Welcome to the career portfolio café.

I'm career services advisor Nicolle Skalski working out of the Minneapolis, Minnesota academic offices of Walden.

Today we are going to be discussing the importance of building a career portfolio to distinguish yourself in the marketplace.
For those of you not familiar with the career services center, here is a slide of our team members. Awful us work out of the Minneapolis office. Our mission is to educate, coach and advise our learners to proactively manage their careers. So I would like to start out by asking you all a question: How familiar are you with career portfolios? And today we're going to be specifically talking about building an e-portfolio, an electronic portfolio. So please use the question function on your GoToWebinar control panel to type in your answers. This is an open question. Are you creating and learning about a career portfolio for the first time? Are you updating or improving a current portfolio? Or maybe you have a tangible binder portfolio and maybe you're interested in learning how to convert it
to an electronic portfolio.

Or, are you unsure of what an electronic portfolio is and you're here to learn more.

Are you a beginning, wanting to update an existing one, convert a tangible or hard portfolio and I'll give everyone a minute to chime in.

Okay.

We have lots of answers coming in.

Most of you it looks like first portfolio learners.

Great, we're so excited to have you all here.

I really want to thank you for all joining.

Most people know what one is, have some materials, but unsure how to make one.

Okay.

Some experience, want to learn more.

Beginners, looks like most of you are beginner,

beginner, first time -- excellent.

Welcome everyone.

And thank you for taking the initiative to join us today.

Many of you have resumés, but not family with the concept.

And some of you want to convert.
Okay.

Excellent.

That's phenomenal.

Thank you all for sharing.

Really good feedback here.

Okay.

Great.

So today's agenda -- so we're going to learn what a career portfolio is.

And this is differentiate from a learning portfolio.

We're really talking about career portfolio here.

To market yourself for a job search.

And in the labor market.

And why it's so important these days.

Discover what should be included in your e-portfolio and then how to build a strong e-portfolio using the career services OptimalResume portfolio builder that you can access from our website.

And I'm going to show you, today, give you a little
demo on how to access that.

And start your portfolio.

Okay.

So what is, exactly, a career portfolio?

And, again, we're talking about in the context of building an electronic portfolio.

Although, the same -- the same rules would apply.

The same concept for a binder portfolio.

But since we're online learners, and most of the job searches online and with social media, e-portfolio is really the thing to do today.

So it's a visual representation of your skills and abilities, your work experience, and your personal qualities.

It's also in an organized format.

It's a collection of your accomplishments and contributions from your previous work experience.

And it really gives an employer's a feel of what you
can provide and what you can accomplish going forward.

By going beyond just telling, like on the resumé, with just text, but also really showing your work and demonstrating and showing proof of it.

It provides evidence by showcasing the results of your accomplishments.

Okay.

Why should I create a career portfolio?

Again, a career portfolio brings your work and accomplishments to life in a visual format and representation.

It demonstrates not only your skills and ability, but the results and the outcomes of your work.

It's a fantastic way to differentiate yourself from the competition.

In your job search and in the interview context.

It helps you prepare for and communicate clearly in the interview.
You can fill in the gaps that are not communicated on your resumé or cover letter.

And establishes the habit of documenting your accomplishments.

So, again, the job search is all about selling your accomplishments in, and the portfolio is a way to bring it to life.

Okay.

So now we're going to talk about what goes inside the career portfolio.

And this could be, also, an example of the order.

I mean, a good order would start out with your career summary and goals.

And this can be just, you know, one paragraph or a couple bullet points of summing up your career -- your recent career path maybe in the last five years.

Who you are as a professional.

The environments you've worked in.

Types of industries, and what your area of expertise is, and your professional mission statement would be,
like, how -- what are you here to provide value for in the workplace?

What's your professional mission statement?

As a professional, how do you provide value?

You can include your professional résumé, which you can also create in OptimalResume.

Include work samples, so this could be writing samples, PowerPoints, videos, graphics.

And it's not just for graphic designers.

Again, just for -- for academics as well.

You could -- if you're making a career transition, you participated in an internship.

You could showcase -- if you did program development, you've created any trainings or workshops, sharing samples of that.

Any honors and awards.

And what you would want to do is scan in these documents.

Your work samples, your honors and awards.

Well, your work samples would already be electronic.

If they're already electronic, ready to go, paper copies you would scan them so you have copies.
If it's relevant to your field like social work or teaching, licensure or certification or testimonials or letters of recommendation, volunteer experience, if you've participated either presenting at a conference or delivering at a work -- delivering a workshop, or vice versa, attending conferences and workshops. Those are some examples of the things you might want to prepare before you start creating your portfolio. And before we dive into OptimalResume, I just want to show you of an example what the finished product might look like when you build it in OptimalResume. So this is an example, professional e-portfolio. It's actually a template that's built out in OptimalResume. So notice up here, you can create categories or what are called "projects." And then within each project, you can upload documents.
So here is the resumé and cover letter.

So you would include your resumé and cover letter in this project, and any necessary background information to employers.

And, again, this is just an example.

You could start out with your career summary, your professional mission statement, that could be your first project.

But here we have -- and then you upload the resumé and cover letter.

And when you can actually share a link to your portfolio and it can be private with a password protected, or you could share it with employers.

So notice this person put the first project resumé and cover letter, and then some letters of recommendation.

And the next page they have references, writing samples, and certifications.

For -- certificate for completion for computer skills
or writing samples or press release.

Notice there's a little description.

And list of professional and character references.

So going back to page 1, so we have one, two, three, four, five projects with documents uploaded in each area.

Okay.

So now we're going to get to the part on, how do I create my e-portfolio?

So today we're going to give a high level overview of how to use the OptimalResume system to start your e-portfolio.

And I'm going to show you where to browse some of the templates and access the system.

So first thing you want to do is go to the career center website.

Which is careercenter.WaldenU.edu.

And I have a arrow here pointing to OptimalResume
access.

So from the Career Center website, you can access OptimalResume and when you click on OptimalResume it will take you to the homepage.

And if you're a new user, you see where I have circled in red, if you're a new user, you click on one of those buttons, either one is the same.

The new user up in the upper right, or in the middle, and you set up an account to access OptimalResume.

If you've already set up an account, you can just log in with your user name and password.

So what I'm going to do now, is show you that.

So here we are in OptimalResume.

And I'm an existing user so I'm just going to go to the login.

And I'm going to put in my e-mail and password.

If you're a new user, you'll want to go to new user and set up an account.

I'm going to go to my login and log in.

So these are different samples I've created for different reasons and different programs.

So what you're going to do is go to "create new portfolio."

And this is kind of the flow.
You're going to name your portfolio, add the different projects as we discussed in the PowerPoint.

And upload your files and you have your portfolio done.

And there's, also, "watch a video" for an overview of the portfolio builder.

So that's really how you get started.

So I'm going to name my portfolio, "professional portfolio."

I'm just going to call it 1.

And start my portfolio.

Now, here, you can do one from scratch, or you can browse the templates.

So here, I'm going to browse a template.

And here are the different templates.

Admissions portfolio.

If you're seeking admission to college or graduate school, a chronological.
But we're working on a professional portfolio.

So this is the sample I showed in the e-mail.

You would click on the "use this template."

You don't have to, you can create one from scratch.

Here you can reorder the projects as well.

I would click on "use this template" if I want to use it.

And then it will open for me.

And then I'm ready to go.

I can upload my documents, with these up and down arrows.

Let's say I want my resumé first.

I can move that first and have the cover letter second.

I can select these, because these are in the template, and I can delete them and upload my own cover letter.

And resumé.

So these are from the examples, so you would want to
delete them.

Again, you can reorder them.

That's basically how to edit.

You can edit, review and download the document.

And these, too, you can move around.

You can click on, let's say I want my references last, so I can just click on it, hold it down, and move my references to the end.

Here you can -- and it will move it for me.

The references are at the end.

I can add another project if I want to, et cetera.

So once you've completed your portfolio, you can rename it, delete it, save it as a zip.

But here's the important part.

Is to share it.

There are two ways you can take this unique link.

Copy and paste it into a message, and forward it to career coaches if you want us to provide a critique
for you.

Or to employers.

And you can click on the "share" button where you can post your portfolio on social media sites as well as, such as LinkedIn, facebook and twitter.

But here is your unique link to share it.

So that is how to use the portfolio builder.

So if you're a new user, I definitely suggest you set up an account and get logged in.

This is a sample of the OptimalResume homepage.

The portfolio builder, where you can actually -- you'll see where it says samples.

You can see sample resumés.

Sample cover letters.

And sample portfolios.

So now at this point, I am going to open it up for questions.

Oh, sure, interested in learning how to start from scratch.

Of course.

Any other questions about the portfolio?
Before I go back into the OptimalResume system?

So I'm going to go back to the document center.

And go, again, to create a new portfolio.

Then you have to name your portfolio and start it from scratch.

So I'm going to call it "professional portfolio2".

And then start from scratch.

So here you're going to put a name on the project.

So here, maybe, I want to put my career summary.

You probably don't need a description because when you add the files, all you're going to do is continue and add your files.

So you would have a career summary written out like in a word document.

When you put "continue and add files" you upload a file or link to a website, name the file, and then save it and then return to your portfolio.

And so there's my career summary.

I didn't add the file.

You can add files here as well.

And then you go on to the -- to a next project.
So basically, then, you add another project.

Maybe that will be your resumé and cover letter.

You can add one over here.

You add projects, so this is the flow.

Add projects, add files.

You name it, choose the file.

Upload it, save the file, and return to your portfolio.

And that's it.

That's all you do to create a portfolio from scratch.

Remember, you can move the order of the files around.

You can move the order of the projects around.

You're welcome.

Very good question.

Michelle says, is this available for alumni?

Yes.

If you still have your Walden e-mail address, you can set up a new account, as a new user in OptimalResume.
If you do not have your Walden e-mail address, I would contact alumni services and make sure you set up an account with them.

And you get an alumni portal.

And if you still have problems, then you can e-mail us on the website, careerservices@WaldenU.edu.

And we’ll make sure -- once you set up an account, and as long as Walden as OptimalResume, it's free.

You can continue to use it.

It's your account and your log in.

You can create as many resumés and letters and portfolios as you like.

Okay.

Another question, how would you use this portfolio in addition to a CV?

Remember, a CV a like a resumé, it's a written document with text.

Where the portfolio goes way beyond the resumé.
You can include your resumé, cover letter, remember samples of your work.

It brings your work to life.

And demonstrates your accomplishments.

Okay.

If there are no more questions -- if you would like your resumé or career portfolio critiques by an advisor, you can schedule a one-on-one appointment through your my Walden portfolio and send a link to your portfolio, which I just showed you how to do.

How do you connect your e-portfolio to LinkedIn?

Okay at the end, where I was showing you the demo, when you go to the top of your portfolio, when it's complete, and click "share" it creates a link that you can share on social media.

A URL is a link, that's all it is.

Thank you, Michelle.

Well, I hope you've learned about career portfolios.
We have a LinkedIn group that we encourage you to join.

We're on Twitter.

We have a YouTube channel of student success stories.

Facebook, we have a blog with amazing written career success stories.

Sorry about that.

So, please, connect with us.

Whatever works best for you.

At the bottom you'll see our website, careercenter.WaldenU.edu, and our career services e-mail.

Okay.

Looks like one more question.

When you have a company you are interested in, you provide the link.

Well, first -- I would definitely establish relationship with them.

There is a way to -- you can share that link on your LinkedIn profile, and that makes it available to anyone.

So on your summary, on your LinkedIn profile, I would invite people to view your portfolio.

And they can click on the link and view it right from
your profile.

And if you want to reach out to human resources person, at a company, invite them to view your LinkedIn and share your portfolio on your LinkedIn. That's a great way for people to see all of the above. Actually, we do have a webinar available for careers related to Twitter. It's on our website under the archived webinars. And you all are very welcome. I hope you all enjoyed this session, and have a wonderful evening. We also have -- this is recorded, so it will be archived on the career center website. Again, have a wonderful evening and I hope you enjoyed the presentation. On the career center website I can show you -- let's see. When you go to our archived webinars page, we have all
kinds of webinars.

If you go to "resumés and CVs" we have the
OptimalResume series here.

Where it's actually a step-by-step tutorial.

On the resumé builder, letter builder, the interview
prep.

The online portfolio, and the professional website.

But today we're focused specifically on the portfolio.

I hope you all enjoyed t and have a wonderful evening.

And thank you all for the kind comments.

We appreciate it.

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