Online Career Portfolio Project

Building an Online Career Portfolio

for Students and Recent Graduates

Tiffani Reardon, Georgia State University

Table of Contents

Executive Summary

This project consisted of the designing, planning, and launching of an online career portfolio template and demo in which the user will be able to showcase work samples and market themselves for employment. The team consisted of only a graduate students who acted as both web designer, graphic designer, and technical writer; and the user, who acts as the subject matter expert and content developer. As the demo of this project was created with my own work samples, I served as both the designer and the user.

The main obstacle I ran into was in regards to the timeline. I was not able to finish the project in the time projected because other projects in my life took some of my time commitments away from this project. I was, however, able to launch an unfinished demo with only educational experience included in it.

The following documentation includes all points of planning in developing the online career portfolio. The goal of this documentation is to explain the project to the reader and create a written plan for finishing the project for its official launch.

Project Overview Statement

Project Name: Online Career Portfolio Project

Project No.: 001

Project Manager: Tiffani Reardon

Prepared By: Tiffani Reardon

Date: 26 April 2015

Opportunity: Kennesaw State University's career services department website no longer gives clear access to the online career portfolio service they used to offer, leaving students and alumni having lost the portfolios they may have worked several years to build, and also possibly some of the work included in those portfolios. Personally, I used KSU's OLCP in my last three years of my undergraduate degree program, and it was very helpful to me in keeping my work samples organized and in finding a job after graduation. This kind of thing can be very helpful in a higher education setting because a big player in the choice to go to college is preparation for employment and setting ourselves, as degree-earning students, above others seeking employment who do not have the educational experience that a college degree gives.

Goal: Create an online career portfolio template and demo to help recent and future graduates organize their relevant classwork and market themselves for employment.

Objectives:

- Build an online career portfolio template
- Build a demo using my own work samples

- Market portfolio to students and recent graduates

Success Criteria: The success of the project will be determined by the quality of the deliverable, "sell"-ability of the portfolio to professors and students, level of use by students, and employment rate of users.

Resources:

- Google Drive (Excel for organization and progress tracking)
- Computer with:
    - Adobe Dreamweaver (for web design)
    - Adobe Illustrator (for graphic design)
    - Internet access
- Domain name (from GoDaddy for the demo)
- Web Hosting (from GoDaddy for the demo)

Project Management Model: For this project, I chose to use the Rapid Development Waterfall Model because it best fit the design and timeline of the project, shown in Figure 1, below.
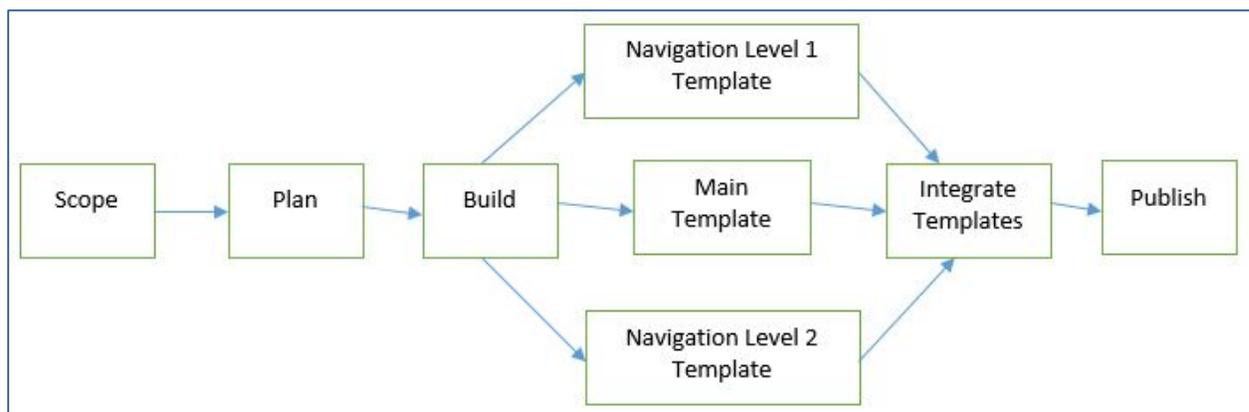

Figure 1: Rapid Development Waterfall Model for this project

Project Work Breakdown Structure

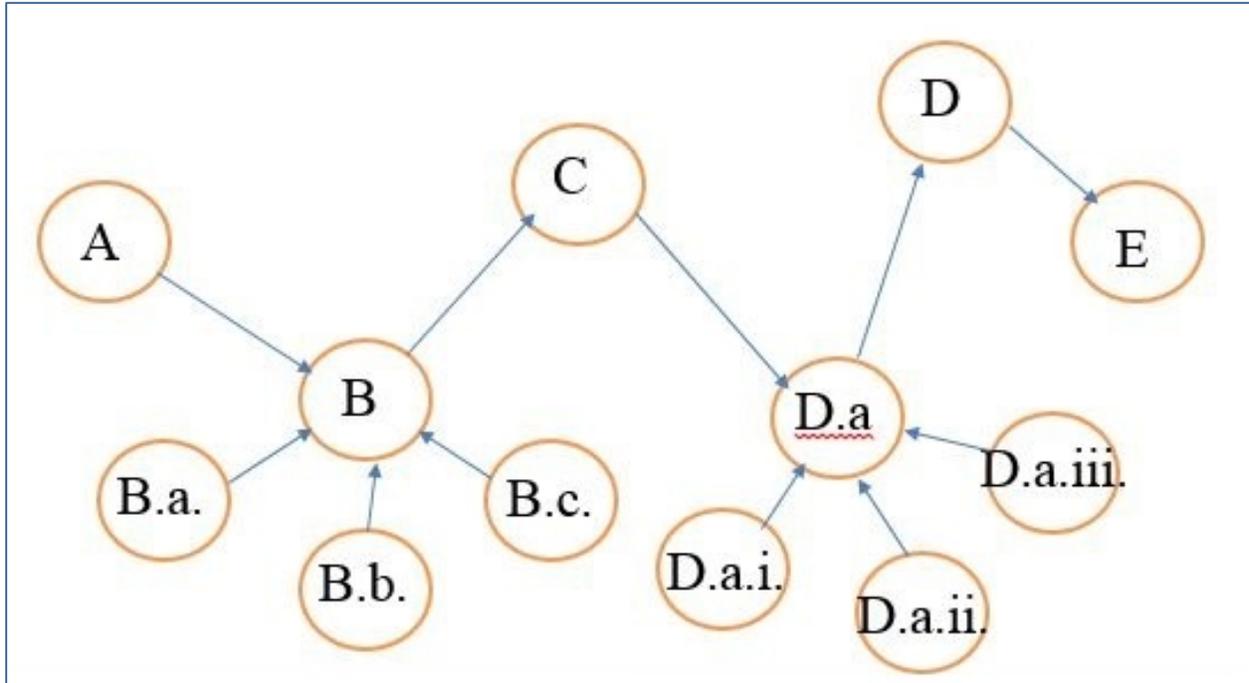Figure 2, below, shows the project Work Breakdown Structure.

Figure 2: Work Breakdown Structure

A. Build the folder structure in Google Drive for work samples

B. Build a template

    a. Build background and stylesheet for website

    b. Build footer with contact information

    c. Build header

C. Build the index page based on the template including navigation

D. Build a page for each category based on the template and link each page to the index

  page

    a. In each page, build a secondary navigation for specific experiences (i.e. in the

       "classes" category, there would be each class listed in the navigation for that page

       i.   Upload work samples into respected folders in Google Drive

     ii.   Obtain "share" links for each folder in Google Drive

   iii.   Link each item in the secondary navigation to its respected Google Drive

folder

E. Launch OLCP demo site

Timeline

A. Build the folder structure in Google Drive for work samples – 2 days

B. Build a template – 1 week (total)

    a. Build background and stylesheet for website – 4 days

    b. Build footer with contact information – 1 day

    c. Build header – 2 days

C. Build the index page based on the template including navigation – 1 week

D. Build a page for each category based on the template and link each page to the index

    page – 1 month (total)

    a. In each page, build a secondary navigation for specific experiences (i.e. in the

        "classes" category, there would be each class listed in the navigation for that page

        – (2 weeks)

        i. Upload work samples into respected folders in Google Drive – (1 week)

        ii. Obtain "share" links for each folder in Google Drive – (4 days)

        iii. Link each item in the secondary navigation to its respected Google Drive

            folder (3 days)

E. Launch OLCP demo site – complete in 1 month, 2 weeks, and 2 days with 2 weeks buffer

    for any changes.

Project Network Diagram

Figure 3, below, is the Project Network Diagram with index letters. The index letters are explained in Table 1, below.
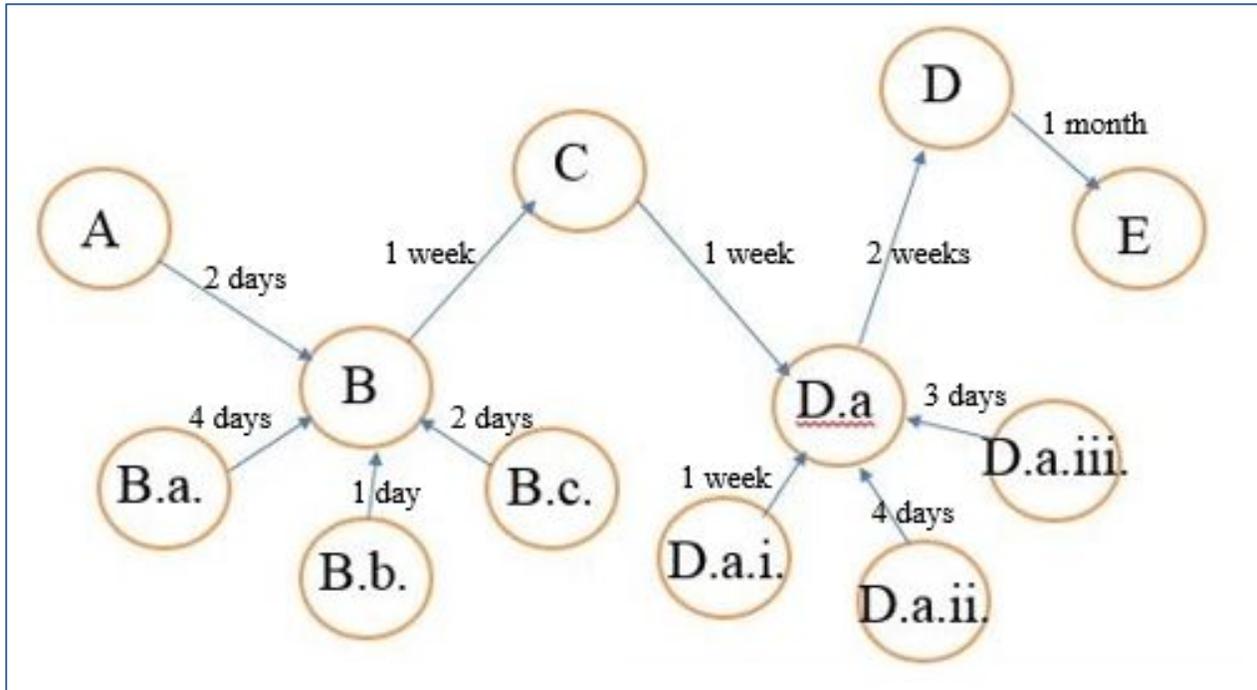
Figure 3: Project Network Diagram

Activity	Description	Dependency	Duration
A	Folders in Drive	_	2 days
B	Template	A, B.a.-c.	1 week
B.a.	Style/background	_	4 days
B.b.	Footer	_	1 day
B.c.	Header	_	2 days
C	Index page	B	1 week
D.a.	Second navigation	C	2 weeks

D	Pages/links	D.a., D.a.i.-iii.	1 month
D.a.i.	Upload to Drive	__	1 week
D.a.ii.	Obtain links	__	4 days
D.a.iii.	Apply links	__	3 days
E	Launch	D	Fini!

Table 1: Project Network Diagram (descriptions based on Work Breakdown Structure)

Budget

The budget is based on the price of building the template and demo themselves. There will need to be allowance for a separate budget for each online career portfolio built in the future. All items in this budget are estimated amounts. The requested budget for this project is totaled at $1,000 to give room for possible fluctuations in price of the following items:

- Laptop computer – estimated $700

- Adobe Dreamweaver – $19.99/month x 2 months = approximately $40

- Adobe Illustrator – $19.99/month x 2 months = approximately $40

- Internet access (Charter internet, 60 mbps) – $40/month x 2 months = approximately $80

- Domain name (GoDaddy) – $0.99/year x 1 year = approximately $1

- Hosting (GoDaddy) – $4.99/month x 12 months = approximately $60

Deliverable

The intended deliverable for this project was to have a full demo built from my own work samples, however because of timing miscalculations, it was not completed.

Figure 4 below shows the index page of the demo OLCP, from which the reader can branch off to read the user's resume, learn about their education or employment, or go to the "More" page on which the user will be able to showcase any extracurricular activities, volunteer work, or other qualifications they may have for employment. If the reader were to click "Resume," it would take them to a Google Doc on which they can view the user's resume.
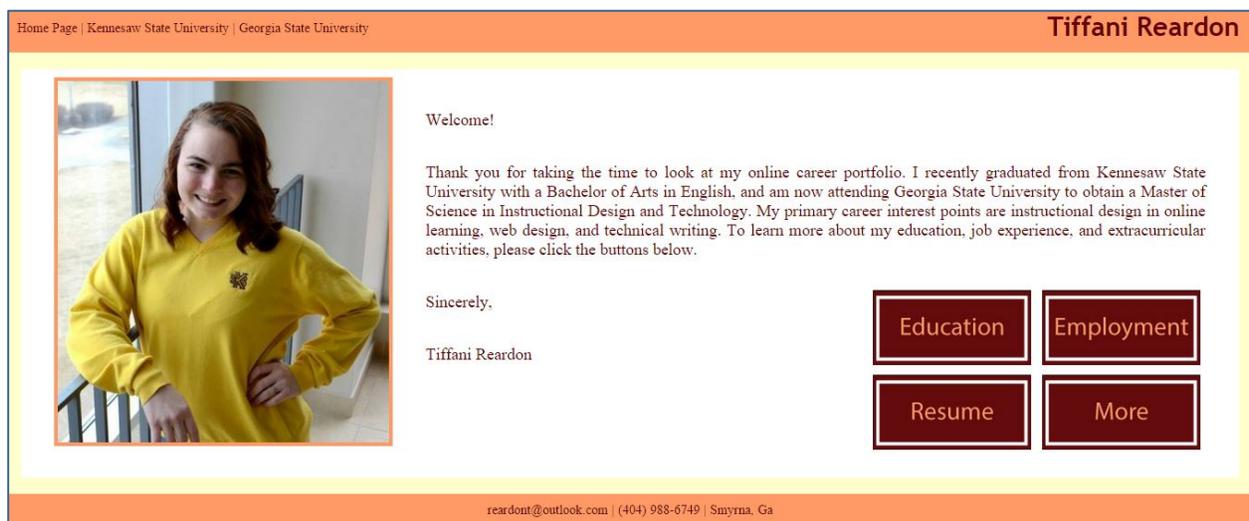

Figure 4: Index page of demo OLCP

Figure 5, below, shows the education page of the demo OLCP, on which the reader can choose relevant coursework to read about. Each link leads to a Google Drive folder that includes all work samples from that particular class.

Home Page | Kennesaw State University | Georgia State University **Tiffani Reardon**

Welcome to my education page. This page is organized by degree program, and then by relevant courses with work samples. Please choose a course to see its work samples.

Kennesaw State University: Bachelor of Arts in English		Georgia State University: Master of Science in Instructional Design and Technology	
May 2014, GPA: 3.22		In progress (August 2016), GPA: 4.15	
Technical Writing	Professional Editing		Program Blog
Internship Class	Literary Theory	Design of Performance and Instruction	Foundations of Instructional Technology
19th Century British Literature	African American Literature	eLearning Environments	Project Management
Language and Linguistics	Introduction to English Studies		
Native American Literature	American Literature		
British Literature to 1660	British Literature 1660 to Present		
Post Colonial Literature of India	Topics in Drama		
Shakespeare	Poetry Writing		

reardont@outlook.com | (404) 988-6749 | Smyrna, Ga

Figure 5: Education page of OLCP

To finish the demo OLCP, the plan is to create an Employment page on which the reader could choose an item from the user's employment history and it would then take them to a Google Drive folder with work samples from that employment experience. The More page will be based around volunteer work, extracurricular activities, special skills or languages, and other relevant items one might want to add. The demo in particular will include a full list of publications from KSU's student newspaper that were written by me, a list of volunteer work I did during my undergraduate degree program, a list of extracurricular activities I participated in, a list of languages and levels of fluency, and a list of technological skills I have (including descriptions of all software included in the list).

Conclusion

The project will conclude with a launch of the final demo followed by a usability test of the demo to be sure all links, grammar, spelling, images, etc. are correct and functional. I will then close out with a report on the project's success and planning steps for marketing to students and recent graduates.