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

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

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

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