



Digital Systems

4.1 Learn IT! #1 Kickoff

FOX
MIS

Learn IT! #1

Digital Product Management

FOX
MIS

Learn IT! #1 Kickoff

- **What?**
 - Learn what Learn IT! #1 is all about
- **Why?**
 - Position yourself for success in Learn IT! #1

Steps #1 & #2:

What is your personal brand?

- **Step #1:** As a young business professional, list five prescribed images or impressions that you want others to have of you.
- **Step #2 :** Discuss your lists in small groups

Steps #4 & #6:

During our discussion take notes so that you can fill out steps #4 & #6

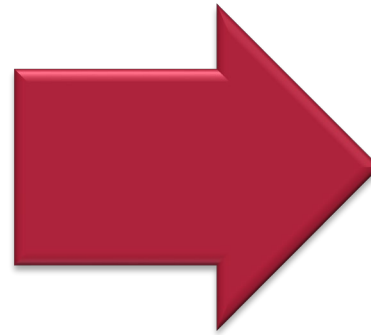


Source: https://www.pewresearch.org/global/wp-content/uploads/sites/2/2017/11/GMD_17.10.03_Foreign-Students_Featured-Image.jpg

Learning Goals

TOPICS

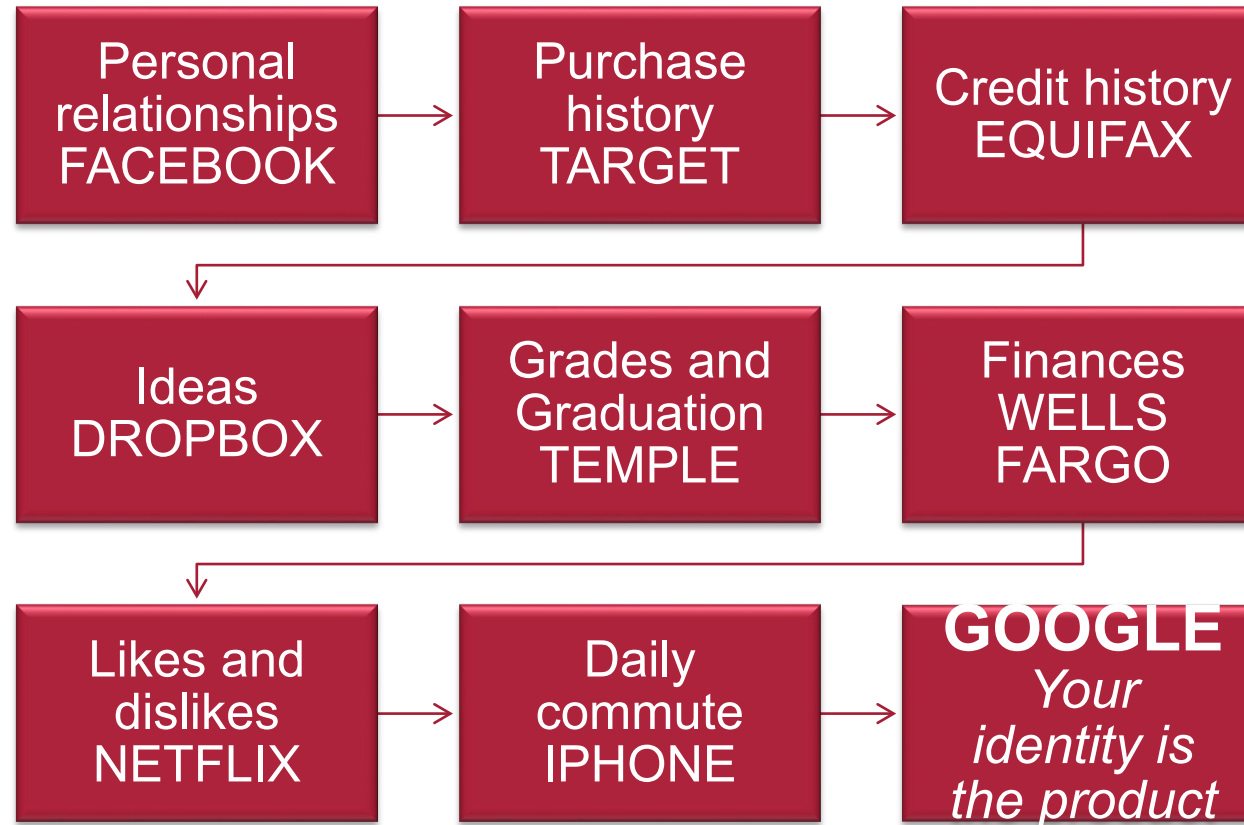
- Individual branding and reputation management
- Digital identity and portfolio
- Privacy
- Search neutrality
- Communities of practice



TECHNOLOGIES

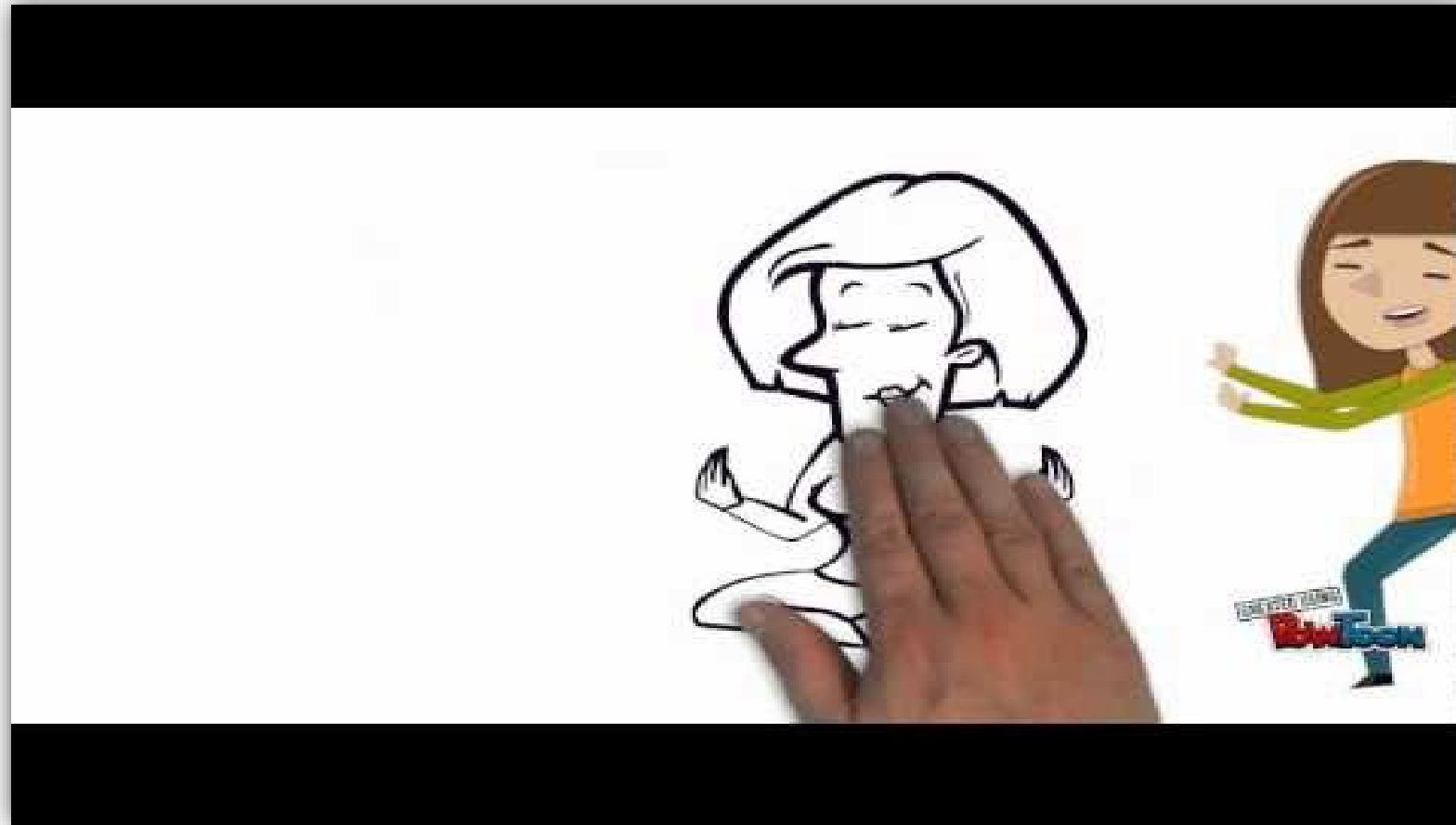
- Community platform
- Cloud system architecture
- E-portfolio
- Web analytics
- SEO

What is a digital identity?

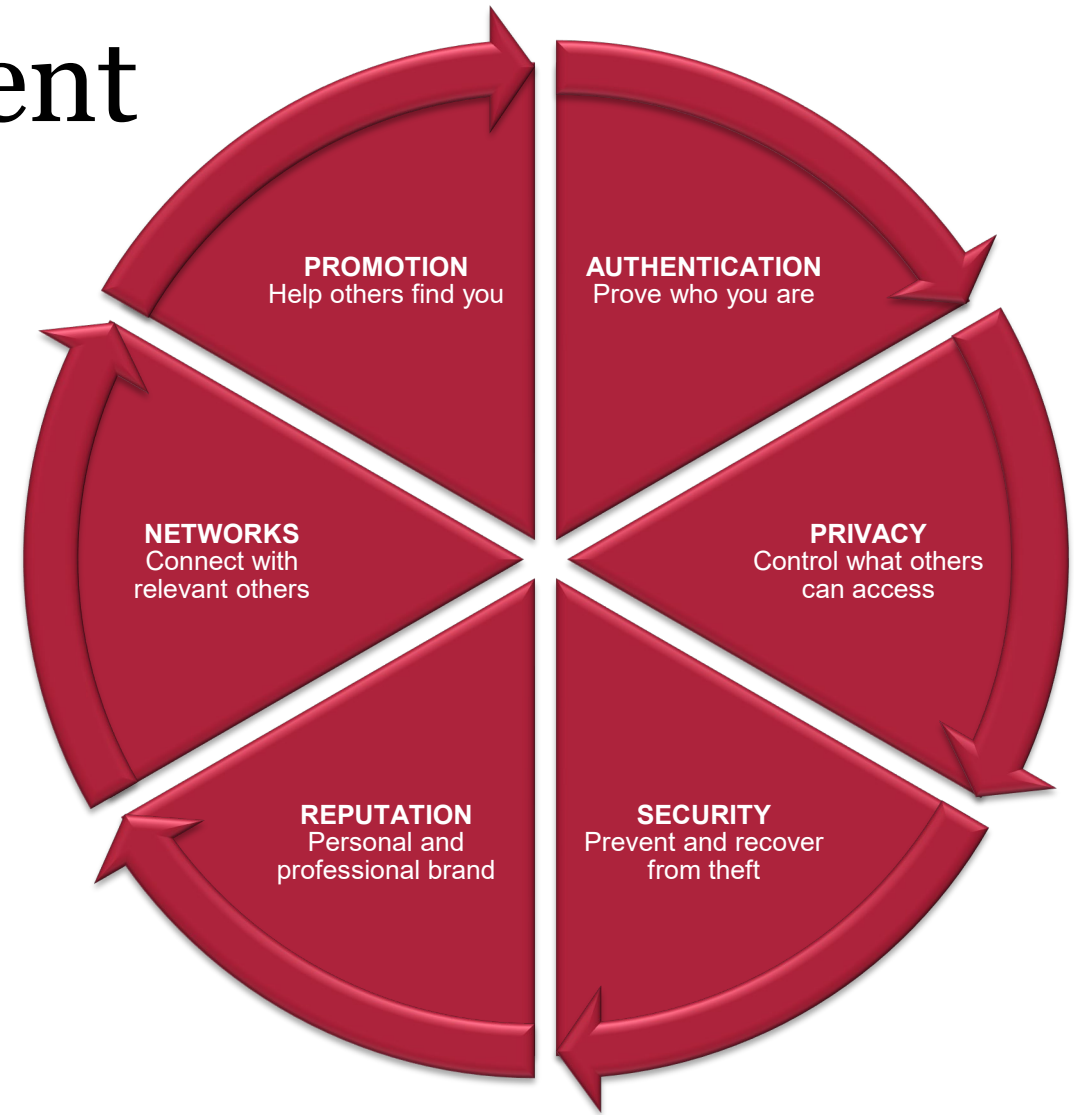


Source: The next revolution will be reclaiming your digital identity by Nik Milanovic, <https://techcrunch.com/2017/10/17/the-next-revolution-will-be-reclaiming-your-digital-identity/>

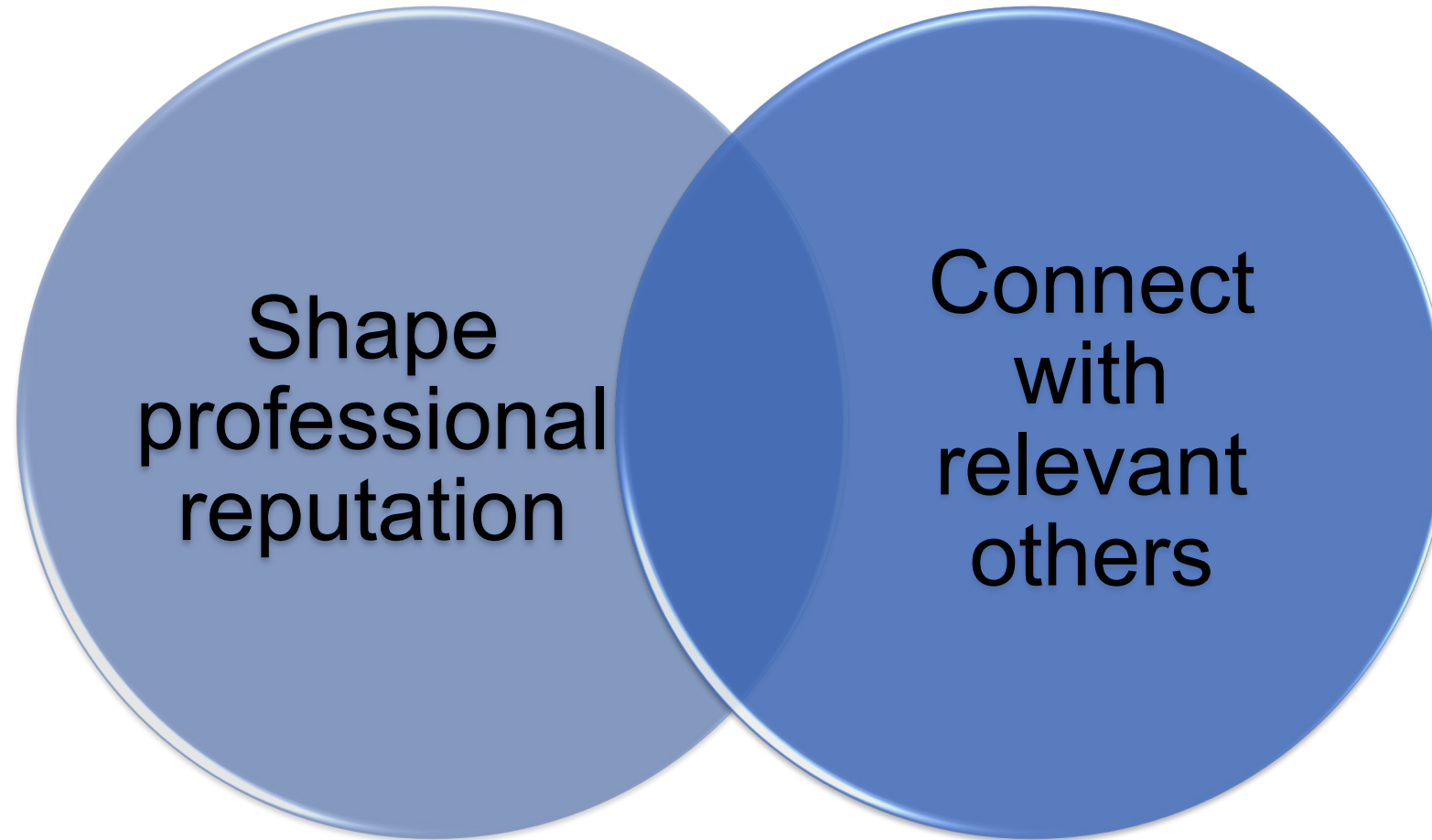
What can you do about it?



Digital identity management



Active digital identity management

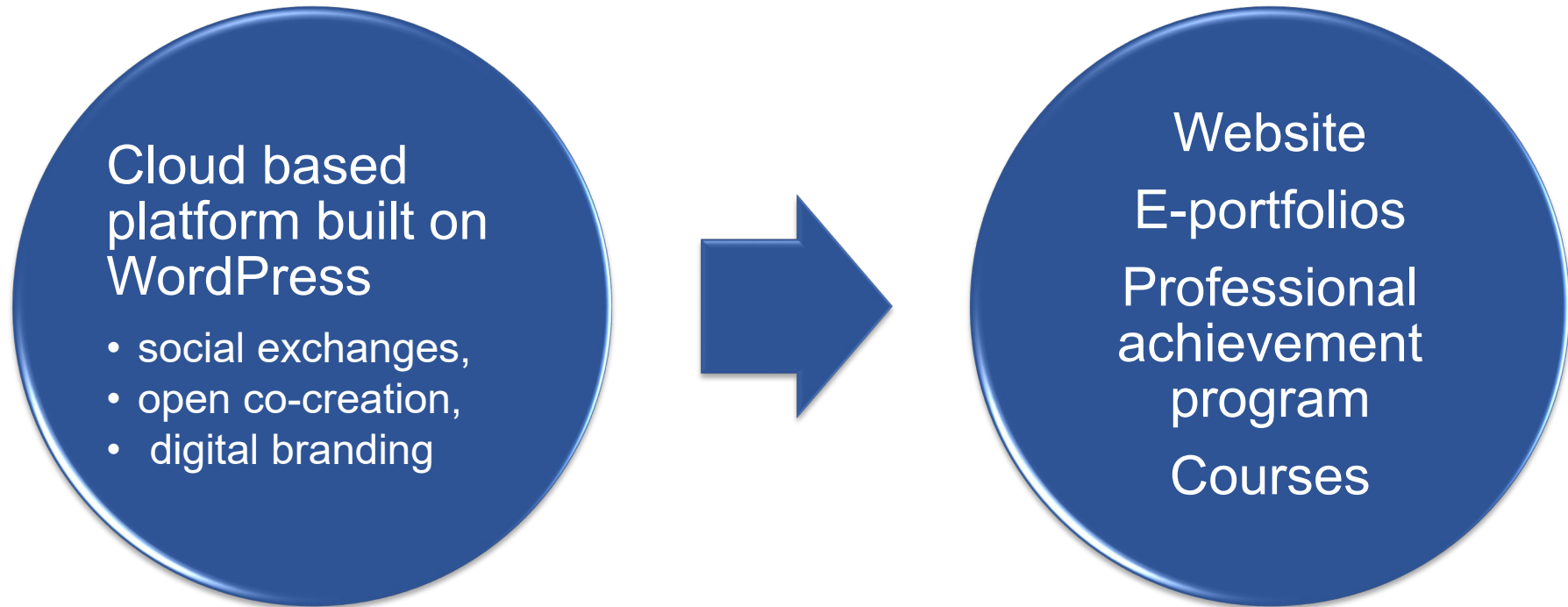


Discussion

Who owns your digital identity?

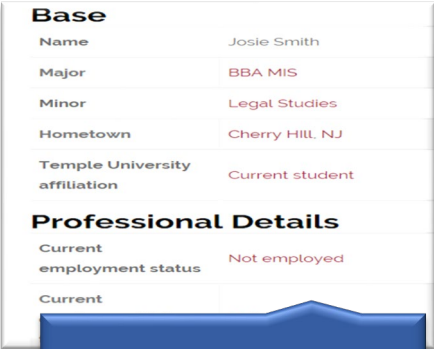
How do you measure an individual's digital brand?

Community Platform



- Only platform that integrates web, professional development & coursework.
- Proprietary to the nationally ranked Fox School's MIS department.

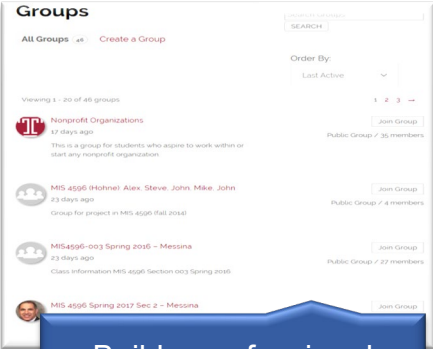
Digital Identity Management Assignment



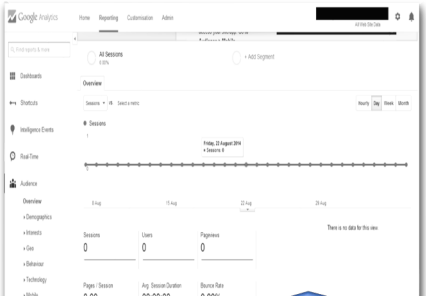
Digital identity & profile



Digital portfolio & E-portfolio



Build a professional network



Assess with analytics



Professional achievement program (MIS majors only)

Digital Identity

@josie-smith
2 minutes ago

Activity Profile Sites Notifications Messages Friends Groups Settings

View Edit Change Profile Photo Change Cover Image

Base

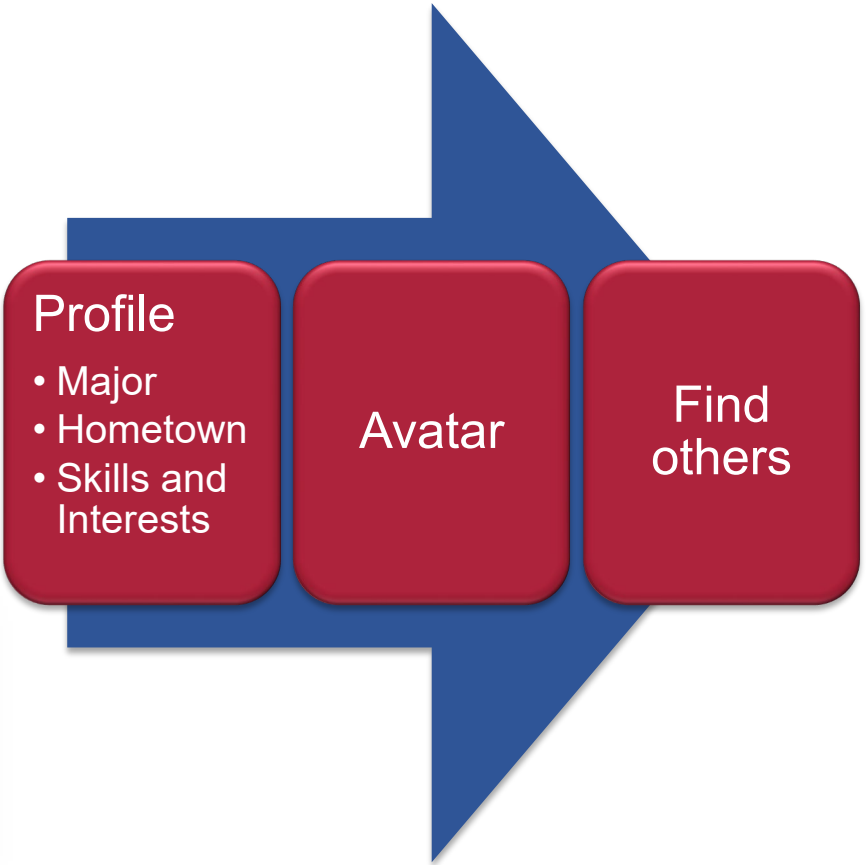
Name	Josie Smith
Major	BBA MIS
Minor	Legal Studies
Hometown	Cherry Hill, NJ
Temple University affiliation	Current student

Professional Details

Current employment status	Not employed
Current employment job title	Not applicable
Job seeking interest	Looking for part-time/internship employment
Type of job interest	Entry level
Relevant job experience	Six months - 1 year
Skills and Interests	Application development

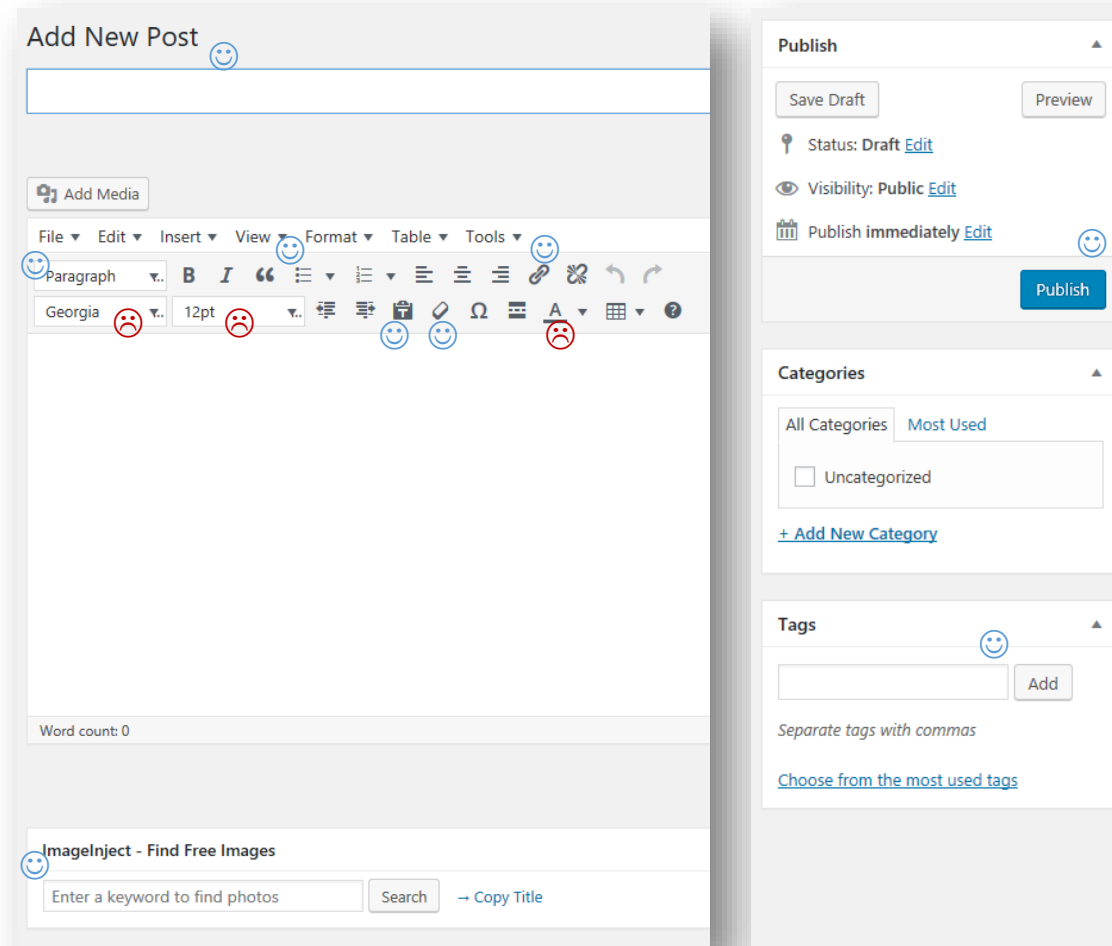
Who can see this field?

- Everyone
- Only Me
- All Members
- My Friends



Question: Is the concept of individual privacy at odds with the need to create a public brand and remain accessible to others?

Digital Content



The WordPress editor

MIS major e-portfolio design requirements

1. Student e-portfolio
2. Professional picture
3. Profile fields
4. About me (home) page
5. Coursework
6. Experience and/or Interests
7. Resume as a PDF

The screenshot shows a student e-portfolio for Matthew Oberst at the Fox School of Business, Temple University. The page is annotated with numbered blue circles (1-7) corresponding to the design requirements listed on the left. The portfolio includes a navigation menu with links for ABOUT ME, AIS, COURSEWORK, EDUCATION, EXPERIENCE, IT PROJECTS, and RESUME. The header features the student's name, major (BBA MIS), and graduation date (January 2018). A professional photo of the student is displayed, along with social media links for Twitter, Email, and LinkedIn. A professional achievement badge is awarded by the Department of Management Information Systems. The page also includes sections for Professional Achievements (WORK EXPERIENCE and LEADERSHIP) and an About Me section.

Fox major e-portfolio design requirements

1. Professional picture
2. About me (home) page
3. Three pages including “My Interests”
4. Remove all extra posts and pages

The screenshot shows a sample e-portfolio page for the Fox School of Business at Temple University. The page has a dark red header with the 'FOX' logo and 'EPORTFOLIO SAMPLE SITE' text. The main content area is white and features an 'About' section. A blue circle with the number '1' points to a placeholder image for a professional picture. A blue circle with the number '2' points to the 'About' section title. A blue circle with the number '3' points to the 'MY INFORMATION' sidebar, which contains links for 'About', 'How to display pages in here', 'Pages vs. posts', and 'Resume'. Below this is a 'RECENT POSTS' section with links for 'Removing the sample posts and pages', 'How to use posts', 'How to display a recent project', 'Adding pictures', and 'Internship at XYZ'. The footer of the page includes the name 'Josie Smith', her degree 'BBA in MIS, Fox School of Business, Temple University', and her email 'Email: XXX@temple.edu'. A 'Biography' section follows with a paragraph of text.

E-portfolio tips

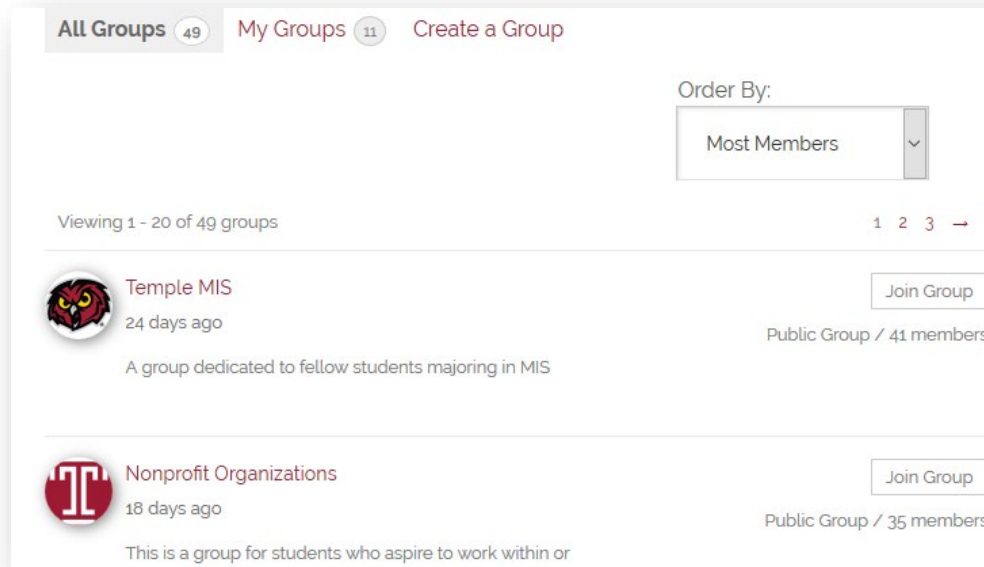
DO'S

- Help Google: Include full name in the site title.
- Sample work. This is your digital portfolio!
- Describe work experience.
- Involvement in non-profits.
- Pictures of professional experiences.
- Proofread
- Google and Mobile friendly formatting.

DON'TS

- Inappropriate photos
- Inappropriate content
- Private information
- Broken hyperlinks
- Word documents
- Don't password protect or close the site.
- Don't use custom formatting or CSS.

Communities of practice



A group of people who share a profession or interest.

Slickdeals.net is a community of practice for people interested in deals.

Professional communities of practice and networks are a critical resource for entry level workers

Get started with joining or creating a group!

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

Next...

All Fox Majors (excluding MIS majors)

- Fox Majors assignment
- <http://eportfolios.fox.temple.edu>
- Sites automatically removed at the end of the term

MIS Majors (only)

- Complete Fox MIS major assignment
- <http://community.mis.temple.edu>
- Start professional achievement program
- Sites are permanent

More to Come

Prepare with Readings & Videos before our next class!!!