# Student ePortfolios: John Kilroy Video 5

## Promoting engagement

### How do you ensure people engage?

I think it has to be positioned really carefully. I would spend an awful lot of time trying to get buy-in up front. So selling it to them at the start. So what are the benefits of doing, of engaging in an ePortfolio as part of this programme? You know, particularly for example, when I work with the job seekers, I would be selling the benefits of it as a job seeking tool. So why do you need to do this? Because employers are looking for it. It's an opportunity for you to showcase your skills much more. From an organisational perspective, again, you are probably trying to feed in on that ability for them to showcase themselves to their managers. So this is the skills I have developed on this programme. Here's an example of how I did it. So you need to, I suppose, sell the outcome of it up front. And I think if you get the buy-in at the start, it makes it much easier. But if you dive into it and just, oh by the way we are going to be doing an ePortfolio, and you kind of announce that half way through the programme, you do get an awful lot of push back. And you get questions around privacy, and all that kind of stuff is important.

But you don't tend to get those questions if you do the positioning right at the front. And I think, the other side of it then is making sure that there's a support structure as they go through it. I mean that they are not just being given a platform to work at, that they are being given guidance and support. And that can look like an awful lot of things. But the main thing is feedback, that they are getting feedback. And if they are producing stuff in their ePortfolio, that you are giving them a sense that they are on the right track and they are going in the right direction. And I think once they are getting that, you will find it much easier for them to engage in the process as they go through it.

### Any ideas for encouraging sharing?

Yeah, I mean the biggest challenge has been on getting people to share their portfolios with each other. It's just a hard nut to crack. And probably what I found, generally what I would do at the start of the programme is, you know, we encourage you to share your portfolios. And that doesn't tend to do it. So what I have started to do recently is introduce pretty much like a game-based approach to ePortfolios. So introducing, I suppose, the mechanics of the game in terms of, setting up a series of challenges, building in a reward at the end of it, and

bringing them on a journey through it. And there would be obviously points against each of the challenges. And I put points now against collaboration. So they actually have to engage in collaboration with a view to going through the game. And I suppose when you build in that level of motivation into it, and when they actually have to do it, and they get over the initial barrier of being OK with collaborating and sharing their ePortfolios, it tends to flow from there then. So that's definitely been the biggest challenge. And I have found that you do have to actually think about how you are going to overcome that, and not just try to encourage it. You need to do more than that. And that's been one way that's been really useful in terms of doing it.