# eFolio MINNESOTA

In Partnership with Mesabi Range Community & Technical College

eFolio Minnesota Program
Eveleth Campus)

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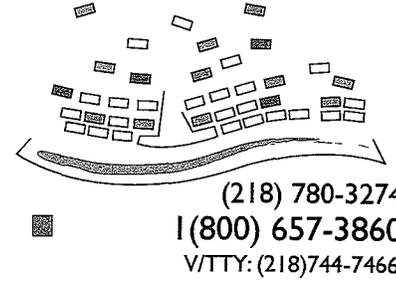
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June 11, 2008

Representative Tom Rukavina, Chair
Higher Education and Work Force Development Policy and Finance Division
477 State Office Building
100 Rev. Dr. Martin Luther King Jr. Blvd
St. Paul, MN 55155

Dear Representative Rukavina:

Laws 2007, Chapter 144, Article 1, Section 4 states:

> This appropriation includes funding for a project to establish a center at the Mesabi Range Community and Technical College in cooperation with the Iron Range Resources and Rehabilitation Board (IRRRB) to enhance the use of eFolio Minnesota by providing on-site and Internet-based support and technical assistance to eFolio users to promote workforce development and access to workforce information generated through the eFolio Minnesota system. The board must enhance the eFolio Minnesota system as necessary to serve these purposes and report annually to the legislative committees responsible for higher education finance on the outcomes of the center's activities.

Please note the enclosed **Career eFolio Minnesota Project Report and accompanying Project Work Plan** completed in May 2008.

The exciting and innovative Career eFolio Minnesota project has been established and is progressing in its mission! Without a doubt, our charge to use electronic portfolios to impact economic and workforce development is very significant and we are pioneering a concept that is gaining attention within and beyond our Minnesota borders. Thanks to you and the support of your team of State Legislators, we are leading the way in developing and implementing an eFolio system that will be successful in promoting workforce development and advancing economic initiatives in Minnesota!

If you have any questions regarding this report, or would like to obtain additional copies, please feel free to contact me at (218)780-3274 or l.kvas@mr.mnscu.edu.

Sincerely,
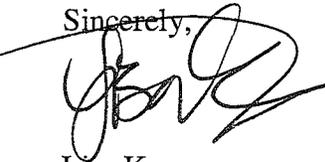
Lisa Kvas
eFolio Program Manager

c: Legislative Reference Library

Enclosure

Career eFolio Minnesota
Project Report
May 7, 2008

Project Overview

It is no secret that Northeast Minnesota is on the brink of rapid and exciting industrial, economic and demographic change. Significant growth and expansion in business and industry, rising rates of retirements in the current workforce, and the need to retain, promote and attract a highly educated and skilled (current and future) workforce to the region pose new challenges and exciting opportunities for the area. The Career eFolio Minnesota project, hosted by Mesabi Range Community and Technical College, is breaking ground not only in Minnesota, but also around the world as it pioneers the use of innovative electronic portfolio technologies to advance workforce and economic development in the Northeast region of Minnesota. With the area undergoing such dynamic transformation, the climate and timing for Career eFolio is perfect.

Project Mission and Goals

Funded under a Minnesota Legislature provision in 2007, the Career eFolio Minnesota project was established to advance economic development and contribute to meeting the area's workforce needs and objectives. Building on Minnesota's statewide eFolio electronic portfolio system, Career eFolio Minnesota's overall mission is to develop an enterprise economic development system with the following economic and workforce development goals in mind:

- Build partnerships with existing and new area businesses and industries to use eFolio technology as a means to:
    - Readily identify and recruit potential employees with specific skills, qualifications and credentials
    - Provide their human resources with a considerable savings in cost, time, energy and efficiency in hiring new employees
    - Manage their own employee skill sets, certifications and career development
    - Generate company information, post job openings and search for employees
- Equip economic development officials with a tool to mine and showcase valuable workforce demographic data (otherwise difficult to attain) to:
    - Entice prospective employers and companies considering location, relocation, or expansion in Minnesota
    - Address issues of underemployment and connect employed workers with jobs that more accurately reflect their skills, abilities and interests
    - Link those who wish to move back to or move to the region with jobs that will enable them to do so

- o Advance career planning and career development initiatives through bridging education, skills and training with regional workforce needs and jobs
- o Provide evidence and garner support for other local, state and national economic development initiatives
- Promote widespread eFolio technology use among the regional population to:
  - o Connect job-seekers with potential employers and employment opportunities
  - o Contribute individual data to eFolio to develop a data collection resource for extracting valuable demographic information
  - o Provide a means for all individuals to showcase their best qualities, skills, training, education and experience including those that would be difficult to discern from traditional resume and job application materials
  - o Retain the next generation workforce and engage high school and college students in career planning and preparation for current and future job opportunities in Northeast Minnesota

Project Establishment

Upon being awarded the project in Summer 2007, MRCTC Provost Dr. Tina Royer pulled together a Project Steering Committee comprised of stakeholders in education, technology, and economic and workforce development. The committee convened monthly via meetings and conference calls to discuss the logistics, technology, needs, scope and development of the project. Having a keen sense of the project's goals, challenges and ambitions, Dr. Royer and the committee successfully secured and hired an eFolio Program Manager in December 2007 to establish the project and carry it forward. Currently in its first year of existence, the Career eFolio Minnesota project started out as a visionary plan and has manifested into a strategic complex project located on MRCTC's Eveleth campus with three full-time staff (and an additional staff member anticipated by July 2008) working diligently to carry out its mission.

In its initial stages, developing position descriptions, finding and hiring staff, locating and organizing work spaces, and acquiring office and training equipment and supplies were only a handful of tasks that were successfully accomplished in establishing a highly functional project and staff. With computer technology and electronic portfolio pedagogy serving as the foundation, the eFolio project has required various intense staff trainings, meetings and the acquisition of cutting-edge technology equipment and software used to conduct presentations on the eFolio project and training on the use of eFolio software. Throughout initial project establishment, eFolio staff has also remained focused on project goals as they began to network and build relationships with key stakeholders, developed strategies for widespread project implementation, and designed training, presentation and instructional materials for various audiences. To date, the project staff members have conducted fourteen eFolio presentations and trainings to more than 190 individuals including high school and college students, faculty and staff, community leaders and organization members.

Project Objectives, Achievements and Outcomes

The Career eFolio Minnesota Project's attached work plan delineates six primary objectives followed by strategies, activities, timelines, performance measures, and outcomes related to the project's three overarching goals. The project's six objectives with accompanying achievements and outcomes accomplished to date are as follows:

Objective 1: Advance Area Workforce Development Initiatives

- Organized an eFolio Steering Committee with representation from the workforce development sector. A meeting was held to introduce the initiative and provide an orientation to eFolio.
- Provided orientation and training for 25+ Minnesota Workforce Center Career Counselors, serving the entire area of Northeast Minnesota to use and integrate eFolio.
- Trained and assisted Minnesota Workforce Center career counselors to use and integrate eFolio use for career planning in high schools.
- Formed a collaborative partnership with several career-focused programs of the Arrowhead Economic Opportunity Agency to integrate eFolio use into curriculum.

Objective 2: Contribute to Regional Economic Development

- Organized an eFolio Steering Committee with representation from the regional economic development sector. A meeting was held to introduce the initiative and provide an orientation to eFolio.
- Presented to representatives of the Grand Rapids Chamber Economic Development group to introduce eFolio and its potential for economic development.
- A strong partnership was established with Iron Range Resources through meetings and collaboration with IRR Regional Workforce Development Coordinator Roy Smith.

Objective 3: Promote Business and Industrial Growth and Development in NE Minnesota

- Organized an eFolio Steering Committee with representation from regional business and industry sector. A meeting was held to introduce the initiative and provide an orientation to eFolio.
- Developed target list of new businesses and industries expanding and developing in the region and identified strategies to market and promote eFolio participation.

Objective 4: Promote eFolio Technology Use in Education

- Organized an eFolio Steering Committee with representation from K-12 and post-secondary education sector. A meeting was held to introduce the initiative and provide an orientation to eFolio.

- Met with middle and high school, Applied Learning Initiative, and higher education administrators and leadership to discuss eFolio project integration and implementation.
- Organized and facilitated an eFolio workshop for pilot project group of students from the True North Upward Bound TRIO program.
- Trained Minnesota Workforce Center career counselors to use and integrate eFolio into career planning in high schools through a presentation to NE MN Workforce.
- Facilitated presentations and trainings and created tutorials and tools to area secondary and Mesabi Range College students and programs to integrate eFolio use.
- Developed and disseminated eFolio curriculum related to higher education skill-building, career planning and workforce preparation.
- Provided eFolio training and support to the high school career and college preparation programs of Applied Learning Initiative (ALI), Academic Journey and Upward Bound.
- Held open student labs to introduce eFolio to new users and support current users.

Objective 5: Promote eFolio Technology Use in Unaddressed Populations
- Researched, identified and formed partnerships with programs and organizations serving populations age 50 and over to reach target population such as Elder Services Network, AEOA, and Retired Senior Volunteer Program.
- Authored grant proposal to provide training for populations age 50 and over who are looking to reenter the workforce after first retirement.
- Organized NHED Leadership participants to develop and implement a service learning project training unaddressed populations to use eFolio.
- Aligned AmeriCorps VISTA job duties to address the needs of the target population.

Objective 6: Establish and Advance the eFolio Project
- Developed eFolio position descriptions; completed posting, interviewing, hiring process; and provided orientation to three new eFolio staff.
- Facilitated staff training on eFolio software, including meetings with MNSCU and Avenet representatives.
- Researched and examined best practices in electronic portfolio pedagogy. This included sending the program manager and coordinator to a national electronic portfolio conference.
- Developed tools and methods to evaluate new user trainings and experiences.
- Organized and facilitated a meeting of an eFolio Steering Committee representative of AVENET, MnSCU, workforce development, business and industry, economic development, secondary and higher education, and regional leadership.
- Applied for and secured a grant-funded AmeriCorps VISTA position to enhance outreach efforts of eFolio to special populations and support the mission and goals of the initiative.
- Creating a marketing plan and campaign to address a variety of potential constituents.

- Developed brochures, logos, business cards and letterhead materials specific to this eFolio initiative.
- Identified potential supplementary funding sources which aligned with the goals of the initiative and actively pursued financial support.

Project Spending

Career eFolio Minnesota operates under a budget strategically, responsibly and reasonably allocated to meet the needs, goals and objectives of the project. In year one, initial startup costs have been incurred to organize and equip functional office spaces as well as an adjoining training center where community members and students can gather to learn about, receive assistance and develop individual portfolios and community leaders, developers, businesses and organizations can meet to strategize eFolio uses and implementation. Launching the eFolio project and promoting region-wide use of eFolio technology among the entire area population requires significant marketing strategies and considerable budget allocations necessary to support them. Because the eFolio project is technology-based, provisions for staff training, sophisticated software and high-tech equipment are needed to provide quality technical assistance and conduct effective presentations, trainings and workshops. Staff travel is also a vital expense as learning about eFolio technology and electronic portfolio best practices and uses around the world provide staff with the knowledge, skills and relationships with renowned experts and practitioners that will support them in their innovative project mission. The following budget appropriates funding over the 2007-09 biennial period:

Budget Item				Budget Amount	Budget Balance
TOTAL BIENNIAL BUDGET					**$450,000.00**
Personnel					
Project Manager: 1 @ 100% for 18 months					
Project Coordinator: 1 @ 100% for 17 months					
Project Specialist: 1 @ 100% for 14 months					
AmeriCorps VISTA: 1 @100% for 12 months					
Total Personnel					
Full-time Fringe (32%):					
State Retirement (8.5%) + Social Security (7.5%) + Health and Life Insurance (16%)					
Fringe Contribution to AmeriCorps VISTA position					
Total Fringe					
Total Personnel & Fringe				**$292,653.00**	157347
Office Equipment					

4 monitors, 4 laptops, 4 docking stations, all-in-one printer, scanner				
Laserjet Printer and ink cartridges				
Total Office Equipment			$17,152.00	140195
Office Furniture				
Desks, storage for 4 eFolio staff work space and storage areas				
Workspace furniture for eFolio Foyer Training area				
Total Office Furniture			$25,152.00	115043
Office Supplies				
Reference books, computer software, general office supplies				
Total Office Supplies			$4,892.00	110151
Staff Training Fees				
MnSCU Supervisory Training, LaGuardia College "Making Connections" Conference, eFolio Summit 2008 Conference, Computer Skills Training, National Conference, International Conference				
Total Staff Training			$6,853.00	103298
Staff Travel				
Staff Training Travel (lodging, meals, airfare, transportation)				
Mileage Reimbursement for regional and state eFolio staff travel				
Total Staff Travel			$29,929.00	73369
Training Equipment & Supplies				
Wireless Router, 16 laptop computers, laptop recharging storage cart, LCD projector and screen, digital camera, wireless scanners, wireless printer, computer accessories, training supplies				
Total Training Equipment & Supplies			$41,845.00	31524
Communication				
4 Cell Phones (activation, monthly charges) and accessories				
Total Communication Costs			$2,604.00	28920
Marketing				
Radio, Television and Newspaper eFolio Project Advertising, employment advertising, professional printing and design services, promotional materials				
Total Marketing			$27,990.00	930

Professional Memberships/Affiliations					
EDUCAUSE Institnl. Mmbershp					
Total Mmbship/Affiliation Costs				$930.00	0
Total Project Costs					450000

Project Future

      Career eFolio Minnesota's future is promising! On a regional level, the project has developed and will continue to build strategies to reach all aspects of business and industry, workforce and economic development, education and general populations residing in Northeast Minnesota. What was once merely a project vision is now a deliberate action plan with tangible results. Without a doubt, Career eFolio Minnesota will impact the area's current, future and potential labor force and impact stakeholders who aspire to identify, grow, support and employ a skilled and educated workforce that meets the demands of the region's existing and expanding labor market.

      Career eFolio Minnesota's future is emerging! Scheduled to launch in October 2008, eFolio Minnesota's software platform will undergo a substantial multi-million dollar upgrade that will have significant impact on the Career eFolio Minnesota project. By mid-January 2009, all new and exisiting user accounts will convert to a new version of eFolio that far exceeds any electronic portfolio platform in the world. The major upgrade will enable key stakeholders to mine and quantify regional workforce data to support workforce and economic development initiatives. The upgrade will also connect employers with pools of skilled, trained and educated workers through eFolio, further providing a rich multi-media view of individuals and their valuable character traits often difficult to glean from traditional job applications and resumes.

      Career eFolio Minnesota's future is incredible! Attending New York's LaGuardia College *Making Connections ePortfolio Conference* in April 2008, Career eFolio Minnesota staff reaffirmed the notion that, while electronic portfolio use in education is growing in popularity, the Career eFolio Minnesota project is definitely pioneering electronic portfolio use in the areas of workforce and economic development. Worldwide leaders and experts in electronic portfolios marvel at Minnesota's eFolio software platform (even without the upcoming upgrade) and absolutely aspire to be as organized as Minnesota is in a state-wide effort of making the tool available free-of-charge to all within its borders. As Career eFolio Minnesota moves forward to take electronic portfolio technology into the new dimension of workforce and economic development, leaders and players in academia and around the world are taking note as Minnesota once again assumes its leadership role. Career eFolio Minnesota truly resembles an iceberg; while the projects mission, goals and plans are clearly visible, what lies beneath and remains to be seen are the larger scale impacts, limitless potential and endless possibilities of the project's work that are bound to transcend beyond the boundaries of Northeast Minnesota.

Career eFolio Minnesota

Project Work Plan

December 2007 – Aug 2009

Objective 1: Advance Area Workforce Development Initiatives

Project Plan Strategy	Work Plan Details	Timeframe	Performance Measures and Deliverables	Relevant Goal Component
1. Build partnerships with workforce development agencies.	Establish an eFolio focus group committee that includes representation from workforce development agencies.	Dec 07	Committee list is formed with workforce members included	EWD
	Host focus group committee meetings that include workforce agency representation and input.	Quarterly	Meeting minutes are kept to document meetings held	BI, EWD
	Research, identify and establish a means to integrate eFolio with other workforce systems and software.	Aug 08	List is developed of workforce system software and programs with described plans on how to interface with them	EWD, RP
	Involve eFolio staff on committees and in organizations focused on workforce development.	Ongoing	Staff promotes eFolio tool and brings ideas back to the project	EWD, RP
2. Contribute to workforce data collection and extraction	Collect input from workforce professionals to determine data collection needs.	June 08	Input is compiled in project database	BI, EWD
	Contribute workforce data collection needs to software upgrade and data collection mechanism.	July 08	Collected input is included in upgrade request report	BI, EWD
	Provide workforce development professionals access to eFolio workforce data.	Jan 09	Workforce agencies are issued rights to search eFolio data	BI, EWD
	Collect feedback to monitor quality of workforce data collection and evolving data collection needs.	Quarterly	Surveys are conducted to collect information	BI, EWD
3. Provide an advanced dynamic employment tool for building bridges between job seekers and employers	Coordinate with Northland Works, Apex Advantage and other online workforce tools.	Ongoing	List is developed of available workforce tools and plans are described for coordination	BI, EWD
	Conduct eFolio project presentations and technology training sessions with workforce agency staff.	Aug 08	Presentations and training sessions are scheduled and documented	EWD
	Provide support, training and materials to workforce development agencies	Ongoing	Support, additional training and materials are supplied as needed and requested	EWD, RP
	Evaluate agency staff satisfaction, skills, use and promotion of eFolio tool.	Quarterly	Surveys are conducted to collect information	EWD, RP

	Train and assist Minnesota Workforce Center career counselors to use and integrate eFolio use for career planning in high schools.	Aug 08	Trainings are scheduled to meet with each workforce district staff and assistance in provided as needed	EWD, RP

Objective 1 Outcomes:

1. eFolio becomes an integral tool used by workforce agencies.
2. Workforce agencies experience an increase in job seeker and employer matches leading to employment.
3. Workforce demographic data collected through eFolio supports and enhances workforce agencies' ability to understand and address the needs and demands of the regional labor market.

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Objective 2: Contribute to Regional Economic Development

Project Plan Strategy	Work Plan Details	Timeframe	Performance Measures and Deliverables	Relevant Goal Component
1. Build partnerships with economic development agencies	Establish an eFolio focus group committee that includes representation from economic development agencies.	Dec 07	Committee list is formed with workforce members included	EWD
	Host focus group committee meetings that include economic development agency representation and input.	Quarterly	Meeting minutes are kept to document meetings held	BI, EWD
	Involve eFolio staff on committees and in organizations focused on economic development.	Ongoing	Staff promotes eFolio tool and brings ideas back to the project	BI, EWD
	Coordinate with the Range Readiness Initiative.	Ongoing	Attend scheduled RRI meetings	BI, EWD
2. Use economic development agency relationships with business and industry to promote eFolio use	Identify economic development agency relationships with current and future businesses and industries.	Ongoing	Create database	BI, EWD
	Form an economic development committee comprised of economic development professionals and business and industry owners, board members, managers and human resource professionals to integrate eFolio use.	Oct 08	Committee list is formed including business and industry owners, board members, managers and human resources professionals	BI, EWD
3. Contribute to economic development data collection and extraction	Collect input from economic development professionals to determine data collection necessary to advance business and industrial expansion, recruitment and development.	June 08	Input is compiled in project database	BI, EWD
	Contribute economic development data collection needs	July 08	Input is evaluated and	EWD

			communicated to software developers	
	Provide economic developers access to eFolio labor market and workforce data.	Jan 09	Economic developers are provided access to eFolio database	BI, EWD
	Collect feedback to monitor quality of economic data collection and evolving data collection needs.	Quarterly	Surveys are conducted to monitor quality and feedback	BI, EWD

Objective 2 Outcomes:

1. Economic development agencies will have concrete and comprehensive labor market data to negotiate bringing new business and industry to Minnesota collected through eFolio.
2. Economic development agencies will be able to determine what skills and training exist and are needed to attract new business development.
3. Economic development agencies will be able to use eFolio to project employment market trends in order to plan for and align future work force skills and training needs.

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Objective 3: Promote Business and Industrial Growth and Development in Northeast Minnesota

Project Plan Strategy	Work Plan Details	Timeframe	Performance Measures and Deliverables	Relevant Goal Component
1. Build relationships with business and industry leaders connected to workforce management.	Form committee comprised of business and industry owners, board members, managers and human resource professionals to integrate eFolio use.	Sept 08	Committee list is formed including business and industry owners, board members, managers and human resources professionals	BI
	Determine scope of eFolio use and integration related to each business and industry participant's needs and interest.	Ongoing	Business and industry participants are interviewed and surveyed. Results are kept in project database	BI
	Collect input from business and industry professionals to determine data collection necessary to advance business and industrial expansion, recruitment and development.	Dec 08	Input is compiled in project database	BI, EWD
	Organize Business and Industry Open House to promote widespread eFolio integration into the business and industry sector.	Feb 09	Open House is scheduled and conducted as planned	BI, EWD
	Coordinate with the Range Readiness Initiative.	Ongoing	Attend scheduled RRI meetings	BI, EWD
2. Provide training and	Provide eFolio presentations to business and industry	Oct 08	Presentations are scheduled	BI

support of eFolio use in business and industry	leadership professionals.		and documented	
	Facilitate eFolio trainings for business and industry career development and human resource professionals.	Ongoing	Trainings are scheduled and conducted according to participant needs	BI
	Develop tutorials and distribution materials to provide to business and industry participants.	Oct 08	Tutorials and distribution materials are created	BI, RP
3. Connect business and industry leaders with potential workforce	Work with business and industry leaders to develop marketing strategies that encourage potential workforce to use eFolio software as a means to access potential employment opportunities.	Mar 09	Marketing strategies are developed and ready to launch	BI, EWD, RP
	Collaborate with business and industry leaders to design company eFolios that highlight company statistics, workforce assets, employment opportunities and requirements.	Mar 09	Company eFolios are created that showcase company assets and workforce information	BI, EWD, RP
	Generate business and industry involvement in mentoring students and assisting in their career planning and job seeking activities through eFolio.	Aug 09	Involvement of business and industry leaders helping students through eFolio is documented	BI, EWD, RP

Objective 3 Outcomes:

1. Business and industry leaders will have concrete and comprehensive labor market data through eFolio to negotiate business expansion, relocation and new development.
2. Business and industry leaders integrate eFolio as an integral part of recruiting, selecting and hiring new employees.
3. Business and industry leaders will be able to identify and evaluate new and existing employee skill sets and training levels and use information gathered to design, appropriate and recommend further education, training and certification.
4. Business and industry leaders will be trained on using the tool and will become involved with shaping the eFolio project and further developing the tool to meet their needs.

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Objective 4: Promote eFolio Technology Use in Education

Project Plan Strategy	Work Plan Details	Timeframe	Performance Measures and Deliverables	Relevant Goal Component
1. Integrate eFolio use in secondary schools	Meet with administrators, faculty and staff from area secondary schools to promote and plan for eFolio implementation.	Dec 07-Ongoing	Target schools are identified and meetings are scheduled and documented	RP

	Facilitate presentations and trainings on eFolio technology to secondary school leadership, faculty and staff.	Aug 08-Ongoing	Presentations and trainings are scheduled and documented	RP
	Develop and disseminate eFolio curriculum related to secondary school education and career planning.	Dec 07	eFolio curriculum is developed and ready for promotion	BI, EWD, RP
	Develop, market and disseminate high school version of GPS Lifeplan.	Fall 09	Implementation strategies are developed and project template and materials are ready for dissemination	BI, EWD, RP
	Train and assist Minnesota Workforce Center career counselors to use and integrate eFolio use for career planning in high schools.	Summer 08	Trainings are conducted with all Northeast Minnesota Office of Job Training regions	BI, EWD, RP
	Provide summer training institute through MRCTC Continuing Education on eFolio project planning and integration.	Aug 08	3-day Summer Institute is scheduled and conducted	RP
2. Integrate eFolio use in higher education	Meet with administrators, faculty and staff from area higher education institutions to promote and plan for eFolio implementation.	Dec 07-Ongoing	Meetings with key higher education professionals are scheduled and documented	RP
	Facilitate presentations and trainings on eFolio technology to higher education professionals.	Feb 07-Ongoing	Presentations and trainings are scheduled and documented	RP
	Develop and disseminate eFolio curriculum related to higher education skill-building, career planning and workforce preparation.	Aug 08	Implementation strategies are developed and project template and materials are ready for dissemination	BI, EWD, RP
	Integrate college-wide eFolio use in career preparation courses.	Aug 08	eFolio materials are integrated into career preparation courses	BI, EWD, RP
	Integrate GPS Lifeplan eFolio Projects at Mesabi Range College and Itasca Community College.	Aug 09	GPS Lifeplan is launched at MRCTC and ICC	BI, EWD, RP
	Provide summer training institute on eFolio project planning and integration.	Aug 08	Faculty eFolio workshop is scheduled and conducted	RP
3. Connect students with career opportunities, area job requirements and skills and regional workforce projections	Distribute regional career and workforce data, trends and information in eFolio presentations and marketing materials.	Mar 08-Ongoing	All student presentations and materials, as appropriate, include regional workforce data	BI, EWD, RP
	Develop a method to interface eFolio with regional employment websites (e.g. Northland Works) and programs to inform and prepare students with regional career opportunities.	Apr 09	Regional employment websites and career prep program logistics are compiled and plans are developed to integrate with eFolio	BI, EWD, RP
	Provide training and support to high school career and	Mar 08-	Trainings are scheduled and provided to students in college	RP

	college preparation programs such as Applied Learning Initiative (ALI), Academic Journey and Upward Bound participants.	Ongoing	preparation programs	

Objective 4 Outcomes:

1. Regional students use eFolio to connect courses, skills and experience with college planning and career tracking.
2. High school and higher education career development courses and activities use eFolio as a tool to assist students with college and career preparation.
3. Students using eFolio are exposed to current and future jobs in the region and corresponding requirements early in their career preparation and college planning process.
4. Students who are in the midst of career planning or are nearing graduation connect with regional business and industry leaders to mentor them and link them to potential job opportunities.

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Objective 5: Promote eFolio Technology Use in Unaddressed Populations

Project Plan Strategy	Work Plan Details	Timeframe	Performance Measures and Deliverables	Relevant Goal Component
1. Promote eFolio use among early retirees seeking new employment	Research, identify and form partnerships with programs and organizations serving populations age 50 and over to reach target population.	Dec 08-Ongoing	Programs and organizations are identified and meetings are held to discuss developing strategic partnerships	RP
	Facilitate presentations and workshops to assist early retirees in creating eFolios to use to attain new employment.	Mar 09-Ongoing	Presentations and workshops are scheduled and conducted	BI, EWD, RP
	Identify ways to coordinate with the Applied Learning Institute's intergenerational initiative with Experience Works.	Dec 08-Ongoing	Coordination plan is developed	BI, EWD, RP
2. Promote eFolio use among underemployed populations	Develop marketing strategies to encourage underemployed populations to create eFolios as a means for career advancement and attainment of new positions that better align with education and skills.	Oct 08	Marketing strategies are defined and materials are developed and ready for dissemination	BI, EWD, RP
	Facilitate eFolio presentations and workshops in community-sponsored career and job fairs.	Annually	Career and job fairs are identified and eFolio is scheduled to be present	BI, EWD, RP
3. Promote eFolio use	Organize NHED Leadership participants to develop and	Jan 08-	NHED Leadership participants train target students to use	RP

among populations with barriers to technology	implement a service learning project of training populations to use eFolio.	May 08	eFolio	
	Identify, develop and coordinate basic computer skills and eFolio-related technology workshops and tutorials to help populations with technology barriers and challenges to complete eFolios.	Nov 08-Ongoing	Workshops are coordinated, developed and scheduled to meet identified needs of populations with technology barriers and challenges	RP
	Align AmeriCorps VISTA job duties to address the needs of the target population.	Aug 08	Needs of target population are identified and duties are assigned responsively	RP
	Identify locations and promote access to computer equipment and eFolio technology.	Nov 08	Access to computer equipment and eFolio technology is identified, created and marketed to target population	RP

Objective 5 Outcomes:

1. Early retirees seeking new employment will use eFolio to showcase computer skills, work experience and credentials to gain employment.
2. Underemployed individuals will have a means to showcase their work skills and talents and could actively or discretely seek employment.
3. Populations with barriers to technology will have equal access to create eFolios and connect with potential employment opportunities.
4. Unaddressed populations will create individual eFolios and thus participate in regional workforce data collection through eFolio.

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Objective 6: Establish and Advance the eFolio Project

Project Plan Strategy	Work Plan Details	Timeframe	Performance Measures and Deliverables	Relevant Goal Component
1. Organize Project Staff	Develop position descriptions; complete posting, interviewing, hiring process; and provide orientation.	Dec 07-July 08	Four permanent staff members and one AmeriCorps VISTA are hired and oriented	BI, EWD, RP
	Facilitate staff training on eFolio software and electronic portfolio pedagogy.	Jan 07-Ongoing	Staff trainings are provided for new hires and ongoing trainings and workshops are scheduled, as available	BI, EWD, RP
	Provide staff development activities and opportunities.	Biweekly	Staff meetings are held every two weeks and staff development activities are shared at each meeting	BI, EWD, RP
	Recruit college workstudy students as "eFolio Engineers" to contribute technical skills to the project	Aug, Jan, & May	Work study positions are developed, duties identified, and students are recruited	BI, EWD, RP

	and provide training for end users.	Annually		
2. Organize Project Facilities and Equipment	Secure and set up functional eFolio offices and training space.	Jan 07-Jul 08	Office spaces and training areas have desks, chairs, tables and supplies that provide a functional work environment for staff and meet project needs	BI, EWD, RP
	Order functional eFolio office computers, printers, scanners and portable training equipment.	Jan 07-Ongoing	Office spaces and training areas have equipment that provides a functional work environment for staff and meets project needs	BI, EWD, RP
3. Advance the Career eFolio Project	Organize an eFolio Steering Committee representative of AVENET, MnSCU, workforce development, business and industry, economic development, secondary and higher education, and regional leadership.	Dec 07-Ongoing	Steering committee is created and members represent agencies, organizations and industries listed	BI, EWD, RP
	Contribute expert advice and input to eFolio technology upgrades including improving user-friendliness and addressing data collection needs of Career eFolio project partners, target audiences and stakeholders.	Jan 08-Ongoing	Advice and input is documented, compiled and communicated to software development team	BI, EWD, RP
	Apply for and secure AmeriCorps VISTA position, coordinate duties and provide quarterly reports.	May 08; Quarterly	Application is completed, award is granted, position is filled and quarterly reports are filed	BI, EWD, RP
	Identify potential supplementary funding sources and provide supporting documentation and data for funding initiatives.	Dec 07-Ongoing	Funding sources are identified and funding initiatives are defined	BI, EWD, RP
	Evaluation tools and methods are used to monitor all aspects of project participation, progress and success.	Mar 08-Ongoing	Surveys and opportunities to provide feedback and input are integrated throughout all eFolio participation realms	BI, EWD, RP
4. Market and Advertise eFolio Project	Create and contribute to a web-based eFolio Project Progress Portfolio.	May 08-Monthly	Web-based eFolio Project Progress Portfolio is created and updated monthly	BI, EWD, RP
	Develop integrated marketing and advertising communication plan.	Jun 08	Marketing and advertising plan is documented and delineated	BI, EWD, RP
	Implement marketing and advertising strategies to create awareness and interest in eFolio.	Aug 08	Marketing and advertising strategies are launched	BI, EWD, RP
	Use marketing tools and communications to increase eFolio use among business and industry, workforce and economic development, and individual eFolio users.	Sept 08	Surveys and tracking mechanisms are implemented to monitor use	BI, EWD, RP

Objective 6 Outcomes:

1. Career eFolio staff and work study participants become proficient with eFolio software, promote the mission and growth of the project and develop effective presentations, training and activities to eFolio participants.
2. Target audience participates and embraces eFolio as part of their lifetime career planning and professional development.
3. Evaluating methods and tracking mechanisms are implemented to help gauge eFolio use, progress, growth and accomplishments.