College Convergence Network
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e-Portfolios
&
LinkedIn

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Objectives

- Understand the importance of:
  - e-Portfolios
  - LinkedIn
  - Social Media Usage for Networking
  - Personal Branding

Objectives

- Provide step-by-step instructions to:
  - Develop an e-portfolio using Google Drive & Sites
  - Create a LinkedIn profile
- Discuss methods to implement e-portfolios into your current curriculum

Why Google

- Free

- Not just a search engine

- Easy to Use

- Provides lots of storage space

What is an e-Portfolio

- Digital collection of:
  - projects,
  - coursework,
  - extracurricular activities,
  - volunteer experience,
  - awards,
  - references,
  - letters of recommendation, and
  - more.

Why e-Portfolios

- Available anytime and anywhere

- Easily updated and shared

- Living collection of your information

- Provide examples of application of knowledge

Why e-Portfolios

For accreditation and assessment purposes:

- Contents of e-portfolio can be linked to course outcomes

E-Portfolio Best Practices

- Try to make their development an institution or program wide initiative (that English paper is just as important as their programming project)

- Be sure students know the benefits of an e-portfolio

- Set clear expectations

E-Portfolio Best Practices

- Begin their development in the students' first semester

- Make them gradable (as much as I don't like to do this it seems to be the best way to insure that students actually create and maintain their e-portfolio)

- Suggest peer reviews

E-Portfolio Best Practices

- Contain relevant career information
- Keep it simple
- Make it easy to find information
- Be consistent with layout
- Showcase best work
- Allow students find examples

Why LinkedIn

- Free

- Online resume/portfolio

- Used by most, if not all, business professionals

- Great opportunity to network and connect with employers and colleagues

Why LinkedIn

- First site most employers will search for new employees

- Great place to highlight skills

- Ability to add presentations, awards, recommendations, and other items that display strengths to potential employers

Why LinkedIn

- Search for jobs

- Notify employers you are searching for employment

- Use keywords to help employers find you

- Post relevant information (get yourself noticed)

LinkedIn Best Practices

- Brand yourself

- Keep it professional

- Keep it current

- Use keywords

- Login daily, post, and stay connected

LinkedIn Best Practices

- Highlight others' skills and they will reciprocate

- Have others write recommendations

- Select your connections wisely

- Keep your connections informed of any career related events and happenings

LinkedIn Statistics
[Foundation](#) (9/2018)

- Over 500 million members

- 260 million users are logging in each month

- 40% of monthly active users use LinkedIn daily

LinkedIn Statistics
[Foundation](#) (9/2018)

- Most-used social media platform amongst Fortune 500 companies

- Microsoft purchased LinkedIn for $26.2 billion last year

LinkedIn Statistics
Foundation (9/2018)

- Of the 2 billion Millennials globally, 87 million of them are on LinkedIn

- How-to & list posts perform the best on LinkedIn

Why your students need to use LinkedIn
CollegeInfoGeek (10/2018)

- Helps them establish an online presence

- Supplements (or even replaces) their resume

- They can use it to apply for jobs

Why your students need to use LinkedIn
CollegeInfoGeek (10/2018)

- Allows them to research prospective employers

- Allows them to connect with alumni from their college

Employer Survey Results

What should be included in the portfolio

- 90% resume

- 50% samples of student work, volunteer work, cover letter, references, awards, and certificates

- 15% transcripts

Employer Survey Results

Willingness to hire a student with portfolio

- 50% more willing to hire

- 16% would not matter

- 34% unsure

Employer Survey Results

Search Social Media for Candidates

- 100% search social media

Find Candidates on LinkedIn

- 85% yes
- 15% no

Employer Survey Results

Where they post jobs

- 85% LinkedIn

- 85% Indeed

- 85% Company Website

CCN Industry Partner Comments

100% want portfolios

- 60% prefer online
- 40% have no preference

CCN Industry Partner Comments

<u>What portfolios should contain</u>

- 100% Academic degrees and certifications

- 80% Resume and awards

- 50% samples of student work

- 60% volunteer work

CCN Industry Partner Comments

<u>Willingness to hire a student with portfolio</u>

• 60% more willing to hire

<u>Where they post jobs</u>

• 50% LinkedIn

• 70% Company Website

CCN Faculty E-Portfolio Concerns

- Students will not hold up their end

- Easy access - during interviews for students?

- Employers - really care about it or not?

CCN Faculty E-Portfolio Concerns

- Privacy - students don't always want to post all of their information online.

- Is it recommended to assign a specific grade percentage in the syllabus to grade student portfolio?

CCN Faculty E-Portfolio Concerns

- Grammar errors. We want to make sure all students are literate.

- Are they useful for all areas, for instance Network Administration?

- Getting students to do the work and maintaining portfolios after the first draft.

CCN Faculty E-Portfolio Concerns

- Letting more IT students in my school know how important student portfolios are for them to get good jobs. Current companies want to see what you can do before they will hire you.

- A portfolio that does not relate to the position.

CCN Faculty E-Portfolio Concerns

- They will put them up and not go back to them to update....the individual will be a better candidate than the person that created the portfolio.

- Follow through among faculty (full-time & adjunct).

CCN Faculty E-Portfolio Concerns

- Instant obsolescence; privacy; identify theft issues.

- Do not want it to be the main focus.

CCN Faculty E-Portfolio Concerns

#1 Concern

Finding TIME!!!

How to infuse into your current curriculum

- Require students to setup an e-portfolio (repository) on their Google Drive in their first 1st semester

- Get faculty to agree to have students save their coursework to their e-portfolio as part of the assignment and part of their grade

How to infuse into your current curriculum

- Link assignments to course outcomes (assessment)

- When completing assignments/projects discuss why they would be appropriate for an e-portfolio

How to infuse into your current curriculum

- Invite guest speakers to discuss what they would like to see in an e-portfolio and why they feel it is important

- Make it required for internships

- Stress the importance of e-Portfolios, LinkedIn, and other social media usage

Assignments & Handouts

https://tinyurl.com/LinkedIn-eportfolios