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Your ePortfolio (a.k.a. Public Portfolio) is a public website that you develop to further your post-graduation goals. It should be directed at a specific audience (e.g., employer or grad school admissions officer)—NOT your CxC Representative or your Faculty Advisor. It must showcase your knowledge of the field you are pursuing and your exceptional communication skills. Think of it as your online résumé and presentation of work samples and relevant experience, but communicated in a multisensory narrative.

Be sure to review all requirements for the Public Portfolio, available at cxc.lsu.edu/dc.

This worksheet will help you prioritize content and organize your portfolio. Planning and organization are vital to successful portfolios, so be sure to answer these questions for yourself prior to building the actual portfolio. CxC recommends that you connect with your Faculty Advisor to review your planning documents so that your Faculty Advisor can help you ensure you are on the path to success.

1. Your eportfolio should have a purpose beyond fulfilling the Distinguished Communicator Medal requirements, so what's yours? Is it to land your dream job, support your graduate school application, or something else?

2. Having identified the purpose your ePortfolio will serve, who is your primary target audience? Describe this audience as fully as possible. Include information such as what they will most likely be looking for in your Portfolio, their educational background, etc.

3. Make a list of adjectives that describe what you want your target audience to think/feel about you when they see your Public Portfolio. In other words, how would you finish this sentence: "When my intended audience looks at my Public Portfolio, I want them to think I am..."

LSU | Communication Across the Curriculum

4. What do you want your target audience to know about you? What are your strengths, and why should these qualities be important to your audience?

5. What action do you want your target audience to take after they review your Public Portfolio?

6. What evidence could you incorporate into your Public Portfolio to highlight the strengths you want your audience to know about you?

This worksheet reflects material covered in the Distinguished Communicator ePortfolio Workshop Part ONE and serves as part one of a three-part trajectory. DC Candidates must attend a minimum of one ePortfolio workshop, but are welcome to attend as many as they like. Be sure to pay attention to the descriptions of each part so that you can choose the workshop that best fits your current progress and needs.

If you choose to attend workshop parts TWO or THREE make sure you have completed this worksheet and all other pre-work-shop requirements prior to attending.