



Panel 1: Branding and Constructing Competency- based Frameworks

Panelists



Catherine Coe
Director of Online Programs and
Enrollment Management
Warrington College of Business
University of Florida



Leigh Shamblin
Director of Leadership
Poole College of Management
NC State University



Kristin LaRiviere
Associate Director
Smith Undergraduate Program
Robert H. Smith School of Business
University of Maryland



Jessica George
Executive Director of Student Services and Placement
Humana Student Service Center
College of Business
Louisiana Tech University



Moderator:
Sean Carson
Vice President
University Partnerships
Suitable



Question 1

What is the name of your student development initiative?

Question 2

How did you come up with your brand?



Question 3

How did you choose your competencies?

Question 4

What badges did you choose to start with and why?