



Samford University
McWhorter School of Pharmacy

Introducing a New Portfolio Platform in Higher Education: Bulb Digital Portfolios

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The logo for Bulb Digital Portfolios, featuring the word "bulb" in a lowercase, white, sans-serif font with a vertical line through the letter 'b', and the words "digital portfolios" in a smaller, lowercase, white, sans-serif font below it, all on a light blue square background.

bulb
digital portfolios

Objectives

- The participant will be able to
 - consider **nice-to-have** and **need-to-have** features of an online portfolio system.
 - propose and/or adopt a modern, user-friendly portfolio platform that is not a budget-breaker.



Need-to-Have vs. Nice-to-Have

Need-to-have (for our program)

- FERPA-compliant
- Low or no cost
- Modern design
- Intuitive interface
- Administrative access and control
- Accessible to potential employers (via a shared link)

Nice-to-have

- Built-in scoring
The integration with Canvas eliminated the need to have scoring within Bulb
- Detailed analytics
Not available

Bulb Digital Portfolios

- Marketing video: <https://youtu.be/XfaV3ujcf9c>



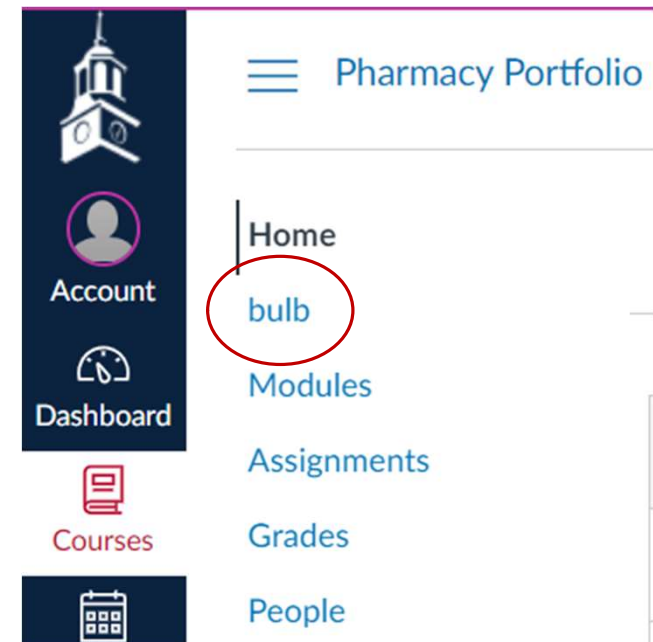
Pricing & Compliance

- **Low Cost** (<https://my.bulbapp.com/pricing/>)
 - ~\$4/year per student with contract. We have ~400 students.
 - < \$1,600 for all pharmacy students for 12 months
 - Educators are free
 - Students can maintain their account after they graduate.
- **FERPA-Compliant** (yes)
 - The company's primary customer base is K-12.
 - They also have corporate and other higher education customers.



Integrates with Canvas

- With assistance from your campus IT, bulb can appear on the course menu.
- Single sign-on for students (and employees).



Portfolio Sharing

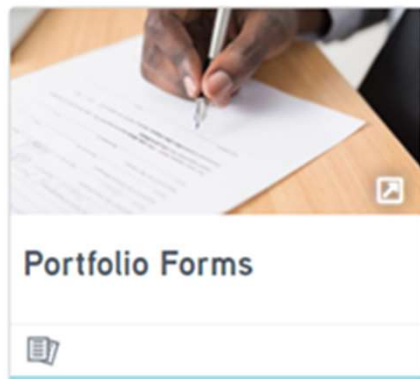
- Administrator can enable/disable sharing options.
 - With a person (e.g., an evaluator)
 - With a group (Class of 2025)
 - With an organization (McWhorter School of Pharmacy)
 - Private link (e.g., for potential employer)



Our Portfolio Purposes/Uses

- **Students' Professional Documentation & Development**
 - Document accomplishments and achievements
 - Reflect on what they have done and learned
 - Share with potential employers
- **Program Improvement** (analyze trends)
- **Accreditation** (ACPE Std 10: Curriculum Design, Delivery, & Oversight)
 - “Examples of tools (e.g., **portfolios**) used by students to document self-assessment of, & reflection on, learning needs, plans & achievements, & professional growth & development.”

Bulb Template for the PharmD Program



- We have subcollections under Curricular Artifacts
- We also have a collection for clinical rotation (APPE) projects & documents
- Display as list or tiles. Rearrange order by dragging & dropping

Support

- Friendly customer support staff (we have Gina and Samantha)
- Bulb newsletter with updates and examples
- Numerous quick tutorials on YouTube
 - Bulb's New Page Editor 2022: <https://youtu.be/WiN-cmN6yYM> (1:36)
 - Embedding a Google Calendar in bulb: <https://youtu.be/HHTgfO6kXjQ> (0:46)
 - Creating a free bulb Account: <https://youtu.be/55OG2rwUyNk> (1:06)
- The company responds to customer feedback and makes improvements. Amazing!

Questions or More Information?

- Dr. Elizabeth Sheaffer, esheaffe@samford.edu
- bulbapp.com
 - See the bulb website for a wide variety of examples

