

LEARN IT – 2

Digital Identity Management Community Platform

Note: This document is for Fox BBA in MIS majors (only). The instructions and software described below will not work for others. Please contact your instructor if you received this document by mistake.

Digital identity is what uniquely describes a person and their relationships online. Most students are experts in *social* identity management (e.g., a change in status on Facebook). The goal of this assignment is *professional* digital identity management - learning how to actively shape professional reputation and manage networks:

- Professional reputation: In your next team project, do you want to work with individuals who are comparable in skill and career interests, or with a friend who will free ride? In this assignment, learn how to develop a professional reputation and build a professional network – a 'digital brand.'
- Digital identity: When you apply for a job, employers will search for you online. Do you want them to find your Facebook page or a carefully curated digital identity that highlights your professional achievements? In this assignment, create a curated digital identity and apply analytics to analyze the impact.
- Social and knowledge systems: Organizations understand that innovation is accelerated by digital systems that connect individuals to enable communities of practice¹. In this assignment, learn to use digital systems to identify and connect to individuals with relevant skills, share knowledge in virtual teams, and manage professional relationships.

Achieve the above goals by creating a digital identity and e-portfolio. An e-portfolio is a web site that displays professional achievements that highlight your skills and body of work. The e-portfolio is dynamic, updated frequently, and pushed to search engines. It is a type of resume, that is more formal and professional than Facebook, but it is more creative and open than LinkedIn; it is your digital brand. This digital brand enables others to find and connect with you and for you to find and connect with others.

¹ http://en.wikipedia.org/wiki/Communities_of_practice

Part 5 – Analysis

Note: Google Analytics typically requires a week to display new site traffic.

- Visit Google Analytics at <http://www.google.com/analytics/> and identify the values for the following metrics. Create a table in Word: Place the metrics in the first column, values for your site in the second column, and one-sentence explanations in your own words in the third column. Tips: 1. Review the *Audience Overview*, *Acquisition Overview*, and *Behavior Overview* sections. 2. Some of these values will only display if you have sufficient traffic on your site.
 - Sessions
 - Users
 - Pageviews
 - Organic Search
 - Direct
 - Referral
 - Social
 - Avg. Time on Page
- Identify and explain in two to three sentences which of the above metrics are important for a new site such as yours. Include a screenshot of the important metrics.

Part 5 - Deliverables

- Paste the table, explanation of important metrics, and screenshot into the Word document.

Part 6 – Professional Achievement Program

- Learn more about the Professional Achievement (PRO) program at <http://community.mis.temple.edu/PRO>
- Create a schedule for accomplishing the Professional Achievement requirements. Use the below table structure. The Required PRO points are available from the PRO site - hover on *Earn Points* and click *Points Table*. Explore the various point earning opportunities and arrange them into a schedule to achieve your professional achievement goals.

Semester	Required PRO Points	Planned PRO activities
Freshman – Fall		
Freshman – Spring		
Sophomore – Fall		
Sophomore – Spring		
Junior – Fall		
Junior – Spring		
Senior – Fall		
Senior – Spring		

- To get started, gain 50 Professional Achievement (PRO) points for creating a Basic e-portfolio.

- a. Confirm that you meet the Basic e-portfolio requirements on the PRO site under *Earn Points > Requirements*. Make improvements or additions as needed.
 - b. Login, go to *My Sites > (Your Site Name) > Dashboard*. On the left of the Dashboard, hover on *Professional Achievement*, click *Manage Points*.
 - c. Click *Add New* near the top. Select *Basic e-portfolio*.
 - d. Review the Community platform profile fields and update as needed.
 - e. Scroll to the bottom of the page to confirm that your new e-portfolio URL is selected.
 - f. Click *Submit*.
 - g. Each e-portfolio is reviewed after it is submitted. The review takes 2-5 business days. You will receive approval or rejection notification by email. To check submission status online, check the *Manage Points* page. Upon approval, you will receive 50 PRO points for your Basic e-portfolio.
4. After receiving e-portfolio approval, check the *Professional Achievement Dashboard*. This personalized dashboard will help you navigate the Professional Achievement program.
- a. Login, and on the left of the main Dashboard hover on *Professional Achievement*, click *Dashboard*. (Note: this is different from the main Dashboard)
 - b. Review the *Graduation Analysis* and *Peer Analysis*. If the analysis shows that you will not graduate on time or that you are behind comparable peers, revise the above plan to ensure on-time graduation.

Part 6 - Deliverables

- Add the final Professional Achievement plan table to the Word document.
- Take a screenshot of the personalized Professional Achievement dashboard and paste into the Word document.

Submit the Assignment

Congratulations! You now have the concepts and tools needed to manage your professional digital identity and join the Professional Achievement program.

1. Confirm that you have completed all the parts above integrated into one Word document:
 - Part 5: The three-column table, explanation of the most important metrics, and screenshot of the important metrics.
 - Part 6: The Professional Achievement plan and screenshot of the Professional Achievement dashboard.
2. Save the Word document as a PDF (click *File Save As ..PDF* in Word) using the following convention: LastName_FirstName_LearnIT2. The instructor will provide directions on how to email the document.