LSU | **Communication Across the Curriculum**

Public Portfolio Worksheet
Getting Started

Your Distinguished Communicator Public Portfolio is a website 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.

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.

TIP: Make sure to connect with your Faculty Advisor to review these planning documents so that they can help ensure you are on the path to success.

1. Your portfolio 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 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.

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…"

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?