Enriching The Student Experience Via High Impact Practices and Experiential Learning

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**Freeman
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Management**

Presenters

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Managing for
Sustainability Major

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Bucknell University, Freeman College of Management

- 3,600 at Bucknell, 800 in Freeman (undergraduates)

- 7 majors with average class size of 20 students

- College Founded in 2017, LEED certified building – 2021

- Ranked 2nd overall for alumni satisfaction in 2021

- Located in Lewisburg, PA

- Mascot: Bucky the Bison

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BisonReady

BisonReady is a mobile student engagement platform aiming to increase student participation. Offerings of professional development programming allow students to explore, develop their personal and professional selves, build relationships, practice teamwork and engage civically.

BisonReady Competency Areas

- Exploration

- Professional & Personal Branding

- Professionalism & Ethics

- Teamwork and Leadership

- Building Relationships

- Civic Engagement & Sustainability

How BisonReady Began

Freeman transitioned to a college in 2017

AACSB Accredited Goals:

- Better data on student engagement, specifically HIPs and experiential learning

- To increase student involvement in opportunities

- To become a leader in experiential learning

Problems Before Suitable

No system in place

- Had to rely on Google docs, sign in sheets, ID swipers

- Most of the data was rarely used

- Inconsistency and manual processes were a burden

- Limited access to critical student engagement data made it hard to improve

Name	Phone	Email*

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Factors That Went Into Choosing Suitable

1. Most modern student engagement software in the marketplace.

2. Ease of use; simple to learn, use, and set up.

3. Staff knowledge/customer service

4. Fully functional mobile app for students.

5. Real–time data analytics and reporting.
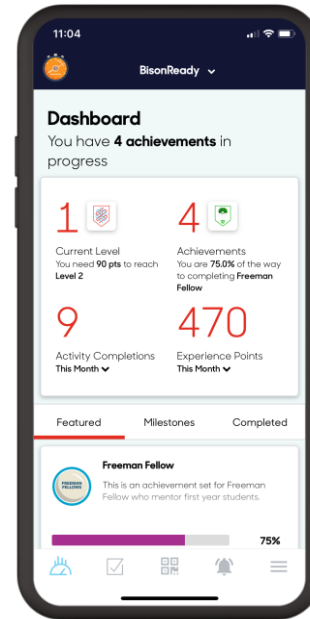
The New and Improved BisonReady

Implemented on Suitable

- Student mostly use the app vs web

- Encouraged to reflect on coursework even though it's not explicitly tied to academics

- Students use from day one and are incentivized along the way
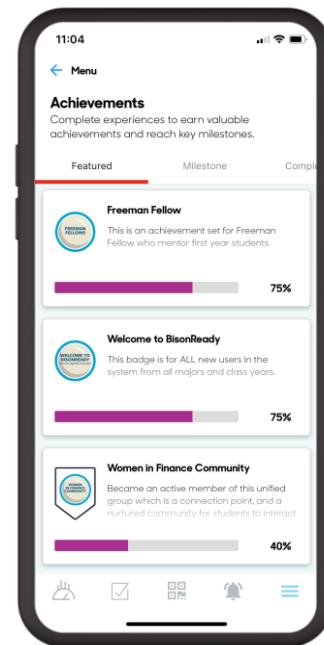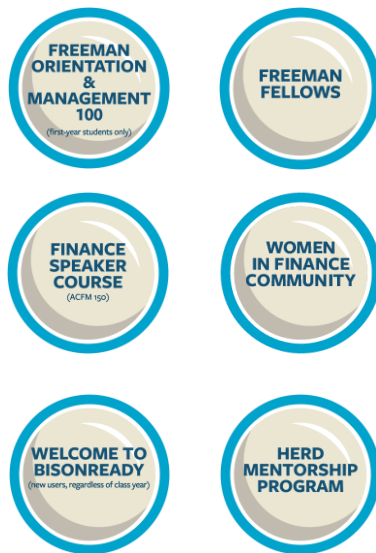
Launch Plan

- Launch: Student orgs and intro to business course: MGMT 100

- Students were a part of the launch

- Student Advisory Board and Freeman Fellow (peer mentors) helped to launch to first years

- Built-in incentives for students

- Word of mouth

- Integrating more events and programs into the app

- Use the data to inform future decisions

What's Worked

- Collaborating with student leaders for testing and roll out purposes

- Started with the student groups that had existing identity with us (i.e. – Student Advisory Board, etc).

- Student focus groups throughout the first semester of implementation (25+ students per focus group)

- Integrating the app into Management 100 course all students take
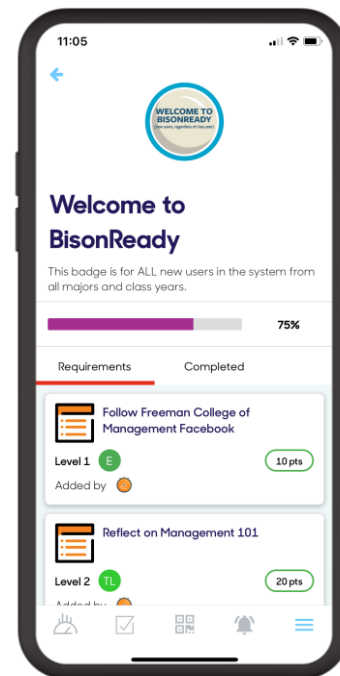
Kate – About Me

- From Boston, MA

- Junior, Managing for Sustainability

- Undergraduate Executive Intern in the Freeman College of Management

- Co-Chair of the Management Student Advisory Board, UN Principles of Responsible Management Education Ambassador, Speak Up Peer, Greek Life

- Had an internship at a non-profit in Boston

- 1st on the Leaderboard

My BisonReady Highlights

- Using the mobile app
- Next steps on new opportunities for professional development
- Portfolio: having many of my accomplishments in one place
- Leaderboard
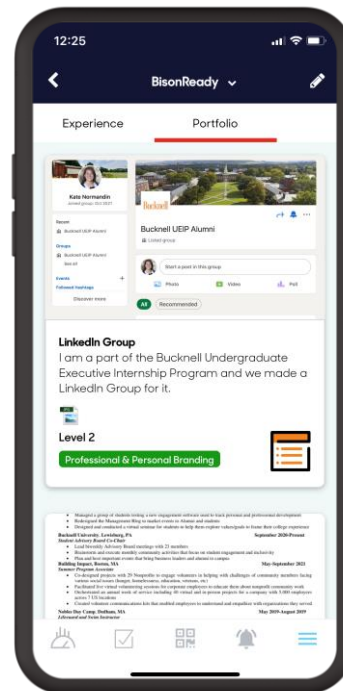
My Top 3 Experiences as a student/intern

- Worked with Grad Assistant on focus groups and implementation

- NYC Fall Break Innovation Trip

- Welcome to Holmes Hall & Beyond Bucknell speaker series events

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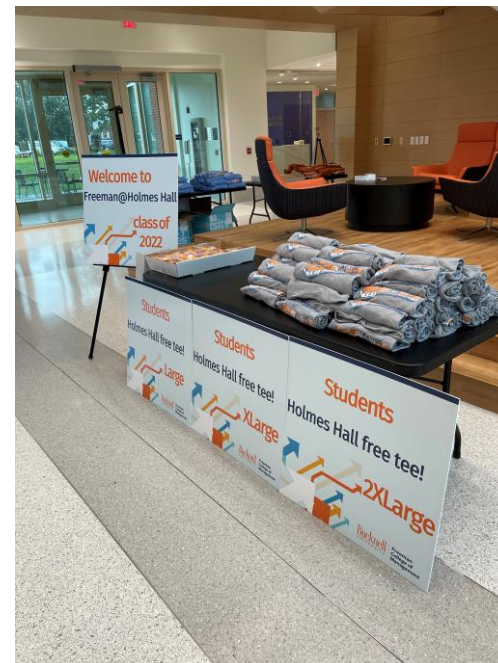
Advice For Non-involved Students

1. Roadmap of possible tasks/opportunities that you can seek out to help you professionally/personally.

2. View the activities that you could do little by little, to develop your skills and experiences. Showing up opens so many doors at school and beyond.
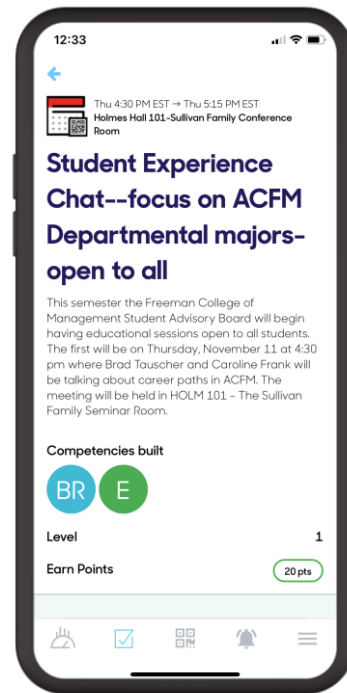
Engagement Outcomes

- Real-time insights on programming gaps

- The data and reporting better equips us to improve

- Approval workflow for reflections and submissions enables us to scale feedback to students and improve the qualitative assessment of a learning

Short Term Goals (AY 2021–2022)

- Have all Freeman first year students log into the platform

- Have metrics to use for baseline student engagement metrics

- Discover, opportunities for improvement, and build from there

- Mid range goal; Brand recognition with students and faculty in Freeman COM

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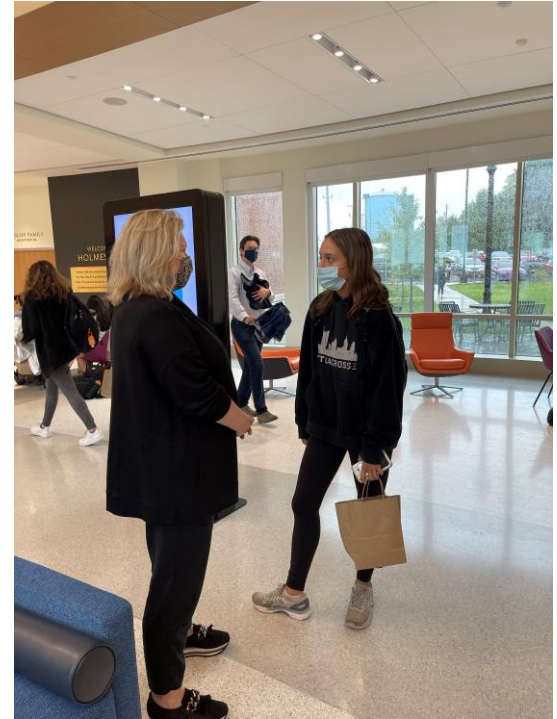
Long Term Vision

- Develop a robust incentive strategy
  - Student Advisory Board is working on this plan. Examples include stickers, ice cream socials, dinner with the deans.
- Leverage data for required for AACSB accreditation and PRME, as well as any other reporting agencies
- Figure out where the strategic opportunities are
- Continue working with students to understand how to best evolve overtime

Key Takeaways

1. Just start once you have the go ahead from leadership

2. Suitable's customer support teams are extremely helpful

3. Be flexible and listen to students
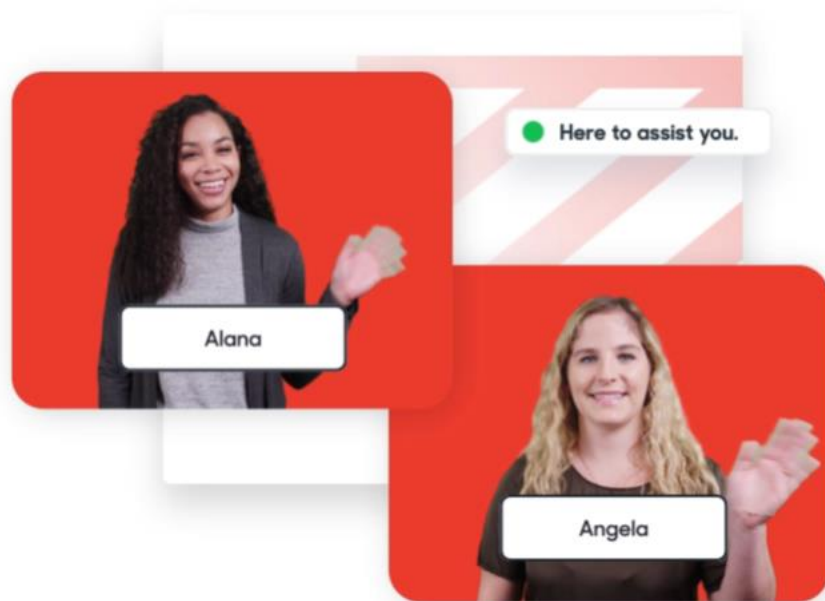
Thank you! Questions?

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