

Developing your Portfolio

Your portfolio provides the employer proof of your skills and abilities and is essential in the job search. For class purposes, you are required to develop a portfolio unique to your skills, experience, and education. You will need to tailor your portfolio towards your particular major and career. For instance, education majors should include sample lesson plans and teaching philosophy where marketing majors may include surveys and research conducted.

Your portfolio will be worth 50 points:

| | |
|---------------------------|----|
| Content | 20 |
| Professional Presentation | 15 |
| Organization | 15 |

Although each portfolio will contain different information, all portfolios must contain the following information:

- Statement of goals/work philosophy/personal mission statement
- Resume
- College Transcripts (request from Registrar's Office)
- 3 letters of recommendation (professors, supervisors)
- Writing Samples (i.e., college papers, research papers, lesson plans, etc. Try to make this section as relevant to the field as possible)

Other items that may be included are:

- Honors/certificates/special awards received
- Leadership or volunteer transcripts
- Thank you letters from customers
- Evaluations from previous or current supervisors
- Pictures with captions describing, for instance, you receiving an award
- Special projects you developed (i.e., a flier advertising an event)
- *The list is endless, but be creative in the sections and items that you include in your portfolio.*

Remember, you will be graded on the professional presentation of your materials and content. You will need to purchase a nice portfolio folder. Also be professional about mounting pictures, etc. It is recommended that you use page protectors to keep your material in mint condition.

Your portfolio provides you a chance to brag about your accomplishments and prove to the employer once and for all that you are the best person for the job. Take advantage of this opportunity and shine!

If you need more ideas, please review the Portfolio Books in the Career Resource Center:

Portfolio Power: The New Way to Showcase All Your Job Skills and Experience

Proof of Performance: How to Build a Career Portfolio to Land a Great New Job

The Perfect Portfolio: How to Put Together a Creative "Book" that Sells