

*Design Project Proposal (DPP):  
Design & Development of a Professional ePortfolio*

Proposal Prepared and Presented

to

*Dr. Ken Scott, Associate Professor*

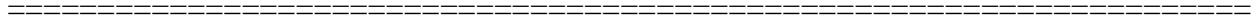
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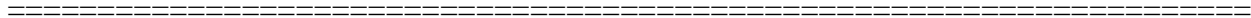
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Course: **BS4458 E-Portfolio in Business Administration**

Bio: (50 Words Max)

I have been in the military for 72 years and have been to 89.943% of the world's nations. My specialty is Star Gazing for GPS Systems Tracking During MOPS.



- (a) Cover Page;
- (b) 1343 Words of text (less cover page, citations, and Appendixes)
- (c) Four citations
- (d) Submitted for Consideration: 17 January 2013

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***“My prediction is that in the next ten years, resumes will be less common, and your online presence will become what your resume is today, at all types and sizes of companies.”  
(Schawbel, 2011)***

This proposal, *Design Project Proposal: Design & Development of a Professional ePortfolio*, will outline my goals for **BS4458 E-Portfolio in Business Administration**. Within this DPP, I will detail the process of how I designed a professional ePortfolio to meet not only the requirements of this class, but to also demonstrate how I used my knowledge and skills to design, develop, host, and submit for review an ePortfolio that I will use for personal and professional endeavors.

As part of this process, I will review the materials submitted via Blackboard (Bb), as well as research and seek out models from which I might glean information and related skills to design the best ePortfolio that I can in the time that I have to initially develop my web presence. After the class has ended, I plan to use the ePortfolio site to store, update, and build a validation web presence that I can use for professional activities, including job searcher, job promotions, and workforce related outcomes. Additionally, I will use this ePortfolio/web presence to host and demonstrate my abilities and community service activities that I have worked to accomplish.

I will do a search of my past work to determine what has been saved and what can be located and posted. As part of this process, I will contact my professor and be consistent in working with him or her to ensure that I have consistent feedback as I develop, post, and request feedback for clarification and clarity of the web presence, or ePortfolio. Furthermore, I will review materials, books, web sites, and so forth, to gain the best guidance—in collaboration with my professor—to build a quality ePortfolio that will market my skills, abilities, and service.

*Design Project Proposal Content Draft*

**I. Literature Review: I will perform a perfunctory level of literature review to give validity to my DPP, such as the following few paragraphs:**

The skills gap has been defined by the ASTD (American Society of Training and Development) (2009, p. 4) as “a significant gap between an organization’s current capabilities and the skills its needs to achieve its goals. It is the point at which an organization can no longer grow or remain competitive because it cannot fill critical jobs with employees who have the right knowledge, skills and abilities.” To ascertain the potential impact of the skills gap and the perception that the skills gap existed, the American Society of Training and Development (ASTD, 2009, p. 8) conducted research at 1,179 organizations. Within these organizations, 79 percent reported that they acknowledged the existence of a skills gap and that it was a reality in their ability to “...fill critical jobs with employees who have the right knowledge, skills and abilities.”

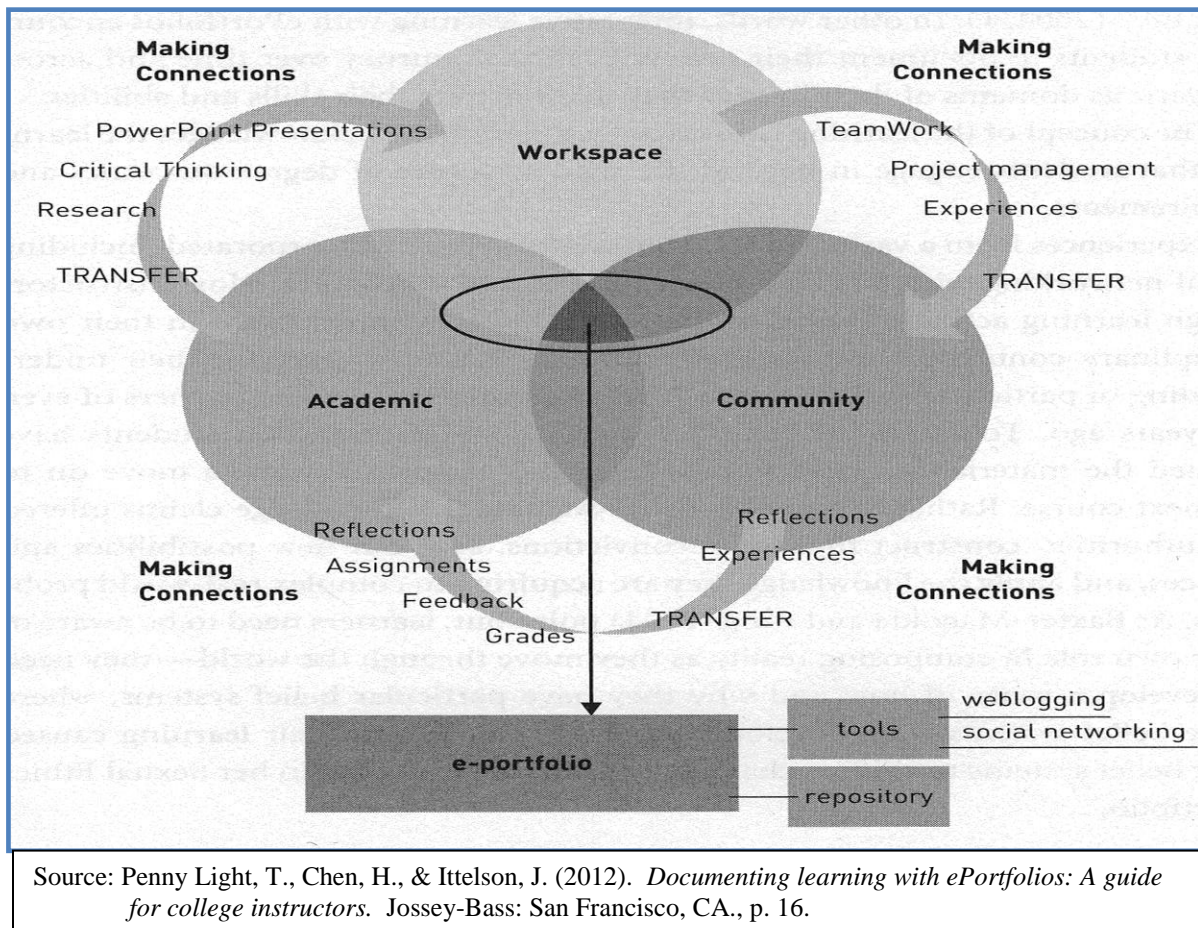
Conversely, Peter Cappelli’s book, *Why Good People Can’t Get Jobs: The Skills Gap and What Companies Can Do About It* (2012), suggests that the skills gap is a much more complex issue than simply stating that organizations cannot align their competitive workforce needs to their future competitiveness within the global marketplace. He cites a major disconnect between hiring practices and the skills and experiences of the pool of applicants; however, he also cites the critical need for the workforce and institutions of higher education to better align their hiring needs and education/training, respectively. In other words, to validate/promote the skills, abilities, and experiences of employees, a methodology must become the de facto process to capture and validate these skills, abilities, and experiences: ergo—enter the e-portfolio.

As can be seen in Figure 1, the ePortfolio is the culmination of a “triad.” We all essentially exist in these three areas and we gain experiences that are important and/or relevant to employers, communities, and our personal/professional development, from this triad of systems. In terms of the community college system in toto, it is imperative that we not only build the workforce-to-community college alignment processes to help our students succeed long before they arrive on-site to demonstrate their skills, it is equally important that we give them the tools to validate and promote their STEM/technical skills to employers in the form of an ePortfolio. The ePortfolio is the methodology/tool to build the bridge between validating and promoting student skills, abilities, community service—and the skills gap.

As suggested by Penny Light, Chen, and Ittelson (2012, p.9), “ePortfolios offer a framework within which students can personalize their learning experiences, and create different representations of their learning experiences tailored to specific audiences while also developing multimedia capabilities.” To support this idea, Dan Schawbel (2011), suggested that within 10 years, your online presence will replace your standard resume. He lists 5 reasons for the future prospect that ePortfolios will be the future resume: (1) social networking use is skyrocketing while email is plummeting; (2) you can’t find jobs traditionally anymore; (3) people are managing their careers as entrepreneurs; (4) the traditional resume is now virtual and easy to build; and, (5) job seeker passion has become the deciding factor in employment.

While acknowledging that 79 percent of organizations reported a skills gap, and that it is conceivable that our online presence will become our present resume, it behooves community colleges/universities to initiate a methodology to promote and validate student skills, abilities, and community service in a web-based format, e.g, the ePortfolio. Moreover, this process must start in a student’s first semester of attendance and continue as a life-long learning process.

Figure 1. *e-Portfolio Triad Methodology*.



**II. Technology Investigation: I will investigate the process and types of available systems to host an ePortfolio, how to create these hosting systems, and consult with my professor on a regular basis.**

This part of the project will be to validate my overall and specific activities I used to begin the process, locate web space, access a registered domain, the use of Adobe DreamWeaver CS3/4/5/6, free web space, paid web space, and so forth. Consequently, the main portion of this DPP will be to chronicle my ePortfolio as it began to the end of the semester as I have developed it to date.

I have located three sources of information in this preliminary DPP report. The first is found at Clemson University. The web site is: <http://www.clemson.edu/academics/programs/eportfolio/index.html>, and this sample page can be found in Appendix 1. Clemson has a very detailed system of how to develop ePortfolios, including a competition phase they note as “ePortfolio Awards.” I will use this to help develop my ePortfolio. The second source of information is found in the book by Penny Light, Chen, and Ittelson (2012), *Documenting Learning with ePortfolios: A Guide for College Instructors*. My use of Figure 1 was from this text and it will provide enormous resources as I develop the ePortfolio. The third source, which includes two components, is BlueHost @ bluehost.com and wordpress.com, as shown in Appendix II. I plan to review the BlueHost site for information about domain registration and how much these features cost, as well as review WordPress to see how I might use this sight to host my ePortfolio, as WordPress is a “no-cost” type of site.

My outline, therefore, will consist of the topics as noted here and are subject to change as the DPP begins to become a reality in terms of an ePortfolio posted to a web site:

- a. Literature Review;
- b. Initial Steps of ePortfolio Design;
- c. Technical information and design specifications;
- d. Hosting details, uploads to the web site, and domain registration;
- e. Screen shots of phases of development
- f. Technologies required to complete the DPP via validation discussion in the DPP
- g. Final review, feedback, and the finished product in screen shots of actual operation

I will consult with my professor often, complete the assignments in Bb, and develop my ePortfolio for a quality project to initial a life-long web presence for various applications.

## References

- Capelli, P. (2012). *Why good people can't get jobs: The skills gap and what companies can do about it*. Wharton Digital Press: Philadelphia, PA.
- ASTD. (2009). *Bridging the skills gap: New factors compound the growing skills shortage*. American Society of Training and Development: Alexandria, VA: Author.
- Penny Light, T., Chen, H., & Ittelson, J. (2012). *Documenting learning with ePortfolios: A guide for college instructors*. Jossey-Bass: San Francisco, CA., p. 16.
- Schwabel, D. (2011, 21 February). *5 reasons why your online presence will replace your resume in 10 years*. Retrieved from <http://www.forbes.com/sites/danschawbel/2011/02/21/5-reasons-why-your-online-presence-will-replace-your-resume-in-10-years/>.

**APPENDIX 1**

Is Your ePortfolio Award Worthy?

The Pearce Center and the ePortfolio Program would like to congratulate

**The 2012 ePortfolio Awards Winners!**

- Clemson's Best**, which is an award of \$250. Clemson's Best is the portfolio that brings together creativity, originality, reflection, as well as substantive evidence of learning throughout a student's university tenure in a way unique to the Clemson experience. This award was given to graduating seniors.  
**Winner: Zakery James**  
<http://www.wix.com/zjames/eportfolio>  
**Runner Up: Alexis Peterson**  
**Honorable Mention: Drew McWhorter**
- Best General Education ePortfolio**, which demonstrates a student's ability to analyze and communicate the skills and abilities developed through the university's general education program. This information should be demonstrated through portfolio content, range and depth of connections, creative use of technology, and design. This award was open to all students and is an award of \$150.  
**Winner: Drew McWhorter**  
[http://people.clemson.edu/~ramcwho/Drew\\_McWhorters\\_ePortfolio/Welcome.html](http://people.clemson.edu/~ramcwho/Drew_McWhorters_ePortfolio/Welcome.html)
- Best Creative Inquiry**, showcases creative inquiry research projects. The winning ePortfolio will demonstrate an student's ability to communicate, analyze and reflect on his or her research projects. This award was open to all undergraduate students who are current or former members of CI Teams and is an award of \$150. Please state the name of your CI project and faculty mentor.  
**Winner: James Edward Baxley III**  
<http://flavors.me/jbaxley>  
**Creative Inquiry Mentor: Dr. Daniel Nevin Harding**
- Best Career**, this Portfolio effectively communicates a student's professional skills and accomplishments through evidence relevant to his or her future career. These portfolios were judged on creativity, functionality, and professionalism. Preference was given to Juniors and seniors. Multiple awards are sponsored by The Michelin® Career Center.  
**Winner: Katharine Marie Amalfitano**  
<http://www.tinyurl.com/kamalfi>  
**1st Runner Up: Carter Ellis Williams**  
**2nd Runner Up: Tyler Graham**  
**3rd Runner Up: Melissa Meyer**  
**Honorable Mention: Zakery James**

We would like to congratulate all of our winners, and we thank everyone who participated.

We are grateful to the following sponsors for their support of the 2012 ePortfolio Awards: **Michelin Career Center, The R. Roy and Marnie Pearce Center for Professional Communication and the Creative Inquiry Program.**



### APPENDIX 2: Bluehost.com



## APPENDIX 2: WordPress.com

The screenshot shows a web browser window with the URL [https://www.simplescripts.com/script\\_details/install:Wordpress](https://www.simplescripts.com/script_details/install:Wordpress). The page is titled "Install WordPress" and is part of a Bluehost hosting environment. The page layout includes a navigation bar with "My Installs", "Support", and "Back to cPanel" buttons. The main content area features a description of WordPress, a list of external links, and two installation options: "Install" (for a brand new version) and "Import" (for an existing installation). The "Install" option includes a sub-process flow: "Location & Options" followed by "Script Installed". The "Import" option is for an existing installation. On the right side, there are three preview images showing a WordPress blog, a dashboard, and a settings page. The footer of the page states "Powered by SimpleScripts | Legal".

Account Preferences | Leave Feedback

# bluehost

My Installs Support Back to cPanel

## Install WordPress

Description Versions Extend License Issues Script List

WordPress is a state-of-the-art semantic personal publishing platform with a focus on aesthetics, web standards, and usability. What a mouthful. WordPress is both free and priceless at the same time.

More simply, WordPress is what you use when you want to work with your blogging software, not fight it.

WordPress started as just a blogging system, but has evolved to be used as full content management system and so much more through the thousands of plugins, widgets, and themes now available. WordPress is limited only by your imagination. (And tech chops.)

### External Links

- Official Site
- Documentation
- Support Forums
- Donate to WordPress
- Read Reviews about WordPress on HotScripts
- Custom Web Design for WordPress

### Install WordPress

By clicking Install/Import below, you accept the SimpleScripts Terms of Service agreement.

**Install** → Location & Options → Script Installed | **Import**  
a brand new version | an existing installation

Article: [Creating a Website using SimpleScripts](#)

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