



R
BUSINESS



The REAL Experience

PRESENTED BY:

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RUTGERS BUSINESS SCHOOL-NEWARK & NEW BRUNSWICK

REAL – Brand Overview

- Suitable was originally piloted at RBS in the Spring 2018 semester
- The original Suitable program was re-branded as the RBS Engagement and Leadership (REAL) Experience and fully launched in the Fall 2019 semester
 - Why REAL? REAL fits in well with the four pillars (4 Rs) of Rutgers Business School: Resilient. Resourceful. Responsible. Reinvent.
- REAL is a two-campus model with over 8,000 student accounts total
- This year we've posted almost 200 events to-date

REAL

Competencies Overview

A key partner in competency selections has been the staff of our Office of Career Management who also play a critical role in developing tasks and activities.

Changes to competency selections often reflect changes to NACE Career Readiness Competencies and/or AACSB Standards (specifically, in 2020, Standard 4: Curriculum)

Our six current competencies are:

- Business Acumen
- Career and Professional Development
- Diversity, Equity, and Inclusion
- Global, Cultural, and Social Engagement
- Leadership Development
- RBS Pride

REAL Competencies – Business Acumen

This competency is comprised of workshops and educational modules to help you further your education and interests outside of the classroom. Featuring activities such as Excel Certifications, free access to LinkedIn Learning courses, Research Opportunities alongside world-class faculty, and more, this competency gives you the chance to take your classroom knowledge and apply it to real-world scenarios.

REAL Competencies – Career & Professional Development

This competency features opportunities that will advance your hard and soft skills and enhance your image and employability throughout the application and recruitment process. From career fairs to resume raves this competency encourages you to engage with the RBS Office of Career Management, attend workshops, and meet with professional staff to help you secure internships, externships, co-ops, and full-time offers of employment.

REAL Competencies – Diversity, Equity, & Inclusion

ALL NEW in 2020, DEI activities are designed to prepare students to effectively manage diversity in the workplace and promote an understanding of what it means to be an ally while supporting continued learning of inclusive topics central to social justice in modern business, education, and societal norms.

REAL Competencies – Global, Cultural, & Social Engagement

This competency features activities centered around service, justice, and community. From mentoring opportunities to events that encourage civic engagement, this competency fosters social responsibility and global mindedness in all our students.

REAL Competencies – Leadership Development

This competency is designed to develop your leadership skills both in theory and in practice. Start out by joining an organization or club that interests you and work your way up to the Executive Board. This competency will help introduce you to leadership opportunities and workshops to hone your communication, networking, and teamwork skills.

REAL Competencies – RBS Pride

Welcome to R Family! This competency features activities that showcase your Scarlet Pride as a Rutgers student. From engaging with RBS on social media to participating in school-wide events, this competency is meant to foster a sense of community and commitment and strengthen bonds between you, your peers, and your school.

REAL – Badging Overview

The screenshot displays the REAL Badging Overview dashboard. On the left is a dark sidebar with the REAL logo and navigation links: Profile, Dashboard, Activities, Approvals, Achievements, Leaderboard, Explore, Resources, and a footer with 'SCHOOL LEADERSHIP ACTORS BUSINESS SCHOOLS NEW BRUNSWICK' and 'REAL NETWORK WORLD AWA'. The main area contains six achievement cards, each with a shield icon and a description:

- Business Forum Full Participant**: Earn points and become an engaged student leader too.
- Social Media Guru**: Connect with REAL on our many social media accounts.
- Highly-Skilled**: Learned and mastered your technical and soft skills.
- Career Path Badge**: Complete your LinkedIn Profile, attend professional prep.
- REAL Gives Back**: Complete a volunteer and reflect back, participate in the...
- Future Leader**: Participate in a case competition, join the a board.

Each card includes a person icon, a pencil icon, and the text 'Edit'. A red 'Help' button is located at the bottom right of the grid.

The screenshot displays the REAL Experience dashboard. On the left is a dark sidebar with the REAL logo and navigation links: Profile, Dashboard, Activities, Approvals, Achievements, Leaderboard, Explore, Resources, and a footer with 'SCHOOL LEADERSHIP ACTORS BUSINESS SCHOOLS NEW BRUNSWICK' and 'REAL NETWORK WORLD AWA'. The main area is titled 'Experience' and features a blue bar at the top that says 'Add a new achievement'. Below this are three tabs: 'Featured', 'Milestones' (which is selected), and 'Expired'. The 'Milestones' tab shows two achievement cards:

- 1,000 Point Club**: Welcome to the 1k Point Club.
- First 100 Points**: Congratulations! You've earned your first 100 points.

Each card includes a person icon, a pencil icon, and the text 'Edit'. A red 'Help' button is located at the bottom right of the dashboard.

REAL – Marketing (Introduction)

REAL is primarily marketed through a core class, Business Forum. It is currently a required component of the class, worth 5% of the grade. Full credit is given for earning 300 points and partial credit is given after 150 points in the current semester

REAL is also marketed through student organizations who all post events to the platform and students can use REAL as a pseudo calendar of events while student clubs can use the reports to track attendance and member engagement

With the support of the Suitable Success Team, bi-weekly e-mail campaigns are also sent out that feature varied announcements, upcoming events, prize winners, etc.

REAL – Marketing (Prizes & Awards)

MONTHLY PRIZES

Monthly leaders will receive prizes such as basketball tickets, gift cards to Starbucks, RU Cinema, Dunkin, Qdoba, etc. or RBS swag like t-shirts, notepads, mugs, hats, etc.

Leaderboard shout-outs for students will also be posted monthly to the digital boards at RBS and on the REAL website!



REAL – Marketing (Prizes & Awards)

SEMESTERLY PRIZES

An end-of-semester luncheon with the Deans is also offered to the top point earners each semester where they receive a certificate and unique hoodie.



REAL – Short Term Goals

- Expand marketing of the program to incoming first-year students and transfers as part of their orientation programming, starting Summer 2021
- Add REAL marketing materials to box campaign being delivered to all RBS students this Fall
- Increase engagement thresholds in the required course, Business Forum, for future semesters, starting Spring 2021
- Increase number of “Featured” badges

REAL – Medium Term Goals

- Introduce competency badges and achievements as part of new “Milestone” badges
- Reach out and introduce REAL to more student clubs and organizations and increase awareness through more class presentations and trainings
- Expand number of professional programs using REAL within RBS
- Build/integrate REAL into academic and career advising

REAL – Long Term Goals

- Introduce REAL into the full curriculum and integrate as a graduation requirement
- Create, Develop, and Launch an Honor Society for recognizing REAL superstars and high achievers

Questions?

FOR MORE INFORMATION, PLEASE VISIT THE REAL WEBPAGE AT:

[HTTPS://MYRBS.BUSINESS.RUTGERS.EDU/STUDENTS/REAL-PROGRAM](https://myrbs.business.rutgers.edu/students/real-program)

OR E-MAIL ME AT [MPEYREK@BUSINESS.RUTGERS.EDU](mailto:mpeyrek@business.rutgers.edu)