

# the PORTFOLIO

is an alternative to or supplement  
for the written self-evaluation

**T**he portfolio is a tool that can be adapted to accommodate the purpose and expectations of nearly any superintendent performance evaluation plan. It is an accumulation of data gathered throughout the year that summarizes your ongoing performance, and it can either augment or be an alternative to your self-evaluation.

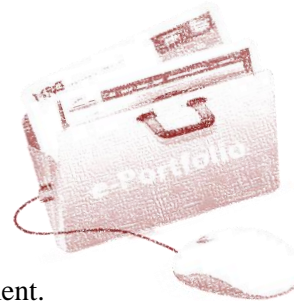
A portfolio can be described as a collection of carefully selected products that represent various events or activities, that verify progress, or that authenticate outcomes associated with achieving a goal. Some compare it to a scrapbook or photo album.

The contents are often referred to as “artifacts”. Photos, documents, and recordings are common, but the parameters are up to you. Beware that too much creativity might be distracting or confusing. To be thorough and comprehensive, they require systematic collection throughout the process.

In all but the most unusual circumstances, the portfolio is organized around the superintendent’s assigned goals or the evaluation standards or criteria, with substantial support for each one.

## PORTFOLIO ADVANTAGES

- It usually demonstrates continuous development and improvement.
- It can be significantly more appealing and convincing to tangibly demonstrate effort and achievement. For example, if the position requires building meaningful relationships with the community, a collection of meeting notices, agendas, attendance rosters and photos would probably be much more compelling than a written summary or even a detailed list of events.



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- It can present a far greater scope than a written or oral report; detailed information in various formats can provide much more depth and detail, and can even offer insights in to the complexities and various aspects of the topics.
- A collection of artifacts often prompts more interest and engagement than a long written document.

## **PORTFOLIO DISADVANTAGES**

- It can be time-consuming.
- It requires careful organization; if the collection of artifacts is not clearly correlated with the goals, the portfolio will be useless and may appear to be a smokescreen or worse.
- It has the potential to appear less reliable without good planning.
- In some cases, the available data may show effort but not achievement.