

# Professional Readiness 101

## About the SJSU Business PRO Community

The SJSU Business PRO Community is where you create a professional online digital identity and a portfolio to showcase your professional development activities to potential employers and others. Your portfolio is a type of resume, more formal and professional than Facebook, but more creative and open than LinkedIn. Your PRO Community profile and portfolio let you establish your digital brand, build out your professional network and assert your professional readiness by graduation. Time and time again, employers have said they want higher levels of professional readiness in graduating students. Engaging in professional development activities is how you do that and building out your professional network and portfolio is how you show that off!

## Digital Identity Management

A digital identity is what uniquely describes a person and their relationships online. Most students are experts in *social* identity management (eg Instagram, etc) but now that you are headed for a professional career you need to get up to speed in *professional* digital identity management—learning how to actively shape professional reputation, manage professional networks and build a portfolio of work and activities that conveys your professional readiness to colleagues and especially employers.

- Professional reputation: In your next team project, do you want to work with individuals who are comparable in skill and career interests, or with a friend who will free ride? In this assignment, learn how to develop a professional reputation and build a professional network – a ‘digital brand.’
- Digital identity: When you apply for a job, employers will search for you online. Do you want them to find your Facebook page or a carefully curated digital identity that highlights your professional achievements? In this assignment, create a curated digital identity and apply analytics to analyze the impact.
- Social and knowledge systems: Organizations understand that innovation is accelerated by digital systems that connect individuals to enable communities of practice<sup>1</sup>. In this assignment, learn to use digital systems to identify and connect to individuals with relevant skills, share knowledge in virtual teams, and manage professional relationships.

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<sup>1</sup> [http://en.wikipedia.org/wiki/Communities\\_of\\_practice](http://en.wikipedia.org/wiki/Communities_of_practice)

**IMPORTANT NOTES:**

*The following steps comprise an assignment in Bus 110A. If you are not currently in the course, you can still follow the steps to create your profile and portfolio but you have to REGISTER FOR THE COMMUNITY FIRST (free) via the MIS Club (MISA) or by emailing Professor Hill @ [timothy.hill@sjsu.edu](mailto:timothy.hill@sjsu.edu). ( If you're not registered, the system will not be able to create your portfolio.)*

*If you ARE in 110A and you are working this assignment for credit, you may complete the steps for full credit and still choose to "opt out" by hiding all your info instead of making it publicly available. That is your right although this defeats the important purpose of the community in getting your digital identity out there and building your network so it is NOT recommended.*

## Part 1: Establish your profile on the PRO Community platform

1. Go to <http://community.cob.sjsu.edu/> and click on *Log In* on the upper left corner to log in using your SJSUOne account (same as Canvas, etc)
2. Hover on **Hello, [your name]** on the top right and then, in the drop-down, hover over **Profile** and then click **Edit** to access your PRO Community profile info:
  - a. This is the **Base** tab for your profile. It shows your basic info. Scroll down and set your **Major**, enter your **Minor**, if you have one, fill in your **Hometown** and set your **San José State University** affiliation. Note the visibility setting for each field. For example, **Hometown** is by default only visible to you. You could change that for any of these by clicking **Change** next to the current setting and making the field visible to just your friends (on this site), **All Members** (authenticated users of the university community) or **Everyone** if you like. (Make an informed choice: balance the need for privacy with the need to engage with others). When you've finished with this page, click **SAVE CHANGES** at the bottom.
  - b. Now to add some professional details, look under **Editing 'Base' Profile Group**, find the **Professional Details** tab (just to the right of the **Base** tab) and click it. Set **Graduation date – Month and Graduation date – Year**. Select at least two items under **Skills and Interests** by holding down the **Control** key as you click in Windows (or the **Command + Control** keys as you click in MacOS) to select multiple items. These fields are important because they signal who you are to employers, alums, professors, and prospective team members. Notice the **Resume PDF**, **Resume HTML**, **Biography URL** and **Portfolio** fields—we'll come back to those later. For now, click **SAVE CHANGES** at the bottom.
3. Add an avatar by clicking **Change Profile Photo** located underneath your current avatar. Next, click **SELECT YOUR FILE** to upload a professional-looking high-resolution picture (which is usually larger than 1 MB). Next, crop the image using the cropping handles. A typical avatar shows the face, collar, and top of the shoulders and must be professional (i.e. not a selfie at the beach). Click **CROP IMAGE** to complete. Note: the portfolio search function for employers will only display students who have avatars so be sure to add one now or soon.
4. Go to view your profile now by hovering on **Hello, [your name]** on the top right and then, in the drop-down, hover over **Profile** and then, click **View**. Then click either of the **Skills and Interests** you selected for yourself above to see others who have similar interests and click through to check out their profiles.
5. Review the **COMMUNITY ACTIVITY** sidebar on the right of the main screen to review the activity of other students. If you see an interesting activity, click the student's name, and then click **Profile** to learn more about them.
6. Click **LEADERS** (upper left, under the PRO header) to view high achieving students. Click the students' names to view their portfolios. Note: These students will provide the inspiration for your own portfolio so it is in your interest to locate the best examples.

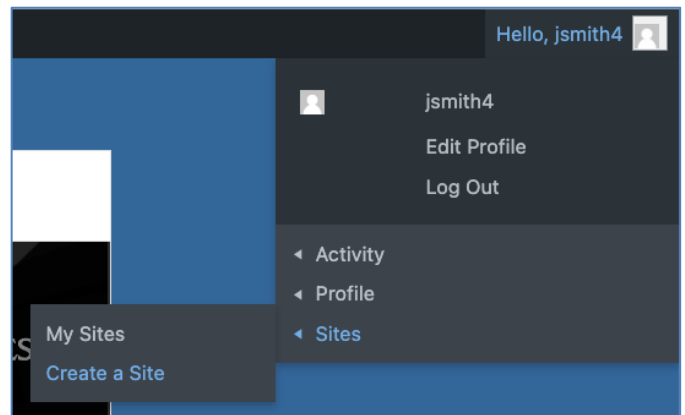
## Part 2: Create a portfolio

Create a portfolio to highlight professional details and accomplishments, including:

- professional profile photo (e.g., a headshot in appropriate attire)
- academic information (e.g., major, year of graduation)
- career interests and aspirations (e.g., industry and careers you are interested in)
- personal interests and volunteer work (e.g., relevant personal details that will help a professional colleague see you as a well-rounded person)
- descriptions of current or past work experience (e.g., a brief description of what you learned or did in a particular job)
- pictures that highlight the above activities (e.g., a picture at work)
- samples of work (e.g., a PowerPoint of a project)
- classes taken and results (e.g., list and describe what you learned from a favorite class)
- current resume (PDF version of your resume; in Word, select File, Save As Type: pdf)

***See Appendix A for tips on do's and don'ts***

1. Log in and create a new portfolio site by hovering on **Hello, [your name] > Sites > Create a Site**.
2. **Site Name** is the URL (uniform resource locator) also known as Internet address. Part of it is set already because this page will be part of the community, but you need to fill in the rest and you want to make it easy to remember. Note: only lower case letters are allowed—you can't use spaces, punctuation such as dashes or underlines, etc. so just use the following convention to be safe:
  - First initial followed by last name (e.g., jsmith for Josie Smith)
  - If that does not work, then full first name followed by last name (e.g., josiesmith)
  - If that does not work, then full first name, middle initial and last name (e.g., josiemsmith).
3. For the **Site Title**, use your full name (e.g., Josie Smith). The Site Title is important, as that is how Google and other search engines will locate you.
4. Select **Yes** for “I would like my site to appear in search engines, and in public listings around this network.” This will allow Google to index your site. Ignore the other visibility options.
5. Finally, click **CREATE SITE**. When you see the confirmation message, congratulations! You have created a site on the Internet with a permanent address. The address will look like <http://community.cob.sjsu.edu/jsmith>. Google will immediately start indexing the portfolio. You are now taking control of your digital identity! In about a week, try searching for your name. Note: Google likes content, the more posts your site contains; the higher the page ranking.



6. Click on the URL of the new site to visit it. The site should look similar to the below.



7. Next, click the site dashboard button that's labelled with the **Site Title** you just set to your full name in Step 3. Then on the dashboard, hover over **Media** on the left side & select **Add New**
- Add your resume file in a PDF version to the Media Library
  - Once added, click on **Copy URL to clipboard** button on the right
  - Hover over your name in the top *right* corner and hover over **Profile** and select **Edit**
  - Select the **Professional Details** tab (underneath **Editing 'Base' Profile Group**)
  - Scroll down to **Resume PDF** and paste the URL you copied from the Media Library here
  - Scroll to the bottom and click on **SAVE CHANGES**
  - When you view your portfolio again, a link to your resume should appear under your graduation date.
8. Add a bio page. (This step is optional but recommended). Your bio page adds info about you such as where you come from, hobbies, interests etc. To add one, hover over **SJSU** on the top left and then hover over your portfolio link below that and then click **Dashboard**. Then, hover over **Pages** on the left side and select **Add New**. Then add a title and fill in your info below and when finished, click on **Publish** on the right side. Then, to add the bio page to your portfolio:
- Copy the **Permalink** that always appears on the upper left, under the page's **Title**, whenever you're editing a page that's been published
  - Hover over your name in the top right corner and hover over **Profile** and select **Edit**
  - Select **Professional Details** under **Editing 'Base' Profile Group**
  - Scroll down to **Biography URL** and paste the URL from the bio page you added
  - Scroll to the bottom and click on **SAVE CHANGES**
  - Now, whenever you view your portfolio page, your bio should appear under your resume

### **Part 3: Start building your portfolio and get your points (& your SWAG)**

Now you've built the foundation of your digital identity on the MIS@SJSU PRO community. And you've earned your Novice Badge and 50 PRO points which also gives you 50 reward points to spend at the PRO Store but now you need to claim them using the steps below:

1. Go back to the PRO community home page (<https://community.cob.sjsu.edu>) and hover over **EARN** on the upper left
2. On the drop-down, click **Points table** to see the "menu" of all the ways you can get point for doing professional development activities. For each one, the menu lists the activity name, number of points for that activity, any limitations, requirements, etc.
3. You have to get your portfolio approved first before you can request any other points so hover on **SSJU** on the upper left and then hover your portfolio and click **Manage Points**.
4. Click the **Add New** button and click on **Portfolio** (under the **Portfolio** header)
5. Review the **Basic** and **Professional Information** fields and update as needed.
6. Scroll to the bottom of the page to confirm that your new portfolio URL is selected and click the **Submit** button.
7. In a couple of days, your request will be approved and your points will show up as awarded and you can start adding to your portfolio and earning more points!
8. You will also receive an equal number of Reward Points every time you earn Professional Achievement Points and you can "spend" Reward Points at the "Store" on cool, MIS@SJSU-branded SWAG like water bottles, notebooks, shirts, etc. When you get your 50 Reward Points for creating your portfolio you'll have enough to "buy" the lanyard already! Just go to the PRO home page and click STORE to spend them.
9. Then bring your ID to the MIS Department office in BT 250 during normal office hours to pick up your stuff!
10. Keep earning points with professional development activities to keep advancing your badge level and "buying" more cool stuff, but most importantly to show employers your Professional Readiness is high and you're ready to be hired!

### **Complete the assignment by submitting your deliverables**

Congratulations! You now have the concepts and tools needed to manage your professional digital identity. If you're taking Bus 110a, then you need to submit your assignment for credit by taking a screenshot of your portfolio's home page and submitting it in Canvas as a PDF or Word doc.

**If you're currently in 110a, you may also be able to earn extra credit by earning more points during the semester! Check with your instructor.**

## Appendix A – Portfolio Do's and Don'ts

### DO'S

1. Include your full name in the portfolio site title. This is the most important way you can influence Google's page ranking algorithm so that it displays the portfolio. On your homepage, include descriptive and contact information (e.g., email address).
2. Include sample work. If you are proud of work you did for a class (e.g., class project) or outside school, then show case it! After all, this is your digital portfolio.
3. Include a description of your work experience when claiming points for it. Describe your role. What did you accomplish? Include a hyperlink, etc.
4. Highlight involvement in non-profit organizations when claiming points for it. Describe your role. What did you accomplish? Include a hyperlink for each activity with a picture. Pictures that highlight your professional experience and/or achievements will make your site more attractive.
5. Proofread your portfolio. This is your public digital identity. Typos, spelling mistakes, or poor formatting will negatively affect your professional image.

### DONT'S

1. Avoid inappropriate photos. A typical headshot displays your face and shoulders with a neutral background such as a wall or building.
2. Don't post normally private information such as home phone, home address, and anything else that does not belong on a public forum. Remember, portfolios are your *public* digital identity.
3. Fix broken links. Make sure all hyperlinks work.
4. Don't post word documents. Word documents might contain viruses and often don't work across platforms. Use PDF instead.
5. Don't post inappropriate content. This is not Facebook. YouTube videos of the greatest song ever... and things of that nature do not belong on the portfolio.
6. Don't password protect or close the site. This defeats the purpose of having a public digital identity.
7. Don't use custom formatting or CSS: The underlying theme and software is designed to professionally display content on both desktop and mobile devices. The use of different fonts, font colors, custom font sizes, or CSS code may break your site on desktop or mobile or both.