Application to academic programs





University of Southern California's "Your Portfolio"

The screenshot shows a web browser window with the title "@ Your Portfolio". The address bar contains "https://myportfolio.usc.edu/index.html". The page content is as follows:

USC STUDENT AFFAIRS

Welcome to **Your Portfolio**

The interactive tool that allows you to:

- 1. Strategize**

your success for the future
- 2. Explore**

your opportunities at USC
- 3. Record**

your experiences in your online journal
- 4. Publish**

your **RESUME** on the Internet

[Log In!](#)

[Help](#) | [Gateway](#) | [USCweb](#)

WEB SITE DESIGN BY THE
Internet Publishing Center
UNIVERSITY OF SOUTHERN CALIFORNIA

Link: <https://myportfolio.usc.edu/strategies/index.html>



UO's Portfolio Development

- ◆ Goal: To link academic development to personal awareness.
- ◆ Do students acknowledge academic development?
- ◆ Problem: How to articulate the classroom developments to a career context.



The Learning Portfolio

- ◆ College Outcomes
- ◆ UO Portfolio Today
- ◆ Application Models
 - Advising Tool
 - Distinctions
- ◆ <http://career.uoregon.edu/portfolio>



History & Development - FSU Career Portfolio

Fall 1997

- ◆ Approached by Sandy D'Alemberte,
President of Florida State University

Fall 1998 - Fall 1999 (ongoing)

- ◆ Research regarding other university
portfolio systems
 - i.e., USC, Oregon, Kent State
 - Portfolio clearinghouse-AAHE
www.aahe.org/teaching/portfolio_db.htm



History & Development (cont.)

January 1999

- ◆ Northwestern Mutual Life proposal

June 1999

- ◆ Created Career Center Task Force

Fall 1999

- ◆ Professional Staff line

Spring 2000

- ◆ Graduate Assistant (Web Designer)



History & Development (cont.)

1999-2000 Developed System Prototype

◆ Prototype demonstrations

- President, University Technology Oversight Committee, Council of Deans, Council of Informed Advisors, College of Engineering ABET Accreditation Committee

2000-present

◆ System technical development with AIS

Initial Testing & Current Status



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



Student Feedback

- ◆ Focused on user interface design issues
 - Is it user-friendly?
 - Does it make sense?
 - Would you use it?
- ◆ Many changes were made to the design as a result of the testing
- ◆ Results were overwhelmingly positive



Employer Validation of Portfolio

- ◆ Did we identify skills important to employers?
- ◆ Would employers use an on-line portfolio?




Employer Feedback “Skills”

FSU Questionnaire

- ◆ Fall 1999 Career Expo
- ◆ 246 Returns
- ◆ Importance/
Frequency of Use

NACE Survey

- ◆ Summer 2000
- ◆ 482 Responses
- ◆ Importance

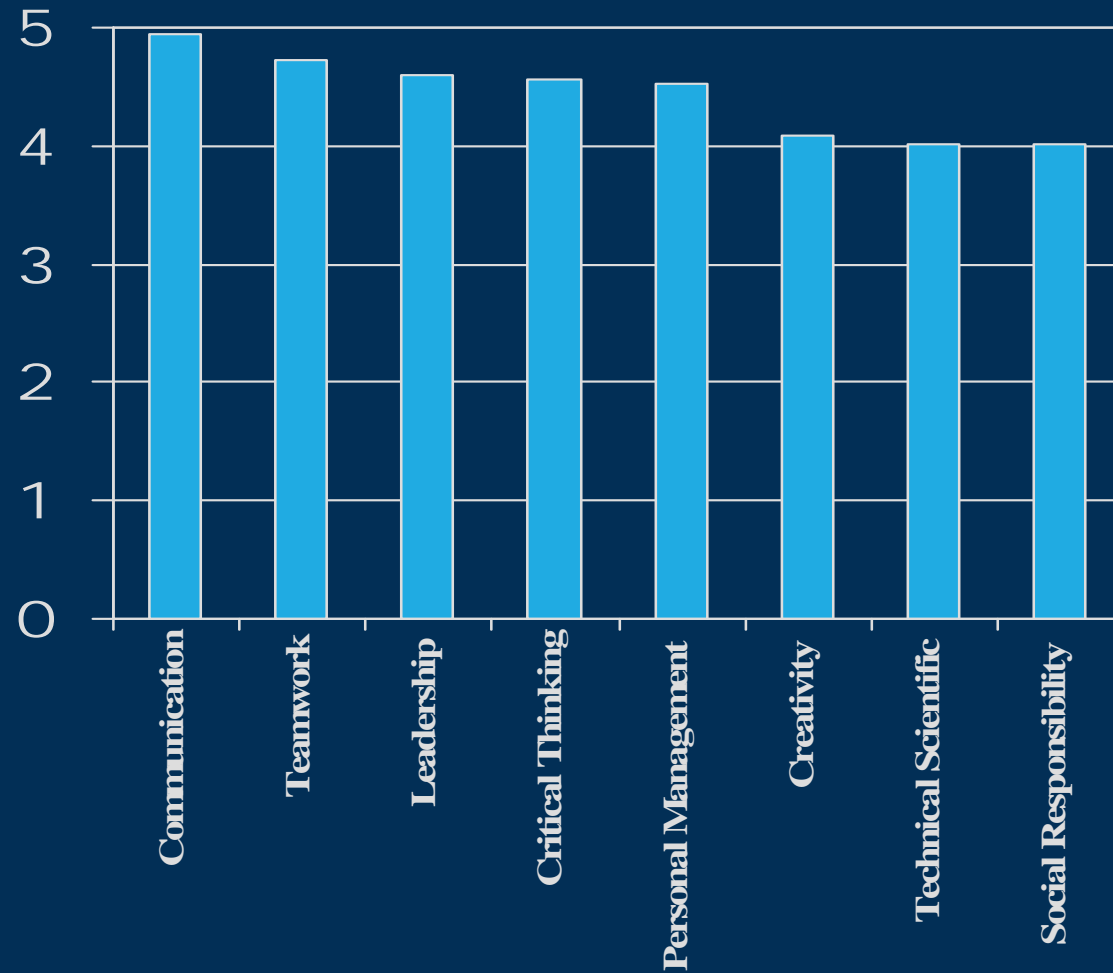


Importance of Skill to be Successful in Your Organization

(On a scale of 1 to 5; 1 being least useful and 5 being most useful)

Communication	4.94
Teamwork	4.72
Leadership	4.60
Critical Thinking	4.57
Personal Management	4.52
Creativity	4.08
Technical/Scientific	4.02
Social Responsibility	4.01

Importance of Skill (cont.)



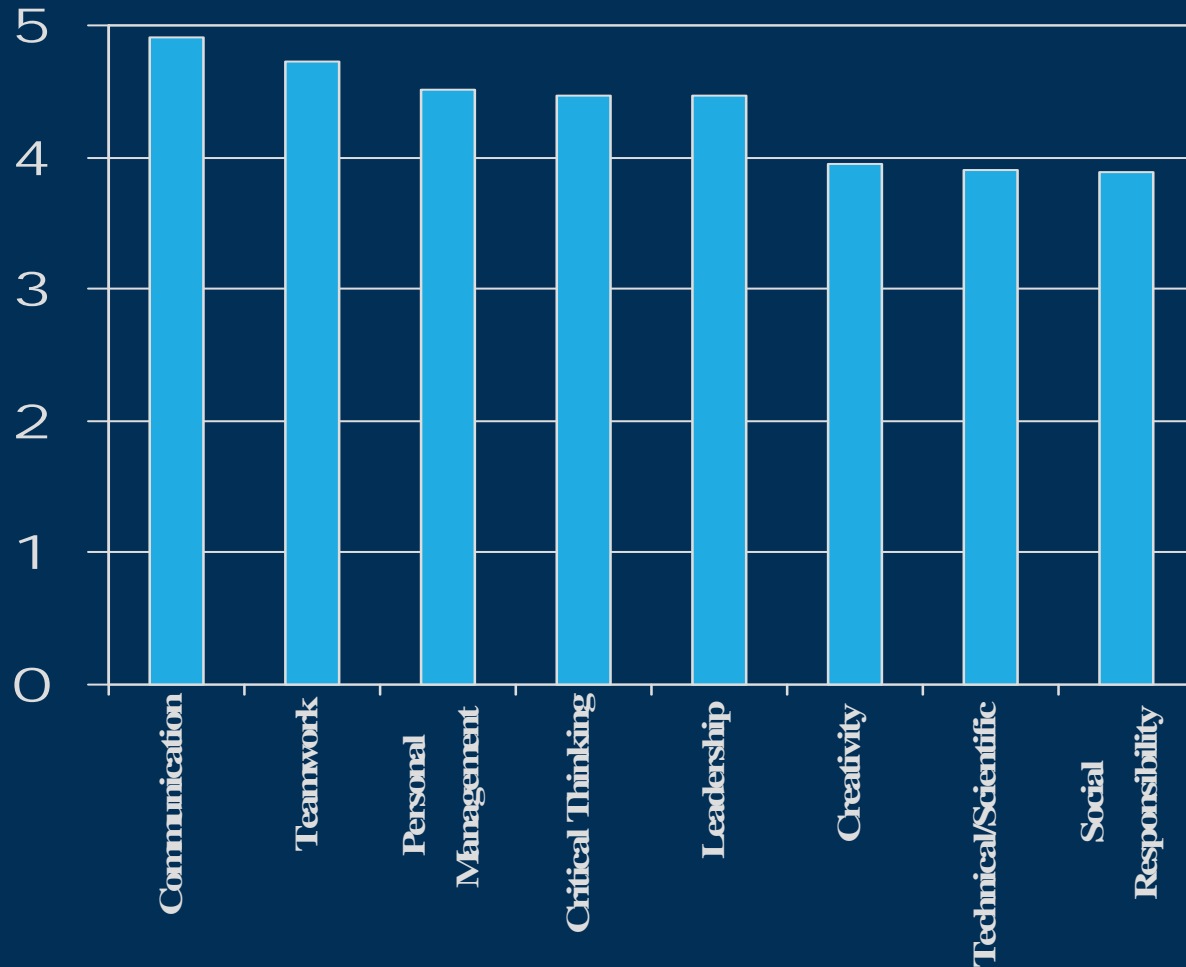


Frequency of Skill Use in Your Organization

(On a scale of 1 to 5; 1 being least useful and 5 being most useful)

Communication	4.91
Teamwork	4.73
Personal Management	4.51
Critical Thinking	4.47
Leadership	4.46
Creativity	3.95
Technical/Scientific	3.91
Social Responsibility	3.89


Frequency of Skill Use (cont.)





Employers Rate the Importance of Candidate Qualities

Communication skills (verbal and written)	4.69
Honesty/integrity	4.66
Teamwork skills (works well w/others)	4.55
Interpersonal skills (relates well to others)	4.52
Strong work ethic	4.50
Analytical skills	4.37
Flexibility/adaptability	4.33
Computer skills	4.25
Self-confidence	4.08
Leadership skills	4.04
Organized	4.00
Detail oriented	4.00
Friendly/outgoing personality	3.91
Tactfulness	3.79
Well-mannered/polite	3.79
Creative	3.71
Entrepreneurial skills/risk taker	3.45
Sense of humor	3.39



Employer Questionnaire “Usefulness”

- ◆ Fall 2000 Career Expo

- ◆ 87 Responses

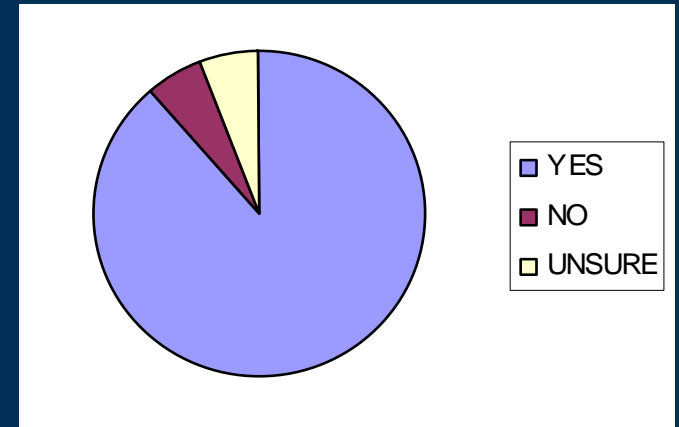
- ◆ 5 Questions

- Interest
- Use
- Type
- Significance
- Importance of Skill Identification

Results of Employer Questionnaire

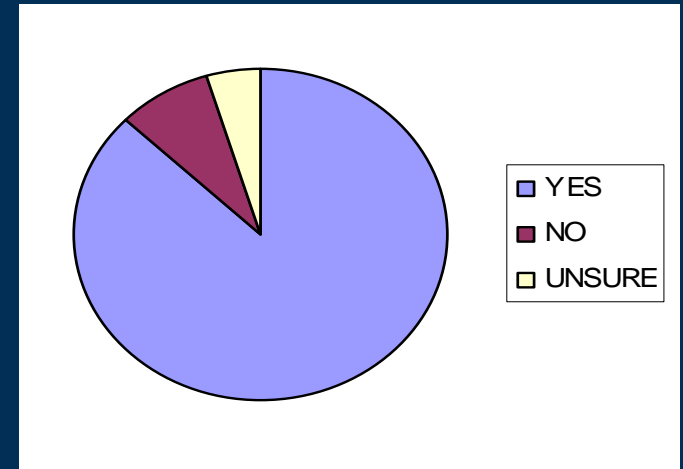
“Would you be interested in an online portfolio system?”

- ◆ YES 88%
- ◆ NO 6%
- ◆ UNSURE 6%



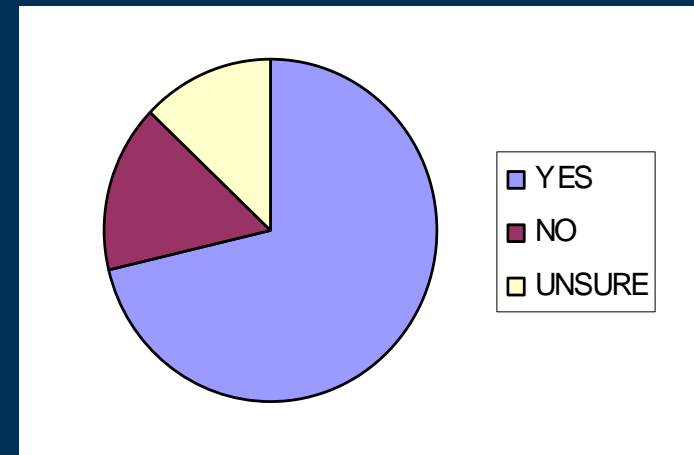
“Would you use an on-line portfolio to screen candidates?”

- ◆ YES 87%
- ◆ NO 8%
- ◆ UNSURE 5%



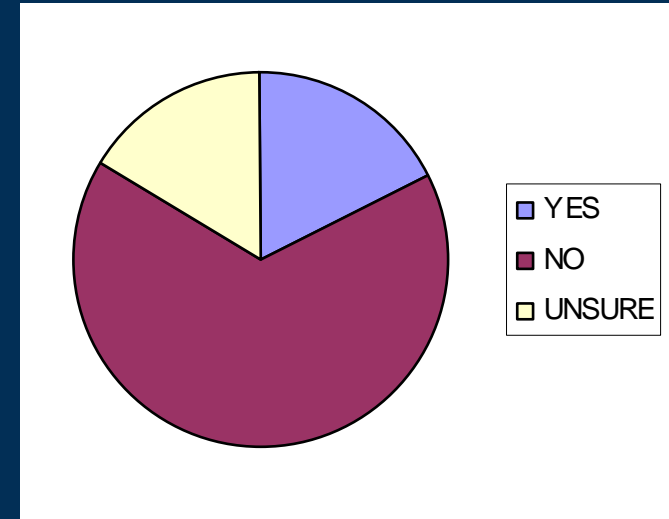
“Would you use an on-line portfolio to supplement a candidate’s interview?”

- ◆ YES 71%
- ◆ NO 16%
- ◆ UNSURE 13%



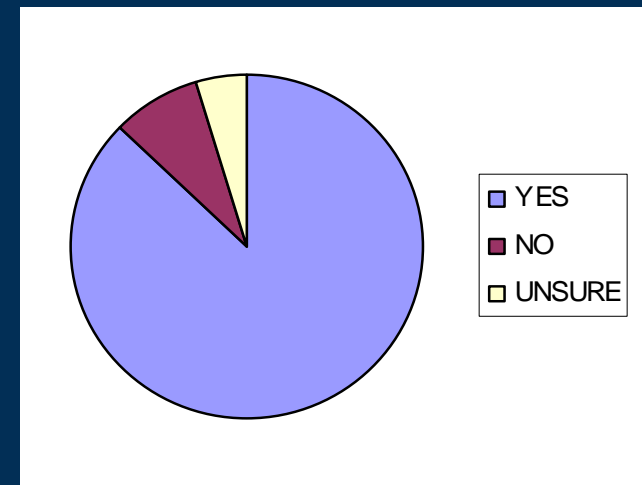
“Would you prefer a paper portfolio rather than an on-line portfolio?”

- ◆ YES 17%
- ◆ NO 64%
- ◆ UNSURE 16%



“Would access to candidates’ self-reported employability skills be useful in screening potential applicants?”

- ◆ YES 87%
- ◆ NO 4%
- ◆ UNSURE 9%





Implications

- ◆ Employers validated importance and usefulness of skills
- ◆ Employers endorsed an “On-line Portfolio System”



Technology Approach

Base the system on solid but progressive and standard technology

- Web delivered – for any place, any time service
- Database server – Oracle
- Powerful programming – JAVA
- Security – Integrated with FSU's single log-in environment



Technology Approach

Leverage technology using “subject matter expertise”

- Designer for needs analysis and page/flow design
- Oracle expert to help with database design
- EDMS expert to help with the Artifacts issues



Technology Approach

Obtain and focus talent – recognize that once launched, this will live and grow forever

- Used two Java developers to write the system and retain one for support

Design and build using a functional component approach that leverages phases – for quicker results and ongoing refinements



Technology Relationship

Business Owner - Expect

- IT that is pursuing the intelligent use of progressive technology
- IT that recognize that every serious technology service needs to provide:
 - Tools for the constituents
 - Tools for the business office staff for in-house activities
 - Tools for management - to measure and direct the activities



Technology Relationship

IT – Expect

- A customer that knows their business
- A customer willing to invest time and energy in their system
- A customer that knows technology costs

Both – Insure

- IT guides technology, BUT the Business Owner must drive the project
- Enterprise data integration - seeing data as an “institutional” resource
- Integration with other technology services for user friendliness



Demonstration of the FSU Career Portfolio

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



Future Developments

- ◆ Pilot testing
- ◆ Advisor training
- ◆ Proposal for 1 credit hour course
- ◆ Marketing
- ◆ Implementation