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## **Electronic Career Portfolio**

*An electronic career portfolio is a purposeful collection of work that tells the story of an individual 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**

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

Competencies for this event include: the ability to demonstrate an understanding of the event, demonstrate good verbal communication skills, demonstrate the ability to make a professional presentation, provide a logical and systematic explanation, develop a career plan, communicate the design process effectively, and demonstrate knowledge of employability skills and trends.

#### **Career Cluster(s):**

Business, Management, and Administration; Information Technology

#### **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.pafbla.org/importantdates.php](http://www.pafbla.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.pafbla.org/importantdates.php](http://www.pafbla.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. Portfolios should be clearly labeled with the name of the event, the participant's name, the school, the state, and the year of the competition.
4. 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.
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.

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## **State Procedure**

### **Prejudged Portfolio**

1. The use of templates must be identified at the bottom of the home page.
2. Electronic portfolios should contain no more than 30 pages/screens (i.e., slides, links, text files, etc.).
3. The portfolio must include a resume or data sheet, and career summary. The career summary page should include career choice, description of career, education required, and future job outlook (e.g., monetary, advancement).
4. Participants should showcase education and work experience by showing examples and evidence of work, skills, and accomplishments.
5. 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. **Education 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**

### **Presentation**

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. PA FBLA will provide the computer, projector, internet access, screen and electrical equipment for this event.
7. The individual will have seven (7) minutes to present their portfolio to a panel of judges.
8. A timekeeper will stand at six (6) minutes and again at (7) minutes. 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.
9. Following each presentation, judges will conduct a three (3) minute question/answer period.
10. Performances are open to conference attendees.

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## **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 *Content* section on the rating sheet.

**Second Tiebreaker**

- Total points of the “Navigation is easy and effective” category in the *Portfolio Usability* section on the rating sheet.

**Third Tiebreaker**

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

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php](http://www.pafbla.org/tiebreakers.php).

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 *Prejudged Project* rating sheet.

**Second Tiebreaker**

- Total points of the *Samples* section of the production rating sheet

**Third Tiebreaker**

- Total points of the *Content* section on the production rating sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php](http://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- 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 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

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Required items included: • Table of contents • Resume • Career summary	0	1-5	6-10	11-15	
Samples of work, achievements, and accomplishments (minimum of 4 samples)	0	1-7	8-14	15-20	
Items included appropriate for career choice	0	1-5	6-10	11-15	
Evidence of research in career summary; sources of information cited in proper copyright format	0	1-7	8-14	15-20	
<b>Portfolio Usability</b>					
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	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty Points</b> Deduct two (2) points for each spelling error (maximum of ten [10] points). _____					
Deduct five (5) points for not adhering to Guidelines (maximum of ten [10] points).					
<input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> over thirty [30] pages/links _____					
<b>Total Points</b>					<b>/100 max.</b>

Name: \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

# ELECTRONIC CAREER PORTFOLIO

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Resume	0	1-3	4-7	8-10	
Career Summary <ul style="list-style-type: none"> <li>Career description</li> <li>Skills and education needed for the career</li> <li>Money/salary and outlook for the career</li> </ul>	0	1-5	6-10	11-15	
Evidence of research in career summary; sources of information cited in proper copyright format	0	1-2	3-4	5	
<b>Samples</b>					
Career-Related Education <ul style="list-style-type: none"> <li>Describes career-related education that enhances employability. Includes a summary of school activities; career research projects, application of Business Education and/or related occupational skills and their relationship to job.</li> </ul>	0	1-5	6-10	11-15	
Education Enhancement <ul style="list-style-type: none"> <li>Describes educational enhancement opportunities that enhance employability. Includes career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews or community service projects, and products developed during these experiences.</li> </ul>	0	1-5	6-10	11-15	
Examples of Special Skills <ul style="list-style-type: none"> <li>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 an/or video recordings may be included in the portfolio.</li> </ul>	0	1-5	6-10	11-15	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed					
<b>Total Points</b>					<b>/100 max.</b>

Name: \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

Co-Competitive Events Coordinator \_\_\_\_\_