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

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July 2, 2004
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
Prototype Developed

Key Events In Project History

- President’s Initiative
- Internal & External Proposals
- OPS Funding for Staff Position
- Career Center Portfolio Task Force Established
- Prototype Testing Begins
- Career Portfolio Launch
- Expanded University Support, AIS Web Designer Joined Task Force
- Live Testing with Selected Groups & Continued Development
- AIS Project Team Established & Technical Infrastructure Development Begins
- Start of Research & Development
- Dedicated Staff Position
- Expanded University Support, AIS Web Designer Joined Task Force
- Live Testing with Selected Groups & Continued Development
- Prototype Testing Begins
- Career Portfolio Launch

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.
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
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

<table>
<thead>
<tr>
<th>Skills</th>
<th>Courses</th>
<th>Jobs / Internships</th>
<th>Service / Volunteer Work</th>
<th>Memberships / Activities</th>
<th>Interests / Life Experiences</th>
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</table>
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

Printer Friendly Format: Current Page | Entire Portfolio
Sara Boyd's Resume

Sara Boyd
2185 Timberwood Circle North
Tallahassee, FL 32304
850 - 580 - 2185
E-mail: 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
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.
# Demo Test's Unofficial Transcripts

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<th>Class</th>
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<th>Major</th>
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<td>ANT2511</td>
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<td></td>
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<td>ECS OF NATNL ECONOMY</td>
<td>ECO2013</td>
<td>A</td>
<td></td>
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<td>PRECAL/FINITE MAT BU</td>
<td>MAC1141</td>
<td>A</td>
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<td>ETH ISSUES/LIFE CHOI</td>
<td>PHI2630</td>
<td>A</td>
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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:  (350)555-3344
Email:   mendoza@sprinpost.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

Name: Dr. Murray Smith
Title: Professor of Communications
Relationship: Professor
Organization: Florida State University
Address: Tallahassee, FL 32306
         United States
Office: (350) 555-5678
Email: msmith@admin.fsu.edu
Sara Boyd's Artifacts

Waste Reduction Partners Website

As part of my internship with Waste Reduction Partners, I created the website for the organization. Note: This section includes WRP efficiency tools which are not available to the public. I developed an extensive software tool and linked it to my website. This tool uses a combination of technical abilities and communication skills to meet the needs of the organization.

Water Efficiency Report, Asheville

As an intern for Waste Reduction Partners, I was involved with testing engineers when auditing building for energy efficiency. I also worked on an energy efficiency assessment for the Grove Apartments, and then was responsible for the project. I met with the facility manager and presented the tool to them as an example of my technical and communication skills.

Requirements: Requires Microsoft Word and Excel.

Waste Reduction Partners, a team of highly experienced volunteer engineers, architects, and scientists, provides no-cost waste and energy reduction assessments and technical assistance to Western North Carolina businesses and industries with the goal of improving sustainability and meeting the needs of their organizations.

The WRP Mission:

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

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<th>Category</th>
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<td>Active Portfolios*</td>
<td>9,430</td>
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<tr>
<td>Inactive Portfolios*</td>
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*includes non-student users
<table>
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<tr>
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<td>Freshmen</td>
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<td>Sophomores</td>
<td>2,225</td>
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<tr>
<td>Juniors</td>
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<td>Seniors</td>
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<td>Graduate</td>
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<td>Life Management</td>
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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
<table>
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<th>Year</th>
<th>Access Keys Created</th>
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<td>2002* (May – December)</td>
<td>418</td>
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<tr>
<td>2003*</td>
<td>1,441</td>
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<td>2004 (as of June 4, 2004)</td>
<td>910</td>
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*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

- Male: 15%
- Female: 85%

National Career Development Association Conference 2004
Who helped you develop your Career Portfolio?

Survey Results

- Faculty: 53
- Advisor: 2
- Career Advisor: 22
- Employer: 0
- Parents: 0
- Staff: 15
- No One: 26
- Other: 5
How do you intend to use your Career Portfolio?

Survey Results

- Identify Skills: 36
- Apply for a Job: 48
- Interview Preparation: 20
- Apply to Graduate School: 29
- Apply for an Internship: 26
- Class Assignment: 77
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.

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Count</th>
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<tbody>
<tr>
<td>Not Applicable</td>
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<td>Strongly Disagree</td>
<td>7</td>
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<tr>
<td>Disagree</td>
<td>5</td>
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<tr>
<td>Agree</td>
<td>46</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>30</td>
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</table>

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
- 0% Not Applicable
- 10% Strongly Disagree
- 5% Disagree
- 1% Agree
- 3% Strongly Agree
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

- Not Applicable: 9
- Strongly Disagree: 4
- Disagree: 7
- Agree: 43
- Strongly Agree: 32
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!