

# On-Line Career Portfolios

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# PRESENTATION SEQUENCE

- Introductions
- Portfolio Overview
- Creating a Portfolio Program
  - Campus Stories- FSU, UO
- Web Page Demonstrations
- Recommendations

# WHY PORTFOLIO'S for college students?

- To assist students demonstrate and articulate college learning and competencies.

# PORTFOLIO TYPES

- **EMPLOYMENT PORTFOLIO:**  
A RECORD OF EVIDENCE OF  
ACCOMPLISHMENTS

Examples:

Artist portfolio- visual renderings

Musicians, DJ's, Broadcasters- Tape recordings

Teachers- Letter of Reference Files

## ■ LEARNING PORTFOLIO

A LEARNING DEVICE TO PREPARE  
FOR ARTICULATION OF EVIDENCE  
OF ACCOMPLISHMENTS.

Example: Student Activity/Involvement  
transcript

# WHY IS IT NECESSARY TO DEMONSTRATE COMPETENCIES?

- Not all employer valued competencies are assured by the degree.

Technical abilities - Yes, perhaps

Functional Skills - No

Dependable Strengths - No

- Students are unaware of valued competencies.

- Employers increased expectation level and specificity of needed abilities.

- Taxpayer (state legislatures) and Parental expectations for investment payoff

- Increase student's self knowledge.

# SHOULD STUDENT AFFAIRS BE INVOLVED IN STUDENT PORTFOLIOS?

- License to contribute to undergraduate education provided in your institutions mission statement.
- Portfolios are a prime concept for developing campus wide partnerships.
- Support NASPA's "Learning Imperative"

# Creating a Portfolio Program Campus Stories

- FSU

# History of the FSU Career Portfolio

- Fall 1997: Seminole Futures Career Exposition and President D'Alemberte
- Proposals
- Research on other portfolio systems
  - University of Oregon
  - University of Southern California
  - Portfolio Clearinghouse - AAHE

[http://www.aahe.org/teaching/portfolio\\_db.htm](http://www.aahe.org/teaching/portfolio_db.htm)

# Prototype Development

- Career Center Task Force
- Partnership with Administrative Information Systems (AIS)
- Florida Academic Counseling and Tracking for Students (FACTS)

# Portfolio Development

## ■ Supporters

- President of University
- Division of Student Affairs administrators
- Division of Undergraduate Studies - Academic Advisors
- AIS

## ■ Obstacles

- Funding

# Goals of the 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

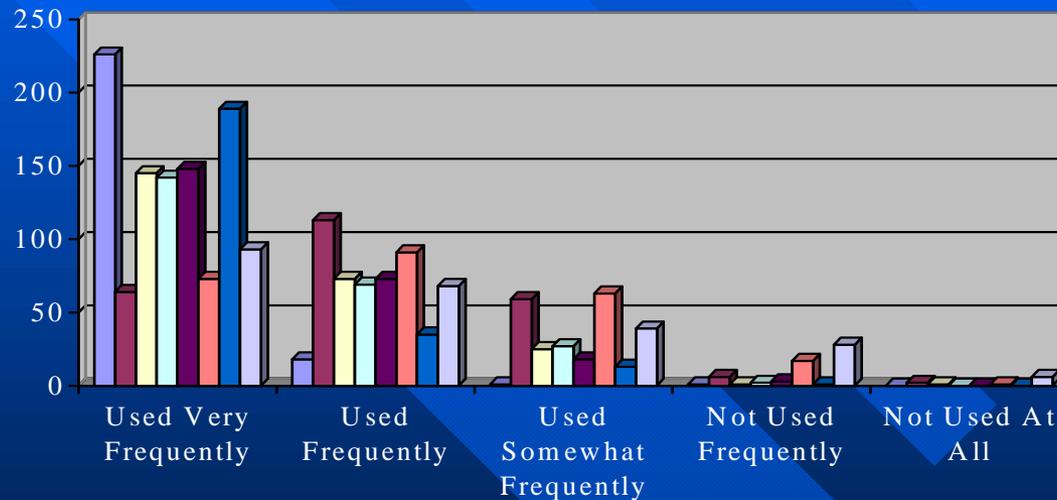
# Student Feedback

- 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 Questionnaire “Skills”

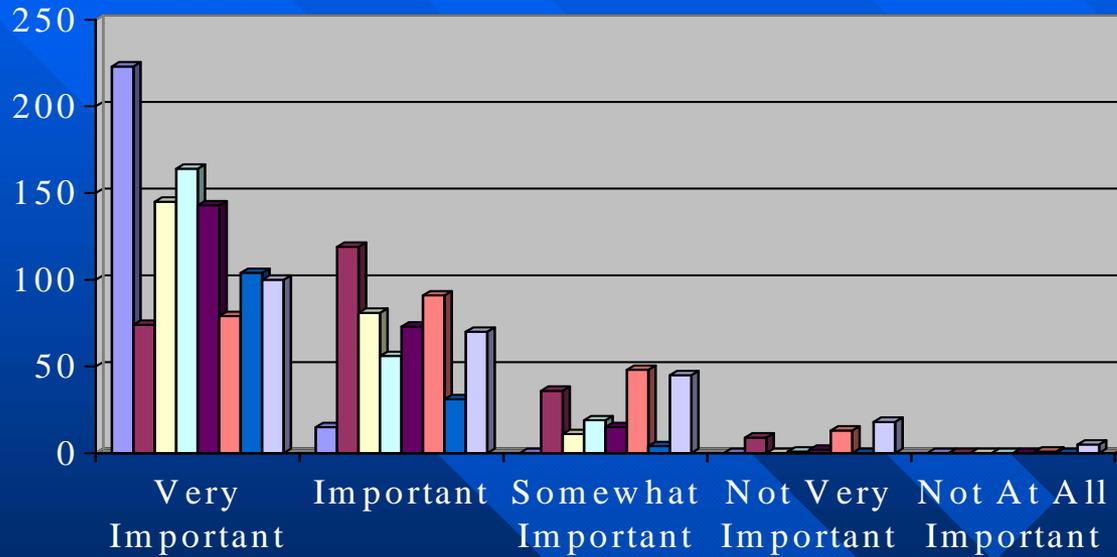
- Fall 1999 Seminole Futures
- 246 Questionnaire Returns
- 2 Questions
  - Importance of Skills
  - Frequency of Use

Frequency of Skill Use In Your Organization	Used Very Frequently	Used Frequently	Used Somewhat Frequently	Not Used Frequently	Not Used At All
Communication	226	18	1	1	0
Creativity	64	113	59	6	2
Critical Thinking	145	73	25	1	1
Leadership	142	69	27	2	0
Personal Management	148	73	18	3	0
Social Responsibility	73	91	63	17	1
Teamwork	189	35	13	1	0
Technical/Scientific	93	68	39	28	6



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

Importance Of Skill To Be Successful In Your Organization	Very Important	Important	Somewhat Important	Not Very Important	Not At All Important
Communication	223	15	0	0	0
Creativity	74	119	36	9	0
Critical Thinking	145	81	11	0	0
Leadership	164	56	19	1	0
Personal Management	143	73	15	2	0
Social Responsibility	79	91	48	13	1
Teamwork	104	31	4	0	0
Technical/Scientific	100	70	45	18	5



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

# Employer Questionnaire “Need”

- Fall 2000 Seminole Futures
- 87 Questionnaire Returns
- 5 Questions
  - Interest in an online portfolio
  - Use in screening
  - Use as supplement to the interview
  - Type (paper vs online)
  - Importance of self-reported skills

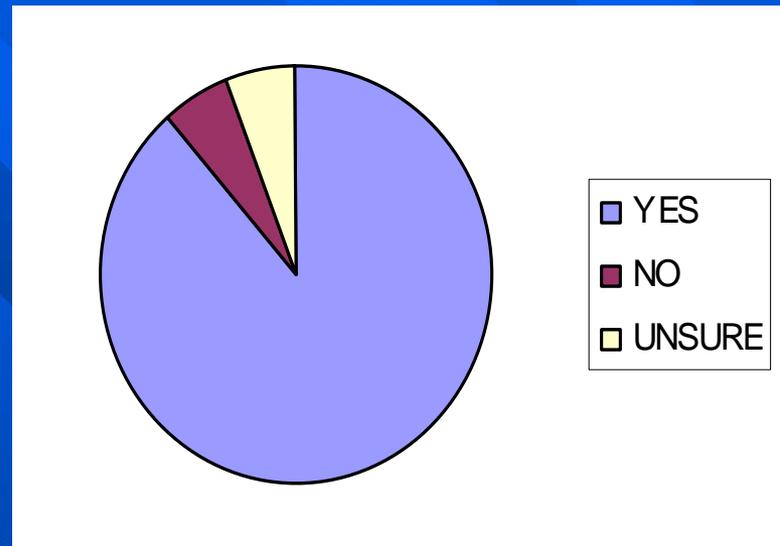
# Analysis of Employer Questionnaire

1. “Would you be interested in an on-line portfolio system?”

■ YES	77
■ NO	5
■ UNSURE	5

Example of Comments:

- “Yes but only if open to all majors, not just school of business”

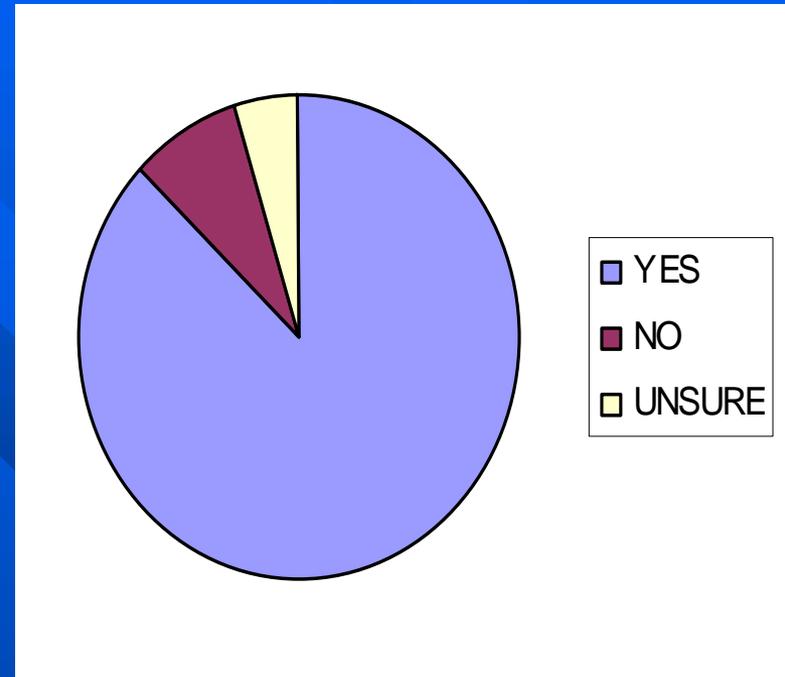


## 2. “Would you use an on-line portfolio to screen candidates?”

- YES 76
- NO 7
- UNSURE 4

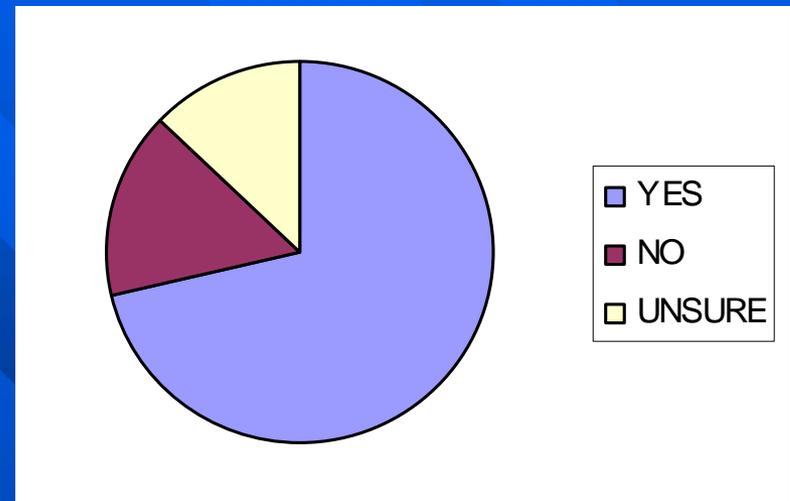
### Examples of Comments:

- “If free I would undoubtedly use it”
- “This would make interviewing more painless”
- “This should not take the place of interviewing”
- “It would be very convenient”



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

- YES 62
- NO 14
- UNSURE 11

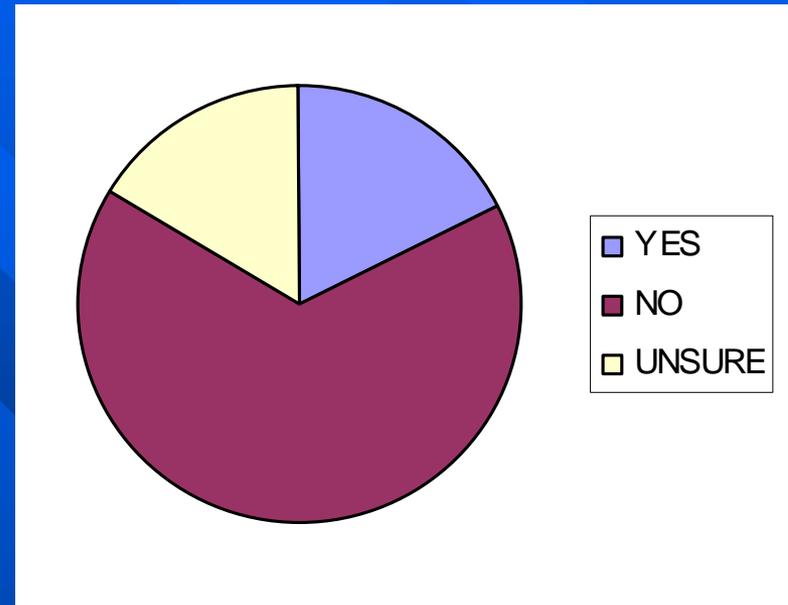


#### 4. “Would you prefer a paper portfolio rather than an on-line portfolio?”

- YES 15
- NO 56
- UNSURE 14

#### Examples of Comments:

- “Yes, online is difficult to access when you travel 5 days a week!”
- “Paper-well, we would end up doing print outs anyway.”
- “There are others that must review the qualifications, so paper would work best.”

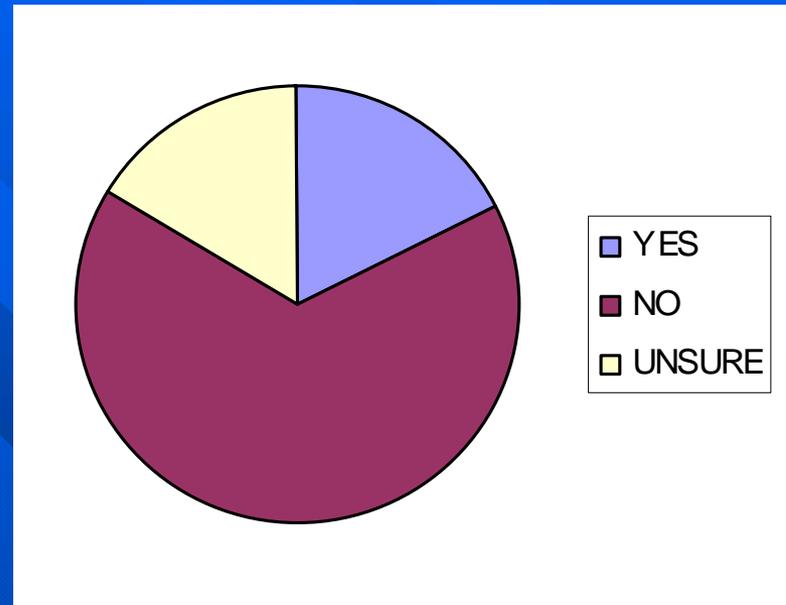


5. “Would access to candidates’ self-reported employability skills be useful in screening potential applicants?”

- YES 73
- NO 3
- UNSURE 8

Examples of Comments:

- “Most students would answer in the affirmative so I would need to see how they report them.”
- “This information could be obtained during the interview process.”



# Technology Issues

- Coordinated Approach
  - Career Center Staff, AIS, Vendor
- Development Cycle

# Future Developments

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

# UO's Portfolio Story

- Career Survey
- Outcomes a written version
- “College Outcomes” Web Site
- Use of Outcomes by OUS and some classes
- Distinctions

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# Web Page Demonstrations

## ■ FSU

<http://128.186.187.137:8080/fsu/ais/portfolio/jsp/login.jsp>

# Web Page Demonstration

## ■ UO

<http://uocareer.uoregon.edu/outcomes>

<http://career.uoregon.edu/portfolio>

# CONCLUSIONS

- FSU
- USC
- UO