Reactions to the Latest Job-Search Tool: Online Career Portfolios

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June 4, 2004

Workshop Objectives

- Do employers use online portfolios?

- Do employers find online portfolios effective?

- When do employers use portfolios?

- What do employers look for in portfolios?

- How can we guide students in creating more effective portfolios?

Program Outline

- **Goals of the FSU Career Portfolio**

- **History of FSU Career Portfolio**

- **Demonstration**

- **Employer Reactions/Survey Results**

- **Implications of Feedback**
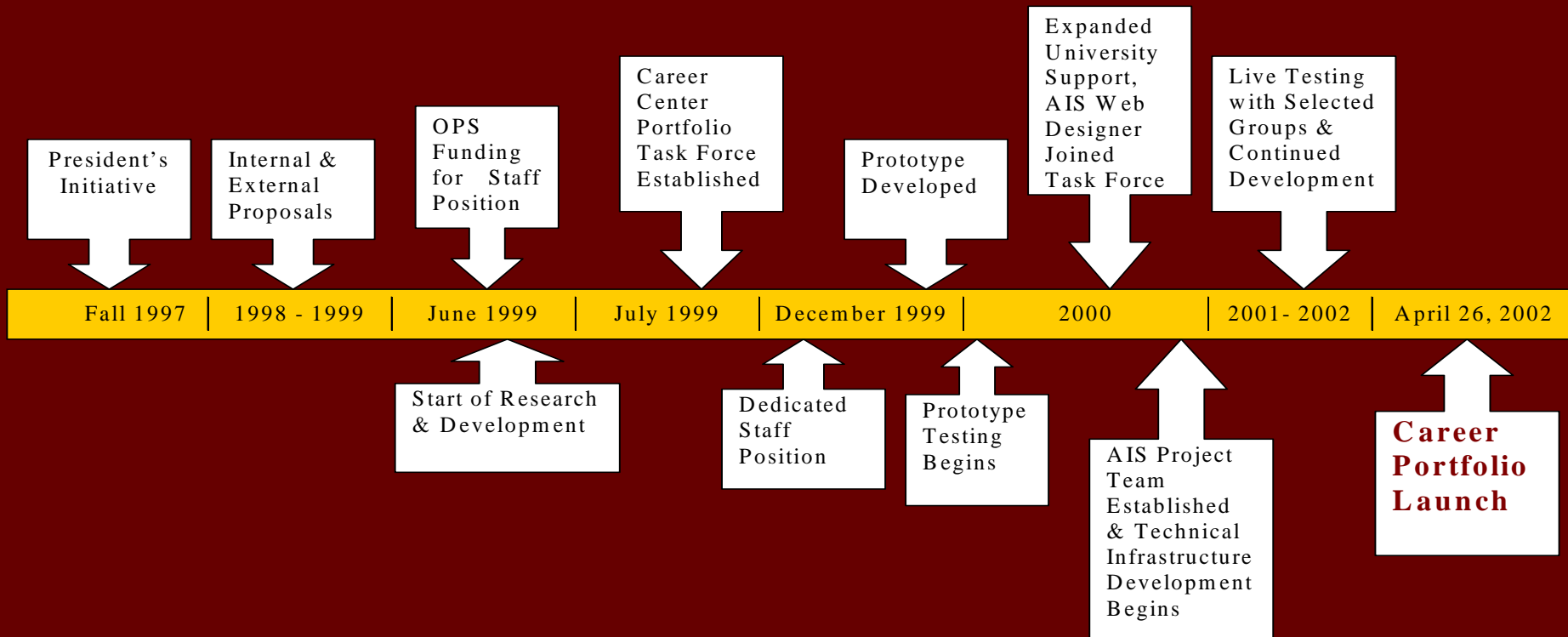
- **Future Objectives**

- **Questions & Discussion**

- 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

Key Events In Project History

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President's Initiative	Internal & External Proposals	OPS Funding for Staff Position	Career Center Portfolio Task Force Established	Prototype Developed	Expanded University Support, AIS Web Designer Joined Task Force	Live Testing with Selected Groups & Continued Development
Fall 1997	1998 - 1999	June 1999	July 1999	December 1999	2000	2001- 2002	April 26, 2002

Start of Research & Development

Dedicated Staff Position

Prototype Testing Begins

AIS Project Team Established & Technical Infrastructure Development Begins

Career Portfolio Launch

Demonstration

http://portfolio.fsu.edu

Employer Reactions - Survey Results

- **Survey Objectives**

- **Timeline**

- **Methodology**

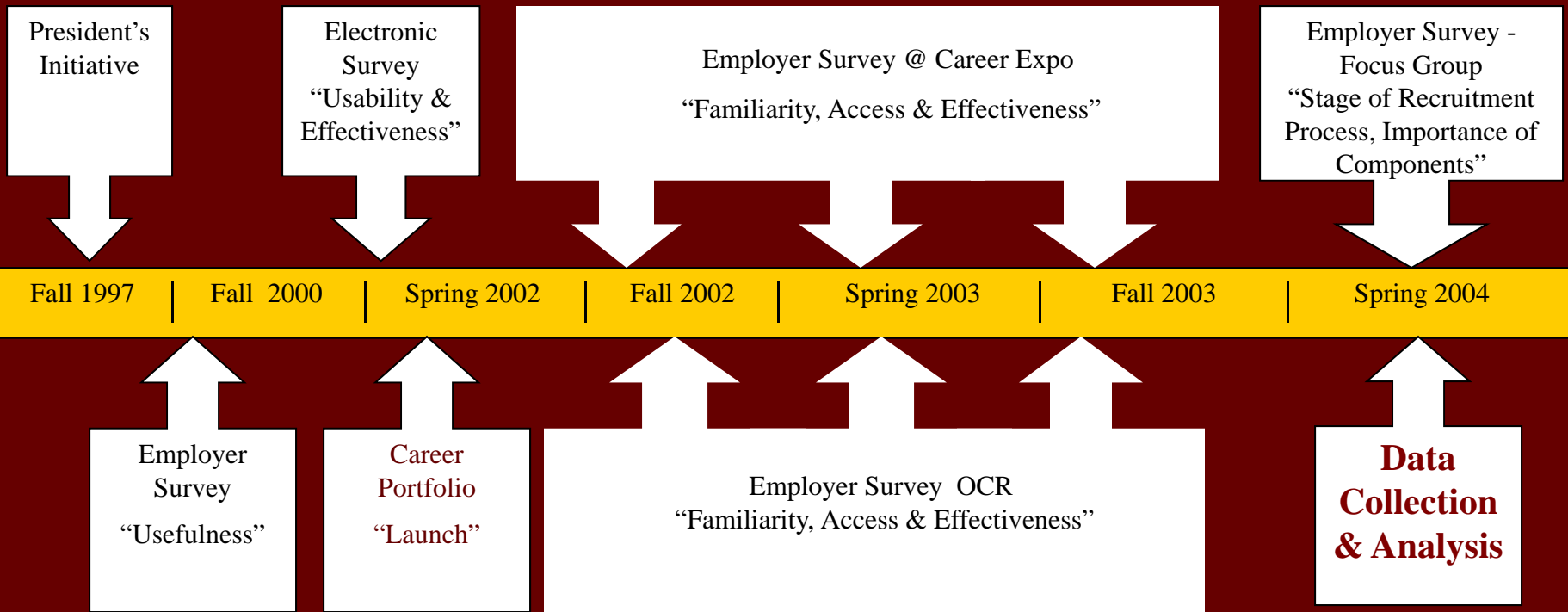- **Results**

- **Implications**

Survey Objectives

- Usefulness

- Usability & Effectiveness

- Familiarity, Access & Effectiveness

- Stage of Recruitment Process

- Importance of Components

Timeline of Surveys

President's Initiative

Electronic Survey "Usability & Effectiveness"

Employer Survey @ Career Expo

"Familiarity, Access & Effectiveness"

Employer Survey - Focus Group "Stage of Recruitment Process, Importance of Components"

Fall 1997	Fall 2000	Spring 2002	Fall 2002	Spring 2003	Fall 2003	Spring 2004

Employer Survey "Usefulness"

Career Portfolio "Launch"

Employer Survey OCR "Familiarity, Access & Effectiveness"

Data Collection & Analysis

Employer Survey "Usefulness"

- **Date: September 15, 2000**

- **Participants: Employers participating in Expo, Fall 2000**

- **Method: Survey distributed at Expo**
  - Number of Employers Surveyed: 264
  - Respondents: 87
  - Percentage: 33%

"Would you be interested in an online portfolio system?"

NO
6%

UNSURE
6%

YES
88%
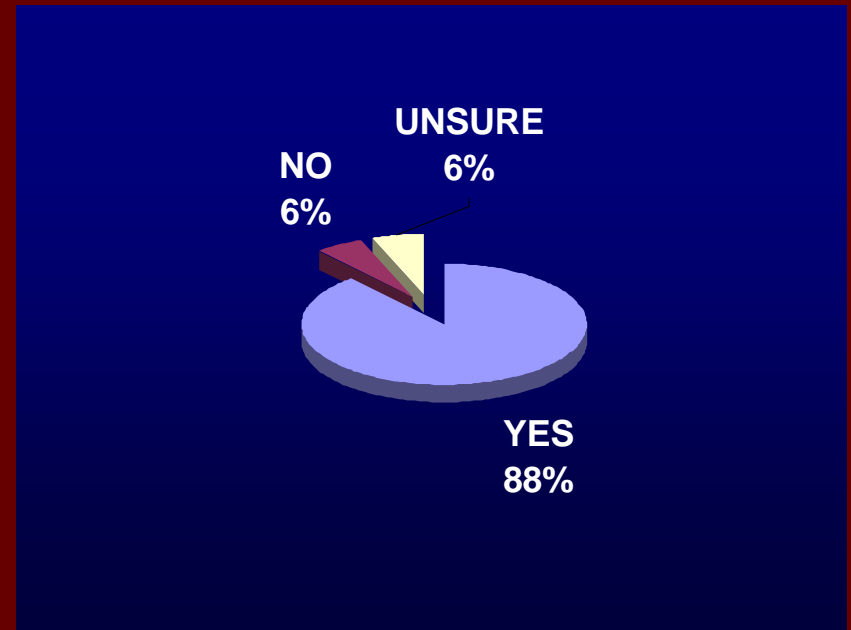
"Would you use an on-line portfolio to screen candidates?"

NO 8%
UNSURE 5%
YES 87%
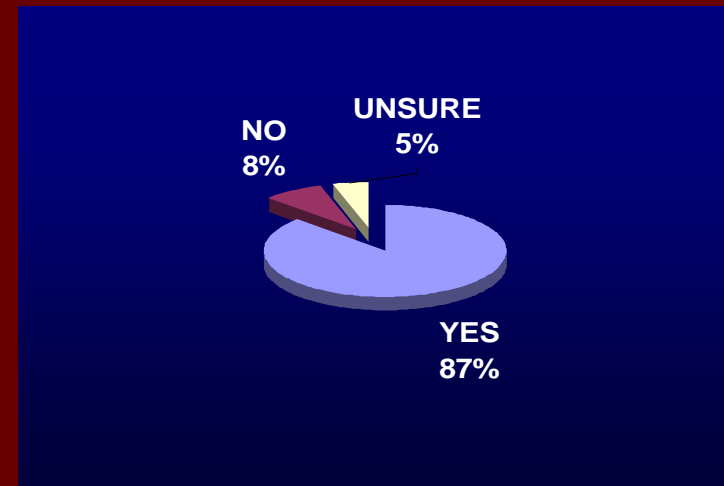
"Would you use an on-line portfolio to supplement a candidate's interview?"

UNSURE 13%
NO 16%
YES 71%
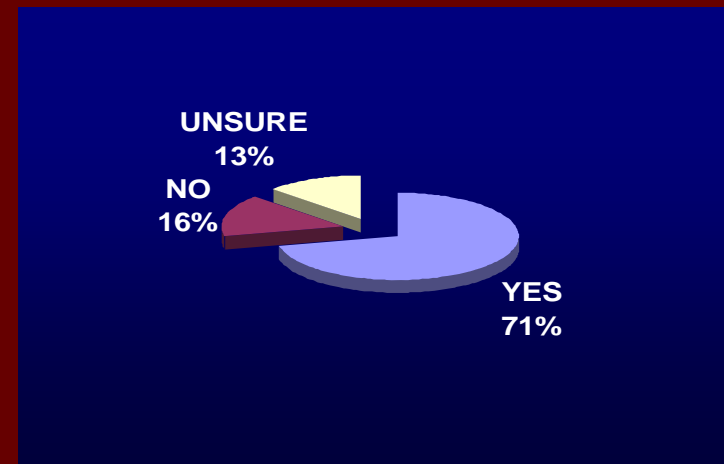
"Would you prefer a paper portfolio rather than an on-line portfolio?"

UNSURE
16%

YES
18%

NO
66%
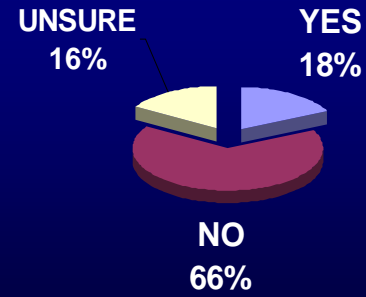
"Would access to candidates' self-reported employability skills be useful in screening potential applicants?"

NO
8%

UNSURE
5%

YES
87%

Employers endorsed an on-line portfolio system - a tool providing evidence of a candidate's skills would be <u>useful</u> in screening and evaluating candidates.
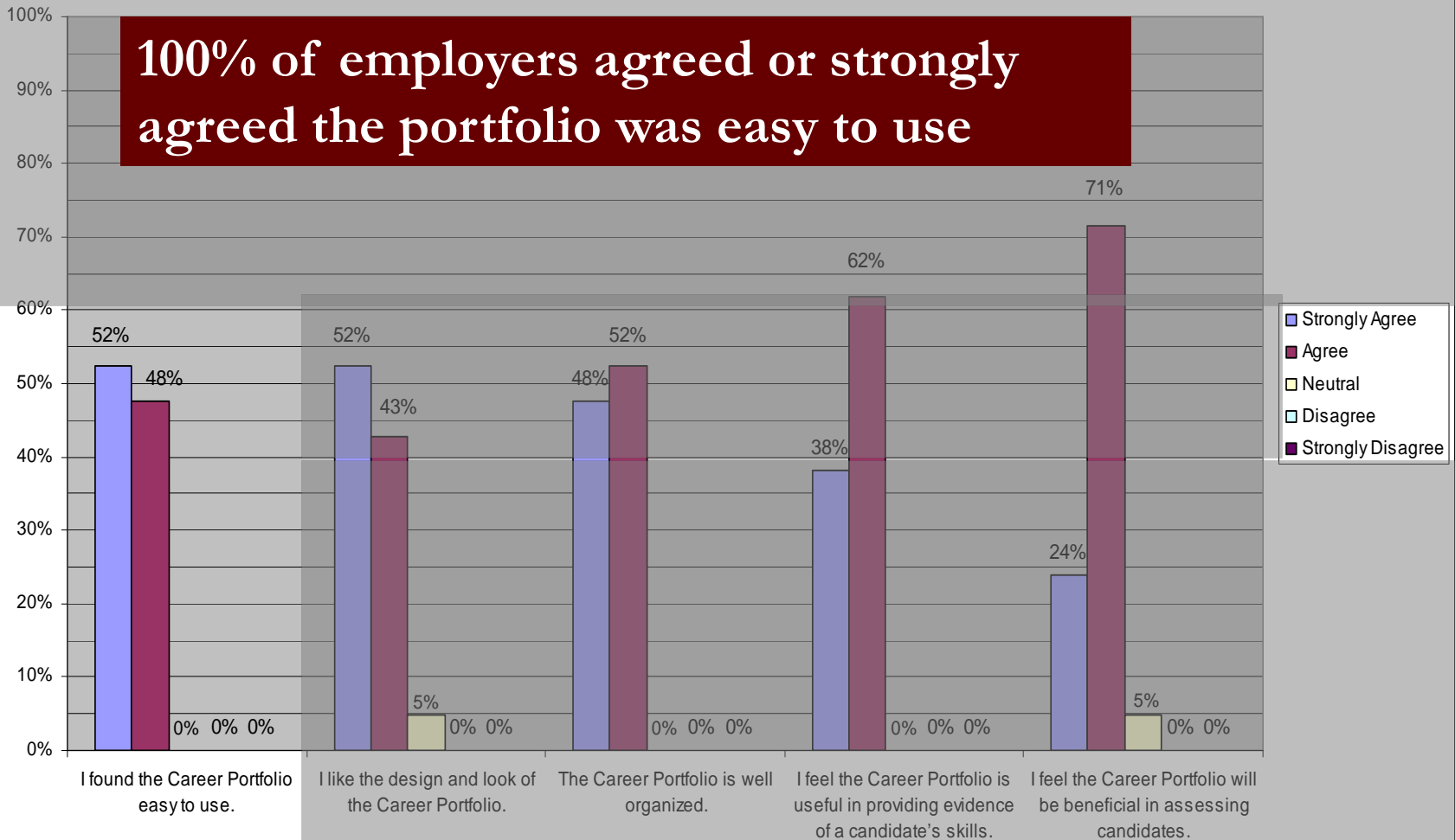
Employer Survey
"Usability & Effectiveness"

- **Date: December 2001**

- **Participants: Actively Recruiting Employers**

- **Method: Electronic Survey**

- **Number of Employers Surveyed: 93**
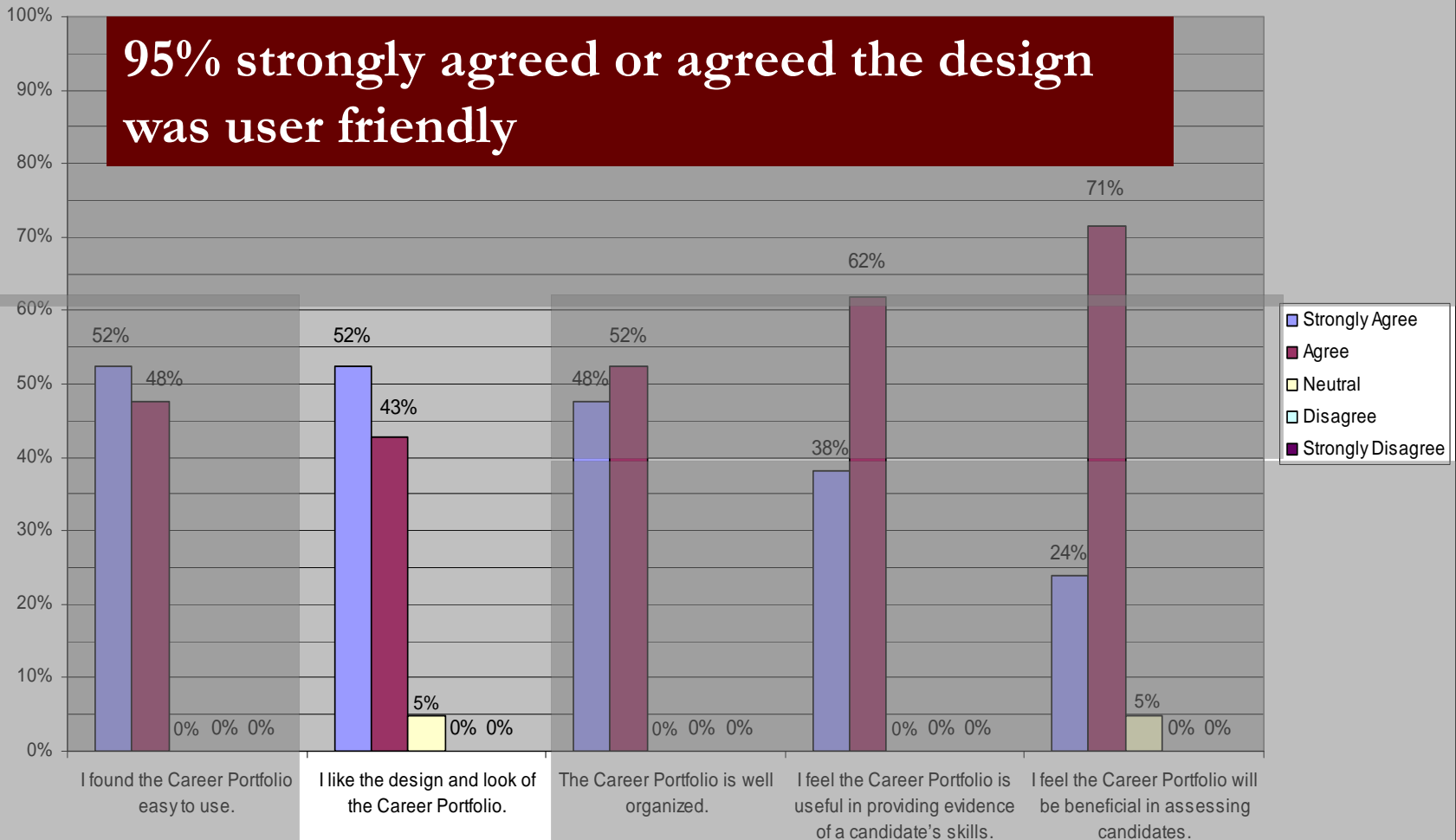 - Respondents: 21
  - Percentage: 23%

Survey Results

NACE 2004 National Meeting & Exposition

Survey Results

95% strongly agreed or agreed that the Career Portfolio was beneficial in assessing candidates

Legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I found the Career Portfolio easy to use.	52%	48%	0%	0%	0%
I like the design and look of the Career Portfolio.	52%	43%	5%	0%	0%
The Career Portfolio is well organized.	48%	52%	0%	0%	0%
I feel the Career Portfolio is useful in providing evidence of a candidate's skills.	38%	62%	0%	0%	0%
I feel the Career Portfolio will be beneficial in assessing candidates.	24%	71%	5%	0%	0%

Implications

Employers endorsed the Career Portfolio as easy to <u>use</u> and <u>effective</u> in assessing and validating candidates' skills.

- **Date: Fall 2002 - Spring 2004**

- **Participants:**
  - **On-Campus Recruiters**
  - **Participants at Career Expos**
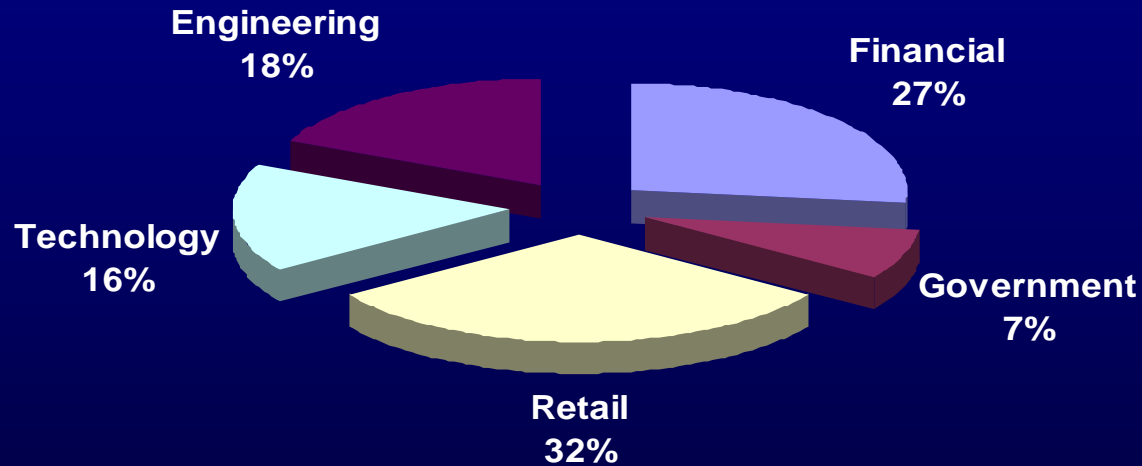
- **Method: Employer Evaluations**

- **Respondents**

Survey Return Rates

	OCR 2002-2003	OCR 2003-2004	Expo Fall 2003	Expo Spring 2003	Eng. Expo Fall 2003
Number Surveyed	395	317	122	104	58
Number Responded	149	107	46	31	18
Response Rate	37%	34%	38%	30%	31%

Overall: 34%
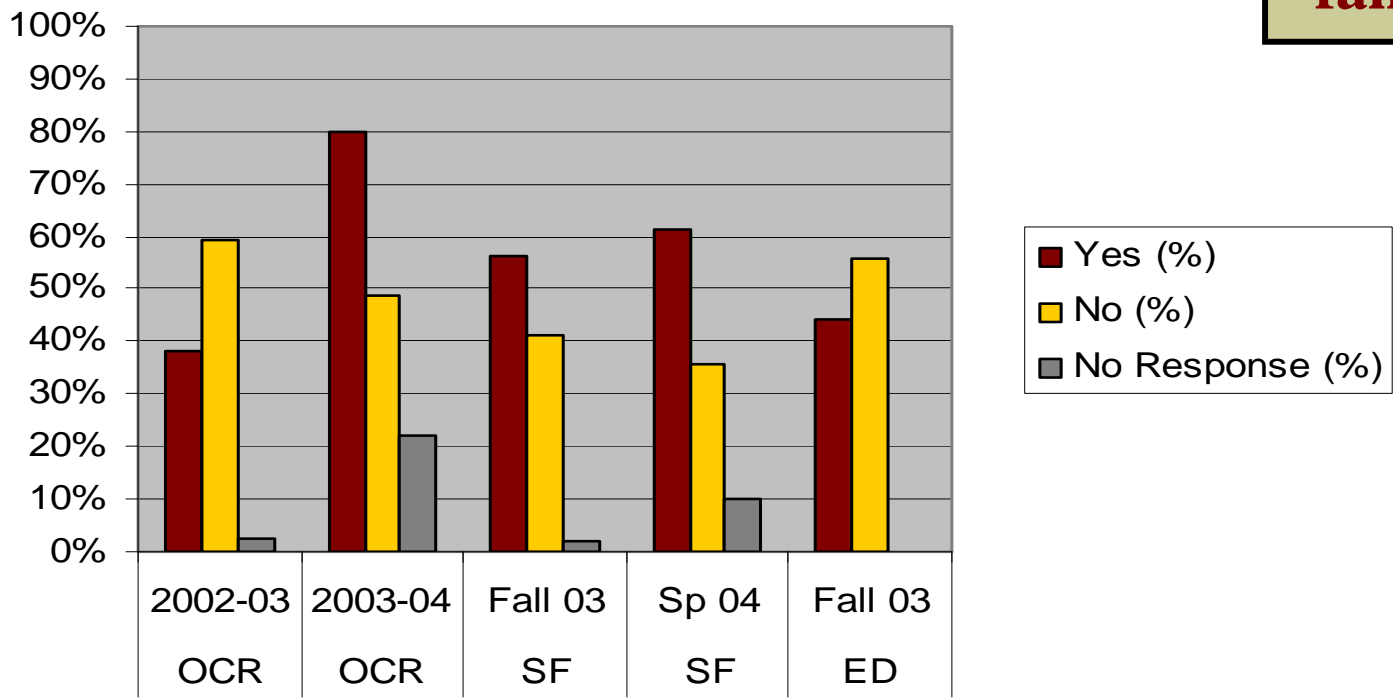
Survey Results "Access"

Have you been given access to a student's Online Career Portfolio?
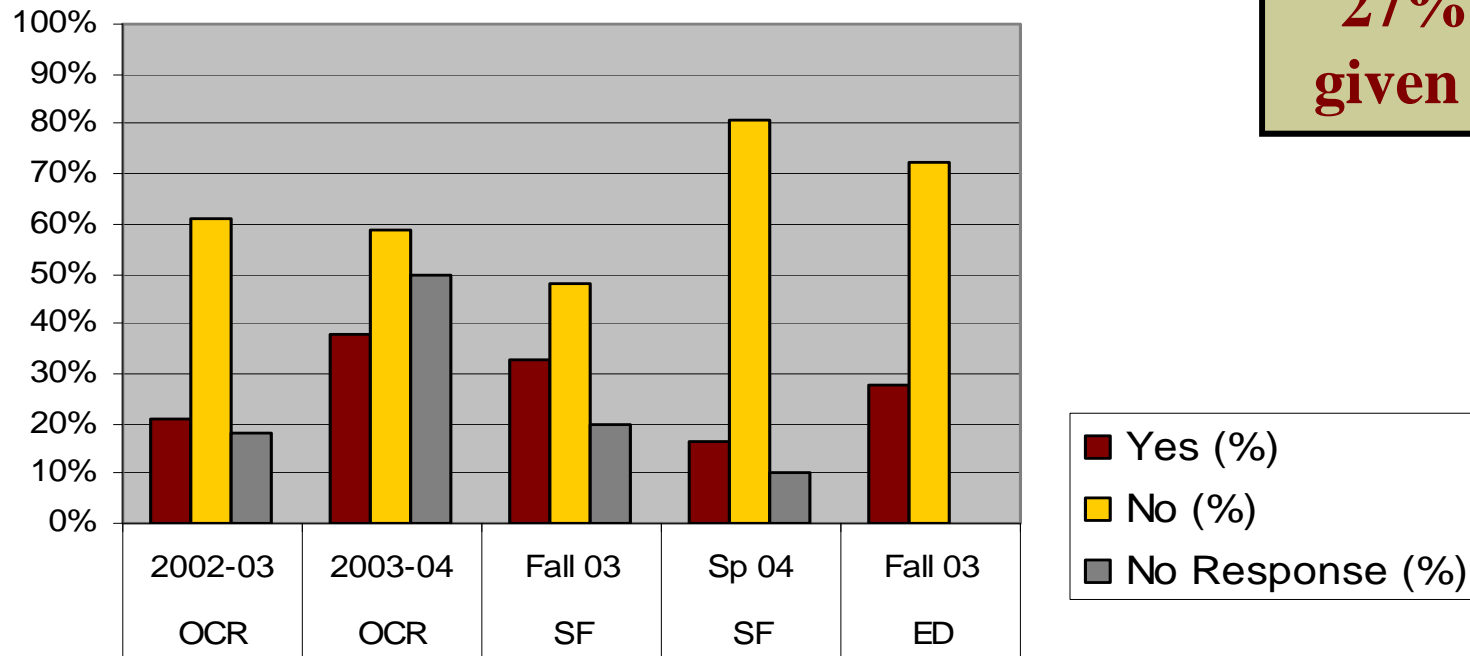
27% were given access

Survey Results "Effectiveness"

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If yes, how beneficial did you find it in identifying the student's skills as they relate to your organization's opportunities?
(1= not beneficial, 5= very beneficial)
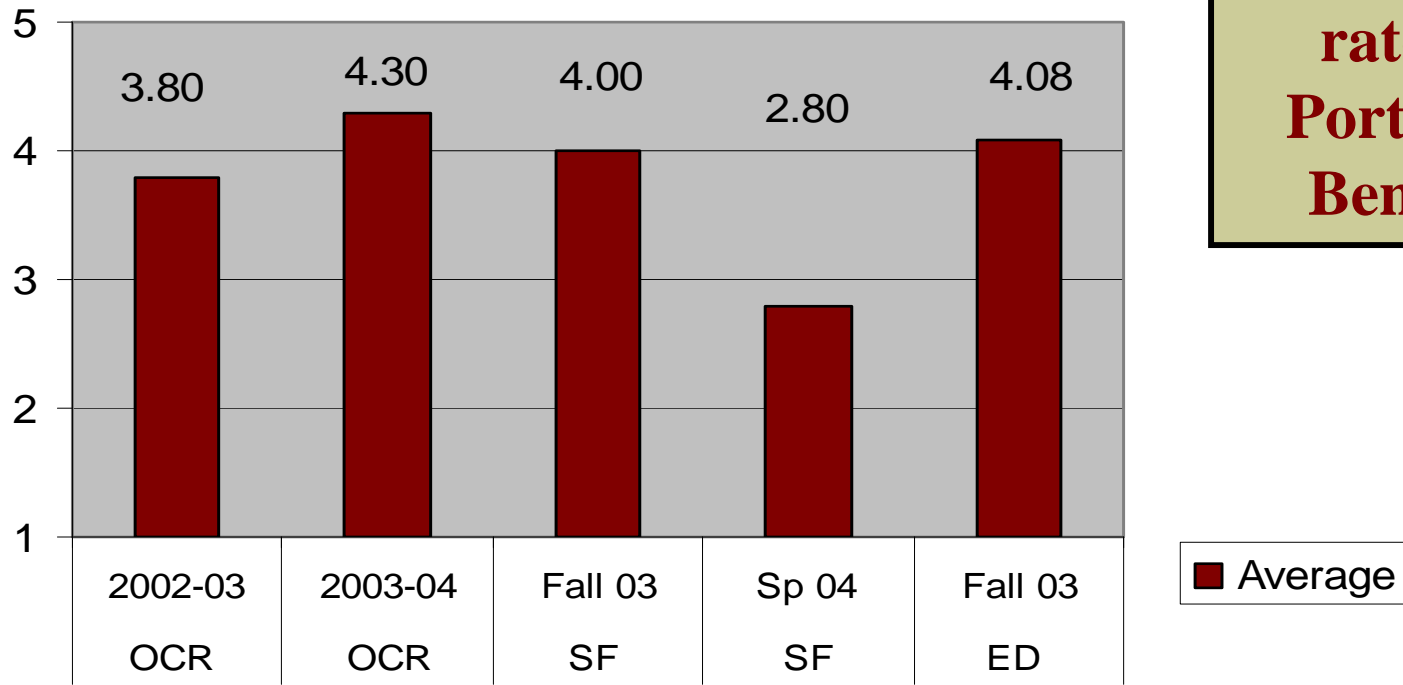
Those 27% rated the Portfolio as Beneficial

Implications

- <u>Familiarity</u> of the online portfolio is increasing among employers, yet only 1 out of 11 have been provided <u>access</u> by a student.

- Employers with access rated the <u>effectiveness</u> of the online portfolio as above average.

Employer Survey
"Stage of Recruitment Process - Importance of Components"

- Date: January 2004

- Participants: Judges of Career Portfolio Contest

- Method: Employer Survey & Focus Group

- Respondents: 7 Judges/5 Participants
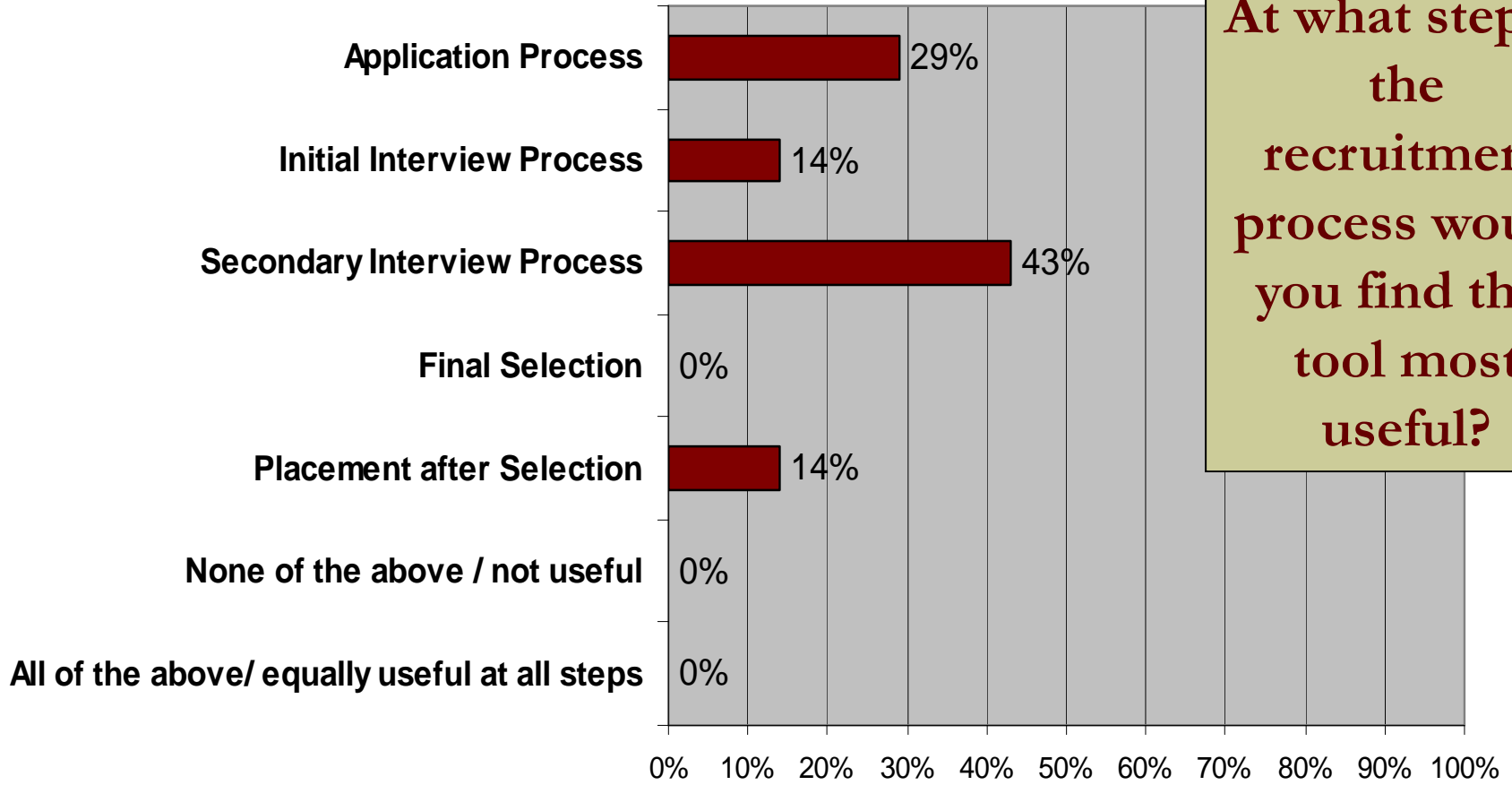
Implications

- Employers identified the second interview as the most likely <u>stage</u> they would use the online portfolio; the application process was second.

- The resume was considered the most important <u>component</u>; followed by skills and artifacts.

Profile   Resume   Skills   Transcript   References   Artifacts

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Sara Boyd

Welcome

Thank you for viewing my portfolio!

Academics

- Junior at Florida State University
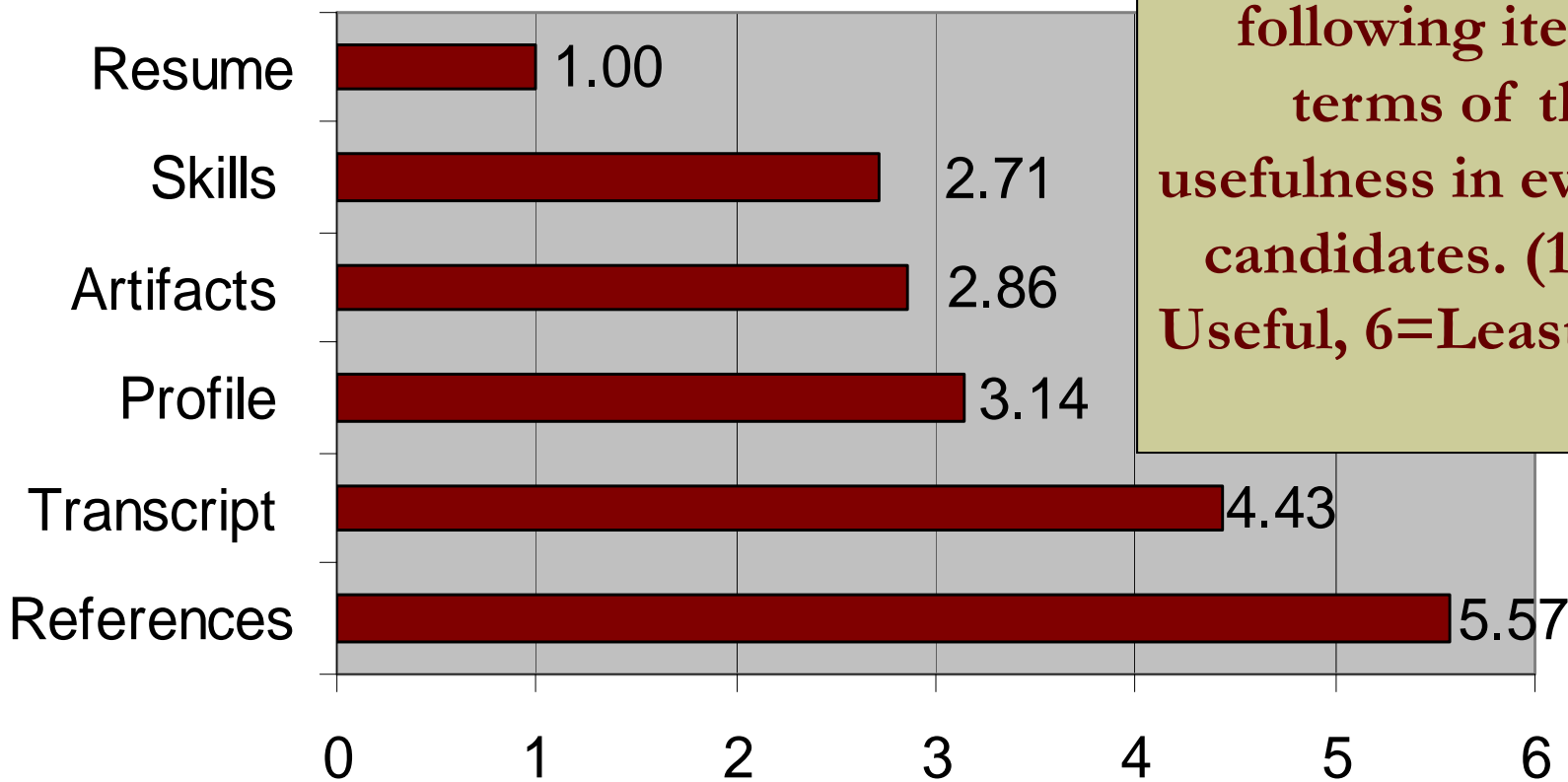- Expected Bachelors in Environmental Engineering with Spanish Minor, April 2005
- Current GPA: 3.98, Major GPA: 4.0

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

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Profile | Resume | Skills | Transcript | References | Artifacts
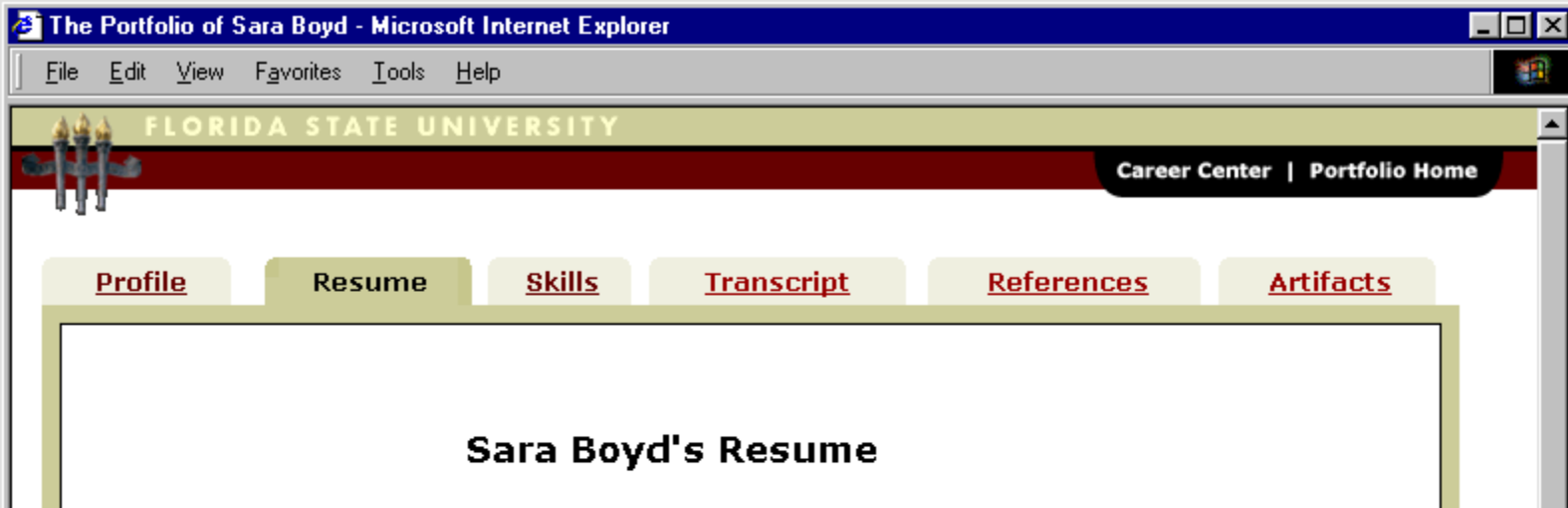
Sara Boyd's Resume

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

Related Course Work: Introduction to Environmental Engineering Science, Soil Mechanics, Site Investigation, Transportation Engineering, Environmental Engineering Chemistry, Environmental Engineering Chemistry, and Computer Graphics in Engineering.

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Profile   **Resume**   **Skills**   **Transcript**   **References**   **Artifacts**

Technical/Scientific   Research/Project Development   Leadership   Communication   Social
Responsibility   Teamwork

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.

Done   Internet

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| Profile | Resume | Skills | Transcript | References | Artifacts |

Demo Test's Unofficial Transcripts

View Unoffici

View Unoffic

Printer Fr

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Term	Class	Division	Major
Spring 1997	Freshman	BASIC DIVISION	UNDECIDED

Title	Type	Course	Grade	Hours Attempted	Hours Earned	GPA Hours	GPA Points
AMERICAN CIVLIZATION		AMH1000	A	3.00	3.00	3.00	12.00
INT PHY ANTHRO/PREHS		ANT2511	A	3.00	3.00	3.00	12.00
ECS OF NATNL ECONOMY		ECO2013	A	3.00	3.00	3.00	12.00
PRECAL/FINITE MAT BU		MAC1141	A	3.00	3.00	3.00	12.00
ETH ISSUES/LIFE CHOI		PHI2630	A	3.00	3.00	3.00	12.00
Term Totals:				15.00	15.00	15.00	60.00

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Term	Class	Division	Major
Fall 1997	Sophomore	BASIC DIVISION	UNDECIDED

Title	Type	Course	Grade	Hours Attempted	Hours Earned	GPA Hours	GPA Points
HIST & CRITCSM ART I		ARH3050	A	3.00	3.00	3.00	12.00
CALCULUS FOR BUSINES		MAC2233	A	3.00	3.00	3.00	12.00
INTRO MARXIST PHIL		PHM3350	A	3.00	3.00	3.00	12.00
MODRN WRLD SINC 1815		WOH1030	A	3.00	3.00	3.00	12.00
Term Totals:				12.00	12.00	12.00	48.00

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Profile   Resume   Skills   Transcript   **References**   Artifacts

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: (850)555-3344
Email: mendozaj@sprintpost.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
        Tallahassee, FL 32306
        United States
Office: (850) 555-5678
Email: msmith@admin.fsu.edu

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Profile   **Resume**   **Skills**   **Transcript**   **References**   **Artifacts**

Sara Boyd's Artifacts

Waste Reduction Partners Websi

As part of my internship with Waste
website for the organization. Note t
includes WRP efficiency tools which
extensive software tools and links s
technical abilites and communicatio
meet the needs of the organization

View

Water Efficiency Report, Ashevill

As an intern for Waste Reduction P
engineers when auditing building fo
measures. I was involved in the aud
Apartments, and then was responsi
presented to the facility manager a
an example of my technical and co

Requirements: Requires Microsoft

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Our Team

Waste Reduction Partners, a team of highly experie
volunteer engineers, architects, and scientists, prov
WNC businesses and industries with no-cost waste
energy reduction assessments and technical assista

The WRP Mission:

To work for a sustainable economy, healthy environ
and a better quality of life by helping WNC busines

Future Objectives

- Provide students with results of employer <u>feedback</u>.

- Encourage students to <u>provide access</u> to employers in the second interview process.

- Survey employers about the <u>effectiveness of interviews</u> with students who have completed an online portfolio vs. those who have not.

For more information, please visit:
http://www.career.fsu.edu/portfolio/info.html

Thank You!