Portfolium

Redefining Your ePortfolio Strategy: Insights Into Changing ePortfolio Vendors
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Pitfalls to Avoid

Pitfalls to avoid when transitioning from an archaic ePortfolio system to a modern one.
What is an ePortfolio?

- Personal Reflection
- Student Learning
- Work Samples
- Career Readiness
- Program Accreditation
- Academic Journey
Lessons Learned

- Initial product selection failed to include multiple stakeholders
- Everything viewed through the lens of program assessment
- Multiple product evaluations prior to each contract renewal
- Lacked a clear message and deployment strategy campus-wide
Renewed Focus

With Clear Expectation:

“Make the student the center of the portfolio process”
The Association for Authentic, Experiential and Evidence-Based Learning (AAEEBL)

Understanding the various types of e-Portfolios

| Program Assessment | Showcase | Developmental |
Buy-in

- Press release on campus
- Email message announcing the tool
- Website created
- Multiple stakeholders notified prior to product launch
  - Career Services
  - Academic Units
  - Student Life
  - Current Stakeholders
The Modern ePortfolio

Characteristics of an ePortfolio tool that are geared towards today’s tech-savvy students.
Considerations

- Technology students already using
- Interface similar to other experiences
- Social Media look & feel
- Career Services Aspect
- Personalized University Network
- Employer Data showing ePortfolio Utilization
Tools Must Sync With the Technology Students Already Use
Proof of Skills

Additional Info
- Follows your company
- Enters your challenge

Overview
- Cal Poly San Luis Obispo
  B.Arch - Architecture (2017)

Skills
- Studio Sophy Website
  Built my own portfolio website/blog to showcase my design and photography work. Visit studiosophy.com
  - Graphic Design
  - 3

- Zenplaza
  Architecture Design Studio project, fall 2019. ZENPLAZA: A Zen Buddhist center in the heart of Kyoto...
  - Architecture
  - 6

- Flower Girls
  The Flower Girl Series is a personal passion project made for Instagram. Inspired by whimsical summer...
  - Arts & Crafts
  - 7

- Adobe Photoshop
  - 5

- Adobe Illustrator
  - 4

- Sketchup
  - 3

- AutoCAD 2013
  - 2

- Illustrator
  - 2

- Photoshop
  - 2
Proof of Skills

Additional Info
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Overview
- San Diego State University (SDSU)
  - Bachelor's - Graphic Design (2017)
- Thermo Fisher Scientific
  - Graphic / Production Designer

Skills

- Adobe Photoshop CC 6
- MacBook Pro 5
- Adobe Illustrator CC 4
- Graphic Design 4
- Adobe InDesign CC 3
- Kacals4Kancer.org
- Stop Texting and Driving Campaign Poster
- Devee Sound - Event Sound Management

RB - Photo Manipulation
This is a personal project that I completed as a project for a mixed media class. Also, I submitted...

MOMA Minimalism Exhibit Brochure
For this project I was tasked with creating a brochure for the Museum Of Modern Arts Minimalism Exhibit...

Animal Style Dreadlock Charms Brochure
Around December 2014, I had the wonderful opportunity to work as a web developer and graphic designer...
STUDENT SURVEY RESULTS

Student feedback

<table>
<thead>
<tr>
<th>Rating</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.51</td>
<td>Setting up my Portfolium account was easy.</td>
</tr>
<tr>
<td>4.33</td>
<td>Portfolium is user-friendly.</td>
</tr>
<tr>
<td>4.15</td>
<td>I like how my portfolio looks on Portfolium.</td>
</tr>
<tr>
<td>4.42</td>
<td>I will use my Portfolium when I search for jobs.</td>
</tr>
<tr>
<td>4.24</td>
<td>Overall, how would you rate your experience on Portfolium?</td>
</tr>
</tbody>
</table>

OUT OF 5
• Very confident - I got the hang of this.
• Somewhat confident, but I'll pick it up as I go
• Still have questions and will need more tutorials
“This was much easier to navigate through than other ePortfolios.”

“Easy to use and great tool for graduating seniors.”

“I think Portfolium would be extremely useful in organizing all of our previous works. It makes it easy for students to revisit past assignments.”
Skills Gap: 2M students graduating this year, but 70% of employers can’t find the skills they need.
Employers want to see work samples... efficiently

Employers prefer ePortfolios over traditional transcripts almost 2 to 1

- 83% of employers find e-PORTFOLIOS to be useful when evaluating a candidate
- 93% agree that demonstrated skills are more important than a degree

Source: Employers' priorities for student success, Hart & Associates
Source: Hart & Associates on behalf of the American Association of Colleges & Universities (AACU)
85 years of research proves **work samples** to be the **#1 indicator** of job performance.

- Projects
- Presentations
- Writing Samples
- Labs & Experiments
- Research
- Public Speaking
- Clubs & Extracurriculars

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"Talent Currency" of **Modern Era**

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"Talent Currency" of **Previous Era**
ePortfolio Adoption

What to look for in a new ePortfolio tool for your university.

Kelley Shaffer
Quick Poll

Sli.do
Considerations

- What is the purpose?
- Needs of your students
- Needs of your faculty
- Needs of your administration
Technical Considerations

- Easy to deploy?
- Learning curve for all constituents
- Technical Support
  - Internal vs External
- Staffing needs
- Realistic timeframe for implementation
Why did we choose Portfolium?

- Highly recommended
- Great company to work with
- Low learning curve
- Product features
- Price
Product Demonstration
Question & Answers

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