WASTC 2019 ICT Educators' Conference
January 3 & 4, 2019

e-Portfolios & LinkedIn

Presented by:
Louise M. Kowalski (Kowalski@ecc.edu)
IT Department Chair / Professor
SUNY Erie Community College
Buffalo, NY
Convergence College Network #CCN

National Convergence Technology Center

BILT Business & Industry Leadership Team

Convergence College Network
ESTABLISHED 2012

69 colleges 27 states

mdempsey@collin.edu
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
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
• Make it easy to find information
• Be consistent with layout
• Showcases 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 (digital badges)
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 members use LinkedIn daily
• Most-used social media platform amongst Fortune 500 companies
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](https://www.collegeinfogeek.com) (10/2018)

- Helps them establish an online presence
- Supplements (or even replaces) their resume
- They can use it to apply for jobs
- Follow groups
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
How to infuse into your current curriculum

• Require students to setup an e-portfolio (repository) on their Google Drive in their first 1\textsuperscript{st} 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
Questions

Comments