Joe Clancy

11/11/2024

CS499

3-1 Journal: Marketing with ePortfolios and Artifact Update

**Part One**

1. How might you use an ePortfolio for the benefit of self-promotion?

An ePortfolio is an effective tool for self-promotion, particularly in showcasing skills, accomplishments, and a curated selection of projects to potential employers. It provides a structured and accessible way to demonstrate abilities beyond what a resume or cover letter can convey. Using my ePortfolio, I can highlight specific skills, present real examples of my work, and show my progression over time. Additionally, an ePortfolio can help me achieve the following course outcomes:

* Design, develop, and deliver professional-quality oral, written, and visual communications that are coherent, technically sound, and appropriately adapted to specific audiences and contexts

1. How might you mitigate risks while maximizing the marketing potential of the ePortfolio?

To maximize the marketing potential while mitigating risks, I can make my ePortfolio both professional and selective. To do this, I can showcase only my best work that is directly relevant to my target industry. Additionally, I can include copyright notices or disclaimers for original work where necessary, making it clear which pieces are my intellectual property. Under no circumstances will I display work that is proprietary or includes sensitive or private information. This will support the following course outcome:

* Develop a security mindset that anticipates adversarial exploits in software architecture and designs to expose potential vulnerabilities, mitigate design flaws, and ensure privacy and enhanced security of data and resources.

1. Describe possible downsides or risks—for instance, the risks of posting intellectual property online for public consumption.

One downside is the potential for intellectual property theft, especially if I’m showcasing unique work. Posting work publicly increases the risk that someone may copy my ideas without permission. Another risk is that a portfolio might expose gaps in my skills or highlight unfinished projects if not managed carefully. A disorganized or incomplete ePortfolio could inadvertently make a negative impression on potential employers, making it important to ensure content is carefully curated. This additionally speaks to the following course outcome:

* Develop a security mindset that anticipates adversarial exploits in software architecture and designs to expose potential vulnerabilities, mitigate design flaws, and ensure privacy and enhanced security of data and resources.

1. Which course outcomes have you achieved so far, and which ones remain?

So far, I have not completely achieved any of the course outcomes, but I continue to work towards all of them.

**Part Two:**

* Software design and engineering
  + I’ve begun work on implementing enhancements for this artifact and expect to have a finished product submitted soon.
* Algorithms and data structures
  + I have not begun working on this artifact yet.
* Databases
  + I have not begun working on this artifact yet.

**Status Checkpoints for All Categories**

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| --- | --- | --- | --- |
| **Checkpoint** | **Software Design and Engineering** | **Algorithms and Data Structures** | **Databases** |
| **Name of Artifact Used** | CS360 Android Inventory Management Application | CS300 Course Catalog Management Application | CS340 Animal Shelter Dashboard |
| **Status of Initial Enhancement** | In progress | Not started | Not started |
| **Submission Status** | Not submitted | Not submitted | Not submitted |
| **Status of Final Enhancement** | Not started | Not started | Not started |
| **Uploaded to ePortfolio** | No | No | No |
| **Status of Finalized ePortfolio** | Not started | Not started | Not started |