Undergraduate Student Electronic Portfolio Manual
Department of Communication
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Portfolio Overview

Welcome to the Department of Communication at IPFW! You are receiving this electronic portfolio manual because you have chosen to major in Communication at IPFW. This manual will help you prepare for two very important days, graduation day and your first day on a new job or in school as a graduate student! To graduate with a degree from the Department of Communication (if you declared your major in 2009 or after), you must submit a complete electronic portfolio and receive a passing grade.

In the pages that you follow, you will find (a) an explanation of the purposes and benefits of an electronic portfolio, (b) a brief description of an electronic portfolio and the sections to be included in your portfolio, (c) a list of departmental objectives for all students identifying as a communication major as well as those specified for students in Media and Public Communication and Interpersonal and Organizational Communication, and (d) an overview of other portfolio related requirements. Please note: it is not the purpose of this manual to inform you of how to use technology and/or software to help you design your portfolio. Such information will be provided during your studies, as explained in the portfolio related requirements section of this manual.

The primary purposes of the portfolio are:

- To assist you in articulating to potential employers and/or graduate schools the knowledge and skills that you have obtained during your tenure at IPFW.
- To demonstrate your learning in the classroom, in addition to other aspects of your life, including work and/ volunteer or community experiences.
- To assist the Department of Communication at IPFW with assessing the curriculum and achievement of departmental objectives and goals for graduates.

The benefits of the portfolio are:

- To generate a set of products that you can use when developing your resume, searching for a job, and applying to graduate school.
- To track student learning outcomes and those needing improvement.
- To assess student competencies without standardized testing during undergraduate studies.
What is an Electronic Portfolio?

An electronic portfolio is a modern way for you to document what you’ve learned during your tenure at IPFW and how your education aligns with your professional goals. You will construct a webpage and a DVD that will serve as your electronic portfolio. In the words of John Dewey, “Education is not preparation for life; education is life itself.” Encapsulated in Dewey’s words, learning is not limited to the classroom, but occurs at work and through our involvement in other life experiences. You will need to include three sections in your electronic portfolio: Section I: Your Homepage; Section II: Classroom Experiences; and Section III: Work and/or Other Life Experiences. A brief description of each section is offered below.

Section I: Your Homepage

In this section, you will introduce yourself by providing your name and contact information, a personal statement of professionalism (i.e., what it means to be a professional in your desired field?), an overview of your professional goals (i.e., what you hope to accomplish as a graduate of the Department of Communication at IPFW?), and an electronic copy of your resume or curriculum vita.

Section II: Classroom Experiences

In the classroom experiences section of your portfolio, you will articulate and provide evidence of how you have satisfied each of the objectives set forth by the department (see the complete list of objectives on pages 5-7). Although course outlines and syllabi often state the instructor’s goals for a class, you may learn more than what the instructor specified. Thus, be certain to isolate what you personally achieved from your classroom experiences rather than what a course bulletin or syllabus indicates you should have learned. To do so, you will:

- Write a reflection paper (approximately a paragraph or ½ a page) for each departmental objective and
- Provide an artifact from a communication course that demonstrates your competency of that objective(s). In your reflection, you will want to specifically reference how the artifact that you are submitting demonstrates your competency of that learning objective. One artifact may demonstrate several objectives, but you will need to articulate this in your reflection paper.
Artifacts from a classroom experience could include, but are not limited to, written assignments, recorded presentations, examinations, and/or quizzes.

Section II: Work and/or Other Life Experiences

Learning from a work (e.g., paid employment, internship) and/or other life (e.g., campus involvement, community service) experience differs in nature and kind from learning acquired in the classroom. There seldom is an "instructor figure" to distill and organize the experience to make learning structured, clear, and relevant. Despite such difficulty, learning from work and other life experiences is equally important. In this section, you will:

- Write a reflection paper (approximately a paragraph or ½ a page) for **at least three** departmental objectives that you’ve achieved from a work and/or other life experience during your tenure at IPFW and

- Provide an artifact from that experience that demonstrates your competency of that objective(s). In your reflection, you will want to specifically reference how the artifact that you are submitting demonstrates competency of that learning objective.

Artifacts from work and/or other life experiences could include, but are not limited to, a job description in addition to an evaluation from a superior and/or a work project (e.g., multi-media presentation, video clip, brochure of project, presentation PowerPoints), copies of publications, writings, or drawings, newspaper articles written about a project, letters confirming your participation with service organizations, and/or photos of items you built or created along with certification that the item pictured was your work.
Student Learning Objectives

Outlined below is a description of the objectives set forth by the Department of Communication at IPFW for all graduates of Communication as well as students focusing in areas of Media and Public Communication (COMM) or Interpersonal and Organizational Communication (COMI). The department’s objectives are closely aligned with IPFW’s goals, outlined in the Baccalaureate Framework. When developing portfolio entries for classroom and work and/or other life experiences, you must describe how you have satisfied each of the objectives outlined below, in addition to providing an artifact (e.g., paper, project, or some other assignment) that demonstrates your competency of that objective. Below, you will also find a list of courses associated with the objective where you may have accomplished each objective. Courses in bold are required of all majors.

All graduates of the Department of Communication will:

<table>
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<tr>
<th>Objective</th>
<th>Baccalaureate Framework Goal(s)</th>
<th>Classes where this objective should be met</th>
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<tbody>
<tr>
<td>1. Be able to articulate the historical traditions of the discipline;</td>
<td>Acquisition</td>
<td>300*</td>
</tr>
<tr>
<td>2. Be aware of and skillful in the use of new technologies relevant to your major;</td>
<td>Acquisition</td>
<td>120, 308, 331, 332, 334, 337, 480</td>
</tr>
<tr>
<td>3. Be able to explain communication concepts and theories relevant to your major;</td>
<td>Acquisition</td>
<td>212, 248, 253, 300, 303, 310, 318, 324, 325, 330, 410, 422</td>
</tr>
<tr>
<td>4. Be able to explain, evaluate and apply the processes involved in productive conflict in the contexts (interpersonal, small group, organizational, mediated, public) relevant to the major;</td>
<td>Application, Critical Thinking, Communication</td>
<td>212, 303, 316, 318, 410, 471</td>
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<td>5. Demonstrate awareness of diverse perspectives; and</td>
<td>Critical Thinking, Communication, Personal/ Professional Values, Community</td>
<td>212, 300, 303, 310, 312, 314, 316, 318, 330, 338, 410, 422</td>
</tr>
<tr>
<td>6. Be a competent reader, speaker, writer and listener (a course artifact may meet more than one of these).</td>
<td>Application</td>
<td>212, 300, 303, 308, 310, 314, 316, 318, 325, 333, 334, 410, 471</td>
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B.A. in Media & Public Communication (COMM)

The major in media and public communication offers theoretical, critical, and practical perspectives to help you navigate the changing communication environment of the 21st century. The courses in this major help you understand communication and media practices and adapt to new technologies. These courses provide concepts and skills that enable you to think and write critically about media and public communication in relation to society, culture, and everyday life. In addition, course areas are available that give you practical experience in message design, media production, and communication performance. Graduates of the program have careers in:

- Public information
- Media production
- Writing for media
- Management
- Sales
- Advertising
- Public relations

In addition to the objectives for all graduates, **COMM graduates will be able to:**

<table>
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<tr>
<td>7. Identify and analyze the interrelation among media economics and relevant institutions and agencies;</td>
<td>Acquisition, Personal/Professional Values</td>
<td>250</td>
</tr>
<tr>
<td>8. Critically analyze media and public communication;</td>
<td>Application, Critical Thinking, Communication</td>
<td>248, 250, 253, 318, 330, 338, 401, 421, 422</td>
</tr>
<tr>
<td>9. Identify and analyze instances of the interdependent relations between media and society;</td>
<td>Acquisition, Personal/Professional Values, Community</td>
<td>250, 330, 421, 422</td>
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<tr>
<td>10. Demonstrate a basic understanding of the terminology of mediated and public communication; and</td>
<td>Acquisition</td>
<td>248, 253, 318, 332, 421</td>
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11. Identify and analyze the form, structure and techniques of mediated or public texts in their entirety, and consider how they function in a larger context.

| Acquisition/Application | 248, 253, 318, 333, 334, 401, 421 |

**B.A. in Interpersonal & Organizational Communication (COMI)**

This program helps you understand human communication and develop skill and sensitivity in speaking, listening, and participating in varied communication situations. Courses focus on theory and practice in communication tasks ranging from interviewing to addressing large audiences. The degree program helps you prepare for a career in:

- Government
- Sales
- Public relations
- Law
- Public and social service
- Personnel
- Business communication
- Industrial communication

In addition to the objectives for all graduates, **COMI graduates will be able to:**

<table>
<thead>
<tr>
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<th>Baccalaureate Framework Goal(s)</th>
<th>Classes where this objective should be met</th>
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<tr>
<td>7. Evaluate interpersonal and/or group interactions <em>(a course artifact may meet either context)</em>; and</td>
<td>Application, Personal/Professional Values, Community, Critical Thinking, Communication</td>
<td>212, 310, 320</td>
</tr>
<tr>
<td>8. Communicate competently (effectively, appropriately, ethically) interpersonally and/or in groups <em>(a course artifact may meet either context)</em>.</td>
<td>Application, Community, Communication</td>
<td>212, 310, 320, 410</td>
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Other Portfolio Related Requirements—Getting You to Graduation

As a Communication major, you’re required to take three one credit hour courses that are designed to help you successfully translate the knowledge you’ve obtained as a Communication major to your desired professional field. In each of these courses, time will be dedicated to your portfolio. A brief description of each of these courses (as stated in the course bulletin) is provided below in addition to a notation about the emphasis on the portfolio you can expect in each of the courses.

COM 120 Introduction to Communication Technology and Communication Fields
This is the first of a series of three, one-credit courses that all Communication majors at IPFW entering Fall 06 and after are required to take. The applied portion of this course will introduce students to technology and software that is desirable for communication professionals. This course will also provide students with an overview of the general fields to which their degree will most likely lead them. Students can also expect an introduction to the portfolio and its role in their successful graduation from the Department of Communication.

COM 308 Applied Communication
This course explores the varied fields of communication. Students will be exposed to varied fields where they may utilize their degree. Students will also learn and practice job-seeking skills including job search, resume and cover letter preparation, and interviewing protocol and skill. In this course, students will also submit their electronic portfolios for a mid-career assessment. By the end of the class, students will have updated their portfolios to include work from other mid-level classes, as well as resumes created in the class.

COM 480 Senior Seminar in Communication
This course is designed as a capstone for the communication major. It will require students to demonstrate proficiency in oral, written, and mediated communication. Students will synthesize their knowledge of communication theory and content. By the end of this course, students will submit their final electronic portfolio to the section instructor, who will grade the portfolio. The final portfolio will be submitted in two formats: as a DVD and as a webpage. Students will have
to achieve a passing grade to satisfy the requirements for the course and graduation. Students who do not complete the portfolio and achieve a 70% will be required to re-take the course and re-submit their portfolio, prolonging their graduation.

What will the department do with your submitted and graded portfolio?
Undergraduate programmatic assessment will take place every other year with the evaluation of undergraduate portfolios required in COM 480. These portfolios will be gathered each semester, by randomly drawing 25% of portfolios from the COM 480 class. Every other year, the portfolios will be assessed by the faculty. Portfolios will be assessed according to the objectives for all majors as well as the objectives specific to Media and Public (COMM) or Interpersonal and Organizational (COMI). The faculty will use a rubric designed to evaluate how well the portfolios show mastery of the objectives.