Web Portfolios - a Win-Win for Sport Management Students and Faculty: Strategies for Assessing Student Learning and Marketing Students through Web Portfolios

Robert Prior, Northeastern University

Teaching Abstract 2012-290 Saturday, May 26, 2012 20-minute oral presentation (including questions)

Abstract 2012-290 1:35 PM (Visions Lounge)

Web portfolios provide a unique way for students to display their skills, knowledge and competency in the sport management discipline. A major goal for web portfolios is to help students market themselves to employers for potential job opportunities. In the ultra-competitive sports job market and challenging economic times, students need every advantage possible to stand above the competition.

At the same time, web portfolios provide sport management faculty with a robust direct measure of student learning and mastery of the discipline for outcomes assessment.

Using the Web as a portfolio medium builds on some of the key strengths of portfolio pedagogies. Most obviously, whereas traditional, paper portfolios have concentrated on presenting written work, web technologies allow portfolio authors to include graphics, audio, and video, giving them more options for showing what they have accomplished (Kimball, 2003).

This presentation will detail how web portfolios have been incorporated in the internship/project courses in the Sports Leadership Master’s program at Northeastern University.

This presentation will outline how the Sports Leadership Master’s degree program at Northeastern University has implemented the use of web portfolios into the graduate internship and graduate project courses. The presenter will offer suggestions to other sports management programs for incorporating web portfolios into their curriculum for use as both a student marketing and faculty assessment tool.

This presentation will address the significance of Web Portfolios and provide sport management faculty with useful procedures that have been successful in the presenter’s classroom.