



# Online Career Portfolios: Connecting Scholarship and Practice

Jill Lumsden, M.S./Ed.S.

Robert Reardon, Ph.D.

Janet Lenz, Ph.D.

March 18, 2002



# 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?
- What are employer reactions to a completed Career 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)

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



# 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



## 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

SPOTLIGHT on Career Services, Recruitment, and HR/Staffing, A Biweekly Publication of NACE, 11/15/00, p.6





# Employer Questionnaire “Usefulness”

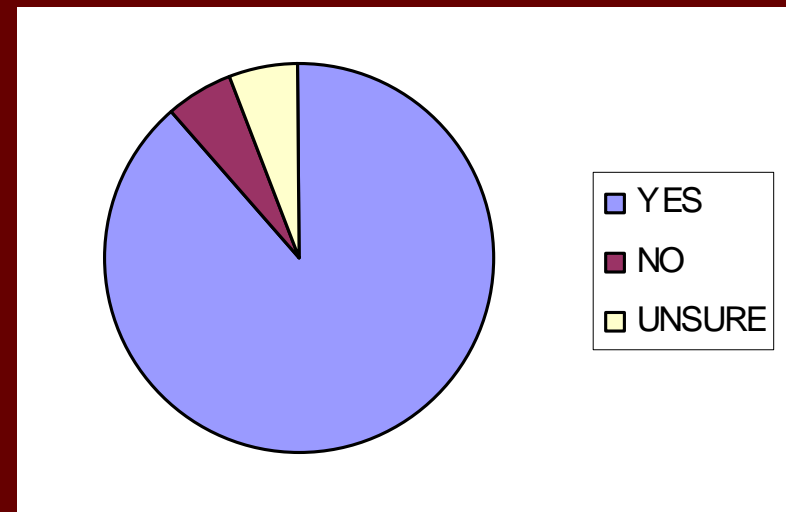
- Fall 2000 Career Expo
- 87 Responses
- 5 Questions
  - Interest
  - Use
  - Type
  - Significance
  - Importance of Skill Identification



# Results of Employer Questionnaire

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

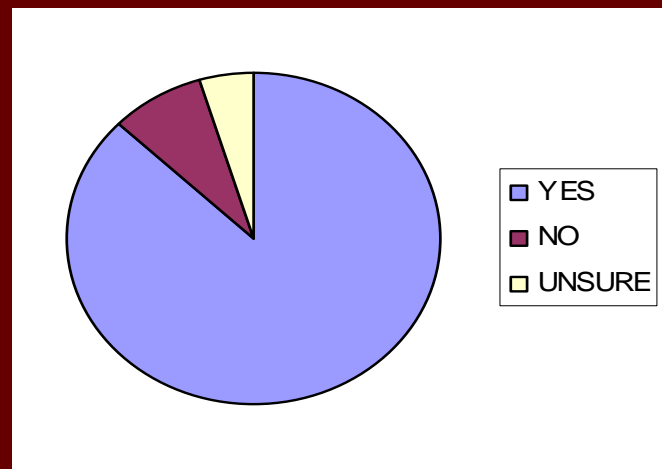
<b>YES</b>	<b>88%</b>
<b>NO</b>	<b>6%</b>
<b>UNSURE</b>	<b>6%</b>





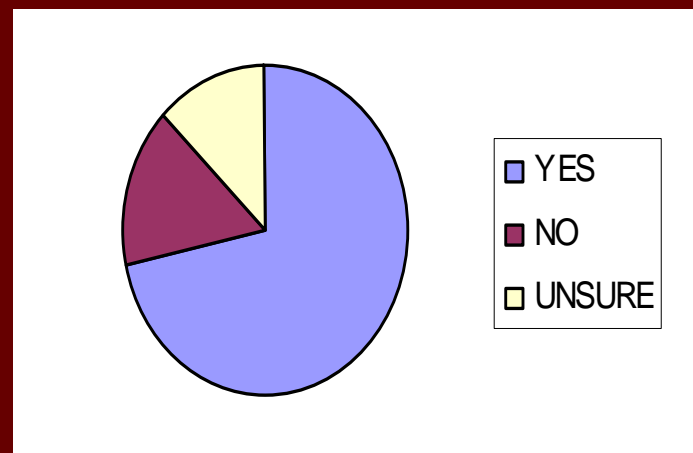
**“Would you use an on-line portfolio to screen candidates?”**

<b>YES</b>	<b>87%</b>
<b>NO</b>	<b>8%</b>
<b>UNSURE</b>	<b>5%</b>



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

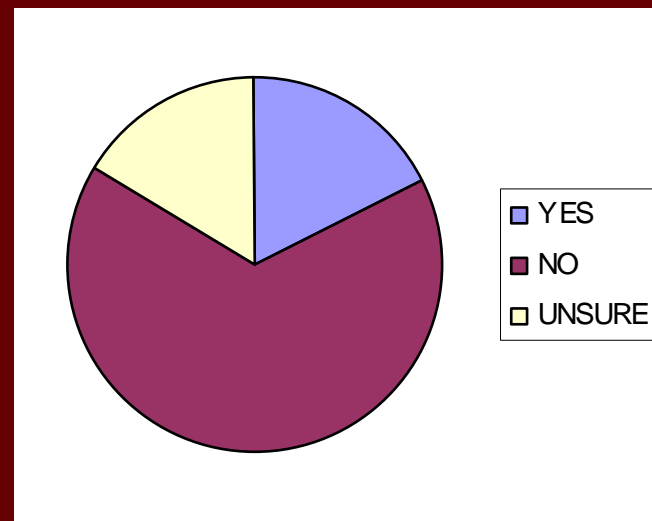
<b>YES</b>	<b>71%</b>
<b>NO</b>	<b>16%</b>
<b>UNSURE</b>	<b>13%</b>





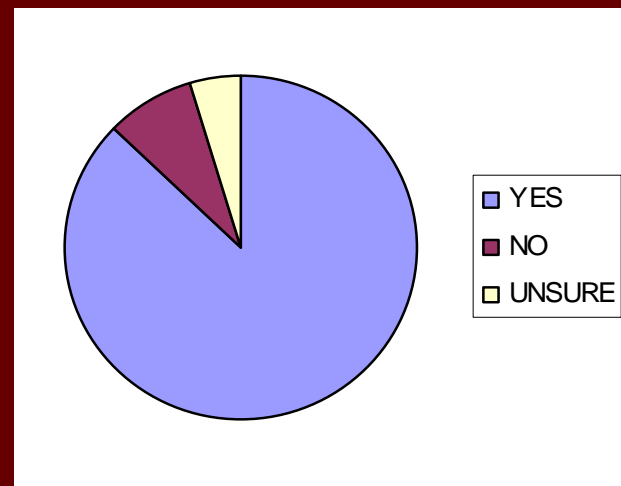
**“Would you prefer a paper portfolio rather than an on-line portfolio?”**

<b>YES</b>	<b>17%</b>
<b>NO</b>	<b>64%</b>
<b>UNSURE</b>	<b>16%</b>



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

<b>YES</b>	<b>87%</b>
<b>NO</b>	<b>4%</b>
<b>UNSURE</b>	<b>9%</b>





# Employer Reaction to Student's Career Portfolio

- Electronic survey, January 2002
- 21 employer responses
- 100% strongly agreed or agreed that the Career Portfolio was useful in providing evidence of a candidate's skills
- 95% strongly agreed or agreed that the Career Portfolio was beneficial in assessing candidates



# Implications

- Employers validated importance and usefulness of skills
- Employers endorsed an “On-line Portfolio System”
- Employers found the FSU Career Portfolio useful



# Demonstration

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



# FSU Career Portfolio History

- President's initiative, Fall 1997
- Concept paper, Fall 1997
- Commission on the Future, Spring 1998
- Class project, Spring 1998
- Internal & external proposals, 1998-1999





## History (cont.)

- **Dedicated staff position, 1999**
- **Expanded university support, 2000**
- **Prototype developed, 1999-2000**
- **Prototype testing, 2000**
- **Live system testing & implementation, 2001-2002**



# University Wide Effort

- Career Center
- Administrative Information Systems
- Collaborators & enablers



# Career Center

- Project director
- Professional staff task force
- Technology coordinator
- Web designers



# Administrative Information Systems

- Project managers
- Web designers
- Programmers
- Database administrators

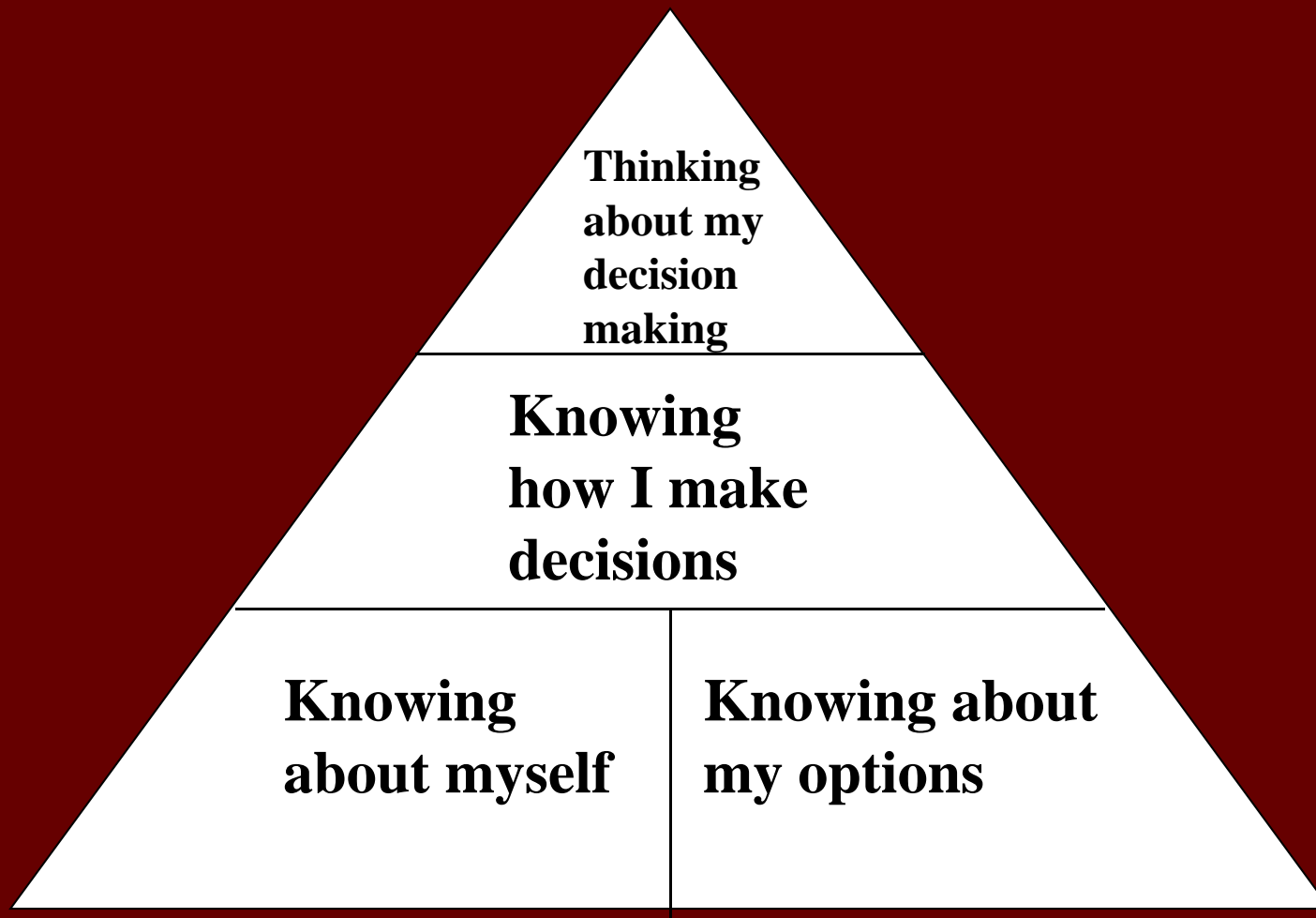


# Collaborators & Enablers

- Academic administrators
- Student affairs administrators
- Academic advisors
- Employers
- State of Florida (FACTS.org)
- Vendor-partners



# CIP Perspective: What's Involved in Career Choice?





# Gaps Addressed with Career Portfolio

- Students develop strategic career plans
- University prepares workforce participants
- Increased employer hiring confidence
- Public sees benefit of higher education



# Systems Perspective: Some Key Aspects

- **Compatible with liberal arts mission**
- **Generic workforce skills have consensus**
- **Comprehensive Career Center**
- **Integrating student and academic affairs**
- **Boundary-spanning career services**





## Some Key Aspects (cont.)

- Career preparation supported & integrated
- Multiple intervention points in time & place
- System intervention – self-help mode
- Career Portfolio focal point of intervention



# Integration & Implementation

- Students
- University Faculty & Staff
- Employers
- Parents



# Students

- **FYE**
- **Career Planning class**
- **Career Center materials/publicity**
- **Outreach presentations**
- **One-on-one career advising**



# Students

- **FYE--55 sections**
  - all sections required to have a session on the Career Center;
  - FYE instructors will have option of including career portfolio development as part of the credit-based assignments



# Students

- **Career Planning class**
  - currently a 3 credit course
  - skills/portfolio concept introduced during lecture in Unit 1; group activity to identify ways to develop skills
  - extra credit option

# Students

- **Career Center (CC) materials/publicity**
  - CC brochure
  - Web site
  - Career Guide
  - Multimedia Power Point presentation



# Students

- **Outreach Presentations**
  - New Student Preview
  - Summer Orientation
  - Student Groups/ Organizations
  - Classes
  - Career Portfolio Development workshop



# Students

- **One-on-one advising**
  - description/promotion of the portfolio
  - assistance in the computer lab with career portfolio development
  - critiquing





# University Faculty & Staff

- Council of Informed Advisors
- Academic/peer advisor training workshops
- Liaison presentations to departmental faculty & staff
- Council of Deans
- Student affairs departments
- Workshop for new TAs
- Departmental accountability, e.g.,
  - dietetics
  - athletic training



# Employers

- **Employer handbook**
- **Employer section of the CC Web site**
- **Seminole Futures, flyer in employer packets**
- **Demonstrations/sessions at professional meetings attended by employers (NACE, regional meetings, state conference)**



# Parents

- **New Student Preview**
- **Parents Orientation**
- **Parents Weekend-includes CC  
tour/presentation**
- **Parents Association**



# Questions & Discussion

For more information, please visit:

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