

Electronic Career Portfolio

An electronic career portfolio is a purposeful collection of work that tells the story of an applicant including achievements, growth, vision, reflection, skills, experience, education, training, and career goals. It is a tool that gives employers a complete picture of who you are—your experience, your education, your accomplishments—and what you have the potential to become—much more than just a letter of application and resume can provide.

Competencies

Competencies for this event include: written communication skills, organizational skills, creativity, career development, technology skills, computer programs, multimedia, Internet, use of scanners, self-assessment, and knowledge of employability skills and trends.

Career Cluster(s):

Business, Management, and Administration; Information Technology; Marketing, Sales and Service

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 the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated on the PA FBLA DATES TO REMEMBER document posted on the PA FBLA website.

State Regulations

1. All information should reflect the student's accomplishments and experiences. No fictitious information should be used.
2. Portfolios should be clearly labeled with the name of the event, the participant's name, the school, the state, and the date.
3. All files must be viewable on a Windows platform.
4. 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.
5. The use of templates must be identified at the bottom of the home page.
6. Entries will be judged according to the rating sheet found on page 182.
7. Electronic portfolios should contain no more than 30 pages/screens.
8. The portfolio must include directions to access the portfolio, a table of contents, proper navigation through the portfolio, a resume, and career summary. The career summary page should include career choice, description of career, education required, and future job outlook (e.g., monetary, advancement).
9. Other topics and materials that may be included are: awards and honors, certificates, community and volunteer activities, conferences or workshops, examples of projects or presentations, letters of recognition and/or

recommendation, list of accomplishments, leadership development activities, recognitions, self-assessments, evidence of specific skills, abilities, web sites/pages created, writing samples, and so on.

10. Participants can showcase education and work experience by showing examples and evidence of work, skills, and accomplishments.

State Procedure

Prejudged Portfolio

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 on the PA FBLA DATES TO REMEMBER document, 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. The portfolio may be submitted in any program, but must include a player/viewer for the program.
3. The Electronic Career Portfolio must be submitted on a CD or DVD.
4. Entries must be accompanied by a readme file (300 words or less) noting software used, source of information, and instructions on running the electronic portfolio. The readme file must be stored on the CD/DVDs with the portfolio.
5. Four copies of the electronic portfolio must be submitted to the state office for judging accompanied by one event entry form.

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 on page 182, a panel of judges will select the winners, and all decisions of the judges are final.

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 *Content* section on the rating sheet.

Second Tiebreaker

- Total points of the *Portfolio Usability* section on the rating sheet.

Tiebreaker implementation examples are found starting on pages 341-343 of this handbook.

State Awards

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

National Conference Eligibility

The first- and second-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- and second-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 not participating at the National Leadership Conference.

PA FBLA Executive Director/State Chairman

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

Electronic Career Portfolio Judges' Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Required items included: ◆ Directions to access portfolio ◆ Table of contents ◆ Resume ◆ Career summary	0	1 - 5	6 - 10	11 - 15	
Samples of work, achievements and accomplishments (minimum of four samples)	0	1 - 7	8 - 14	15 - 20	
Items included appropriate for career choice	0	1 - 5	6 - 10	11 - 15	
Effective use of research in career summary, sources of information cited in proper copyright format	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 English skills demonstrated	0	1 - 3	4 - 7	8 - 10	
Subtotal:				/100 max.	
Penalty Points: Deduct two (2) points for each spelling error.					
Deduct five (5) points for not adhering to Guidelines.					
<input type="checkbox"/> 4 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly					
Final Score:				/100 max.	

Names: _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

 Chief Administrator _____

 Official Checker _____