

Connecting Students and Employers

- FSU's On-line Career Portfolio •

The Career Center
Florida State University
SACE 2000

History of the FSU Career Portfolio

- Fall 1997 Seminole Futures Career Exposition and
- President D'Alemberte

History of the FSU Career Portfolio

- Research regarding other university portfolio systems
- Portfolio Clearinghouse - AAHE
http://www.aahe.org/teaching/portfolio_db.htm
- University of Southern California
- University of Oregon

History of the FSU Career Portfolio

- Preliminary proposals
- Northwestern Mutual Life-January, 1999
- Professional Staff Line-Fall, 1999
- System Prototype 1999-2000
- Prototype Demonstrations

History of the FSU Career Portfolio

- Development of the Technical Infrastructure
- Administrative Information Systems (AIS)
- Florida Academic Counseling and Tracking for Students (FACTS)
- FACTS Career Expert Users Group
- Current status

Employer Questionnaires

Questionnaires

Methods

Results

Implications

Employer Questionnaire “Skills”

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



Employer Questionnaire
 Fall 1999 Seminole Futures
 The Florida State University

The FSU Career Center is in the process of developing an on-line Career Portfolio Planner system for our students. An important component of the portfolio system is being designed to assist students in the development and documentation of skills necessary to succeed in the work place.

Please rate the following eight general employability skills regarding *how frequently they are used* and your rating regarding *the importance* of each skill in order to be successful in your organization:

Place An X In The Appropriate Box For Each Skill

Frequency Of Skill Use In Your Organization	1 Used Very Frequently	2 Used Frequently	3 Used Somewhat Frequently	4 Not Used Frequently	5 Not Used At All
Communication					
Creativity					
Critical Thinking					
Leadership					
Personal Management					
Social Responsibility					
Teamwork					
Technical/Scientific					

Importance Of Skill To Be Successful In Your Organization	1 Very Important	2 Important	3 Somewhat Important	4 Not Very Important	5 Not At All Important
Communication					
Creativity					
Critical Thinking					
Leadership					
Personal Management					
Social Responsibility					
Teamwork					
Technical/Scientific					

Please identify any general employability skills that are not identified above and you believe are important to succeed in your organization:

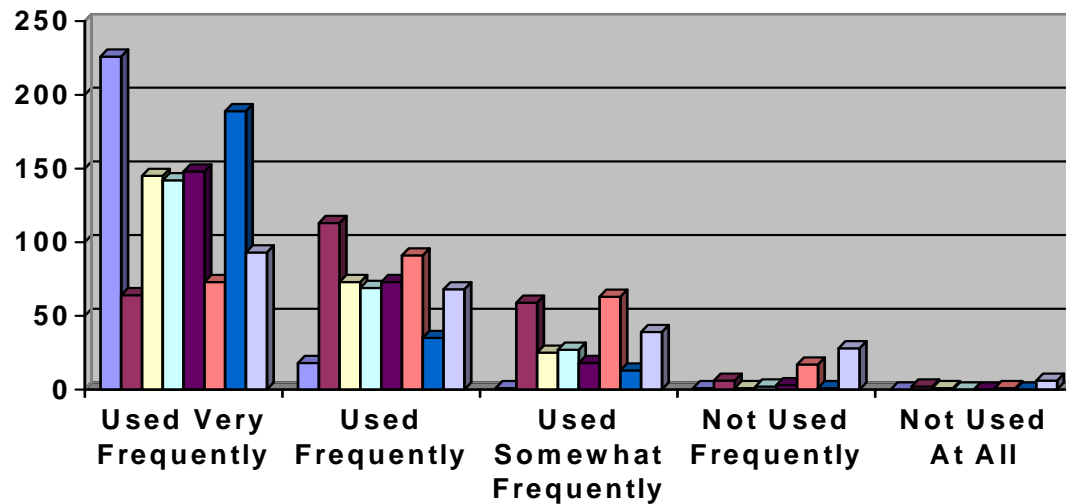
1. _____ 2. _____ 3. _____

Type of Employer/Career Field, i.e., Banking, Retail, Accounting, Government, etc.

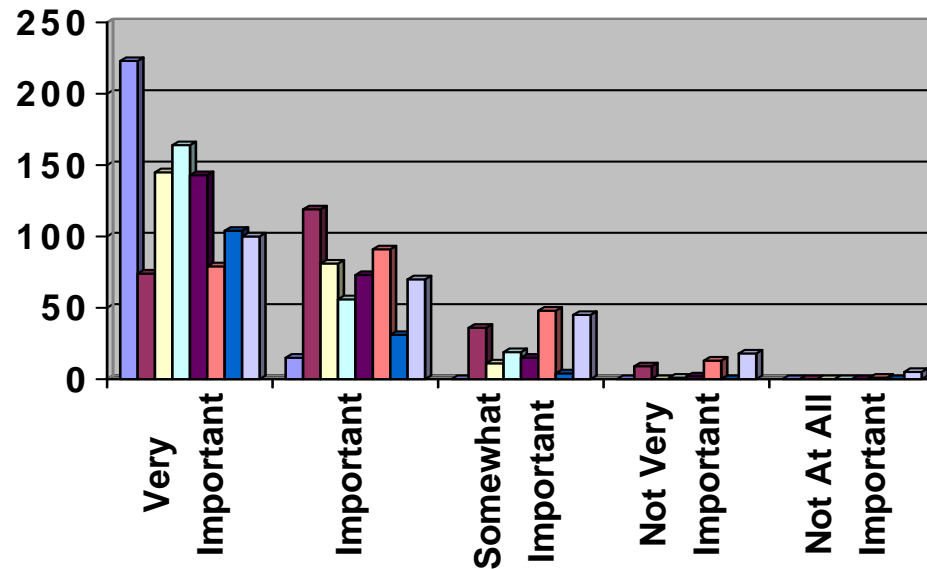
Thank You!

RESULTS

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
Team work	189	35	13	1	0
Technical/Scientific	93	68	39	28	6



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
Team work	104	31	4	0	0
Technical/Scientific	100	70	45	18	5



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
Motivation/initiative	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

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Employer Questionnaire “Need”

- Fall 2000
- Seminole Futures
- 87 Questionnaire Returns
- 5 Questions
 - Interest
 - Type
 - Importance of Skill Identification
 - Use
 - Significance



Employer Questionnaire
Fall 2000 Seminole Futures
The Florida State University

The FSU Career Center is in the process of developing an on-line **Career Portfolio** for our students. This web-based tool allows students to identify, develop and record marketable, transferable skills. This tool will give employers a mechanism to view students' documented skill sets, resume, references, transcripts and other "artifacts" or examples of students' work, projects, and achievements.

Your feedback on this concept is important to our success. *Please answer the following questions in regards to recruiting candidates.*

1. Would you be interested in an on-line portfolio system? Yes No

Comments: _____

2. Would you use an on-line portfolio to screen candidates? Yes No

Comments: _____

3. Would you use an on-line portfolio to supplement a candidate's interview? Yes No

Comments: _____

4. Would you prefer a paper portfolio rather than an on-line portfolio? Yes No

Comments: _____

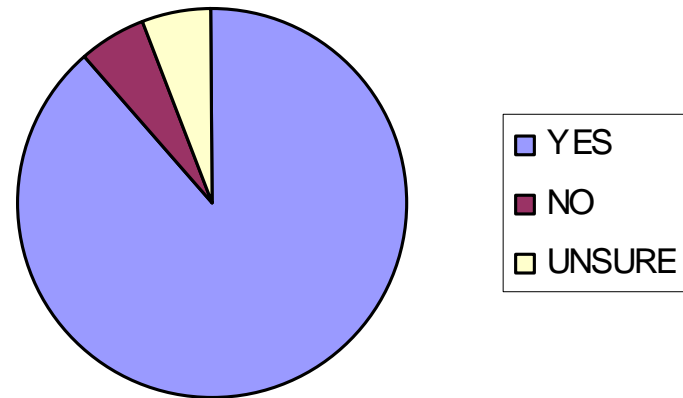
5. Would access to candidates' self-reported employability skills (see list on back) be useful in screening potential applicants? Yes No

Comments: _____

Analysis of Employer Questionnaire

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

- YES 77
- NO 5
- UNSURE 5



Example of Comments:

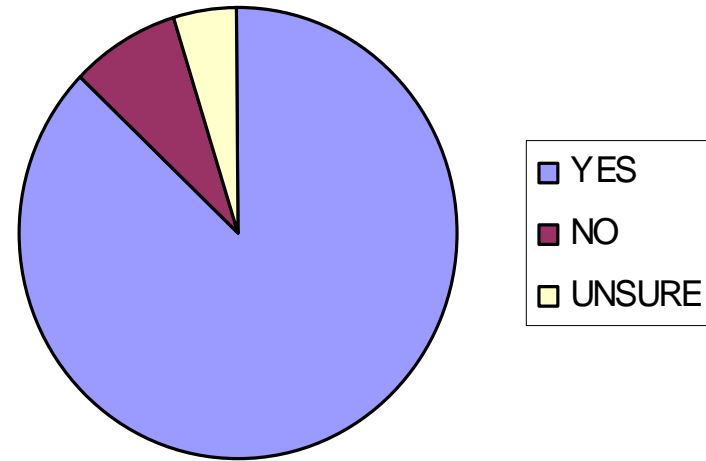
- “Yes but only if open to all majors, not just school of business”

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

- YES 76
- NO 7
- UNSURE 4

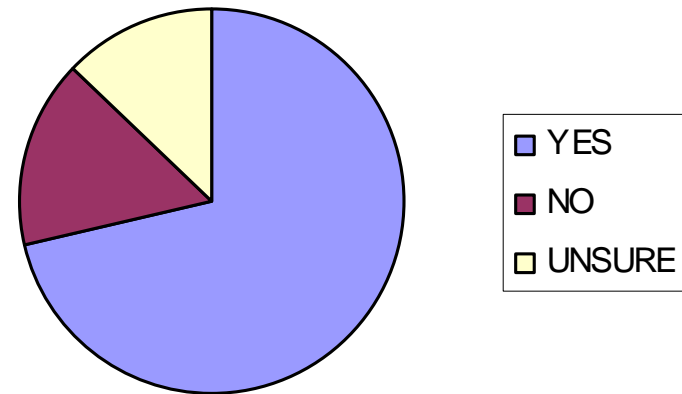
Example of Comments:

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

- YES 62
- NO 14
- UNSURE 11



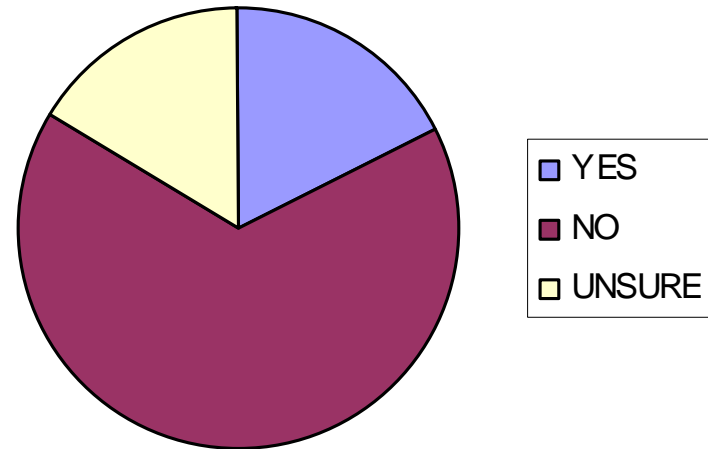
Example of Comments: N/A

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

- YES 15
- NO 56
- UNSURE 14

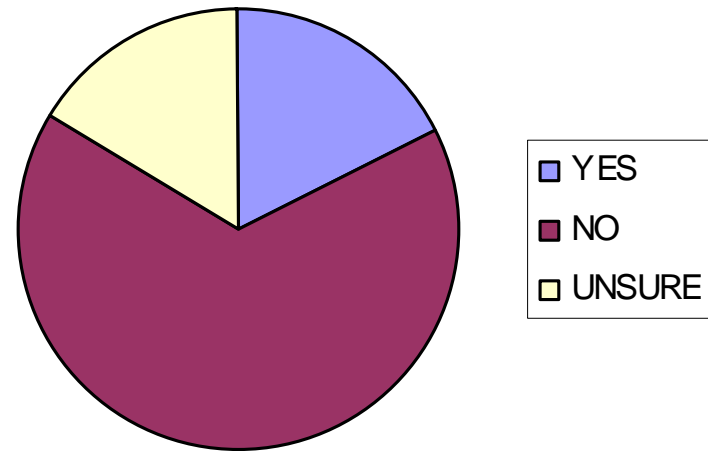
Example of Comments:

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

- YES 73
- NO 3
- UNSURE 8



Example 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.”

Implications

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

Technology Issues

- Coordinated Approach
- Development Cycle
- User Interface Design and Testing

Coordinated Approach

- **Career Center staff**
 - Career Counseling Professionals
 - Technology Coordinator
- **AIS (FSU's Data Processing)**
 - Project Managers
 - Web Designers
 - Programmers
 - Database Administrators
- **Possible Vendor-Partners**
 - Jobtrak

Why coordinate?

- Desire to access FSU data external to The Career Center and the Portfolio, such as the registrar's records and service-learning records
 - Makes application more robust
 - Cuts down on the client having to input duplicate information into many systems across campus
- Questions of Security and Proper Use arise when accessing data belonging to other departments
- Desire to make the Portfolio part of the suite of StudentsFirst web applications at FSU

Why coordinate? (cont.)

- Desire to eventually integrate with The Career Center's registration software, so that students do not have to maintain a separate Portfolio resume
- Less duplication of resources
- FSU already has knowledge and experience providing hardware and database support
- Opportunity for the Career Center to study other AIS applications to anticipate data collection & reporting needs

Development Cycle

- Iterative, not linear (with phases)
- Research: Other Portfolio Packages/Portfolio literature
- Development of the Concept and Skills Matrix, with initial web page designs → Prototype site
- User Trials: ongoing
- Employer Input: input regarding the skills, and the use of the Portfolio in hiring
- Resource Development → Phased development plan
- Software Development: ongoing

User Interface Design/Testing

- Use of a web page designer, with a background in instructional design, early in the project
- Several coordinated user trials, with staff and students participating; using paid participants and our facilities (highly structured)
- Continual refinement of the user trial survey as a result of feedback from users, and site development (survey is a working document)

Name: _____

BACKGROUND INFORMATION

Please complete the following questions about yourself:

Age: _____ Sex: _____ Year: _____ Major: _____

Please circle one option from each statement:

1. I have used the web for: less than 1, 1 to 2, 2 to 3, 3 or more year(s).
2. I would consider myself to have: little, moderate, a lot of web experience.
3. I use the web every day, occasionally, sometimes, rarely, never.
4. I use email every day, occasionally, sometimes, rarely, never.
5. I have my own computer: Yes or No.
 - 5a. The operating system I use is:
Windows 95/98, Windows 2000, Mac OS, Other, Don't Know
6. I access the web most often from Home/Apartment or School.
(school includes dorms)
 - 6a. The web browser I use most often is:
Internet Explorer, Netscape Navigator, Other, Don't Know
7. I have my own personal homepage/website: Yes or No.
8. I have a resume: Yes or No.
 - 8a. I have my resume posted somewhere on the web: Yes or No.
9. I have used a resume/career website (such as JobTrak or Monster.com) before: Yes or No.
10. I plan to use a resume/career website (such as JobTrak or Monster.com) when I'm searching for a job: Yes or No.

EVALUATION

Please circle the response that you feel most closely matches the statement:

Strongly Agree (SA) ; Agree (A) ; Neutral (N) ; Disagree (D) ; or Strongly Disagree (SD)

1. I liked the overall design/look of the website: SA A N D SD
2. I was able to easily navigate the website: SA A N D SD
3. I found the "First Time User" tour a useful introduction to the Portfolio: SA A N D SD
4. I felt *overwhelmed* by the website materials and features: SA A N D SD
5. The Main Menu was simple to use and understand: SA A N D SD
6. I did *not* like the way the Main Menu looked: SA A N D SD
7. I liked being able to choose to Learn or Build in each area: SA A N D SD
8. I found the self-guided tours for each area helpful: SA A N D SD
 - 8a. Overall, the tours were too long, too short or just right.
9. The Skills Matrix was *difficult* to use: SA A N D SD
10. The Skills Matrix was simple to understand: SA A N D SD
11. All the different skills and experiences *confused* me: SA A N D SD
12. Entering my information into the different areas was easy to do: SA A N D SD
13. Building my Artifacts & Examples was *too technical* to accomplish: SA A N D SD
14. I understood how to create and edit my Profile: SA A N D SD
15. I used the "Home | Menu | Help | Log Out" tabs (at the top-right) often: SA A N D SD
16. Personalizing my portfolio was an easy process: SA A N D SD
17. I liked how my personal information was presented to Employers: SA A N D SD
18. I got *lost or confused* more than once while using the website: SA A N D SD
 - 18a. If I had a question when using the Career Portfolio, I would be more likely to:
call, email or come-in person for help.
19. I would use the Career Portfolio if it was available for students: SA A N D SD
20. I would feel safe about having my personal information on the web: SA A N D SD

Please answer the following questions with as much detail as possible (feel free to use the back if necessary):

21. Please describe anything you especially liked about the Career Portfolio:

22. Please describe anything you especially disliked about the Career Portfolio:

23. Please describe any times you were confused on the website:

24. Is there anything you'd like to see added, changed or removed from the Career Portfolio website?

25. Are there reasons you think that you or other students would not use the Career Portfolio?

26. If you have any other suggestions, comments or ideas for the Career Portfolio, please write them below:

FREE RESPONSE

Name: _____

Please write any comments, suggestions or questions you have as you are going through the website. Feel free to use the back if necessary.

On the **First Time User: Start Here**

On the **FSU Students: Login Portfolio**

On the **Referred User: View Portfolios**

Future Developments

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