



Chapter VI

Design, Management, and Evaluation of Online Portfolios: Matching Supply and Demand for Building-Level Educational Administrators

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Abstract

This chapter focuses on implementing electronic portfolio systems into institutions of learning. In particular, the chapter discusses a particular model of portfolio

implementation used at Purdue University Calumet for candidates graduating from the education administration master's degree and licensure program. The chapter also presents current research and varying viewpoints surrounding the issue of putting professional and performance-based portfolios into electronic formats. Practical aspects of the technology and personnel resources needed to implement the model portfolio process, as well as caveats and alternative methods, are presented, as well as the outcomes and opinions expressed by both the candidates and by local superintendents who would consider hiring them as building administrators upon graduation. Additionally, the reader will find other models and resources for implementing electronic portfolios in his or her own institution and program where portfolios for evaluating candidate and student performance are being used or considered for the future.

Introduction

Increasingly, managers in the corporate sector are utilizing electronic employment profiles to effectively match potential employee skill to position. Likewise, superintendents, facing a glaring lack of building-level administrative candidates, need access to a broad array of candidates in order to appropriately match candidate skill with building-level administration requirements. To foster this communication, the Center for Educational Leadership (CEL) Online Portfolio Project was designed, applied, and evaluated by university researchers and a cadre of superintendents in Northwest Indiana.

This chapter looks at the process of designing and implementing a Web-based service rooted in the Interstate School Leaders Licensure Consortium (ISLLC) standards for building-level administrators, rather than a candidate-driven, automated system. However, there are various other methods that can be used to implement an online portfolio system, as well; this chapter will discuss these, and provide guidelines for preparing a portfolio and developing portfolio entries.

Background

The Center for Educational Leadership (CEL) at Purdue University Calumet was designed to help current and future school administrators develop their skills as leaders. In order to achieve this goal, CEL has hosted several workshops for community principals and superintendents focusing on professional development and the Standards for Building-Level Administrators. CEL has also developed a Web site (cel.calumet.purdue.edu) that contains information on CEL events, links to important sites for school leadership development, a listing of current administrative job openings in Indiana and Illinois, and a membership application. All future and current school administrators in the Northwest Indiana region are encouraged to become members of CEL at no cost, and once they join, they are given first priority for participation in CEL events. CEL members are also granted

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