



The Best of Both Worlds: E-folio Use that Benefits Students & Programs

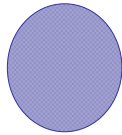
Mr. Dean Beckman – Mass Communication Program
 Coordinator; Department of Social Science
 Saint Mary's University of Minnesota

Saint Mary's University of Minnesota

- Winona, MN
- 1,400 undergraduates
- Private, Catholic, traditional liberal arts & sciences
- 57 undergraduate majors
- Today's focus is on our public relations majors

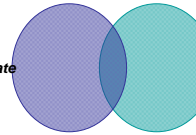
Efolio Implementation Process: Learning by Doing

Inquire/Investigate



Efolio Implementation Process: Learning by Doing

Inquire/Investigate



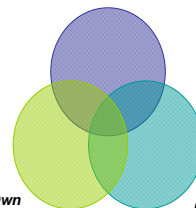
Determine Learning Purpose

Learning Purpose

- Progress Portfolio for internal use
- Repository portfolio for internal use
- Best Practices portfolio for internal/external use

Efolio Implementation Process: Learning by Doing

Inquire/Investigate



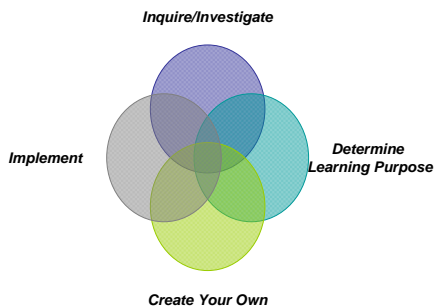
Create Your Own

Determine Learning Purpose

Create Your Own

- Gives you student perspective
- Provides reflection opportunity on your own career
- Helps you with technical questions students may have
- <http://www.deanbeckman.efoliomn2.com>

Efolio Implementation Process: Learning by Doing



Implement

- Make sophomore majors aware of eFolios. Encourage them to begin creating one
- Discuss purpose/importance of portfolios of any kind
- Explain difference between hard-copy portfolios and eFolios
- Make assignment/expectations clear
- Allow some class time for instruction/construction
- Stress importance of first page and overall presentation/writing skills
- Meet with students individually about their needs
- Importance of evaluation/feedback to student

Lindsay Dickson
A look at who I am and what I offer

Name
Education
Work Experience
Work Samples
Event Planning
Activities
Volunteer Experience
Honors and Awards
Resume
References
Contact Info

New president visits Winona, meets students
Jan. 22, 2008
Saint Mary's recently named its 13th president, Brother William Mann. Brother William made a trip to Saint Mary's to meet with students and introduce himself to the community; this January 2008 article from "The Cardinal" details on his visit.
[New president visits Winona](#)

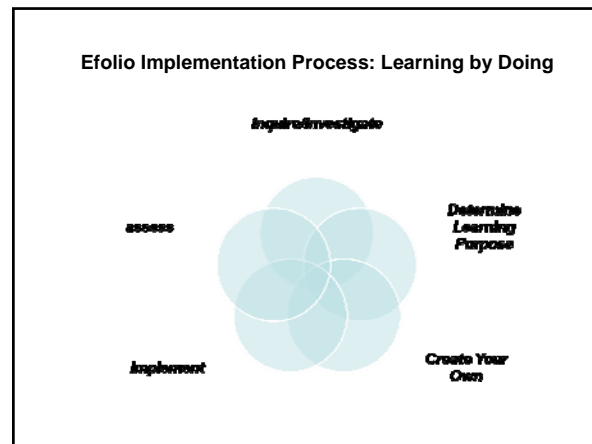
'Creek Trail' built at SMU
Dec. 6, 2007
This story was featured in the December 2007 issue of "The Cardinal." It focuses on a new cross-country ski trail that was constructed at SMU and the proposed Winona Recreation Plan that would bring improvements in trails, parks and facilities across the city.
[Creek Trail built at SMU](#)

SMU 'drills' new procedures
Oct. 12, 2007
This article was written for the October 2007 issue of "The Cardinal" in reaction to the emergency preparedness changes that occurred at Saint Mary's after tragedies like Virginia Tech.
[SMU drills new procedures](#)

Br. Bob takes post at Bethlehem U.
Sept. 21, 2007
As a farewell to a long-time faculty and friend of Saint Mary's, I wrote a story for the September 2007 issue of "The Cardinal." The story provides detail on Br. Bob's future plans as well as a reflection on his time at Saint Mary's.

Search:

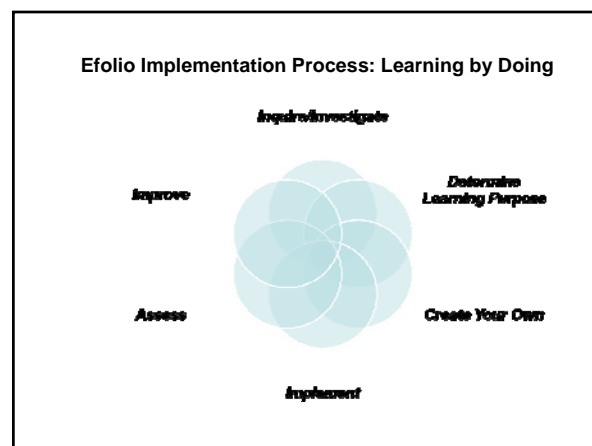
Full Site
 This Section
[Search Tips](#)



- ## Assess
- Give students opportunity to evaluate assignment. Were there problem areas?
 - Conduct formal assessment of students' displayed work with Department Goals/Objectives

- ## What we found out
- Writing scores averaged 20.4/25
 - Technology average lowest at 20/25
 - Overall average score 83.3/100
 - Women did better than men in every category (statistically significant in 3 out of 4 categories).
 - Women (N = 16) overall mean score = 86
 - Men (N = 7) overall mean score = 77

- ## Implications
- Look for ways to improve student writing
 - Are men taking advantage of extracurricular leadership opportunities?
 - How can we work more technology into the curriculum?
 - Can we better assess our majors?



Improve

- Adjust as necessary – an eFolio is a constantly evolving process, for you and the student
- Always look to add or subtract from requirements
- Look to see if students are updating – encourage them to do so

External e-folio options

- eFolio World
- License fees based on student enrollment

Cost to License an eFolioWorld Institutional Portfolio for Four Years**

The institutional portfolio is licensed every four years based upon FTE enrollment.* In addition to the license fee, an annual maintenance fee (10% of the license fee) is charged for product releases and support.*** Institutions may also choose to implement a portfolio plan for individual student or faculty use (individual portfolio system).

Discounted rates are available for statewide or consortia system implementation.

Each institution that licenses an institutional portfolio is eligible to participate on advisory and user group committees, whose purpose is to provide eFolioWorld with counsel and advice to advance user functionality and operation.

Your License Agreement includes:

- Site initiation strategies & activities
- Attendance at one or two-day training sessions (MnSCU system office)
- Call Center technical support
- Maintenance support and standard product enhancements
- Custom Design for your site
- Membership on eFolioWorld advisory and user group committees

Your site is hosted by eFolioWorld. There are no infrastructure or staffing costs to the institution.

Institutional Portfolio System License Fees	
FTE Enrollment Under 5,000	\$3,750
FTE Enrollment 5001 to 10,000	\$4,750
FTE Enrollment 10,001 +	\$5,750
State or Consortia Implementation	Call

* FTE Enrollment as reported annually in the National Center of Education Statistics - IPEDS
** The "license fee" is assessed annually to calculate the maintenance cost. The annual calculation reflects enrollment.

Individual Portfolio System License Fees*

FTE Enrollment Under 1,500	\$5.00
FTE Enrollment 1,501 - 3,999	\$4.75
FTE Enrollment 4,000 - 7,999	\$4.50
FTE Enrollment 8,000 - 10,999	\$4.25
FTE Enrollment 11,000 - 14,999	\$4.00
FTE Enrollment 15,000 - 19,999	\$3.50
FTE Enrollment 20,000 +	\$3.00
State or Consortia Implementation	Call

* Prices based on fee international pricing. The minimum number of portfolios required to purchase a site license is 200.
** FTE Enrollment as reported annually in the National Center of Education Statistics - IPEDS
*** The "license fee" is assessed annually to calculate the maintenance cost. The annual calculation reflects enrollment changes from year to year.

AVENET
WEB SOLUTIONS

Avenet

- Provides technology for e-folio Minnesota
- Many pricing options; must contact for more info.
- <http://avenetefolio.com>



- Home
- Student efolio
- Educator efolio
- Career efolio
- Institutional efolio
- Technology
- Latest News
- About Us
- FAQs
- Request for more information
- Contact Us

Enhancing Education
Promoting Achievement
Advancing Careers

Avenet eFolio

The award winning, industry-leading online portfolio management system. Empowers students, educators and job-seekers to organize, manage and display their academic and career information to enhance education, promote achievement and advance careers.

Avenet is proud to provide the innovative electronic portfolio technology for efolioMinnesota, winner of the 2006 Campus Technology Innovation Award

Latest News

efolioMinnesota wins Campus Technology Innovator Award

Minnesota's Electronic Portfolio exceeds 35,000 users

efolioMinnesota Receives Council on State Governments "Innovations Award"

Coalition e-Learning Organization Launches Initiative with Avenet efolio

Search

GO

Full Site

Student efolio



Empower students to organize and manage academic and career information in a rich, dynamic web-based portfolio.

Educator efolio



Empower educators with a powerful online portfolio system to enhance professional development, academic achievement and student outreach.

Career efolio



Empower individuals to document, manage and display educational and career achievements in a portable online system to assist in job searches and career advancement.

Institutional efolio



Empower institutions with an online



MC 443 – Portfolios
Worth = 100 Points Each
Due = March 12, 2008

Assignment: The portfolios used in this class are intended to help prepare you for seeking employment upon graduation. You will prepare a binder portfolio with hard-copies of your best work that can be taken with you to job interviews. You will also prepare an online portfolio through the eFolioMinnesota program. Both the binder portfolio and e-folio are worth 100 points.

In addition, your electronic portfolio will be used to assess your demonstration of the four Public Relations Major Learner Goals. This evaluation will be done independently of your portfolio grade and does NOT factor in to your final grade for this course. The four Learner Goals are:

- 1) Write at a professionally acceptable level
- 2) Understand and put into action the PR Process
- 3) Utilize relevant PR technologies
- 4) Demonstrate critical-thinking abilities

While each student’s portfolio will be unique, there are some common characteristics you should take strongly into consideration:

- Binder portfolio should have a “Table of Contents”
- Binder portfolio should be organized for easy navigation
- Work displayed in binder portfolio must be accompanied by a brief description of work for proper context
- E-folio categories must match work displayed in them
- Documents displayed in e-folio must be described; context given
- Both portfolios should include only your best work, unless you intend to show progress made from beginning to end of semester
- Be sure to have a variety of your best work displayed, such as news stories, press releases, position papers, brochures and materials created in your internships and/or volunteer activities.
- Both portfolios must be free of spelling and other writing errors.
- You are encouraged to have a nice, professional-looking photo of yourself on the home page of your e-folio.

Do not limit yourself to the above suggested elements. Be creative with your portfolios, but at all times be professional and purposive.

-CONTINUED-

Here's how you will be graded on each portfolio:

90-100 Points: Your portfolio is well organized and easy to navigate with context for each work displayed; it is free of spelling and other writing errors; your portfolio clearly serves a purpose and displays your best work; it is professional in every way and needs few to no changes.

80-89 Points: Your portfolio is well organized and easy to navigate with context for each work displayed; the writing is generally very good, but may have one or more minor errors; your portfolio displays some of your best work, but may be missing an element or more depending on your purpose; it is professional, but does require some minor changes before it is used.

70-79 Points: Your portfolio is well organized and easy to navigate with context for each work displayed; the writing is good, but does contain minor to major errors; the work displayed is good, but may not entirely match the portfolio's purpose or may not be your best work; it should not be used until the changes are made.

60-69 Points: Your portfolio is organized, but context is not provided for each of the work displayed; there are several minor to major writing errors; the work displayed does not match the purpose of the portfolio; it will require a major overhaul before it can be used.

0-59 Points: Most of the suggested elements were ignored; the writing is poor with major errors; the portfolio does not seem to serve any purpose; it will require you to start over before it can be used.

MC 443 E-folio Rubric

Name: _____

Learning Goal	Excellent (23-25)	Very Good (20-22)	Average (18-19)	Below Average (15-17)	Unacceptable (0-14)
Write at a professionally acceptable level					
Understand and demonstrate PR Process					
Utilize relevant PR technologies					
Demonstrate critical thinking abilities					
Overall evaluation of portfolio					

Student Name Here

Binder Portfolio

- Put your name on the Table of Contents page. That should be the first thing we see.
- Your resume is good, but could easily be shortened. Take out all high school information, both education and jobs. That's only necessary if you need filler material.
- You can also take out the coursework you've taken. Again, only necessary if you are short on experience.
- In your Winona Area Chamber responsibilities description, you begin with the verbs "performing" and "writing," but then switch to "maintain" and "correspond." Be consistent. I would go with "Perform" and "Write."
- On your resume under "M.C. Fitness and Sports Club," in the "Title" portion, you have an extra space in "manager."
- Under "College Jobs" on your resume, isn't there a hyphen in Hy-Vee?
- The rest of the portfolio is very good. Just clean up the resume and you should be good to go.

E-folio

- The two "a" on the home page should be "an". I would also take out the "beyond that which you will find on my resume."
- On your "Education" page you should link either the phrase or the logo back to the SMU website.
- When you click on the "Education" tab a stray subcategory appears for High School. Be sure to get that off of there.
- In the description on the "Works Samples" page, do you mean analytical instead of analytical?
- On the "Internships" page you can delete the definition of an internship. Everyone knows what an internship is and does. Instead, write exactly what you did as an intern at the Chamber and why it was valuable. Also, your link to the Chamber website doesn't work. How about a picture or two of some of the events you've organized?
- On your "Coursework" page, the very first entry says "Repoting II (instead of Reporting). You also misspell Contemporary. The course descriptions are OK, but what you really should display is coursework you've done in the classes. That's what an employer cares about.
- In "Employment History," you have two subcategories (Retail & Computer Technician) with nothing in them.

--In "Publications," your two links don't work.

--Move Contact. Info. to the bottom, right ahead of "References."

--Your e-folio has a lot of potential, but there's just too much wrong with it for me to give it a passing grade. The links absolutely must work and there are too many noticeable writing errors that need to be corrected.