

Whilst you wait... we start at
8pm



D D F F N L A W Y E R E Z D C W E G V U
F H A J X Q P R P O L I T I C I A N E M
I K O N T J X D A E A X P M C H S L S T
R A E T C S J A C T N A T N U O C C A S
E S S N O E I T S I G O L O I B F R P I
F I J T G G R T E C I L O P A T M E M L
I N W J R I R E N L C S L U Q E M C C A
G G C M C O N A V E T E R I N A R I A N
H E C I T A N E P P I L O T H C E F G R
T R A C D L G A E H P C N I Z H S F O U
E N O L H D Q K U R E Y S U A E J O B O
R D E S I G N E R T S R S S E R T C A J

ACCOUNTANT
BIOLOGIST
DOCTOR
FIREFIGHTER
OFFICER
POLICE
SINGER

ACTRESS
DANCER
ELECTRICIAN
JOURNALIST
PHOTOGRAPHER
POLITICIAN
TEACHER

ASTRONAUT
DESIGNER
ENGINEER
LAWYER
PILOT
SCIENTIST
VETERINARIAN

1

Acknowledgement of Country



*We respectfully acknowledge the Traditional
Owners of lands across Australia, their
Elders, Ancestors, cultures and heritage.*

2



This information should be considered in conjunction with the Assessment Brief, Announcements and Discussion Board Information

CAR10001 Planning for Career Success Assessment 3: Professional Portfolio

Belinda Wong, Amanda Watters, Sue Pullman, Rosie Bacher and Gemma Puddy
belindawong@ mwwatters@ spullman@ rbacher@ and gpuddy@swin.edu.au

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Agenda



1. Assignment 3 – Professional portfolio
2. Assignment criteria
3. Template
4. Resources
5. Q&A time



This information should be considered in conjunction with the assignment brief, announcements and Discussion Board information

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Assignment 3: Professional Portfolio



- **Word limit:** 2750 words + video (+/- 10%: 2475-3025 words)
- **Weighting:** 50%
- **Due date:** 5pm AEST Friday 20 December
(Consolidation Week)
- **Submission:** Individual (via Turnitin)

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Assignment Overview



- In this final assignment, you'll compile a range of sample job hunting activities into a **Portfolio**, aimed at helping you prepare for your **ideal job**. This assignment includes goals and a plan to achieve job readiness for your ideal job. This can be considered a road map that will get you from point A—choosing an occupation to point B—becoming employed in that career.
- This assignment draws together what you've learned into a portfolio that analyses and summarises **required skills and employment opportunities** for your ideal job, and sets **goals to establish job readiness and develop your career** along a chosen career path.

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Assignment Details



Use the [Professional portfolio template](#) from the assignment page in Canvas and include:

Section A – Career action plan

PART 1: My Profile

PART 2: My future statement

PART 3: My plan

Section B – Career toolkit

PART 4: Sample job advertisement

PART 5: Sample cover letter

PART 6: LinkedIn profile

PART 7: Sample interview responses

PART 8: Elevator pitch (30-60 second video)

PART 9: Reflection

PART 10: Reference list (Not in word count)

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ULOs



This assignment is related to unit learning outcomes 3 and 4:

- identify and demonstrate employability skills for job readiness and career development
- develop and prepare components of a discipline-specific career plan

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Assignment Criteria



The assignment will be marked on the following criteria:

- **C1:** Completion of job search items (40%)
- **C2:** Evidence of meaningful reflection (20%)
- **C3:** Evidence of use of self-assessments, research and literature (20%)
- **C4:** Professional presentation (20%)

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C1: Completion of 'ready to implement' job search items



Criteria	No Pass	Pass 50-59%	Credit 60-69%	Distinction 70-79%	High Distinction 80-100%
Completion of job search items (40%)	Did not meet criterion.	Some elements of the portfolio have been overlooked or inadequately explained. Across some of the elements of the portfolio, your professional brand is displayed in a way which still requires improvement.	Most of the major elements of the career portfolio are complete but have not been clearly articulated. Some elements of the portfolio convey your professional brand adequately.	The majority of the elements of the career portfolio are complete, and are clear and well-articulated.	All elements of the portfolio are complete. It is clear that the approach adopted has been carefully considered and crafted in the content of the portfolio. The content demonstrates comprehensive and insightful consideration of your personal strengths and your ability to showcase them in a creative way.

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C1: Completion of 'ready to implement' job search items



- Have you covered all parts?
- How connected are the different elements of your portfolio?
e.g. Do you introduce new skills halfway through? Does the job ad actually match the job that you've discussed earlier in the portfolio?
- What is insightful consideration of your strengths?
- Where can you be creative?

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C2: Evidence of meaningful reflection



Criteria	No Pass	Pass 50-59%	Credit 60-69%	Distinction 70-79%	High Distinction 80-100%
Evidence of meaningful reflection (20%)	Did not meet criterion.	A brief reflection has been provided that demonstrates an awareness of your communication skills. The effectiveness of approaches and differences in communication styles considered. Some insights about how this experience has influenced and/or challenged your approach to communication is evident.	A reflection has been provided that demonstrates an awareness of your communication skills. The effectiveness of approaches and differences in communication styles is included. Some insights about how this experience has influenced and/or challenged your approach to communication is evident.	A reflection has been provided that demonstrates a clearly defined awareness of your communication skills. The effectiveness of approaches and differences in communication styles has been reflected upon. Some insights about how this experience has influenced and/or challenged your approach to communication is evident.	A detailed reflection has been provided that demonstrates a clearly defined awareness of your communication skills. The effectiveness of approaches and differences in communication styles has been clearly reflected upon. Sophisticated insights about how this experience has influenced and/or challenged your approach to communication is evident.

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C2: Evidence of meaningful reflection



- The reflection should be detailed and show insight
 - Have you given context?
 - Have you just answered the assignment prompts without giving explanations?
- What topic is the reflection on? Think about:
 - Effectiveness of different communication styles
 - What did you learn?

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C3: Evidence of use of self-assessments, research and literature



Evidence of use of self-assessments, research and literature (20%)	Did not meet criterion.	The career portfolio elements could be better supported from the self-assessment, research and literature. Some sources are not acknowledged or are incorrectly cited. Reference list is incomplete and/or some references are incorrectly cited.	There is some evidence that self-assessments, research and literature have been used. There are some errors in adherence to APA/Swinburne Harvard referencing conventions with only minor issues in text and/or in the reference list.	There is clear evidence that the self-assessments, research and literature have been used effectively. There is some evidence of wider reading. There are minimal errors in adherence to APA/Swinburne Harvard referencing conventions.	There is clear evidence that the self-assessments, relevant research and literature have been used extensively. There is evidence of wider reading. APA/Swinburne Harvard referencing is accurate.
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C3: Evidence of use of self-assessments, research and literature



- Have you cited and discussed the self-assessment?
- Have you read widely?
- Have you read beyond the unit reference list?
- Is your research relevant?
- Check your citation and reference list formats

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C4: Professional presentation



Criteria	No Pass	Pass 50-59%	Credit 60-69%	Distinction 70-79%	High Distinction 80-100%
Professional presentation (20%)	Did not meet criterion.	Some ideas are not expressed clearly and there are some errors in spelling, punctuation and grammar which do not impact significantly on the major points in the essay. Some additional editing is required to ensure the essay is presented to a professional standard.	Ideas are generally expressed clearly and spelling, punctuation errors and/or problems with grammar have little impact on the clarity of ideas. Further editing would enhance the professional presentation of the portfolio.	Structure of the various elements of the portfolio covers the majority of the requirements clearly and accurately. The flow is logical, and ideas are clearly expressed. Careful proofreading has been undertaken and any errors in spelling, referencing, and grammatical construction that remain do not detract from the quality of the submissions. Your professional brand is creatively and distinctively displayed and is appropriate for a professional audience.	All requirements are clearly and accurately articulated, and the structure is polished and professional. The portfolio content is professionally presented, and obvious care and attention has been taken in its editing, and proofreading. Your professional brand is displayed in highly creative and distinctive in style in showcasing your strengths. It is appropriate for a professional audience.

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C4: Professional presentation



- Is there logical flow to your ideas?
- Read everything aloud – is there flow? Does it make sense?
- Proofread, proofread, proofread
- Word count? Length of videos?
- Could you present this to a professional audience?

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Previous Assignments



- What did you look at in the previous assignments?

Assignment 1

Assignment 2

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Section A – My career action plan



For Sections A and B you will use the [Professional portfolio template \(DOC 74 KB\)](#) to gather and submit your information. Your assignment should be submitted in the following format:

Section A: Career action plan (1500 words)

Part 1: My profile, Part 2: My future and Part 3: My plan

Using the [Professional portfolio template \(DOC 74 KB\)](#) , complete **Part 1: My profile** and **Part 2: My future** (approx. 750 words). Provide a brief summary of your self-assessment from Week 1, including:

- your greatest strength and biggest weakness
- what you value the most in the workplace
- what you're passionate about
- a summary of your ideal job, including the future prospects for this occupation
- a summary of key skills and attributes you need for your ideal job.

If you've completed the activities in Week 1 you can return to them to help with this section. These sections of your action plan related directly to work you complete in [Assignment 1: Self-reflection](#) and [Assignment 2: Research report](#).

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Part 1 - My profile



Part 1: My profile

Summarise your self-assessment

If you have completed the quizzes in Module 1 you can return to them to help with this section. These sections of your action plan mirror the questions asked in these quizzes and in Assignment 1.

**Must
answer
all 5
areas!**

My greatest strength and biggest weakness	
What I value in the workplace	
What I am passionate about	
My top three work/life priorities	
The top three employability skills I bring to the workplace	

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Part 2 - My future



Part 2: My future

Summarise your research into your ideal job

The information in this section of your plan is a summary of the research you compiled in Assignment 2: Research report

Ideal Job profile	<i>Brief summary of your ideal job. What is the job? What does a person in this role do? What are the prospects in your ideal job- salary, working hours, career development? What is the future of this industry and occupation- labour market trends, employment opportunities, growth <u>potential</u></i>
Key attributes (e.g. personal characteristics such as personal presentation and motivation)	
Key skills (e.g. technical, academic and employability skills)	

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Part 3: My plan



Part 3: My plan

Complete the 'Part 3: My plan' section of the template. For this section, look at your ideal job in Part 2 and create a plan for what you'll need to do and the skills and attributes you'll need to develop to be ready for this occupation. Including:

- your career SWOT
- one SMART goal for 6 months, 12 months and 5 years
- a summary of resources you'll need to achieve these goals
- a development plan for your skills, attributes and further education and training.

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Part 3 – My Plan



Part 3: My Plan

Goals are things that you want to achieve in the future. They are things that will help you to be prepared and ready for change at university or in your life. It is important that you think about goals early because then you can work out how to achieve them. Thinking about goals means that you will be prepared to study the subjects you like, do the types of occupations you prefer, and keep your future options open. If you meet a goal throughout the year, set another new one for yourself – maybe a more challenging one.

1. My Career SWOT

Reflect at where you are currently in your career and brainstorm the strengths, weaknesses opportunities and threats in your position.

Strengths	Weaknesses
Opportunities	Threats

2. My SMART goals

Create **one** goal each for 6 months, 12 months and 5 years

Current goal:

For the time period: 6 months

Objectives	Support/Resources required	Potential barriers/difficulties	Problem solving strategies	Review date

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Part 3 – My Plan (cont'd)

Resources I need to help me achieve these goals

Sources of information (e.g. myfuture, Job Guide, career websites)	
Who can help me (e.g. friends, family, careers practitioners etc.)	

3. My skill development plan

Review the level of skills, attributes and qualifications you need for your ideal job against your current levels. Identify where you may need further development and outline a basic plan for how you will achieve this and by when.

Areas I need to develop to achieve my ideal job

Attribute to develop (i.e. personal characteristics such as personal presentation and motivation that are highly prized in your ideal job)	How?	By when
Job specific skills to develop (technical, academic and employability skills specific to your ideal job)	How?	By when
Qualifications I need	How?	By when

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SWOT analysis



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SMART Goals

S

Specific

Who, What, Where, When, Why, Which

Define the goal as much as possible with no ambiguous language.

WHO is involved, WHAT do I want to accomplish, WHERE will it be done, WHY am I doing this (reasons, purpose), WHICH constraints / requirements do I have?

M

Measurable

From and To

Can you track the progress and measure the outcome?

How much, how many, how will I know when my goal is accomplished?

A

Attainable

How

Is the goal reasonable enough to be accomplished? How so?

Make sure the goal is not out of reach or below standard performance.

R

Relevant

Worthwhile

Is the goal worthwhile and will it meet your needs?

Is each goal consistent with other goals you have established and fits with your immediate and long term plans?

T

Timely

When

Your objective should include a time limit. "I will complete this step by month/day/year."

It will establish a sense of urgency and prompt you to have better time management.

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My career action plan

Your career action plan is a personal planning document, requiring **self-analysis and reflection**. The language you use in this assignment should follow the conventions of your **reflection**. Reflective writing is different from purely academic writing. It may be descriptive, explanatory, and expressive, using feeling and thinking verbs, often with modified language, and requires the use of first person.

You still need to **acknowledge sources for ideas and theory** that support your action plan. You can also make use of bullet points and sentence fragments as long as your work is **grammatically accurate**.

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Part B – Career toolkit



Section B: Career toolkit (1500)

Part 4: Sample job advertisement, Part 5: Sample cover letter (300 words) and Part 6: LinkedIn profile

Your Professional Portfolio is based on the ideal job you identified in [Assignment 2: Research report](#) and targeted around the job advertisement you chose in 'Activity: Dissecting a job advertisement' in [5.3 Job hunting in the 21st century](#).

1. Find a job advert to focus on for this part of your assignment. If you completed the activity in Topic 5.3 in Week 5, you can use this advertisement. If not you will need to search for a job advertisement for the ideal position you decided on in Week 3, or a job advertisement for a position you are ready to apply for now. Be sure to include correct referencing details.
2. Copy and paste your chosen job advertisement into **Part 4: Sample job advertisement** (the job advertisement does not count towards the word count for this section).

- Note that the job ad and LinkedIn details will not be included in the word count.
- You do not need to include a full LinkedIn profile – could aim for 300 words.

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Parts 5 & 6: Sample cover letter & LinkedIn



3. Based on the job advert you've included, complete **Part 5: Sample cover letter**. You can use [Cover letter builder](#) on the My Career Toolkit website to create your cover letter (you'll need to login to SwinEmploy - see [0.4 The Swinburne Career Hub and My Career Toolkit](#)). Your cover letter should include:

- Introduction and interest: State the role you are applying for, how you heard about it and why you are interested in the role.
- Why you fit: Explain why you're a good fit for the role.
- More detail: Extra information selling yourself for the role.
- Complete **Part 6: LinkedIn profile** (this does not count towards the word-count for this section). For the purposes of this assignment, there is no need to create a LinkedIn profile, as you only need to fill in the details in the template.

Please note: The job advertisement and LinkedIn profile are not included in the 300-word count for this part of the assignment, but they must still be completed and included in your submission, and they will be checked for logical flow.

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Part 4: Sample job advertisement



Section B: Career Toolkit

Name: _____ Date: _____

Part 4: Sample job advertisement

Copy and paste into this box the job advertisement that you will be targeting this career toolkit to.

- **Find a job advert** - ideal job or one you are ready to apply for now
- **Copy and paste** advert into the word template
- **Reference** the source of the advert

(Job advert is not included in word count)

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Part 5: Sample cover letter



Part 5: Sample cover letter

Write a 300 word cover letter in response to the job advertisement in Section A. Write your cover letter as if you have achieved the goals you set for yourself in Assignment 3 Part 2.

Target the cover letter to the job advert in Part 4

Your cover letter should include:

- Addresses and greeting
- Introduction and interest in the position
- Explanation of why you are a good fit for the role
- Extra information that is relevant to the role (sell yourself a little)
- Sign off

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Part 6 - LinkedIn profile



Part 6: LinkedIn profile

Your Name: LinkedIn Profile

This template helps you complete a LinkedIn profile (www.linkedin.com) by presenting your CV information in the format of a LinkedIn profile.

BASIC INFORMATION

Name:

Address:

Professional headline:

Your headline gives you a way to sum up your professional "identity" in a short phrase. When you create your account, LinkedIn provides a headline for you, but your own headline will be much more effective.

Industry:

Select an industry that most closely matches your experience or the industry you'd like to work in.

SUMMARY

Professional Experience & Goals:

This should give a brief description of what you have done, what you are doing, and the kinds of things you are interested in.

- There is no need to create a LinkedIn account just for this assignment. The template contains headings from LinkedIn that you will provide details under.
- Please don't just paste in a link to your LinkedIn profile!

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Part 7: Sample interview responses



Part 7: Interview response (700 words)

1. Choose two interview questions from the sample questions on the [My Career Toolkit Interview Simulator](#).
⚠ (You'll need to login to SwinEmploy first)
2. Complete **Part 7: Interview response** with your two chosen questions and a response for each that includes:
 - a situation or task related to the question
 - the action you took
 - the result.

Target your interview responses to the job advertisement you have chosen in Part A.

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Part 7: Sample interview responses



Part 7: Sample interview responses

Question 1 : _____

Response:

Choose two questions from the interview simulator

Include in your response:

- a situation or task related to the question,
- the action you took, and
- the result.

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Try this for fun



Interview question:

Tell me about a time you showed initiative on the job

Response:

Last winter, I was acting as an account coordinator, supporting the account executive for a major client at an ad agency. The account executive had an accident and was sidelined three weeks before a major campaign pitch. I volunteered to fill in and orchestrate the presentation by coordinating the input of the creative and media teams. I called an emergency meeting and facilitated a discussion about ad scenarios, media plans, and the roles of various team members in relation to the presentation. I was able to achieve a consensus on two priority ad concepts that we had to pitch, along with related media strategies. I drew up a minute-by-minute plan of how we would present the pitch that was warmly received by the team based on our discussions. The client loved our plan and adopted the campaign. I was promoted to account executive six months later.

Can you find?

- the situation or task related to the question,
- the action taken
- the result.

Question and response from: <https://www.thebalancecareers.com>

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Part 8: Elevator pitch



- You'll create a **30–60 second 'elevator pitch' video clip** which markets **ONE key strength** that was identified in your SWOT for Part 3 (this is like a form of personal promotion). Ensure you carefully script what you are going to say and address one of your key strengths. Make sure the strength is targeted to the job advertisement you selected in Part 4 (what is one strength you identified in your SWOT that would be useful in this job position?).
- The link to your video will need to be uploaded to YouTube. **The video can be set to 'unlisted', so only those with the link can view it.**
- Please include the script of your elevator pitch in the template. Note that the script does not contribute to the overall word count for this assignment.
- See the supporting resources on the Assignment 3 page on Canvas for more details on creating your video and uploading it to YouTube.

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Section 8 - Elevator pitch



Part 8: Elevator pitch

Write an 80-150 word 'elevator' pitch that is targeted to the job advertisement in Section A.

Include the link to your 60 second video of you delivering your elevator pitch here.

Market **one key strength** that was identified in your SWOT and target it to your job ad.

Ensure you carefully script. Keep it under 60 seconds!

GET CREATIVE ☺

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Part 9: Reflection



Part 9: Reflection (approx. 250–500 words)

Based on your learning in this unit, and your own experiences, reflect on the following prompts:

- Describe the activities undertaken that required tailored **communication skills**. Include details such as method (how you communicated), purpose (why you communicated) and audience.
- What were any differences/similarities in your approaches to each of the parts of this assignment?
- How would you describe your **communication style**/approach for each of your audiences in this assignment? Why did you adopt this approach?
- What did you learn about **communication and your communication skills** by completing the parts of this assignment? In what areas would you still like to improve?
- How do you think have your career prospects/employability been enhanced by undertaking this unit and developing your **communication skills**?

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Part 10: Reference list



Part 10: Reference list (not included in word count)

- Include a reference list (in either one of APA or Swinburne Harvard style) with your submission for any sources, including the learning materials for the unit, that you have cited in your reflection.
- This may be completed in Part 10 of the template.
- Please note: not a bibliography

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Supporting resources



Check out the supporting resources on the [Assignment 3 page](#) in Canvas:

- [Professional portfolio template \(DOC 74 KB\)](#)
- [0.4 The Swinburne career hub and My Career Toolkit](#)
- **My Career Toolkit**
 - [CV builder](#)
 - [Elevator pitch builder](#)
 - [Cover letter builder](#)
 - [Interview simulator](#)
- [Develop your 60-second story](#)
- [How to create and upload videos to YouTube](#)
- [Swinburne University referencing quick guides](#)
- [Assignment support](#)
- [APA style guide](#)
- [Swinburne Harvard style guide](#)

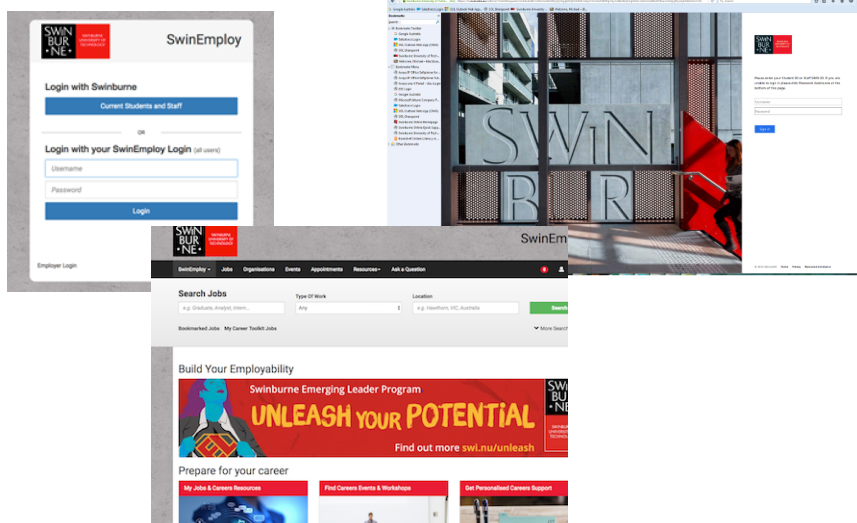
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Accessing SwinEmploy resources



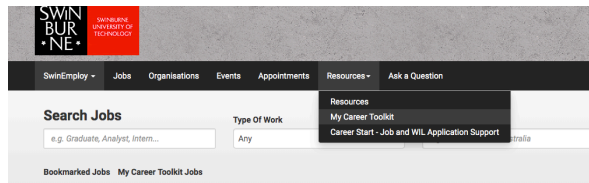
<https://swin.careerhub.com.au>

The first time you do this you will go to the standard Swinburne login screen, which looks like this:

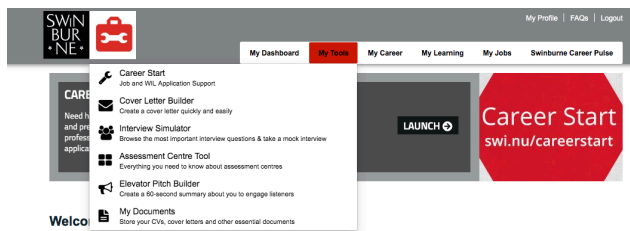


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My Career Toolkit resources



In SwinEmploy, select 'Resources' in the top bar and then select 'My Career Toolkit'.



You can then access the tools under 'My Tools' or via the links in the Assignment Details.

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Uploading videos to YouTube



- [Student Portal > Assignment Tools > YouTube](#)

[Study Resources](#) > [Assignment Tools](#) > [YouTube](#)

1. Upload Video to Youtube

Upload Video to Youtube

For some assessments, you will need to create and submit a video presentation. You can record your video using a camera, smartphone, iPad tablet or computer webcam. If recording on your computer, see instructions for [Windows](#) or [MAC](#).

Once you have recorded your video, you will then need to upload it to YouTube to get a video URL to submit with your assessment. Make sure you select the privacy setting to "Unlisted" to ensure your marker can watch your video.

- [Upload video to YouTube](#)
- [Submit YouTube video URL](#)

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Uploading videos to YouTube

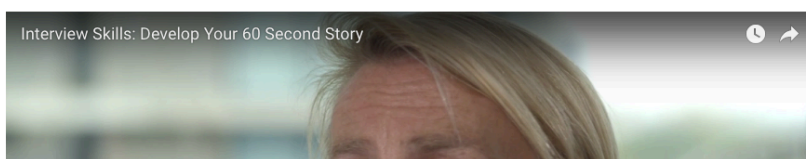


- Student Portal > Presentations and Interviews > Develop Your 60 Second Story

[Study Resources](#) > Presentations and Interviews > Develop Your 60 Second Story

Develop Your 60 Second Story

Communication Design Program Director Nikki Wragg talks about the power of having a 60 second story and how to develop yours.



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Referencing



Tips

- Correct formatting of **in-text citations as well as reference list**
- Include reference list at **end of your report and check alphabetical order**

Swinburne guide to Harvard referencing:

<http://www.swinburne.edu.au/library/referencing/harvard-style-guide/>

APA style guide

<http://www.swinburne.edu.au/library/referencing/apa-style-guide/>

- It is **IMPORTANT** to note which reference style you are using and be consistent throughout.

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Turnitin Report



Student Portal > Study Resources > Academic Practice > Turnitin Originality Report

☰ CAR10001 > Assignments

Teaching Period 2, 2019

- Home
- Announcements
- Syllabus
- Modules
- Discussions
- Assignments

- ☰ ▾ Originality report submission
- ☰ 📄 Originality report submission
100 pts
- ☰ ▾ Assignment 1

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Studiosity



Student Portal > Study Resources > Study Skills and Support

<https://portal.swinburneonline.edu.au/study-resources/essay-draft-review-service>

- Studiosity is accessed via the Modules page for the unit. Scroll to the bottom to launch Studiosity.
- Note that you **cannot send your whole portfolio in for review**. Please select specific part(s) for review.
- Note that Studiosity access is now limited to **2 submissions per unit each teaching period**.

☰ ▾ Assignment Support

☰ 📄 Assignment Support: Studiosity

☰ 🔗 Launch Studiosity

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eLA Contact for Consolidation Week



eLA Contact

- Please note that eLAs will be available for questions on Assignment 3 only during Consolidation week and until the submission date of 20th December.
- For other questions, please contact Belinda: belindawong@swin.edu.au

Extensions for Assignment 3

- If required, please ensure that you submit your extension request **prior** to the submission date of Friday, 20th December.
- Remember that late submissions without an extension will incur a late penalty of 10% per day, capped at 5 days; after this your mark will be 0.
- This will help with planning for the busy season ahead for all of you and reduce your stress levels!

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HelpHub – who can help me?



Student Advisors

Contact via:
Phone | Email | Livechat

We can help you with:

- Enrolment details and course planning
- Academic skills and study support
- Research, writing and referencing skills
- Technical support for your online classroom, Collaborate, eTexts and other programs
- Education placements and exam queries
- Referral to student support services (Counselling, Careers Advice, AccessAbility)



Student Coaches

Contact via:
Book a phone appointment

We can help you with:

- Time Management
- Motivation
- Overcoming Procrastination
- Goal Setting
- Self care
- Positive Study Habits



eLAs

Contact via:
Email | Online Classroom

We can help you with:

- Specific questions about your unit
- Assessment tasks
- Extension requests
- Feedback on your assessment
- Learning materials and activities
- Academic content in your unit

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Any questions?



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All the best for the remaining weeks and for the portfolio!



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