
Electronic Career Portfolio

An electronic career portfolio is a purposeful collection of work in an electronic format that tells the story of an individual including achievements, growth, vision, reflection, skills, experience, education, training, and career goals. This tool gives a complete picture of an individual and their potential—much more than just a letter of application and résumé can provide.

Competencies

This event consists of two (2) components: a prejudged project and a performance.

Project Competencies

- demonstrate an understanding of the event
- demonstrate effective verbal communication skills
- demonstrate ability to make a professional presentation
- explain content logically and systematically
- develop a career plan
- effectively communicate design process
- demonstrate knowledge of employability skills and trends

Business Education Curriculum Standard(s):

Career Development; Communication; Information Technology

State Eligibility

Each local chapter may submit two (2) entries. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten (10) entries with the highest rating sheet scores will qualify to attend and make a presentation at the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated at www.pafbld.org/importantdates.php, posted on the PA FBLA website.

State Regulations

1. The local chapter adviser must certify and submit an event entry form which is posted on the PA FBLA web site to the PA FBLA Executive Director/State Chairman by the deadline date listed at www.pafbld.org/importantdates.php, which is also posted on the PA FBLA web site. The form must include the following information: chapter name, participants' names, school, state, and date.
2. All information should reflect the student's work, accomplishments and experiences. No fictitious information should be used.
3. A Statement of Assurance form must be completed with the URL and submitted to the state office by the date listed in the Important Dates section of the PA FBLA web site.
4. An event entry form must be submitted with the entry.
5. The portfolio must be available for viewing on the Internet at the time of judging. No changes can be made to the site after the official entry date.
6. Student members, not advisers, must prepare web sites. Advisers should serve as consultants to ensure that the portfolio is well organized, contains substantiated statements, and is written in an acceptable business style.
7. Entries will be judged according to the rating sheet found in these guidelines.

State Procedure

Prejudged Project

1. The portfolio must include a résumé or data sheet, and career summary. The career summary page should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
2. Participants should showcase education and work experience by showing examples and evidence of work, skills, and accomplishments.
3. Sample materials also must be included in the portfolio. These samples must include, but are not limited to , the following:
 - a. **Career Related Education:** Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job.
 - b. **Educational Enhancement:** Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.
 - c. **Examples of Special Skills:** Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio.

State Procedure

1. The event consists of two parts: (1) submission of a project, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.
3. If advancing to the final found, participants are required to complete both parts to be eligible to win an award.

Performance

1. Based on the top ten (10) highest prejudged project scores, a maximum of ten (10) individuals will be selected to make an oral presentation at the State Leadership Conference.
2. Student members, not advisers must prepare electronic career portfolios.
3. The presentation is an explanation of the chosen career search and supporting materials.
4. Students may present their portfolio using a DVD, USB flash drive, or by accessing it via the Internet.
5. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
6. The individual must provide the computer for the presentation. The individual or team must provide the computer for the event. The Internet (hard-wired connection), a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
7. The individual or team has five (5) minutes to set-up and remove the equipment.
8. All information should reflect the student's accomplishments and experiences. No fictitious information should be presented.
9. The individual has seven (7) minutes to present.

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10. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
 12. Following each oral presentation, the judges will conduct a three-minute (3) question-and-answer period.
 13. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.
 14. **The participant must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

State Judging

Portfolios that meet the above regulations will be reviewed by a panel of judges prior to the State Leadership Conference. Using the rating sheet found in these guidelines, a panel of judges will select the winners, and all decisions of the judges are final.

In the event there is a tie in order to determine the top ten (10) finalists to attend the SLC, ties will be broken based on the following:

First Tiebreaker

- Total points of the *Samples* section on the Production Rating Sheet.

Second Tiebreaker

- Total points of the *Content* section on the Production Rating Sheet.

Third Tiebreaker

- Total points of the “Clear presentation with logical arrangement of information” category in the *Portfolio Usability* section on the Production Rating Sheet.

The following tiebreaker will be used in the event there is a tie after the prejudged portion and oral presentation portion of the event:

First Tiebreaker

- Total points of the Production Rating Sheet.

Second Tiebreaker

- Total points of the *Samples* section of the Performance Rating Sheet

Third Tiebreaker

- Total points of the *Content* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at www.pafbla.org/tiebreakers.php.

State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility

The first-, second-, and third-place award winning portfolios at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winning portfolios do not wish to have their portfolios submitted for competition at the National Leadership Conference, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

PA Executive Director/State Chairman

- to contact the next eligible award winner about participating at the National Leadership Conference.



ELECTRONIC CAREER PORTFOLIO

Production Rating Sheet

Revised 2017-18

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Resume (Data Sheet) <ul style="list-style-type: none"> • Displays evidence of professional experience, career related experience, and leadership experience • Outlines any special certifications or training • Shares overview of academic success • Outlines Community Service 	0	1 – 3	4 - 7	8 - 10	
Career Research Summary: <ul style="list-style-type: none"> • The specific career targeted is clearly identified and described – the portfolio must specifically be targeted towards a career • Skills and education needed for the career are identified and outlined • Money/salary and outlook for the career are identified • Evidence of research for the career summary 	0	1-5	6-10	11-15	
Sources of information cited pertaining to copyright standards	0	1 – 3	4 - 7	8 - 10	
Career-Related Education <ul style="list-style-type: none"> • School activities • Career research project • Application of business education and/or related occupational skills and their relationships to the job 	0	1-7	8-14	15-20	
Examples of Special Skills or Proficiencies <ul style="list-style-type: none"> • Includes examples of special skills and/or abilities related to job and career goals 	0	1-7	8-14	15-20	
Portfolio Usability					
Navigation is easy and effective	0	1 – 3	4 – 7	8 – 10	
Clear presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 2	3 – 4	5	
Subtotal	/100 max.				
Penalty Points Deduct five (5) points for not adhering to Guidelines. _____					
Total Points	/100 max.				

Name: _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



ELECTRONIC CAREER PORTFOLIO

Performance Rating Sheet

Revised 2017-18

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Expectation Item					
Resume	0	1-3	4-7	8-10	
Career Research	0	1-3	4-7	8-10	
Career-Related Education	0	1-7	8-14	15-20	
Special Skills and Proficiencies	0	1-7	8-14	15-20	
Identifies Sources	0	1-3	4-7	8-10	
Delivery Skills					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for leaving materials.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.

Name: _____ Region: _____

School: _____ Date: _____

Judge's Signature: _____

Judge's Comments: