4-Part Online Course

Class 1: Getting Started With E-Portfolio Development

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4-part Course Agenda:

- Pre-Class Work: **Free Webinar Replay**
- Class 1: Getting Started With E-Portfolio Development
- Class 2: A Guide to Domain Names and Website Basics
- Class 3: WordPress 101 – Getting Your E-Portfolio Site Up and Running
- Class 4: Showcasing Your e-Portfolio and the Career Boosting Benefits of Blogging

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5 Simple Steps to Creating a Powerful Professional Portfolio

1. Assemble the Tools for the Job
2. Review Your Work History/Experience
3. Pick Your Top 5 Items to Showcase (repeat)
4. Bring Your Portfolio Up to P.A.R.
5. Utilize Your Portfolio for Career Development and Advancement

These steps chart the course for creating BOTH your print portfolio and your online portfolio.
Following the free webinar, your plan of action included:

**Plan of Action**

**Step 1: Assemble the Right Tools for the Job**

- Assemble the tools you need to create your Professional Portfolio
  - **Binder** – Avery Extra-Wide Heavy-Duty Binder with 1.5” One Touch EZD Rings (AVE01319)
  - **Tabbed Dividers** – Avery Protect N Tab Tabbed Sheet Protectors, 8 tab set (AVE74161)
  - **Sheet Protectors**
    - Note: All of the supplies can be found on our Amazon affiliate store page here: http://bit.ly/procedurespro
- Create a Binder Cover and Spine
- Create a general Table of Contents

**Step 2: Review your work history and experience to identify what you want to showcase.**

- Print out your resume and use it to review your work history.
- Look at the current projects or activities you are currently involved with and start assembling a list of potential work samples you could include. (Don’t stall out wondering if they are appropriate or not…we’ll cover how to handle that during the 5 Day Challenge.)
- Start looking back at past positions, jobs, etc. to see if you have any work samples in your files or electronically to showcase.
- Look at your community and professional memberships for participation on committees or leadership roles you can showcase.

**Extra Credit:** Get a head start and start assembling these items for your professional portfolio.

- Resume
- List of References
- Copies of College Diplomas
- Training or Conference Attendance Certificates
- Letters of Recommendation or “Kudos” Emails from colleagues
- Proof of Professional Certifications
Introduction to e-Portfolios

What is an electronic professional portfolio?

To define it broadly, an electronic professional portfolio includes:

- work samples
- proof of training/education
- things that relate to your professional experience and background

...assembled in a dynamic web-based format which may include visual graphics, downloadable files, audio and video components.

The primary difference between a print version of your professional portfolio and an electronic portfolio is the electronic portfolio is created on an Internet-based technology or website so you can easily share it with others.

Why develop an electronic portfolio?

- Marketing yourself professionally
- Job hunting
- Career transitions
- Candidate differentiation
- Self-confidence builder
- Skills builder
Boost Your Professional Visibility With An Online Portfolio – 4-part Online Course
Class 1: Getting Started With E-Portfolio Development

How to Develop an Electronic Portfolio

If you already have a print version of your professional portfolio, get it out now. It will serve as a guide to planning your electronic portfolio also. They will not be exactly the same, but they will complement one another.

The 7 basic steps to creating your online portfolio:

1. Create a FREE WordPress.com website.
4. Add content to your WordPress.com website pages.
5. Reserve a domain name for your electronic portfolio website.
6. Forward and mask your domain name to your WordPress.com site URL.
7. Send your new website domain name out for others to view your new electronic portfolio.

How we’ve structured our course materials

We’ve created a mini sticky note check box to bullet the items you need to complete in the electronic portfolio setup process. If you choose to, you may put a check mark in each one as you complete it so you’ll know where you’re at when you return to the project later.

When we have a helpful hint or tip to share about a specific section, we’ll also highlight those along the right hand side of the page with a larger version of the sticky note.
An Electronic Professional Portfolio Preview

Here is a sample of my demonstration version of my electronic professional portfolio. You may also view it online at: www.julieperrine.wordpress.com.

This will give you an electronic portfolio site to look at as you go through the setup process. I’m constantly changing things around on this site for demonstration purposes, so the pages and related content may change from visit to visit, but you’ll be able to capture the overall concepts I discuss in this course as you begin the development process of your own electronic portfolio website.
Posting Your Resume Online

When you post your resume online where the general public may be able to view the contents, you want to be thoughtful about how much information you really want to share in such a public forum. **Keep in mind, once you put something on the Internet, you can never completely remove it again.** Copies of website content are stored on servers around the world, so you cannot control where that information may be saved or retrieved even after you delete it from your website. Here are some guidelines I recommend for the “web version” of your resume.

**Your Resume Title**
Add a subtitle to the top of your resume that says “Online Resume”. You may even want to add a note in the header of your online resume that says, “To see a more detailed and date specific version of my professional resume, please request one by e-mail at [youremailaddress].”

**Contact Information**
You may want to remove personal data such as home address information, home phone number, and even cell phone number. If you want to include a phone number but don’t want to reveal your current home or cell information, consider setting up a free Google Voice phone number. I recommend only including an e-mail and your e-portfolio website for posting your resume online.

**Career Profile Statement**
Make sure your resume includes a career profile statement. Here are some examples to get you started in creating your own profile statement. Don’t copy these; create your own that is appropriate and relevant to your individual background and skills. I provide these as a tool to get you started in creating your own version.

**EXAMPLES:**
Successful administrative professional with an established record providing administrative support to multiple executives and their teams, acting as a liaison between employers and external business partners, coordinating office activities and schedules, and handling highly sensitive and confidential information in the corporate business environment.

A proactive and results-oriented administrative professional with a demonstrated capacity to provide comprehensive support for C-level and VP-level executives and their management teams, proven track record of exceeding expectations, adept at developing and maintaining administrative and procedural processes that reduce redundancy, improve accuracy and efficiency, and achieve organizational objectives.

Dedicated, service-oriented professional with excellent communication and computer skills and over five years of experience providing legal support to corporate teams, acting as a liaison between multiple internal and external business partners, streamlining processes and procedures, and handling highly sensitive and confidential information in the corporate business environment.
Accounting and Information Technology Professional with a solid base of experience providing accounting support and technical support to corporate users, small to medium sized businesses, and individual home users including implementing cost saving measures and streamlining processes, trouble shooting systems and software, installing and maintaining hardware and software, and training users on new technology.

**Job Experience**

Depending on the companies you have worked for and the type of work you have done, you may want to remove specific information about the location and/or dates you have worked there also. I would certainly include a couple of sentences regarding your overall job duties. You may want to evaluate which accomplishments you want to highlight and only pick the most impressive ones if you have a significant list for each position.

Here’s an example of one way to remove some of the more specific information from your resume for posting online:

**ORIGINAL:**

Insurance Company, LLC, City, State
Corporate Law Paralegal 2
Corporate Law Paralegal 1
March 1998 to Present
February 2008 to Present
October 2004 to February 2008
Performed multiple corporate functions including completion of regulatory filings, maintained information for corporate databases, drafted corporate minutes, kept corporate books and files, performed routine legal research, and routine administrative support tasks.

**ACCOMPLISHMENTS**

- Managed the preparation and filing of merger documentation with 45 states and facilitated approvals with the state regulatory agencies which set a department record for quickest completion of the approval process.
- Led the implementation team for designing and implementing a document imaging system for record retention and business continuity planning.

**WEB VERSION:**

Employed by a national insurance provider – 8 years
Corporate Law Paralegal 2 – 2 years
Corporate Law Paralegal 1 – 6 years
Performed multiple corporate functions including completion of regulatory filings, maintained information for corporate databases, drafted corporate minutes, kept corporate books and files, performed routine legal research, and routine administrative support tasks.

**ACCOMPLISHMENTS**

- Managed the preparation and filing of merger documentation with 45 states and facilitated approvals with the state regulatory agencies which set a department record for quickest completion of the approval process.
- Led the implementation team for designing and implementing a document imaging system for record retention and business continuity planning.
Education
Some prefer not to post the name or location of the college where they attained their degree. You may want to remove specific dates from your educational background if you think it may reveal your age also. All you need to list is the highest degree you have attained. You may also want to include training you’ve completed.

Certifications
Remember to include any special certifications or credentials that you have attained.

Your E-Mail Address

I strongly suggest creating an e-mail address that you use only for your electronic portfolio and job hunting use. Why? Because your e-mail will be posted on a publicly accessible website. This means you may be subjected to spam or solicitations from companies who come across your information online. So create ONE professional e-mail address that you use exclusively for job hunting, your resume, and your electronic portfolio.

Here are some e-mail address formats you might consider:
- First name and last name (JuliePerrine@_____.com)
- First name, middle initial, last name (JulieLPerrine@_____.com)
- First initial and last name (JPerrine@_____.com)
- First name and last name plus Online or Job Hunt (JuliePerrineJobHunt@_____.com)
- First name, last name, and professional credentials (JuliePerrineCPSCAP@_____.com)

NOTE: Be careful using credentials, though, in case they change.

You can setup a FREE Google Gmail account by going to www.google.com and clicking on Gmail.
One nice thing about Gmail is you can also import other e-mail accounts into Gmail and read all of your e-mail in one convenient location. Read more about Gmail on Google’s website at www.google.com.
Brainstorming Domain Names and WordPress Site Names

Register your website domain name: www._____________.com (or .net, .info)

Nothing says “I’m a professional” like having your own registered domain name. Brainstorm about the best domain name for your site. Your name is one of the best options for an electronic portfolio. If the .com is not available, you may want to consider a .net or .info. There are many options, and most sites will recommend other variations of your original search term if it is not available for use.

Think about what would be the most memorable for others to remember your domain name. For this reason, I do not recommend using middle initials or credentials in the domain name you choose to register.

If your name is not available, you may consider variations of your name, such as your name followed by “portfolio” (yournameportfolio.com) or followed by “online” (yournameonline.com). You also may choose to leave your name out of it altogether and choose a memorable profession-related term.

Special Note: If the .com version of your name is not available, do a search to see who does own it. You may not want the .info or .net of your name if you could be easily confused with the owner of the .com of your name. You don’t want people to confuse you with someone else – especially if they do not have a stellar reputation.

Spend a few minutes now brainstorming some domain name ideas you’d like to research for your electronic portfolio.

Possible Domain Names to Register

______________________________________________
______________________________________________
______________________________________________
______________________________________________
______________________________________________
______________________________________________

Do a weekly Google search of your name to monitor your online presence if you are active on social media sites or have a website or blog.
Do I need to purchase website hosting?

Most websites where you register a domain name will also offer website hosting packages. You do not need website hosting for the purposes of creating your electronic portfolio because we are using the free Wordpress.com site to build your electronic portfolio. If you ever choose to upgrade to a more robust website development platform such as Wordpress.org, then you will need to purchase a hosting plan with your website hosting company. For now, though, you don’t need to add that expense to your e-portfolio creation.

Where do I register my domain name?

To register your domain name, there are a lot of economical sites where you can do this. My personal preference is www.eportfoliotoolbox.com. (Note: This site is a GoDaddy reseller account for Julie Perrine International, LLC. If you purchase your domain name through this site, JPI may profit from the transaction.)

- Go to: www.eportfoliotoolbox.com
e-Portfolio Setup Logins and Passwords

**Domain Name Registration / Website Hosting Company**

NAME OF HOSTING COMPANY: _____________________________________
(For example: GoDaddy or ePortfolioToolbox)

WEBSITE URL OF HOSTING COMPANY: ______________________________
(For example: www.ePortfolioToolbox.com)

LOGIN: _______________________________

PASSWORD: ______________________________

E-MAIL ADDRESS USED TO REGISTER: ________________________________

PASSWORD HINT: _________________________

CALL IN PIN (if applicable): _______________

**Wordpress.com Account**

LOGIN: _______________________________

PASSWORD: ______________________________

E-MAIL ADDRESS USED TO REGISTER: ________________________________

**Your e-Portfolio Wordpress.com Dashboard**

Website URL Login Screen: _______________________________________
(For example: www.julieperrine.wordpress.com/wp-admin)

LOGIN: _______________________________

PASSWORD: ______________________________

**Gmail / Google Account**

LOGIN: _______________________________

PASSWORD: ______________________________
Class 1
Plan of Action

If you haven’t already…

- Listen to the Free Webinar Replay
- Review the Free Webinar Plan of Action

Then DIVE IN to the next steps of the process…

- Setup a professional email address (if you don’t already have one) for e-portfolio use.
- Create an e-portfolio version of your resume for online use.
- Review your Work History and Experience to identify what you want to showcase first.
- Pick your Top 5 Items from your brainstorming list that you can include immediately!
  1. ________________________________
  2. ________________________________
  3. ________________________________
  4. ________________________________
  5. ________________________________

- Start assembling those 5 items one by one!

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EXTRA CREDIT!

- Create a list of website domain name ideas you could register to promote your online portfolio with.

In class 2, we’ll be diving into registering a domain name, starting a free WordPress site, and some website basics to be aware of as you begin creating your online portfolio.
Connect with Julie Perrine online:

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