

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

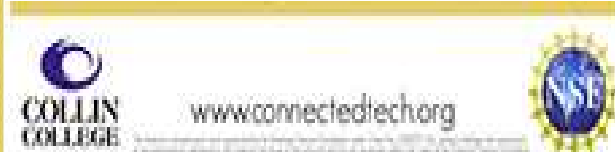
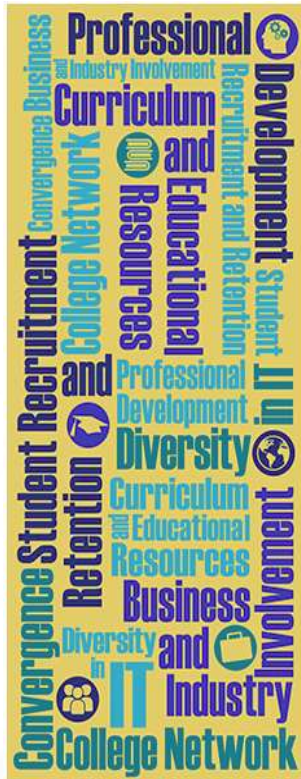
e-Portfolios & LinkedIn

Presented by:

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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

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](#) (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 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>



Questions Comments