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

Jill Lumsden, Ed.S., Katie Meyer, Ed.S., & Robert Reardon, Ph.D.

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
<table>
<thead>
<tr>
<th>Event</th>
<th>Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Initiative</td>
<td>Fall 1997</td>
</tr>
<tr>
<td>Internal &amp; External Proposals</td>
<td>1998 - 1999</td>
</tr>
<tr>
<td>OPS Funding for Staff Position</td>
<td>June 1999</td>
</tr>
<tr>
<td>Career Center Portfolio Task Force Established</td>
<td>July 1999</td>
</tr>
<tr>
<td>Prototype Developed</td>
<td>December 1999</td>
</tr>
<tr>
<td>Expanded University Support, AIS Web Designer Joined Task Force</td>
<td>2000</td>
</tr>
<tr>
<td>Live Testing with Selected Groups &amp; Continued Development</td>
<td>2001-2002</td>
</tr>
<tr>
<td>Career Portfolio Launch</td>
<td>April 26, 2002</td>
</tr>
</tbody>
</table>

**Key Events In Project History**

- Start of Research & Development
- Dedicated Staff Position
- Prototype Testing Begins
- AIS Project Team Established & Technical Infrastructure Development Begins
- Live Testing with Selected Groups & Continued Development

**Timeline:**

- Fall 1997
- 1998 - 1999
- June 1999
- July 1999
- December 1999
- 2000
- 2001-2002
- April 26, 2002
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
   - Edit Name
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>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Add/Edit (6)</td>
<td>Add/Edit (4)</td>
<td>Add/Edit (4)</td>
<td>Add/Edit (2)</td>
<td>Add/Edit (1)</td>
</tr>
<tr>
<td>Creativity</td>
<td>Add/Edit (4)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (0)</td>
<td>Add/Edit (1)</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>Add/Edit (3)</td>
<td>Add/Edit (2)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (2)</td>
<td>Add/Edit (0)</td>
</tr>
<tr>
<td>Leadership</td>
<td>Add/Edit (2)</td>
<td>Add/Edit (2)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (2)</td>
<td>Add/Edit (1)</td>
</tr>
<tr>
<td>Life Management</td>
<td>Add/Edit (0)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (2)</td>
</tr>
<tr>
<td>Research/Project Development</td>
<td>Add/Edit (2)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (0)</td>
<td>Add/Edit (0)</td>
<td>Add/Edit (0)</td>
</tr>
<tr>
<td>Social Responsibility</td>
<td>Add/Edit (0)</td>
<td>Add/Edit (0)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (0)</td>
<td>Add/Edit (0)</td>
</tr>
<tr>
<td>Teamwork</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (0)</td>
<td>Add/Edit (0)</td>
<td>Add/Edit (0)</td>
</tr>
<tr>
<td>Technical/Scientific</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (2)</td>
<td>Add/Edit (1)</td>
<td>Add/Edit (2)</td>
<td>Add/Edit (1)</td>
</tr>
</tbody>
</table>
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
Sara Boyd's Resume

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

### Spring 1997

<table>
<thead>
<tr>
<th>Title</th>
<th>Type</th>
<th>Course</th>
<th>Grade</th>
<th>Hours Attempted</th>
<th>Hours Earned</th>
<th>GPA Hours</th>
<th>GPA Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMERICAN CIVILIZATION</td>
<td>AMH</td>
<td>AMH1000</td>
<td>A</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>12.00</td>
</tr>
<tr>
<td>INT PHY ANTHRO/PREHS</td>
<td></td>
<td>ANT2511</td>
<td>A</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>12.00</td>
</tr>
<tr>
<td>ECS OF NATNL ECONOMY</td>
<td></td>
<td>ECO2013</td>
<td>A</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>12.00</td>
</tr>
<tr>
<td>PRECAL/FINITE MAT BU</td>
<td></td>
<td>MAC1141</td>
<td>A</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>12.00</td>
</tr>
<tr>
<td>ETH ISSUES/LIFE CHOI</td>
<td></td>
<td>PHI2630</td>
<td>A</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>12.00</td>
</tr>
<tr>
<td><strong>Term Totals:</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>15.00</strong></td>
<td><strong>15.00</strong></td>
<td><strong>15.00</strong></td>
<td><strong>60.00</strong></td>
</tr>
</tbody>
</table>

### Fall 1997

<table>
<thead>
<tr>
<th>Title</th>
<th>Type</th>
<th>Course</th>
<th>Grade</th>
<th>Hours Attempted</th>
<th>Hours Earned</th>
<th>GPA Hours</th>
<th>GPA Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST &amp; CRITCSM ART I</td>
<td></td>
<td>ARH3050</td>
<td>A</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>12.00</td>
</tr>
<tr>
<td>CALCULUS FOR BUSINES</td>
<td></td>
<td>MAC2233</td>
<td>A</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>12.00</td>
</tr>
<tr>
<td>INTRO MARXIST PHIL</td>
<td></td>
<td>PHM3350</td>
<td>A</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>12.00</td>
</tr>
<tr>
<td>MODERN WRLD SINC 1815</td>
<td></td>
<td>WOH1030</td>
<td>A</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>12.00</td>
</tr>
<tr>
<td><strong>Term Totals:</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>12.00</strong></td>
<td><strong>12.00</strong></td>
<td><strong>12.00</strong></td>
<td><strong>48.00</strong></td>
</tr>
</tbody>
</table>
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
Sara Boyd's Artifacts

Waste Reduction Partners Website

As part of my internship with Waste Reduction Partners (WRP), I designed and developed a website for the organization. The WRP website includes WRP efficiency tools which highlight the benefits of implementing energy and water conservation projects. It also includes extensive software tools and links to WRP's Word and Excel files. The website was designed to show technical abilities and communication skills, making it easy for visitors to access information and meet the needs of the organization.

Water Efficiency Report, Asheville

As an intern for Waste Reduction Partners, I assisted team leaders with the Waste Reduction Audit of apartments when auditing building for energy and water conservation efforts. The project was primarily focused on residential and commercial facilities. I was involved in the audit process at the Whittier Apartments, and then was responsible for presenting the findings to the facility manager and other stakeholders. This project served as an example of my technical and communication skills.

Requirements: Requires Microsoft Office 2003 or higher.
Marketing & Implementation Strategies

- 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

- **Student Users**: 16,048
- **Female**: 8,827
- **Male**: 7,221
- **Active Portfolios***: 9,430
- **Inactive Portfolios***: 7,918

*includes non-student users
Portfolio Usage by Classification

- Freshmen: 891
- Sophomores: 2,225
- Juniors: 2,855
- Seniors: 7,114
- Graduate: 2,312
- Other: 651
<table>
<thead>
<tr>
<th>Skill</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>4,042</td>
</tr>
<tr>
<td>Leadership</td>
<td>1,859</td>
</tr>
<tr>
<td>Teamwork</td>
<td>1,657</td>
</tr>
<tr>
<td>Creativity</td>
<td>1,641</td>
</tr>
<tr>
<td>Technical/Scientific</td>
<td>1,546</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>1,121</td>
</tr>
<tr>
<td>Social Responsibility</td>
<td>1,112</td>
</tr>
<tr>
<td>Research/Project Development</td>
<td>979</td>
</tr>
<tr>
<td>Life Management</td>
<td>816</td>
</tr>
</tbody>
</table>
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
Portfolio Usage

Access Keys Created

- 2002* (May – December) 418
- 2003* 1,441
- 2004 (as of June 4, 2004) 910

*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%
Survey Results

Who helped you develop your Career Portfolio?

- Faculty: 53
- Advisor: 2
- Career Advisor: 22
- Employer: 0
- Parents: 0
- Staff: 15
- No One: 26
- Other: 5

National Career Development Association Conference 2004
Survey Results

How do you intend to use your Career Portfolio?

- 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

<table>
<thead>
<tr>
<th>Not Applicable</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>6</td>
<td>9</td>
<td>43</td>
<td>24</td>
</tr>
</tbody>
</table>
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.

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

Survey Results:
- Not Applicable: 4
- Strongly Disagree: 5
- Disagree: 5
- Agree: 44
- Strongly Agree: 38
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
- 47 Agreed
- 29 Strongly Agree
- 9 Not Applicable
- 6 Strongly Disagree
- 3 Disagree
The Career Portfolio Program Allowed Me To:

Show evidence of skills necessary to obtain and maintain employment.

83% Strongly Agreed or Agreed
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
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!