

In order to craft an effective ePortfolio, you should have a target audience in mind. Examples of audiences include employers and graduate schools. Answer the questions below to start customizing your ePortfolio for your audience.

**Briefly describe your professional goals. What do you hope to accomplish before graduation? After graduation?**

**Using your previous response as a guide, who is your target audience?**

**What skills, experiences, and knowledge are important to your audience? What concepts or words/phrases should you include in your ePortfolio to appeal to your audience?**