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

NACE National Meeting & Exposition
May 31, 2001
Presenters

Jeff Garis -- Director, FSU Career Center
Jill Lumsden -- Career Development Coordinator, FSU Career Center
Larry Smith -- Director, UO Career Services
Eileen Kohan -- Director, USC Career Planning and Placement Center
Myrna Unger -- Associate Director, FSU Career Center
Ric Dugger -- Assistant Director, FSU Administrative Information Systems
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”

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
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.)

- Communication
- Teamwork
- Leadership
- Critical Thinking
- Personal Management
- Creativity
- Technical Scientific
- Social Responsibility
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.)

- Communication
- Teamwork
- Personal Management
- Critical Thinking
- Leadership
- Creativity
- Technical/Scientific
- Social
- Responsibility
<table>
<thead>
<tr>
<th>Candidate Qualities</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication skills (verbal and written)</td>
<td>4.69</td>
</tr>
<tr>
<td>Honesty/integrity</td>
<td>4.66</td>
</tr>
<tr>
<td>Teamwork skills (works well w/others)</td>
<td>4.55</td>
</tr>
<tr>
<td>Interpersonal skills (relates well to others)</td>
<td>4.52</td>
</tr>
<tr>
<td>Strong work ethic</td>
<td>4.50</td>
</tr>
<tr>
<td>Analytical skills</td>
<td>4.37</td>
</tr>
<tr>
<td>Flexibility/adaptability</td>
<td>4.33</td>
</tr>
<tr>
<td>Computer skills</td>
<td>4.25</td>
</tr>
<tr>
<td>Self-confidence</td>
<td>4.08</td>
</tr>
<tr>
<td>Leadership skills</td>
<td>4.04</td>
</tr>
<tr>
<td>Organized</td>
<td>4.00</td>
</tr>
<tr>
<td>Detail oriented</td>
<td>4.00</td>
</tr>
<tr>
<td>Friendly/outgoing personality</td>
<td>3.91</td>
</tr>
<tr>
<td>Tactfulness</td>
<td>3.79</td>
</tr>
<tr>
<td>Well-mannered/polite</td>
<td>3.79</td>
</tr>
<tr>
<td>Creative</td>
<td>3.71</td>
</tr>
<tr>
<td>Entrepreneurial skills/risk taker</td>
<td>3.45</td>
</tr>
<tr>
<td>Sense of humor</td>
<td>3.39</td>
</tr>
</tbody>
</table>
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