ePortfolio Criteria and Guidelines
Master of Arts in Public Relations and Advertising (PRAD)

The eportfolio is the signature graduation completion project of the MA in PRAD program.

The eportfolio helps students showcase their personal brand and competencies, including demonstrating professional writing, research, design and critical thinking skills through completed coursework and professional work, to prospective employers and recruiters.

An eportfolio workshop session, led by the program leadership, is typically offered during the second or third week of each academic quarter (fall, winter, spring). **New graduate students are expected to attend an eportfolio training session no later than their second quarter in the program.**

The PRAD *academic director* is responsible for overall eportfolio reviews, working with the support of the *professional director* and *assistant director of graduate student services*. However, before students can place materials that were created in a class in their eportfolio, they must have the material approved by their instructor of record. Seek these approvals sooner rather than later.

A majority (*minimum of 51%*) of the materials included in the eportfolio should be produced from a student's academic work that was completed as a part of the PRAD graduate program. The rest of the work featured in the eportfolio may come from professional work experience (e.g., internships, jobs).

Important Deadlines:

- By no later than during the student's fourth quarter in the program (or when the student has completed 24-credit hours, whichever comes first), the student should schedule a progress meeting with the academic director to confirm that their eportfolios are at least 75% complete. *It is the responsibility of the student to take ownership of initiating this meeting.*

- A second progress check will occur during the student's second to last quarter in the program. *Again, the student is expected to initiate this progress check meeting with the director.*

- The completed eportfolio is due in the sixth week of their final quarter to ensure adequate time for feedback and revisions. *Students who do not follow this timeline and do not submit eportfolios in a timely manner are at risk of not graduating after the desired quarter. Exceptions will not be made if deadlines are missed and requirements are not met.*

<u>Eportfolio Evaluation Guidelines:</u>

The following categories will be evaluated*:

- Overall design/layout of eportfolio
- Resume/CV
- Bio Sketch/Elevator Speech/Career Philosophy Statement
- Writing Samples (e.g., writing-intensive class or professional work) **[Total of 3]**
- Multimedia/Design Samples (e.g., video clips, visual social media channels such as Instagram, audio-driven PowerPoint, such as a PechaKucha, podcasts, etc.) **[Total of 3]**
- Research Samples (e.g., research-intensive class or professional work) **[Total of 3]**
- Personal Social Media Presence (e.g., LinkedIn, Twitter, Facebook, blogs, etc.) **[Total of 3]**
- Contact Information

* Note: All material should be clearly labeled in regards to when, where, and for what purpose it was produced (i.e., course, freelance, consulting, employer organization, and the category the item is being used for: writing sample, multimedia/design, research, social media). At least 51 percent of these materials should be from academic work produced by the student as a part of the PRAD graduate program. Coursework that you would like to use in your eportfolio requires instructor approval.

<u>Eportfolio Frequently Asked Questions (FAQs)</u>

What is an eportfolio?

An eportfolio is an online career showcase tool designed to help you organize, display, and share your professional and academic work samples with audiences that might include potential employers, your professional network, professors, and peers. Feedback from PRAD alumni who have completed eportfolios and PRAD recruiters and industry professionals indicate that eportfolios are increasingly valuable tools as part of the hiring process and for professional development. In addition to the physical production of the portfolio, the process of developing an eportfolio helps organize your thinking and approach for your job search and career.

What are tools for developing eportfolios?

There are a variety of eportfolio and website design tools available at no charge. These eportfolio design tools/platforms include: [Wix](), [Squarespace]() and [Weebly](). You may want to try out multiple tools to see which one you like the best. Some students have used blogging tools/platforms, such as [Wordpress]() and [Typepad](). All DePaul University students, faculty, and staff have the ability to create at no charge an eportfolio via Digication—a web-based software application that may be used as your eportfolio platform.

What university support and resources are available to help students develop their eportfolio?

The [University Center for Writing-based Learning]() (Writing Center) has created [a helpful support site for Digication](), which includes everything from [how-to guides]() to [sample eportfolios](). Students needing extra help

with their eportfolios are encouraged to _make a Writing Center appointment_, as all writing center tutors are trained in and experienced with Digication. The Writing Center is a great resource and we value their support.

Are there eportfolio help guides for students?

Yes. In addition to working with the Writing Center, there is an _eportfolio quick start guide_ and a comprehensive _eportfolio help guide._ Additionally, the _Career Center_ provides ePortfolio guidance.

So is it ok if I use an eportfolio platform other than Digication?

Yes. You may use another eportfolio platform, but keep in mind that DePaul University and the _University Center for Writing-based Learning_ (UCWbl) only provides technical support for Digication. If you choose to use an outside eportfolio platform (e.g., _Wix_, _Squarespace_ and _Weebly)_ you will only have access to the help resources and FAQs provided independently by that third-party tool/platform. **However, the Writing Center will review, edit and proof the content of your ePortfolio regardless of the platform you choose to use.**

Are there examples of eportfolios completed by PRAD graduate students?

Yes, there are many examples of eportfolios created by your predecessors. We would encourage you to _read this Culpwrit.com blog post_ by Professor Ron Culp (professional director) about our first annual ePortfolio Showcase. On the _eportfolio section_ of the MA in PRAD website, you will find links to the eportfolios produced by graduating students by year. These galleries of eportfolios are great sources of inspiration and ideation.

What is the annual ePortfolio Showcase Event?

The ePortfolio Showcase is held by the PRAD graduate program each June (the week before graduation) to showcase and celebrate the eportfolios of graduating PRAD graduate students to fellow students, faculty, PRAD alumni and area PRAD professionals, including recruiters and hiring managers. This annual event is a fantastic networking and professional development opportunity. The ePortfolio Showcase attracts 125-150 attendees each year and always features a nationally-recognized keynote speaker (e.g., chief communications officer or similar senior executive). The ePortfolio Showcase is open to all PRAD graduate students, not just those graduating that year, and all students are encouraged to attend. You will meet PRAD program alumni and "friends of the program", including top area PR, advertising and communication professionals.

Any advice for creating a top-notch eportfolio?

Don't wait to get started! From your first quarter in the program, make sure to save and organize your coursework with an eye on how it may be used in the various categories of your eportfolio. Set realistic goals and time frames on working on your eportfolio. Proofread your work (and then proofread it again). Make sure your eportfolio is clearly labeled, and clearly and fully follows the guidelines outlined in this document. Finally, have fun. Let your creative side out and design an eportfolio that best reflects your personal brand.