# Public Portfolio Plan Form

Your Public Portfoliois a public website that you will develop to further your post-graduation goals. It should be directed at a specific audience (e.g., employer or grad school admissions officer). The audience is NOT your CxC Rep 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 resume and presentation of work samples. While there are no specific guidelines you must follow in developing your Public Portfolio, you should use the Final Assessment Rubric to critique the evolution of your portfolio. The goal is to receive a rating of *‘outstanding’* during the final certification review.

After completing this reflection, and talking through it with your faculty advisor, you will be fully prepared to create an outline and formal plan for your Public Portfolio.

First Name Last Name

Graduation Date LSU email address

***Q1: Your digital portfolio should have a purpose beyond fulfilling the Distinguished Communicator certification requirements, so what’s yours? Is it to land your dream job, support your graduate school application, or something else?***

***Q2: Now that you know what purpose your Public Portfolio 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.***

***Q3: 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…”***

***Q4: Tone, colors, images, and design influence what your audience thinks and feels about you. What elements should you incorporate as you design your Public Portfolio to encourage the thoughts/feelings you outlined in Q3?***

***Q5: 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?***

***Q6: What evidence could you incorporate into your Public Portfolio to highlight the strengths you listed in Q5?***

***Q7: What action do you want your target audience to take after they review your Public Portfolio? How will you convey what you want them to do?***

***Q8: Which elements should you incorporate to encourage the action(s) you outlined in Q7?***

***Q9: What language style and structure will you use in your portfolio to highlight your skills and results?***