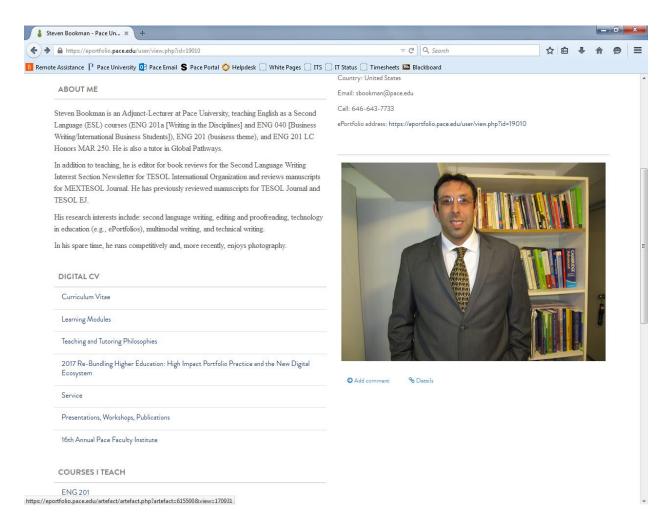# ePortfolio Task

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ePortfolio Task

The Assignment

The ePortfolio assignment is creative task where you will create your electronic resume and professional brand. An audience profile sheet and a LinkedIn profile are also required besides the three required pages of the ePortfolio discussed below. The complete assignment is due at the end of the semester. However, beginning parts of it to get this started will have due dates, which will be announced in class.

The purpose of this assignment is to start to prepare students to become market ready. When this is started earlier, students are also more prepared when they speak to their career counselors. Writing for this purpose is very different from writing a standard essay for a class. This assignment should be treated as a second resume and for personal branding. It should be professional and error free as much as possible, keeping in mind that nothing is perfect especially when one is learning how do something. If this is your first time creating an ePortfolio, it may seem like a daunting task with the amount of information that needs to be put into this. If you have built websites before, you know how much time it takes to make it look nice. It is easy to add information, but the formatting takes a long time to get right. For this reason, it is best to work on it for a little bit every day, so that it is not too much to do at the end of the semester.

Each of the three parts of this assignments will be graded and looked at separately. **Note: This assignment does not discuss how to use any specific ePortfolio platform because there are numerous ePortfolio platforms available. This only describes the assignment for this reason.**

Required ePortfolio Pages

There are certain things that must go on the ePortfolio. The following sections must be included: Profile page, Resume page, and the Academic Materials page. Other pages are optional, which will be discussed below. It is important to state that some of these pages can be combined together, depending on your experiences. It may be better to combine some of these pages rather than keep them separate.

The Profile Page

The Profile page includes a bio, URL to LinkedIn profile and other social media, and professional and/or appropriate picture(s). The bio can be written in first or third person.

The URL to your social media (e.g., LinkedIn, Facebook, Instagram, and Snapchat), school email, country (if not from the USA), and phone number (optional) should also be included. These items are necessary because this is how people can contact you and look you up on other social media, as well as being an integral part of some majors and minors (e.g., public relations, marketing, and advertising). This is important because the first thing recruiters and employers do is search for your online presence (Career Builder, 2017; The Creative Group, 2017). An online presence is one's record of social networking online and whatever else comes up online. This is just as important as the resume to many employers and recruiters. Without an online presence, they may pass over qualified applicants. A zero online presence may mean a lost in landing an interview and/or job.

The bio can be organized in a series of questions. This is similar to a LinkedIn profile, but it is longer and encompasses the whole story rather than just a part of the story. LinkedIn focuses on one's professional life while an ePortfolio focuses one's professional and personal life. In this sense, the bio can be considered one's complete story.

The easiest way to structure the bio is to organize it with a series of questions. These questions are as follows:

A. Who am I academically?
   1. What is my current academic standing?
   2. What is/are my major(s) and minor(s)?
   3. What are my interests in my major(s) and minor(s)?
B. What is my work experience?
   1. What jobs have I held?
   2. What internships have I held?
   3. What volunteer work have I done?
C. What is my goal after graduation?
   1. What is my dream job?
   2. What is the process to my dream job?
D. What makes me a well-rounded person?
   1. What do I like to do outside of school (e.g., hobbies and personal interests)?

The bio can serve as a summary of the resume page or be combined with bio to serve as one complete page for both.

Resume Page

The Resume page serves as more if a story rather than a one-page resume, which just shows your work history and education. Everyone's resume will be different because no two people have the same experiences and background.

For example, someone with little-to-no experience needs to highlight relevant course work, class projects, and skills. However, someone with at least one internship or job that highlights skills in the perspective major can rely less on course work, class projects, and skills.

It may also not be necessary for someone to have a resume page if there is no relevant work experience. On the other hand, it may also be necessary for someone to have an extra page

or two highlighting skills or something else if there is reason for it. For example, an art major may add pages for genres of paintings from specific classes taken.

If a resume must be built from scratch, there are several elements to consider. Listing them is always from most recent to least recent. There should only be three to four bullets of information. Each bullet should contain a strong action verb with an accomplishment accompanied by quantitative results.

Education has several areas. One is the school, major(s), minor(s), GPA, relevant course work, class projects, dean's list, honor roll, and expected graduation date.

Work experience can be broken down into different categories: relevant work experience, internships, regular jobs, and volunteer work. There should be no gaps between jobs unless they are summer work. Gaps should be less than six months. *Relevant work experience* is work that is directly related to a major or the job applying for with the assumption that skills are already acquired. *Internships* are experiences that allow people to acquire skills in a particular field. *Regular jobs* is a generic way of saying "I worked this job to pay bills and have extra cash." *Volunteer experience* is a unpaid task that shows commitment to helping people.

Social Media Accounts are very important these days. If employers or recruiters is interested in an applicant, the first thing they will do is google the person. The most important one is LinkedIn. Everyone should be on LinkedIn. Other social media accounts (e.g., Facebook, Instagram, and Twitter) can be important in certain fields. If a certain field (e.g., marketing, advertising, public relations, and mass media) deems it important, it should be included. The bottom line is that an online presence is very important for everyone, but it is even more important for some fields more than others. Zero visibility means no attention.

Skills can be broken down into analytical (critical thinking), computer (technology and software), languages (multicultural and multilingual), and social media.

Certifications can be important and required. They can be anything from computer programs (e.g., C++ and Microsoft Office) to health (e.g., CPR, BLS, and ALS).

There is a lot recruiters and employers expect from applicants. However, honesty is one of the most important things to consider. Anything can be googled. Lying or exaggerating too much can get a resume thrown into the garbage pile immediately.

Resume help is available to you in many ways. There is a Career Services Center. They have staff who can help you finding internships jobs, as well as helping you with all aspects of job hunting. A sample an outline of a resume (see Appendix 1) is included on this document.

Academic Materials Page

The Academic Materials page displays papers, projects, and research that incorporate hard skills (i.e., writing, speaking, and data analysis) and soft skills (i.e., people skills [intercultural communication, critical thinking, teamwork and leadership] (Strauss, 2016).

Other Pages

Other pages are optional. These pages display one skill or position, which make it stand out more than on a resume alone. Although this entry will be in the resume, putting it on a separate page as well will make it stand out more. This is a very common way to show leadership skills, artistic talent (e.g., paintings and drawings), or a list of plays or shows performed in (e.g., theater and performing arts, and music majors).

Takeaway Message

Everything on the ePortfolio needs to highlight the three core competences: communication, teamwork, and leadership. They are the three most important skills recruiters

and employers look for (PwC, 2015). They all want to hear how an applicant will fit into the culture of the company. In the end, they all want to know how an applicant will contribute to the company. The one who they think will contribute the most gets the job.

Professor's Tips and Suggestions

If you do not have anything for any of these items, do not include them. Since there is always a way to make your ePortfolio make you marketable, see me to discuss what is best for your ePortfolio. There is no one way of doing it. Everyone is different; hence, every ePortfolio will be different.

For example, students can combine the profile and resume pages if they have zero work or volunteer experience. On the other hand, some one with a lot of experience might need several pages to tell these experiences.

Including pictures and files (.pdf, .docx, .xlsx, and .pptx) is good, but they need links or a source if they come from the internet or another person. If a picture from the internet is recognizable in any way, then it must have a link with it. If a picture is unrecognizable, then no link is necessary. Pictures must be professional or presentable. If someone has taken the picture, credit must be given to that person. This is especially true when there are pictures taken by multiple people, including yourself.

Copyright laws must be followed at all times. Anything that is unprofessional or illegal is legal grounds for Pace University to remove your ePortfolio from the site, to take legal action against you, or to accuse you of plagiarism.

Student Experiences and Tips

Student Experiences with ePortfolio

- "Being that this is my first time using ePortfolio, it was a new experience, but I wouldn't necessarily say it was difficult to navigate. In my experience, I have used various forms of software, and it all comes down to playing around with what is in front of you and making mistakes. At first, I was confused with which hyperlink/tab to use in order to execute what I wanted to do, but, eventually, I figured it out. Additionally, after some time, I realized that a lot of tasks have a similar process. [All pages are created the same way. Therefore, once you can create one page, you can create any page.] With that, I was able to create my page in half the time! I believe my page looks good so far. I definitely need to go back in and brush up a few things."

- "The ePortfolio opened my eyes to a platform that allows me to place all of my best written work in one place. I have written essays and done a multitude of projects that I have enjoyed and wished I could keep in one location for all to see. I have never had that opportunity until now, and I will certainly be adding lots more to my ePortfolio, as I continue to write and edit."

Students Tips for working with ePortfolio

- "Play around with the software and try to execute different task to get used to the formatting/display."

- "Set time aside to understand the software."

- "Understand that it is okay to make mistakes, and you can always delete and restart at any time."

- "Software takes some time to upload images or pdf's. So, give it a minute or two before trying to upload again! [Size also matters with files, videos, and photos. There is a size limit on them on most if not ePortfolio platforms. Because of this limit, some videos may need to be divided into two files. Also, some pictures may need to be cropped.]"

Appendix 1

Outline of a Resume

Steven Bookman
New York, NY 10038 │ 646-643-8888 │ Email Address │ LinkedIn Address

EDUCATION
University   (Expected) Graduation Date
Major(s):   Minor(s):
Dean's List (Year)
Relevant Course Work
Course Projects and Assignments

CERTIFICATIONS
Name of Certification   Place of Attaining Certification   (Expected) Date

WORK EXPERIENCE
Place of Employment
Title   City, State   Dates Employed
Duties Performed

VOLUNTEER EXPERIENCE
Place of Employment
Title   City, State   Dates Employed
Duties Performed

SKILLS
Languages
Computer
Analytical

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