

Preparing Your ePortfolio Project Proposal Memo and Competency Map
DUE FEBRUARY 7, 2025
(for students who graduate in the spring of 2025 and are not enrolled in BUSH 602)

The purpose of the project proposal memo assignment is to communicate to me, the memo report reader, how you will develop and design your ePortfolio based upon the audience and context you are targeting and based on the career competencies you want your ePortfolio to showcase.

How should you prepare your memo?

First, do your homework. Learn as much as you can about the context (the type of work you are seeking) and the audience you wish to target. Who will read what you write? What are their purposes for the information you provide? Who will assess your qualifications for the job? What are the qualifications and competencies expected of prospective candidates? How is AI used by people who work in this field? What AI literacy skills will you need to be able to demonstrate? (Hint: Ask experts, colleagues, or peers who currently work in the environment where you are seeking employment about how they use AI on the job.)

Second, complete a career competency map. Identify the required and preferred competencies for the job, the types of evidence that will best support the competencies you currently have or those you are working to acquire, and a brief explanation of how the evidence supports each competency.

Third, write a memo to me explaining how you will develop your ePortfolio to match the competencies you have acquired (or will acquire), the competencies needed for the work you are pursuing. Remember that I know very little about your audience, context, or expected competencies. So, you must provide me enough information to determine if your plan for developing the ePortfolio makes sense. Your purpose for this memo should NOT be to sell me on your credentials for a job. (I am not in a position to hire you.) Your purpose *should be* to sell me on your plan of development for the ePortfolio. Draw from your competency map to help you build your case. Optional, but recommended, include a timeline of your plan for completing all of the ePortfolio sections by the deadline.

What should the memo report include?

Your memo should focus on your plan for developing the ePortfolio. It should explain the audience and context your ePortfolio will target and describe in detail how you will develop your ePortfolio to address this context. More specifically, you will need to research and describe the 5 Ps (People, Purpose, Problem, Product, and Process). This [worksheet](#) should help you develop the memo from the 5Ps. Consider IF-THEN as you write. IF the “people” include _____, THEN this means_____ (what?) regarding the development of your ePortfolio?

1. People: Who is your ePortfolio audience? Whom do they hire? What are the *required and preferred credentials* of people in that line of work?
2. What is their purpose for your ePortfolio? How will they use it?
3. Problem: What are the topics (competencies) your ePortfolio will address? What evidence will you draw from to support these competencies? Draw from your map. (You *need not* address every item included in the competency map in the memo. You *should* use the map to help you explain how the details in the map support your plans for developing the ePortfolio.)
4. Product: What type of ePortfolio will you develop, online, print, hybrid? What should you

consider as you make this decision?

5. Process: What do you need to do and when will you do it? What's your timeline for completing the work by the deadline?

What resources should you consult?

- Use the [competency map template](#) to prepare your own map.
- See [ONET](#) or other resources for identifying critical skills and experiences required for the type of work you are seeking.
- Use the [ePortfolio project proposal rubric](#) to check your work before submitting it for final review.
- [Memo template](#)

To whom should it be addressed?

Address your memo report to Cindy Raisor, Bush School Writing Program Director (c-raisor@tamu.edu). Assume she knows very little about the organization you are targeting or the type of work you are seeking. Your memo should "brief" her on the context.

What format should you use?

Since this report is "in house" (i.e., within the Bush School), use memo format.

Remember that the goal of the memo report is to describe how you plan to develop and design the ePortfolio to match the purposes and scope of your audience.