

Creating a Professional Portfolio

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Today's Presentation

- Why do I need a portfolio?
- What is a portfolio?
- What formats can I choose from?
- What does a portfolio include?
- How do I create a portfolio?
- When should I use a portfolio?
- Sounds great... but it won't work for me

Why do I need a portfolio?

- Proof
- An edge
- You can gain something from the process
- Why not??



What is a portfolio?

- A dynamic, long-term tool:
 - to organize information about yourself
 - to communicate with potential employers
- Designed to help you present the best version of yourself to others

What formats can I choose from?

■ "Hard copy"

- 3-ring binder
- Paper copies of all materials
- Controlled distribution
- Reference during interviews
- Faster to make changes

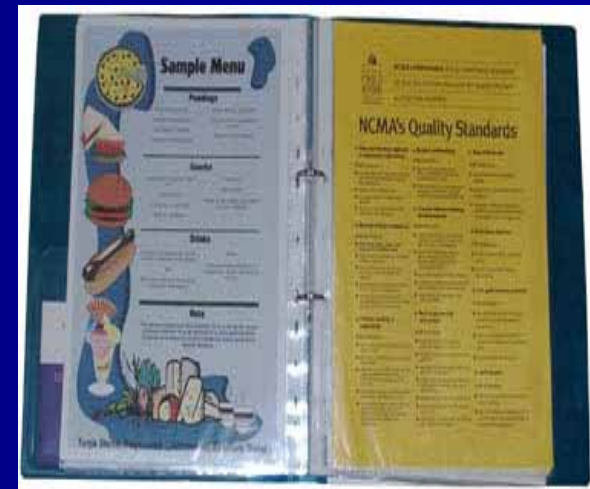
■ Electronic

- Good for follow-up
- Password protection optional
- Extended review time
- Demonstrates technological literacy



What does a portfolio include?

- Any combination of the following tabbed sections:
 - (Table of Contents)
 - Work philosophy
 - Career Goals
 - Resume
 - Work Samples
 - Awards and Achievements
 - Community Service
 - References
 - Statement of Originality



Work Philosophy

- Your beliefs about:
 - Yourself
 - The people that you work with
 - Appropriate professional conduct
- Tips:
 - Think about it
 - Place your most important belief first
 - Have someone review it for clarity

Your Turn: Work Philosophy

- “Long-term, sustainable change can only be achieved when clients are given the opportunity to participate in the decisions that affect their lives.”
- “The organization’s mission should be a part of the overall organizational culture and should guide the decision-making process.”

Career Goals

- Set a direction for your career
- Professional achievements, skills, and knowledge you want to acquire
- Tips:
 - Two and five year goals
 - Make your goals measurable



Your Turn: Career Goals

- Two-Year Goal

- To enhance my computer skills by attending at least one training course on professional financial software by May 2009

- Two-Year Goal

Resume

- Resume Writing Workshop:
Monday, September 29th
12:15-1:30 pm
Rm. 300
- Online resume-building tool available from University Career Services:
http://careers.unc.edu/yourjobsearch/resumes_letters/

Work Samples

- Major portion of the portfolio and most powerful part of your pitch
- Common sources of work samples:
 - Classroom projects and papers
 - Materials from an internship or previous job
 - Materials completed in community service projects
- Tips:
 - Start saving your work TODAY
 - Customize the work samples to match the job description and interview
 - Include a sample, offer the full project

Sample: Work Samples

- Flyer for facilitated HAVEN Training
- DV Family Support Program Budget – Course Assignment from Nonprofit Financial Management
- Policy Analysis of NC House Bill 879 – Comprehensive Sexual Education in NC Public Schools

Awards and Achievements

- Provide proof of the things that you have accomplished
- Tips
 - Include copies of certificates
 - Include information about certifying organizations
 - Place most recent items first
 - Be selective

Sample: Awards and Achievements

- “Top Paper Award” at the 27th Annual Communication Evaluation Conference, April 2005
- Member, National Association of Social Workers
- Training Certifications
 - Parents as Teachers, 0-K Parent Educator
 - Adult Learning Styles
 - Overcoming Resistance to Change
- Conferences Attended
 - 2007 Annual NASW Fall Conference
 - 2006 Women’s Voices Forum

Community Service

- Volunteering sends a message!
- Tips:
 - Choose causes you are proud of
 - Keep your samples up to date
 - Don't underestimate this section of your portfolio

Your Turn: Community Service

- UNC SSW Caucuses
- UNC SSW Habitat for Humanity trip
- On-campus groups
- Community organizations



References

- Provide additional insight into your skills and professional demeanor
- Tip:
 - Guide their letter writing
- Who will your letters come from?

Statement of Originality

- States that your portfolio is your work and indicates if certain portions of the portfolio should not be copied.

- My Statement of Originality:

“This portfolio is the work of Sarah Axelson. Please do not copy without permission. Some of the exhibits, work samples, and/or service samples are the proprietary property of the organization whose name appears on the document. Each has granted permission for this product to be used as a demonstration of my work.”

How do I create a portfolio?

- A little planning goes a long way!
- Save everything that you create.
- Collect and organize your work samples.
- Draft what you don't have.
- Pull it all together.

When should I use a portfolio?

- Tips for Interviewing:
 - First 15 minutes
 - Overview your work philosophy and professional goals
 - Point out your resume
 - Describe briefly what each section entails
- Follow-up
- Performance Review

**“Well, that’s highlighted
in my portfolio...”**

- What are your five-year career goals?
- What do you do for recreation?
(community service)
- What was your most difficult project? (work samples)
- What certifications do you hold? (awards and achievements)

**Sounds great... but that
won't work for me**

Help!

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