Make Learning Assistance

POP

Developing **P**rofessional **O**nline **P**ortfolios for Students, Staff, and Beyond

Scott McMullin

Think about candidates for jobs you have been involved in the hiring process for.

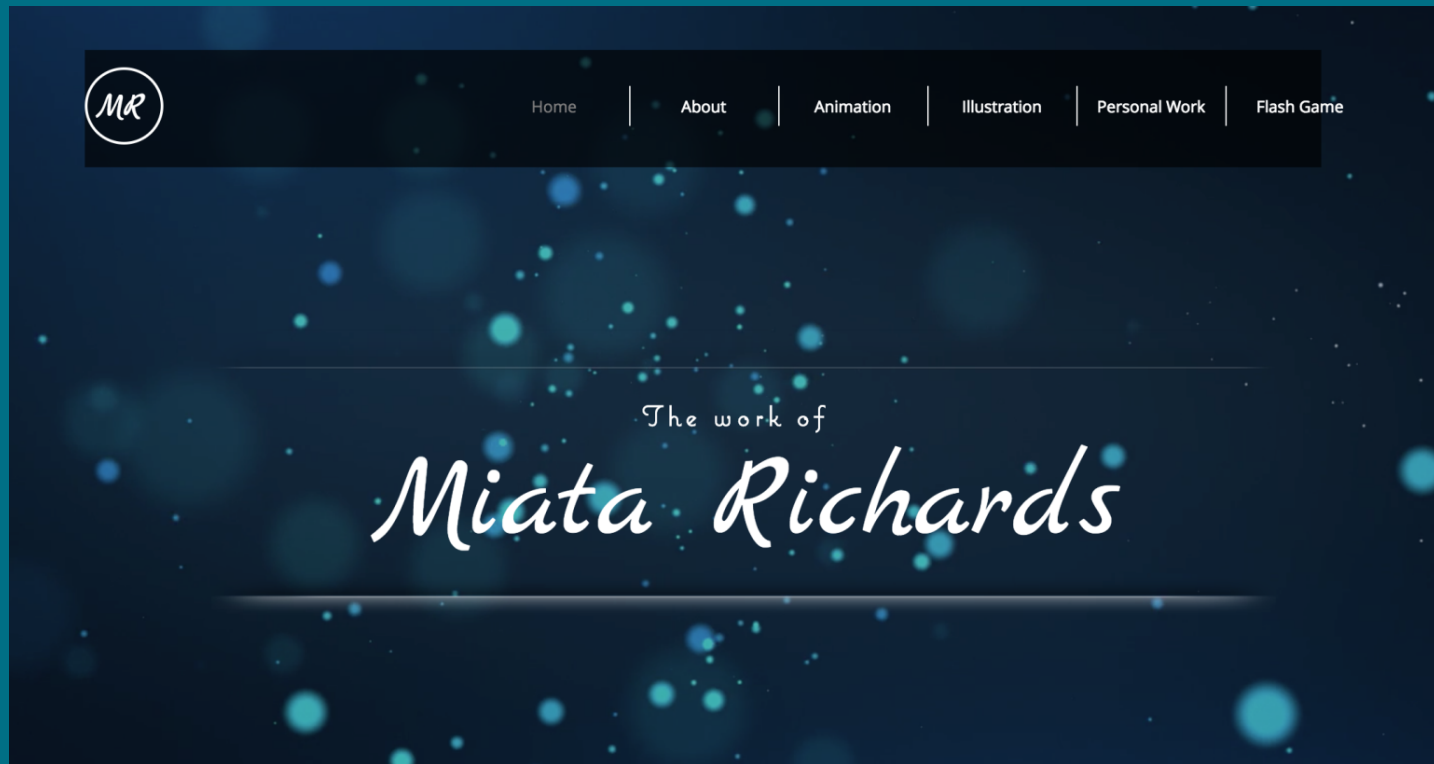# How many people have had candidates with a cover letter and resume?

What about a candidate with a LinkedIn?

What about a candidate with a Professional Online Portfolio?

Isn't a short Website Bio or Resume Enough?

- NO, not for the visibility of your staff and not when establishing yourself

  professionally in this increasingly competitive job market

- Often, we can't feasibly put all of this information on the campus website

- This is one reason why cover letters exist, of course, but the internet gives us control

  over the way that we want other people to see us

But what about Linkedin?/Isn't Linkedin good enough?

- NO

- You might be surprised to find out that Linkedin themselves published an article on this topic with these wonderful quotes:

    - **"Think of your LinkedIn profile as the resume, and the personal website as the cover letter. They each serve a different purpose." - J.T. O'Donnell**
    - **"A lack of online presence could translate into recruiters thinking: You're not tech-savvy. You have nothing interesting or worthy of sharing about your career. You have something to hide. Wouldn't you rather control what they see?" - J.T. O'Donnell**

Further, it identifies a growing concern:

https://www.linkedin.com/pulse/should-you-create-personal-website-j-t-o-donnell

We have to professionalize our images online

Why have a Professional Portfolio?

- A professional portfolio, more than a resume or cover letter, helps create a brochure showing your work and experience

- Allows an employer or anyone interested in your work to be able to see your work, any achievements you have and projects that you have completed

- A professional portfolio can be important for your staff, peer tutors, and students to be able to stand out

However, there is a problem with a traditional portfolio:

NO ONE can see it unless you show it to them specifically

Why have an Professional **Online** Portfolio?

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- "A website can be a great way to demonstrate your knowledge and skills related to your career," - Jacquelyn Smith

- Increase visibility

- Effective place to organize your information & full content control

- More user friendly (viewers do not need an account to view your site)

- Gives students a chance to meet tutors or staff before they see them

https://www.forbes.com/sites/jacquelynsmith/2013/04/26/why-every-job-seeker-should-have-a-personal-website-and-what-it-should-include/#40ca8e92119e

Samples of Completed Portfolio/Resume Sites

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Brianna Clay: TRiO Counselor, Skyline College

http://1briannaclay.wixsite.com/brianna

Scott McMullin: Instructional Aide II, Skyline College Learning Center

http://scottgmcmullin.wixsite.com/resume

Chanel Daniels: Adjunct English Instructor & Instructional Aide II, TRiO & Skyline College Learning Center

http://chaneladaniels.wixsite.com/resume

Student & Employee Benefits

- Building a portfolio is fast, user friendly, and gives people an edge
- 56% of all hiring managers are [most] impressed by a candidate's personal website as opposed to any other branding efforts
- However, only 7% of job seekers actually have a personal website
- Students & Employees can establish a professional online presence, which can help combat social media presence and help students to understand the need for caution in representing oneself online
- Building these habits now, will help them throughout their academic & professional careers

Website Creation Services

Free Website & Hosting

Easy to use & high
Functionality/Customization

Wordpress

Voog

Ucraft

Yola

WiX

Weebly

Squarespace

GoDaddy

XPRS

Zoho
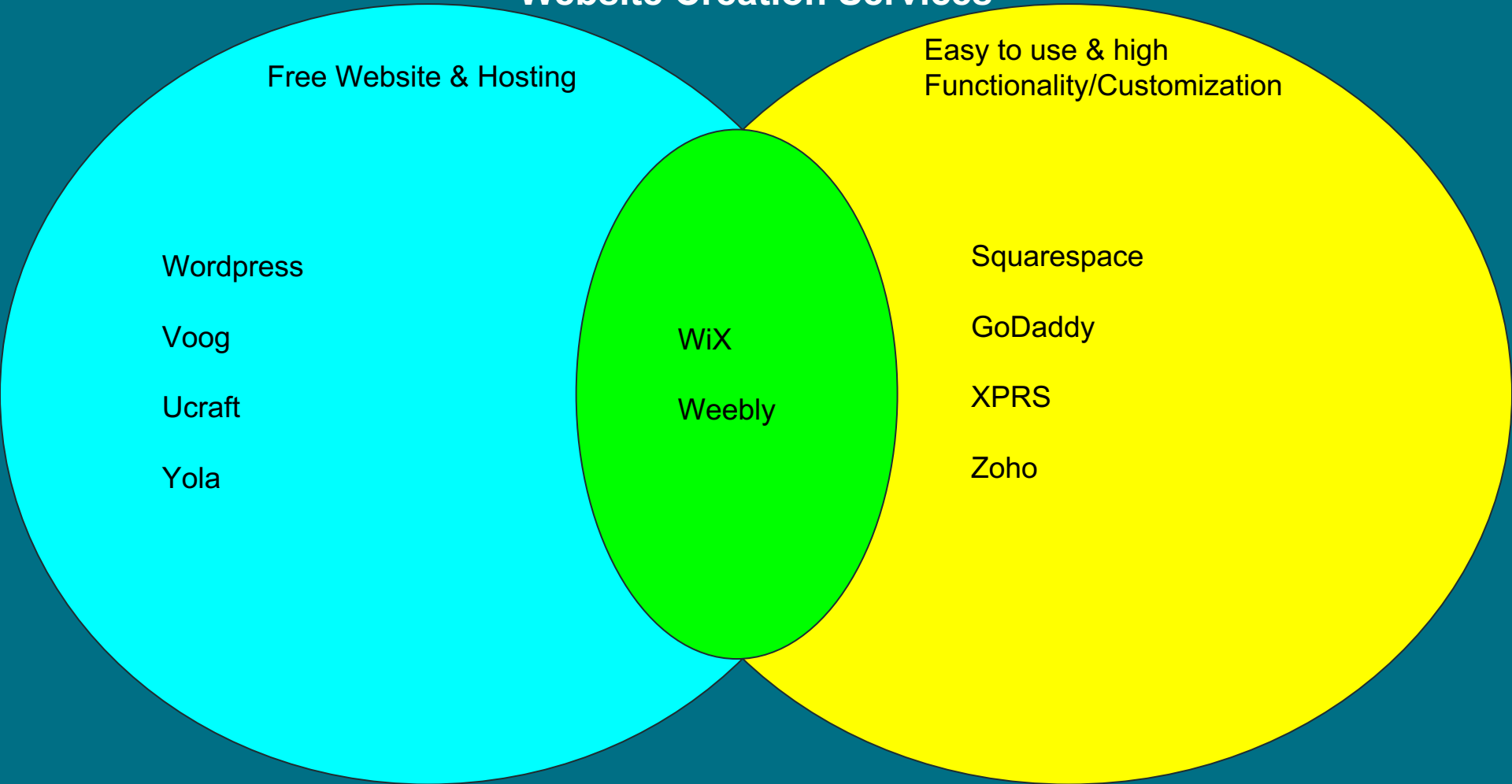
So What do We Use at Skyline/My Perference?

Why Use WiX?

- Can be created with basic computer literacies & is very customizable

- WiX has an extensive **support website** for both its ADI & Editor

- Free storage to upload pictures and videos

- Database of free and purchasable stock photos (the free selection is HUGE)

- Free to build and publish basically unlimited websites

- Utilizes an Artificial Design Intelligence to build most of the website for you

- Avoids complicated tasks like editors, & coding unless you want to use them

- Website is automatically configured to be viewed on Cell Phones/mobile

- Can access your account and work on your website anywhere you can take a laptop or other full size devices

- Accessibility: WiX offers many features that makes the website easily readable and navigable for visitors with any difficulties interacting with a website

- Did I mention it is **FREE**?

Downsides?

- WiX can take a lot of system resources, so using devices like chromebooks can be a little bit slow, though is still definitely possible

- Can't work well without a stable internet connection

- Dashboard might be difficult to navigate as easily as the rest of the site for some users

- Users can accidently create a website that defaults to working in the editor instead of the ADI and be completely lost

- Once a website is converted to use the editor, you can't go back to the ADI

What Other Kinds of Websites Can You Make?

Project Websites	Significant Life Events	Hobby sites
Musicians	Graduation	Resume/CV
Photography	Weddings	News or Organization
Blogs	Memorial sites	Any Small Business

AND IT IS COMPLETELY FREE!*

*unless you want to pay because you are popular or want your own domain

Questions? Comments?

Lets Demo it!

Go to: http://www.wix.com/

Sign up for an account or just hit the Start Now button

Follow the straightforward directions and get the first version of your website built for you.

If you have your laptop with you, please follow along!

Thank You For Coming!

Sources

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https://www.forbes.com/sites/learnvest/2014/06/17/do-job-candidates-with-personal-websites-have-an-edge/#79148c2d4e0c

https://owl.english.purdue.edu/owl/resource/642/01/

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WiX ADI basics to build your website

Adding a Section
- Click Add Section on the top bar on the left inside the WiX ADI
- Select a category from the list
- Click the section that you want to **add** or **drag** it to a location on your page/website

Adding a Page
- You can structure your site in two ways:
    - Create a one-page site that contains sections (I recommend this type for ease of use)
    - Create a multi-page site (A bit more work to construct, and excellent when you have a lot to add)
- If you want your site to have multiple pages, you can simply add more pages
- Click the Pages menu on the top bar to the far right inside the ADI
    - Click Add Page
    - Select a page type from the list on the left
    - Click a layout to add it to your site

    OR

    - Click on the more actions icon [···] next to the section you want to make into a page
    - Click the move button [⤇]
    - Click new page and it will create a new page from the section you identified

Editing the Text on Your Site
- The text on your site has been written to give you a basic idea of the type of content that you might put on your website
    - Click the page section of your site inside ADI that contains the text that you want to change
    - Click Edit
    - Click on the text field you want to change and enter the text you
    - It will appear on your site as you type it or copy paste information
    - To remove the text box completely, leave it blank or click the check mark in the upper right hand corner of the box. (**Note**: this checkmark acts the same for any item [images, text, etc])
    - In the text boxes, you can customize your text like many other word processors
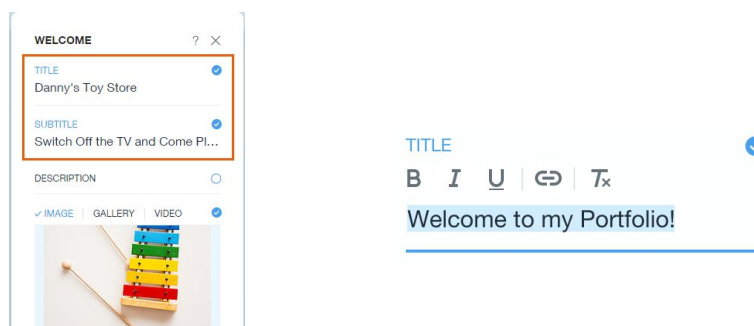
Changing Your Resume Information
- Your resume information contains details like your phone number, email address and social media links
- Your resume information is displayed in your header and footer, and in the contact section on your site
    - Click Site on the top bar
    - Click My Business Info
    - Edit your business information
    - Click Done

Tip: Changing this information automatically changes it everywhere on your site

Previewing your Website
- At any time, you can preview your website by clicking preview in the upper right corner of the ADI to check how your sections and links will look and function if a person views your website

Reordering the Sections on Your Page
- Click the section that you want to move inside ADI
- Click and drag the Drag icon on the right side to move the section to the position you want
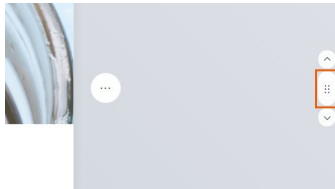
Deleting a Section
- Click the section that you want to delete

- Click the More Actions icon
- Click the Delete icon

Creating links, Uploading Documents, & Pictures
- Click the sections you want to insert media into
- Click the button or click the picture
- Click Link to for documents/link & Replace for photos/videos
- Select the appropriate option
- Select a file from your media or click Upload Docs to add a new file
- Make sure the file is uploaded
- Click Apply

LINK TO   ? ✕

○ None
○ Page
○ Web Address
● Document   Select File
○ Email
○ Phone
○ PayPal Donations

                Cancel   Done
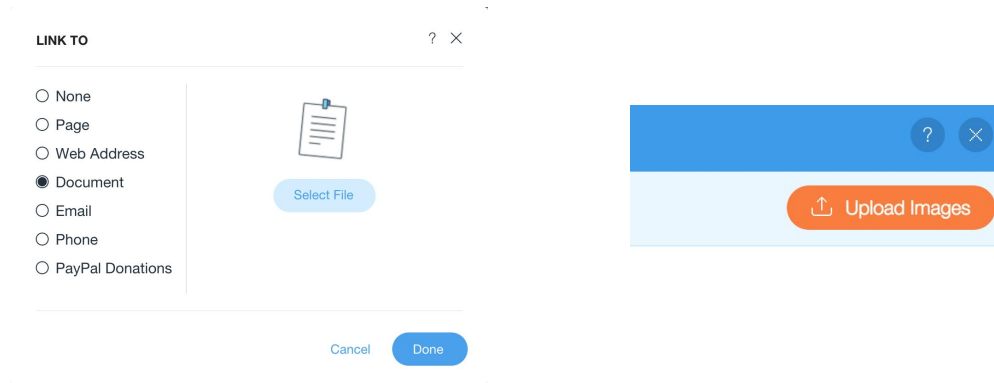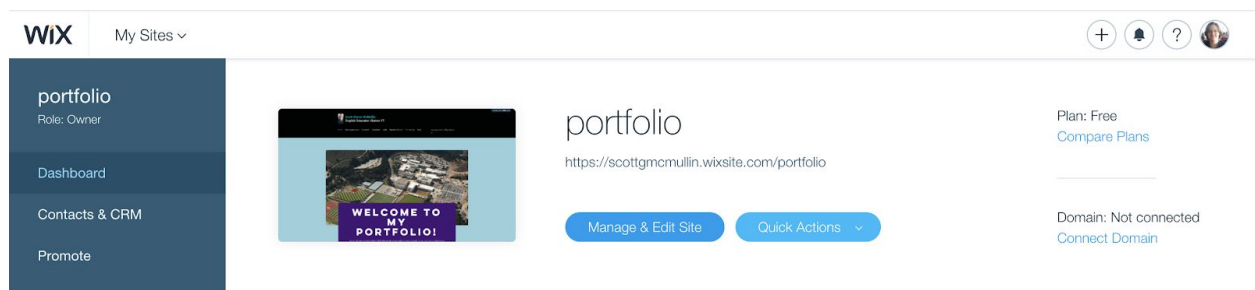
                                    ? ✕

                        ⬆ Upload Images

Navigating My Dashboard
- Click Site from the top bar
- Click My Dashboard
- Select an app or click Manage & Edit Site

WiX   My Sites ⌄   + 🔔 ? 👤

portfolio
Role: Owner

Dashboard   portfolio   Plan: Free
                                                                Compare Plans
Contacts & CRM   WELCOME TO   https://scottgmcmullin.wixsite.com/portfolio
                      MY
Promote   PORTFOLIO!   Domain: Not connected
                      Manage & Edit Site   Quick Actions ⌄   Connect Domain

IMPORTANT NOTE: Any sections that do not quite fit what you are looking for can be renamed and manipulated to fit your needs easily using the buttons ✓ |, cog ⚙ , and text boxes to add, delete, and manipulate portions of content and design to fit what you need.

Example/Suggested Portfolio Components
For Students & Employees

This sheet lists many of the components that can be built for a Portfolio style WiX website. Some sections are listed under student or employee, but depending on the experience of the individual different categories may be more applicable (such as a returning student). This list is not exhaustive, but offers many common kinds of sections people use that might be included in your website.

Each section should have a more thorough explanation than what appears on a resume or CV.

Work Experience: (Everyone)
The key here is to expand on what you have on your resume and write a bit more deeply about your experience and responsibilities on the job as well as a space to share a story from the experience.

Volunteer work: (Everyone)
Similar to work experience, you want to create an itemized list of all of the volunteer positions you have held. This section may be incredibly important for students who don't have many employment experiences to list, and highlight transferable experiences.

Campus and Community Engagement: (Students)
Membership in and engagement with the campus and its surrounding community can again be another boost to a student's experience, transferability, and represent their dedication.

Education: (Everyone)
Normally, just your degree/s are detailed on the information given to an employer, but here you can write about any focuses or concentrations, specialized classes, and other significant components of your educational experience. For each section write a few sentences about any awards or honors that you have earned or graduated with from each institution (if applicable).

Professional Development: (Employees)
Continuous professional evolution is important for any employee and should be represented, but might be difficult to fit on your resume. Now you can make an continuous and easily updated track record of your professional development.

Conference/Event Attendance & Presentations: (Everyone)
Similar to professional development, conferences are a good way to show your continuous involvement in your field. If you take the leap into presenting at a conference, then you can detail that presentation in depth, even putting up slides or other materials for viewers to access.

Skills [interpersonal, professional, tech etc.]: (Everyone)
I usually encourage participants of my workshops to separate their different skills into appropriate sections. Be rigorous! But also intentional. There is no limit of space here, but make sure to highlight the most significant skillsets you have for your potential jobs or that is relevant to your field.

Career Vision: (Students)
Giving prospective employers an idea of where you want to go and what you want to do could impact your hireability. For any student or student employee, even if they are undecided in major, students should explore through writing what they might see themselves doing in the future and it can be changed at any time.

Career Vision: (Employees)
Depending on where employees are at in their career, this might be an important section to have, especially because one likely has a more solid idea of where one wants to move in their career. But, more importantly, it furthers their online branding, sets expectations, and it is always good to know the goals of a potential employee and students may be curious about their tutor's goals.

Projects: (Employees)
The purpose of this section is pretty self explanatory. Here you can post explanations to various projects you have worked on or even post the projects themselves if they are in many common media formats. This way, a prospective interest would be able to actually see some of the work you have done.

Academic Work Sample: (Students)
Many students may not have significant projects to include on their site, but may have various academic projects they can put up on their website. It takes a lot of courage to put one's work out there, but it would be worth it for students to explore while also highlighting how much of what they do in school can help them later in their careers. These projects should be focused towards a potential field or jobs as well as be the best examples of their work in academia.

Personal Statement: (Everyone)
The personal statement is your opportunity to to sell yourself and speak on your unique experiences, hardships you have overcome, and what skills or talents you have that make you a strong student or prospective employee. Through this, one can share their values & ideals through this statement. This also gives a space for one to just tell their story or share what they feel is most important to get to know them.

Cover Letter: (Everyone)
While a cover letter should be written towards a specific job and potential employer, having a general cover letter will give good insight into who you are professionally as well as one's ideals and pursuits in a given profession.

Interests and Hobbies: (Everyone)
This is important to further convey what you do that makes you… you! This is usually the fun part because you get to talk about your favorite things and helps to show your personality.

References or testimonials: (Employees)
References and testimonials are both integral to representing yourself online in your field and important for students to be able to read about their potential tutors or the staff members they may work with. Further, sharing these gives visitors a window into how other people perceive you professionally.

Blog: (Everyone)
Because why not?