



# Student Professional Development Best Practices for Business Schools

Sean Carson - VP of University Partnerships



 Experiential Learning Record

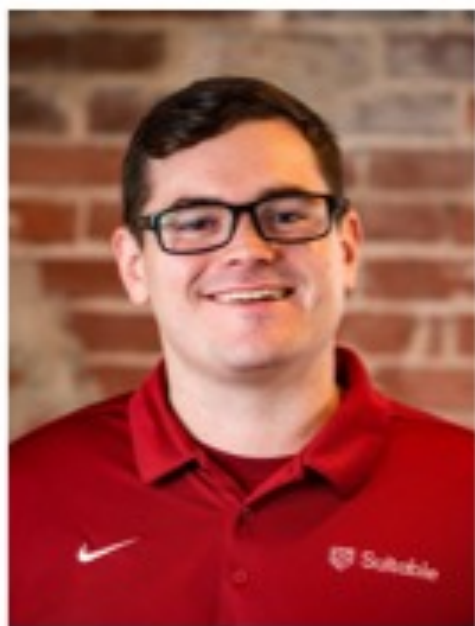


EXPERIENCE	GOALS	ACHIEVEMENTS	PORTFOLIO
970	6	21	10

**Nihar Patel**  
University of Pittsburgh



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## **Sean Carson**

Vice President

University Partnerships

Suitable



## 2016 Gallup Purdue Index

**86%** - Better Job is a Critical Factor

**61%** - Visited Career Center

**5.8x** More Likely to Feel Prepared if Career Services Interaction Was Very Helpful

Institutions already have numerous offerings in place to develop students. How can we bring them together to help students see the connection?



# NACE Career Readiness Competencies

COMPETENCIES	WEIGHTED AVERAGE RATING*		
	2019	2018	2017
Critical thinking/problem solving	4.66	4.62	4.58
Teamwork/collaboration	4.48	4.56	4.43
Professionalism/work ethic	4.41	4.46	4.56
Oral/written communications	4.30	4.30	4.43
Digital technology	3.84	3.73	3.78**
Leadership	3.65	3.82	3.86
Career management	3.38	3.46	3.47
Global/multi-cultural fluency	2.78	3.01	2.85

Source: *Job Outlook 2018*, National Association of Colleges and Employers. \*5-point scale, where 1=Not essential, 2=Not very essential, 3=Somewhat essential, 4=essential, 5=Absolutely essential. \*\*This competency was called "information technology application" in the *Job Outlook 2017* report.



# NACE Podcast – Developing Career Minded Freshman



## DEVELOPING CAREER-MINDED FRESHMEN

Fee: \$0.00 Member; \$0.00 Nonmember

ADD TO CART

ORDER BY PHONE: 610.868.1421

### SUMMARY

Explore the University of North Carolina's Bryan School of Business' newly designed undergraduate professional development program, which integrates a gamification system for incoming freshmen to increase overall student engagement in career readiness competencies. Using Sutable's platform, learn how students earned badges and award points for activities completed—all which connected back to learning experiences and career readiness competencies. Learn how to leverage these ideas to increase student engagement in your office.

### PRESENTERS

*Sean Carson, Vice President University Partnerships, Sutable and Tyler Wiersma, Professional Development Specialist, University of North Carolina Greensboro*

### Questions?

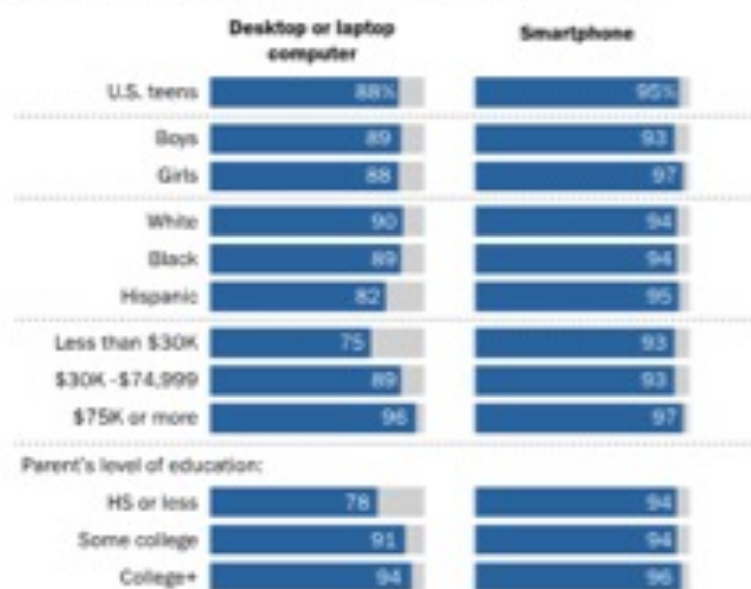
Visit the [FAQ](#) page or contact NACE Professional Development at [events@naceweb.org](mailto:events@naceweb.org), 610.625.1026.



# Pew Research Center on Generation Z

## Smartphone access nearly ubiquitous among teens, while having a home computer varies by income

% of U.S. teens who say they have or have access to a \_\_\_ at home



Note: Whites and blacks include only non-Hispanics. Hispanics are of any race. Parent's level of education based on highest level of education associated with a teen's parent.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

## Most teen boys and girls play video games

% of U.S. teens who say they ...



Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER



# New 2020 AACSB Standards:

## 2020 STANDARDS

### STRATEGIC MANAGEMENT

Standard 1: Strategic Planning

1

Standard 2: Physical, Virtual and  
Financial Resources

2

Standard 3: Faculty and Professional  
Staff Resources

3

### LEARNER SUCCESS

Standard 4: Curriculum

4

Standard 5: Assurance of Learning

5

Standard 6: Learner Development

6

Standard 7: Teaching Effectiveness  
and Impact

7

### THOUGHT LEADERSHIP

Standard 8: Impact of Scholarship

8

Standard 9: Engagement that Impacts  
Business and Society

9



# Our philosophy favors connection and unification

## Old way



## New way



Better connection leads to improved student outcomes





# We help schools create Student Development Programs (SDPs) to unify and scale their programming

SDPs give students structure, a clear pathway to success and High Impact Practices.



# Step 1: Create a "Catalog of Opportunities" (Events to HIPs)



## Step 2: Define competencies to help articulate value and readiness

AACSB AoL Goals	Indirect – Culverhouse Connections Competencies via Suitable
<b>Goal 1: Strategic Problem Solving</b>	<ul style="list-style-type: none"><li>• Self-Awareness and Leadership</li><li>• Critical Thinking and Problem Solving</li></ul>
<b>Goal 2: Quantitative Literacy</b>	<ul style="list-style-type: none"><li>• Personal Financial Literacy</li><li>• Digital Technology</li></ul>
<b>Goal 3: Global Perspective and Diversity</b>	<ul style="list-style-type: none"><li>• Global and Cultural Engagement</li><li>• UA Business Engagement</li></ul>
<b>Goal 4: Professional Proficiency</b>	<ul style="list-style-type: none"><li>• Teamwork and Collaboration</li><li>• Career and Professional Development</li></ul>
<b>Goal 5: Effective Communication</b>	<ul style="list-style-type: none"><li>• Communication Skills</li></ul>



## Step 3: Customize our "Levels of Proficiency" assessment rubric

This institutes an intentional, consistent, framework for assessing experiences and Learning Outcome Achievement across the student body:

Level 1 - Exposure

Level 2 - Interaction

Level 3 - Participation

Level 4 - Expertise

Level 5 - Mastery



Each level is also designed to introduce aspects of [gamification](#) so students can visualize their pathway and measure progress themselves.



## Five Pillars of Student Development

## The Five Student Development Pathway Pillars

Brand

Awareness

Value

Scale

Assessment



## Brand – Georgia Tech



### Primary Challenges before Sutable:

- Scattered approach to leadership development
- The only formalized leadership opportunities were a course and a leadership workshop
- Students felt ill prepared on leadership skills
- Employers' feedback in wanting soft skills in addition to hard technical skills

### Life with Sutable:

- Launched CHARGE Leadership Program using Sutable
- 100% engagement rate
- Focused more on team-based vs. individual competition
- Badges recognized milestones and achievements i.e. white, navy, gold
- Average of 39 activities completed per student
- Created habit of active engagement on students' mobile phones



# Awareness – University of Alabama



## Primary Challenges before Sutable:

- No structure present to capture co-curricular participation data
- Needed to align efforts with accreditation expectations
- System needed to be scalable for 8,000+ business students

## Life with Sutable:

- Identified nine core competencies and aligned them with AACSB Learning Goals
- Launched UA Business LEAD through all freshman GBA 145 courses in AY 2019-20
- 27,000+ participation units already tracked for AY 2019-20 and growing
- VIP Career Fair Incentive





# Value – University of Missouri



## Primary Challenges before Suitable:

- Required point program called Professional EDGE serving 4,000 undergraduates
- Used card swipers and manual processes within a home grown system to track progress
- Students complained about the “lag time” between activity completion and their points appearing
- Wanted to make their program more fun and engaging for Gen Z students

## Life with Suitable:

- Easily transferred historical data and point totals into Suitable
- Eliminated the need for card swipers to track attendance, yet allowed for them to be used when preferred
- Automated the point tracking and communication of points to students
- Students now able to see their points accumulate in real-time using Suitable
- Created a group-based engagement competition using freshman 101 sections



# Scale - Temple University

## Collaboration Highlights:

- 8,000 Undergraduates
- Created FLDP program on Sutable
- Over 210,000 experiences tracked to date
- Undergraduates must earn 250 points per semester to graduate
- Introduced to new students through freshman seminar course each semester
- Created personalized pathways for academic disciplines that feed into FLDP
- Pathways are managed by student workers with staff oversight
- Unique pathways created for graduate programs



# Assessment - University of Pittsburgh



Pitt Business Learning Goals	Pitt Business OCC Competency
Business Management Literacy	Personal Financial Literacy and Wellness Business Acumen
Competency in Analysis and Decision Making	Cross-Functional Team Management Pitt Business Engagement
Competency in Professional Communication and Leadership	Leadership Development Communication Skills
Competency in Application	Career/Professional Development Networking and Relationship Management
Exposure to Diverse Global Perspectives	Global and Cultural Engagement Civic and Social Engagement

### How to Maximize Your Starting Salary

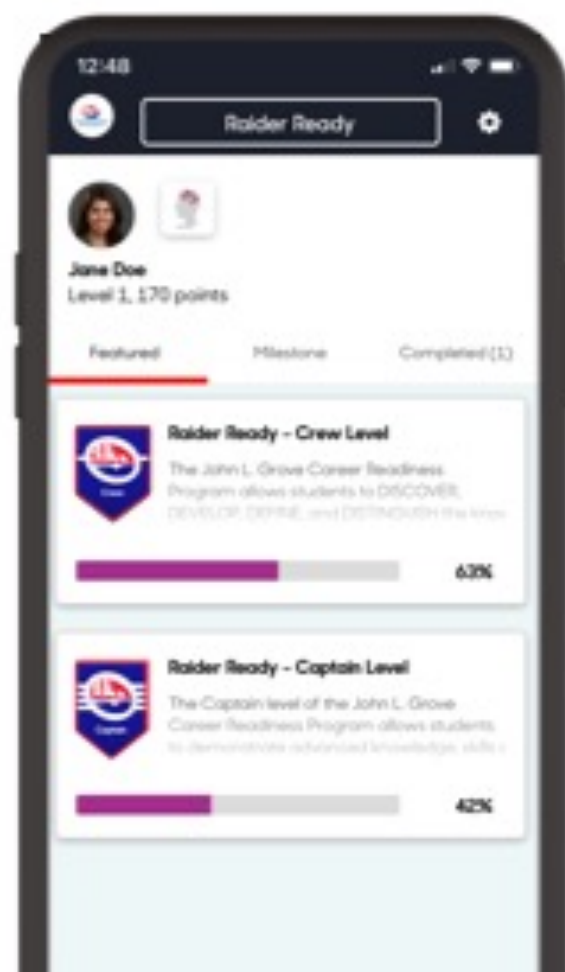
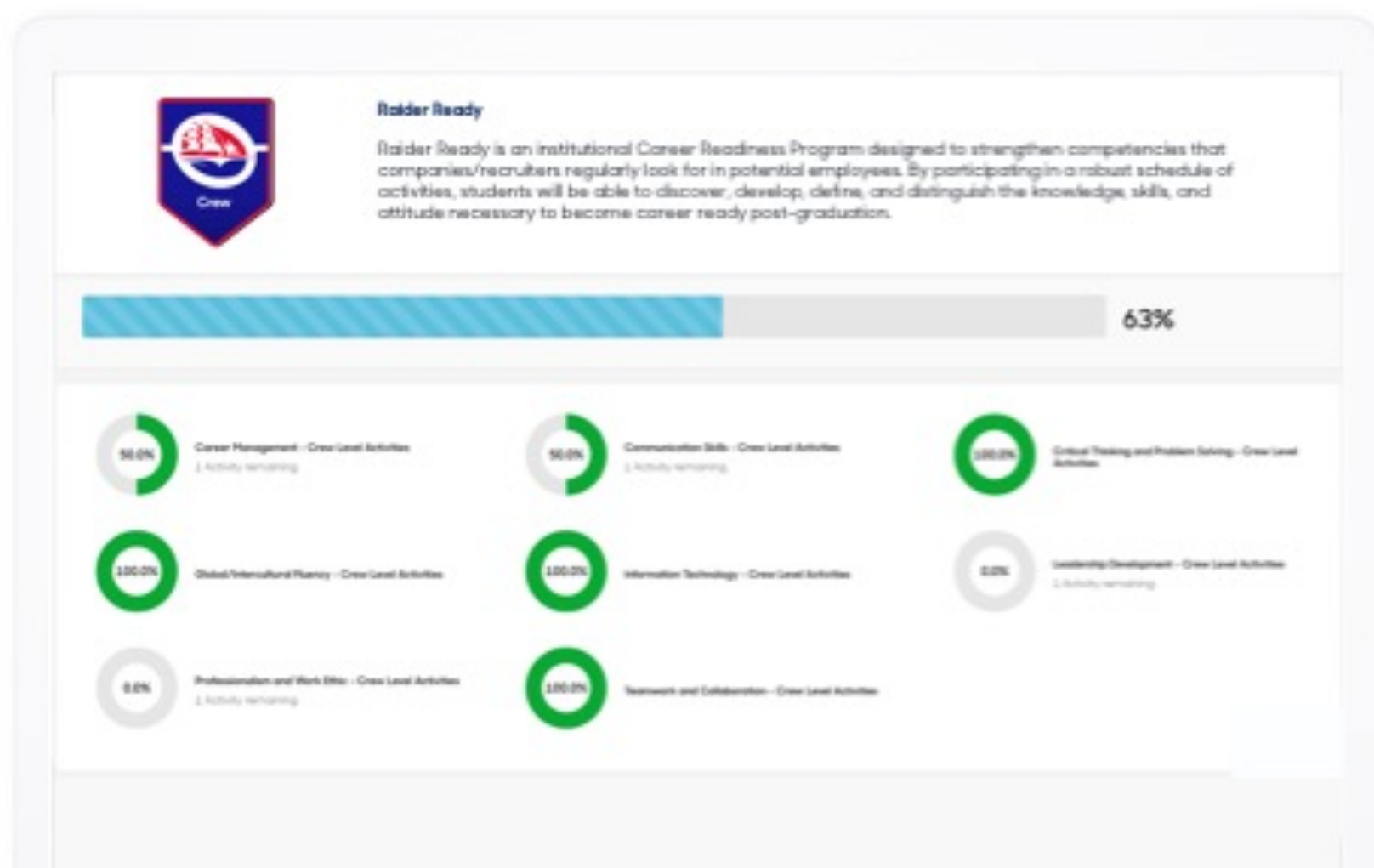
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-  **Join a Student Organization** ↑ \$5K
-  **Do an Internship** ↑ \$4K
-  **Attend Events** ↑ \$3K
-  **Talk With a Pitt Business Career Advisor** ↑ \$3K
-  **Study Abroad** ↑ \$2K

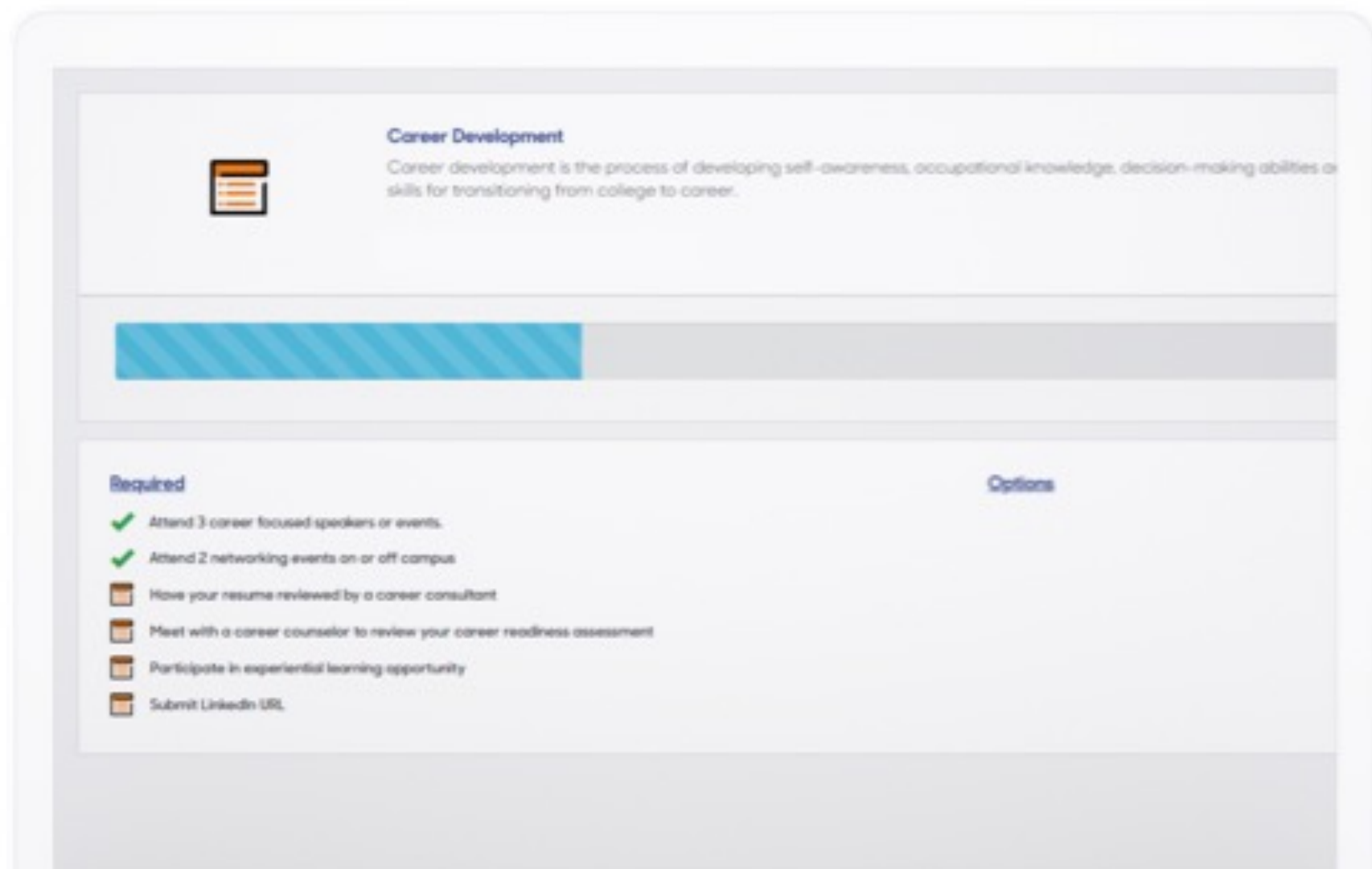


# Core Capabilities

# Create school branded digital badges and achievements to incentivize engagement and create belonging



# Guide students through the achievement of each learning outcome with personalized recommendations



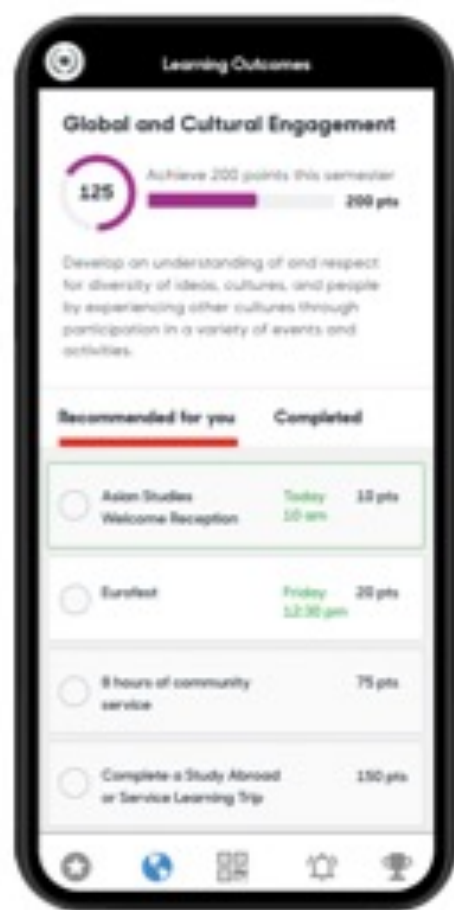
**Career Development**

Career development is the process of developing self-awareness, occupational knowledge, decision-making abilities or skills for transitioning from college to career.

**Required**

- Attend 3 career focused speakers or events.
- Attend 2 networking events on or off campus.
- Have your resume reviewed by a career consultant.
- Meet with a career counselor to review your career readiness assessment.
- Participate in experiential learning opportunity.
- Submit LinkedIn URL.

**Options**



**Learning Outcomes**

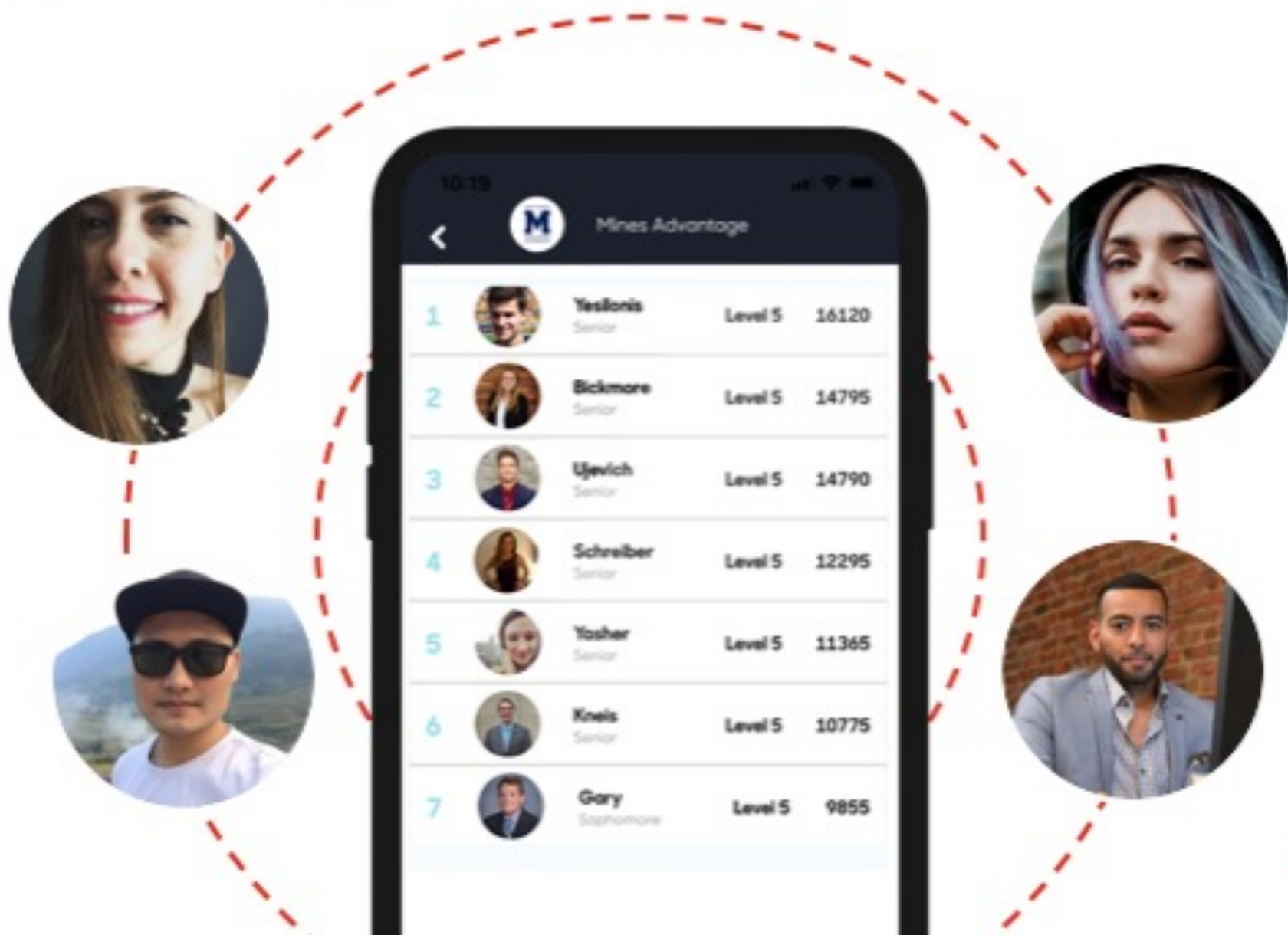
**Global and Cultural Engagement**

125 / Achieve 200 points this semester / 200 pts

Develop an understanding of and respect for diversity of ideas, cultures, and people by experiencing other cultures through participation in a variety of events and activities.

Recommended for you	Completed
<input type="checkbox"/> Asian Studies Welcome Reception	Tuesday 10 am / 10 pts
<input type="checkbox"/> Eurofest	Friday 12:30 pm / 20 pts
<input type="checkbox"/> 8 hours of community service	75 pts
<input type="checkbox"/> Complete a Study Abroad or Service Learning Trip	150 pts

# Turn top performing students into influencers



# Create group-based engagement challenges

The Outside the Classroom Curriculum Leaderboard

STUDENTS GROUPS All Time Levels

	Fraternity and sorority life	<u>Residence hall</u>	Student affairs department	Student organization	University department
1		Panther Hall			3,082,387
2		Sutherland Hall			2,004,169
3		Lothrop Hall			1,759,013
4		Ruskin Hall			1,639,315
5		Edward H. Litchfield Tower A			1,410,672
6		Edward H. Litchfield Tower C			1,147,159

UNIVERSITY OF PITTSBURGH  
MAIN CAMPUS

WORLD VISION  
Admin



# Online Peer to Peer Kudos



# Be prepared for in-person, remote and hybrid tracking



Students can scan the code in person

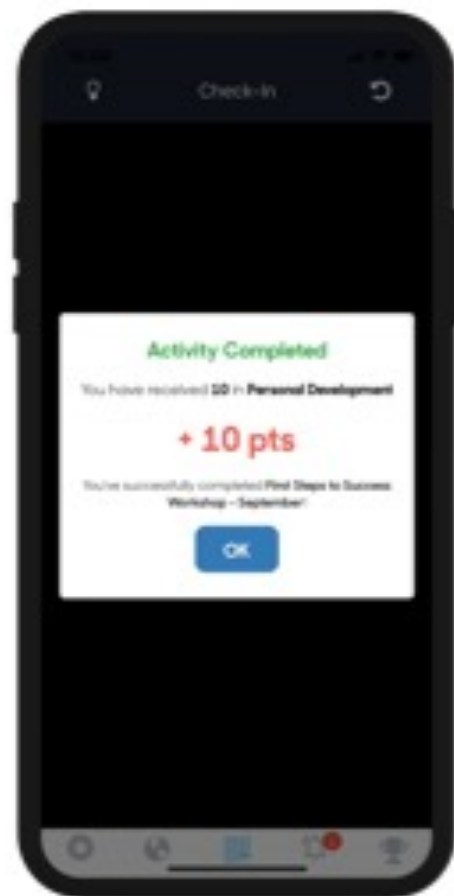


Students can scan the code while they're online

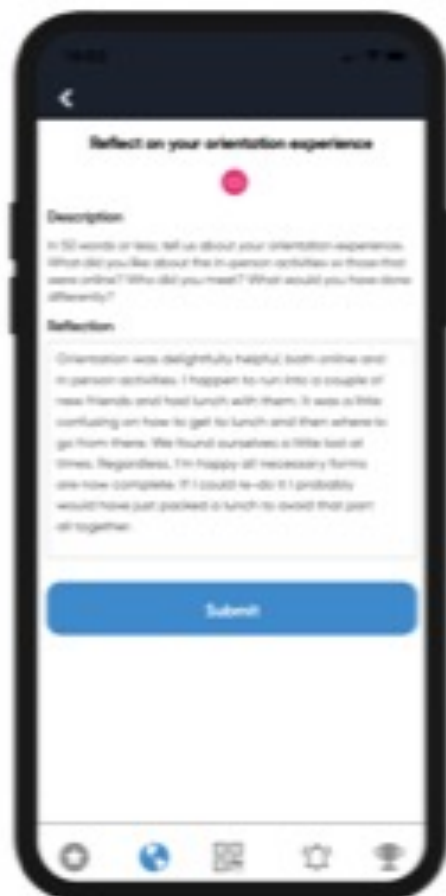


# An unparalleled mobile experience for your students

Virtual Attendance  
Tracking



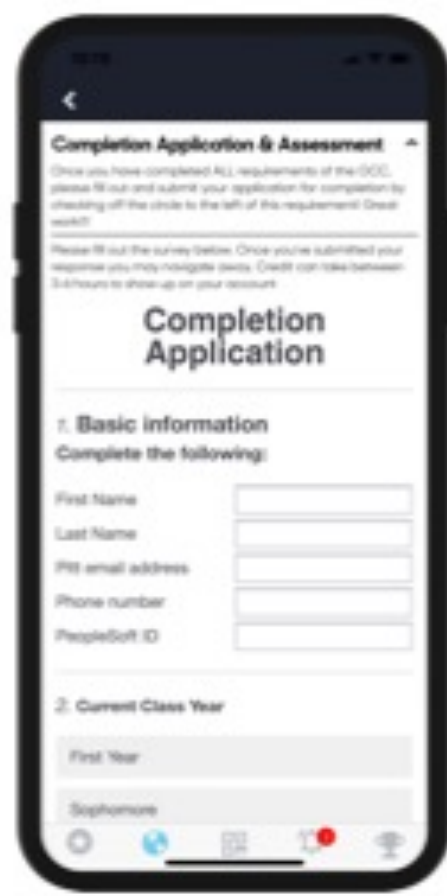
Self-guided  
Reflections



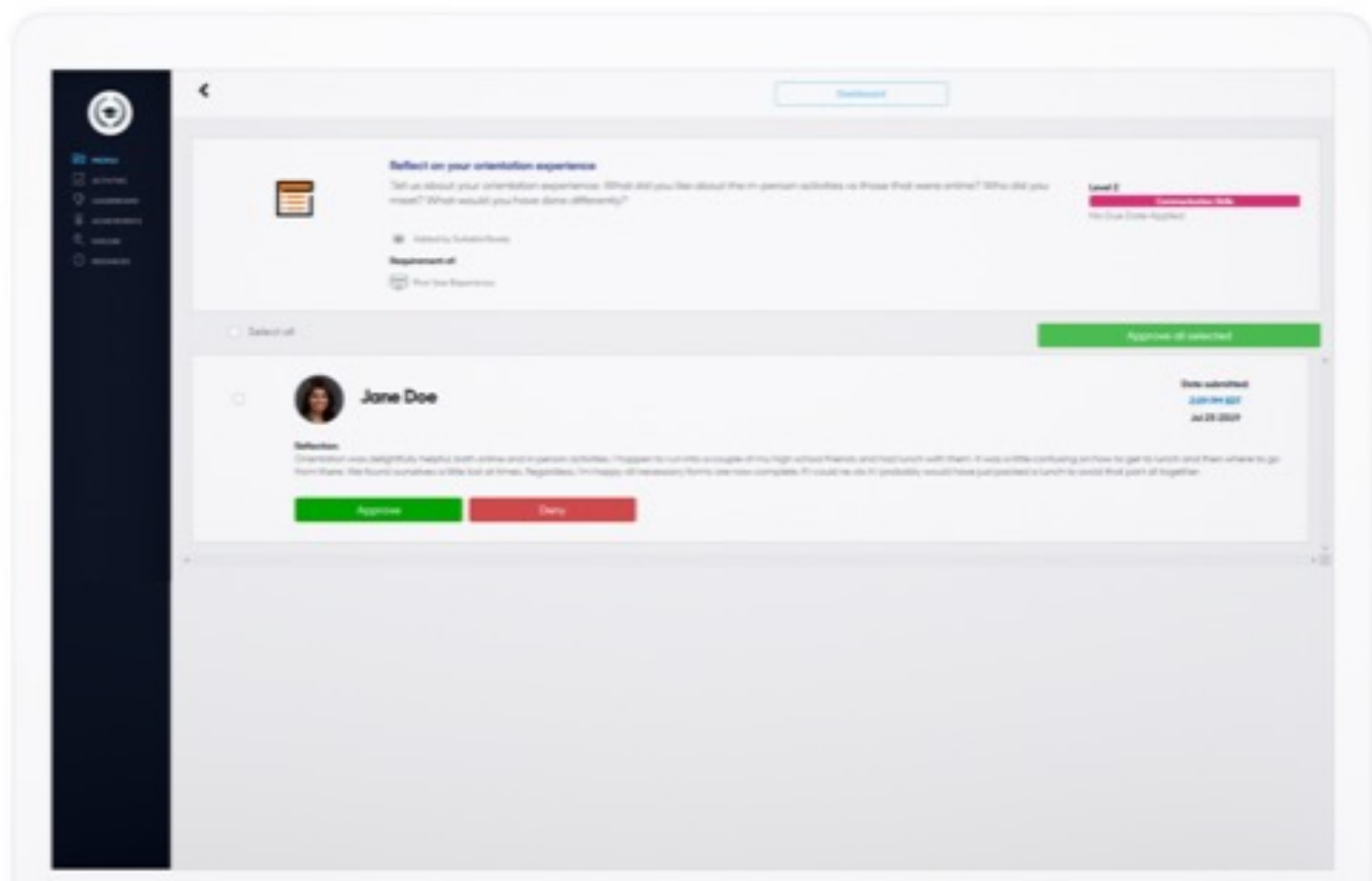
ePortfolio  
Submissions



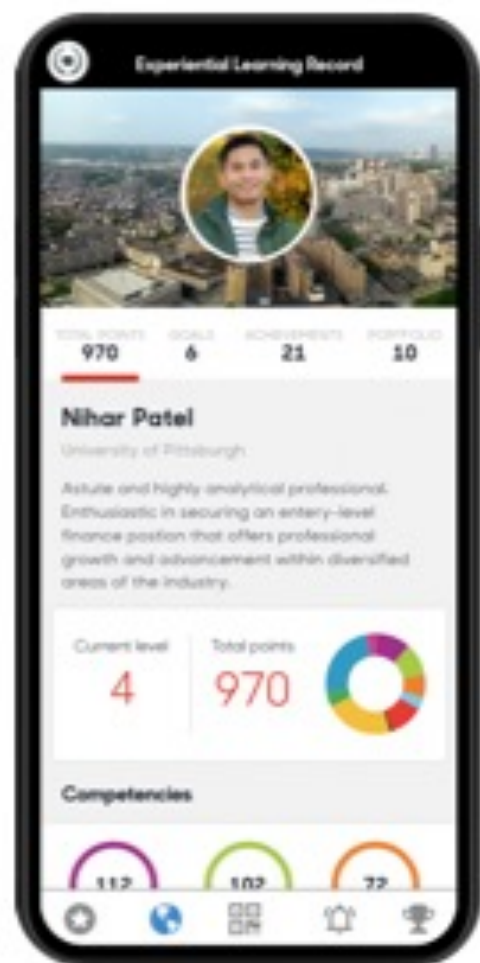
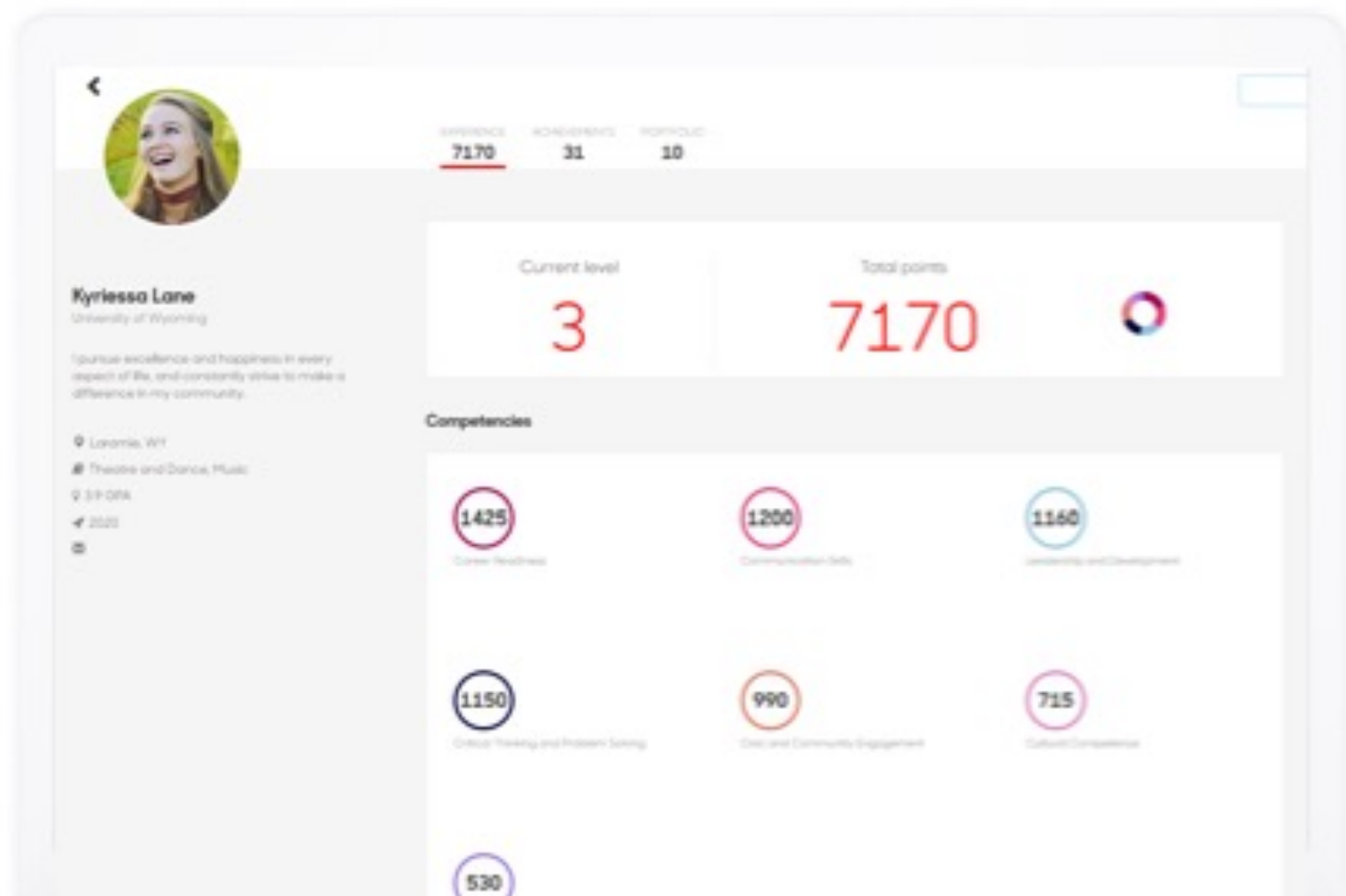
Structured Reflections,  
Assessments, & Surveys



# Streamlined experience approval/verification workflows



# A competency-based, comprehensive, Experiential Learning Record that articulates their development story



# Connected to an intuitive, fully-supported, ePortfolio

The screenshot displays a user profile for Kyrlessa Lane at the University of Wyoming. The profile includes a circular profile picture, a bio stating "I pursue excellence and happiness in every aspect of life, and constantly strive to make a difference in my community," and a list of interests: Laramie, WY; Theatre and Dance, Music; 3.9 GPA; and the year 2020. At the top right, three statistics are shown: 7170, 31, and 10. Below the profile, a section titled "10 Portfolio Items" displays a grid of six items. Each item features a thumbnail image, a title, a brief description, a "Level 2" indicator, and a category label such as "Research Experience" or "Coursework".

**7170**   **31**   **10**

**10 Portfolio Items**

**Kyrlessa Lane**  
University of Wyoming

I pursue excellence and happiness in every aspect of life, and constantly strive to make a difference in my community.

- Laramie, WY
- Theatre and Dance, Music
- 3.9 GPA
- 2020

**Apply for the INBRE, McNair, Science Int.**  
I am very excited to be applying to research...

**Apply for the INBRE, McNair, Science Int.**  
Here is my personal statement that was...

**Attend a UW club event or varsity sport.**  
Here's Basketball Game

**Be elected as an officer in a Recognize...**  
I am currently the vice president for ACCOR...

**Complete a professional internship, etc.**  
Last fall I completed the Dorsey College In...

**Get a student employment position in a...**  
Do not see if this qualifies as a job, but this...

# Modernize your communication channels

Get your message through to students effectively:

- Custom push notifications.
- Write and send directly from admin dashboard.
- Endless segmenting capabilities.
- Automated scheduling.
- Messages/nudges.
- Activity recommendations.
- Qualtrics forms, surveys, assessments, applications, etc.



# Leverage all your new program data to continuously improve

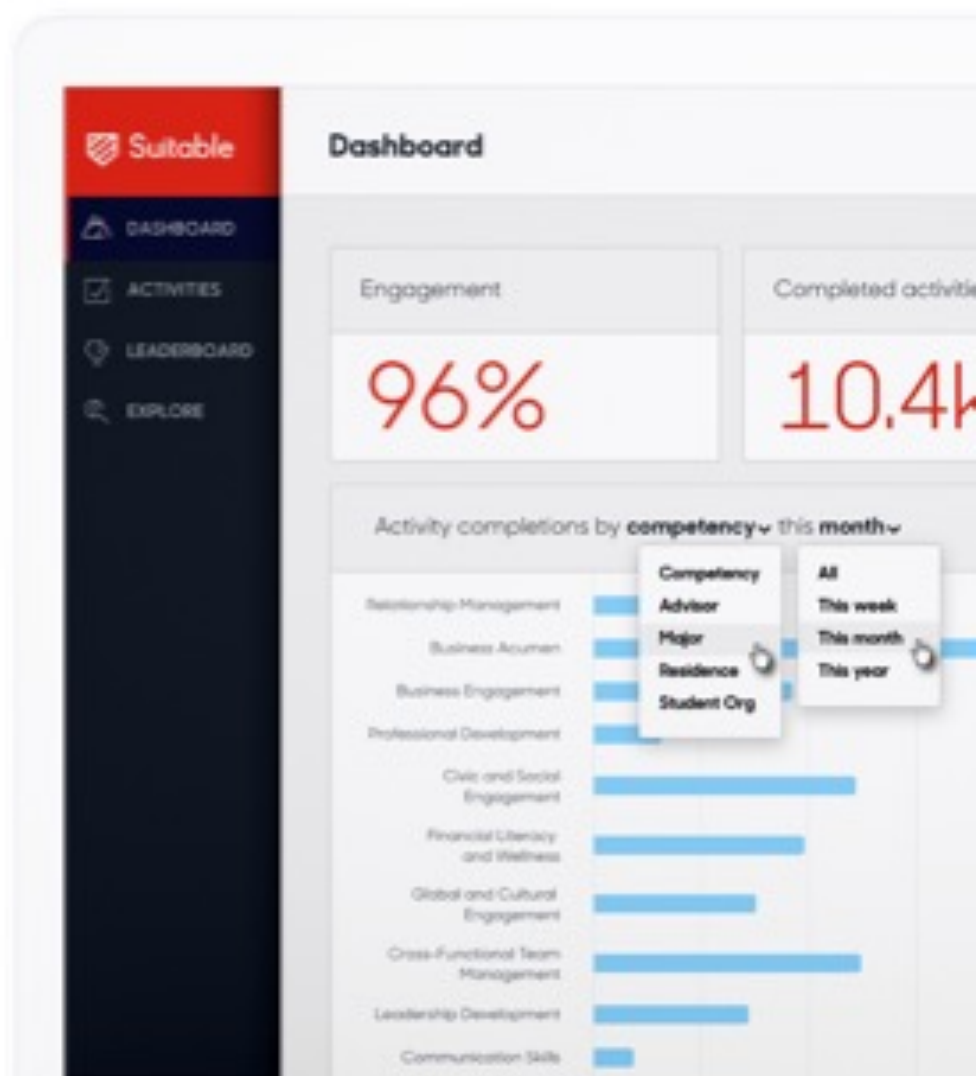
Understand what is working and make data informed decisions regarding long term improvements



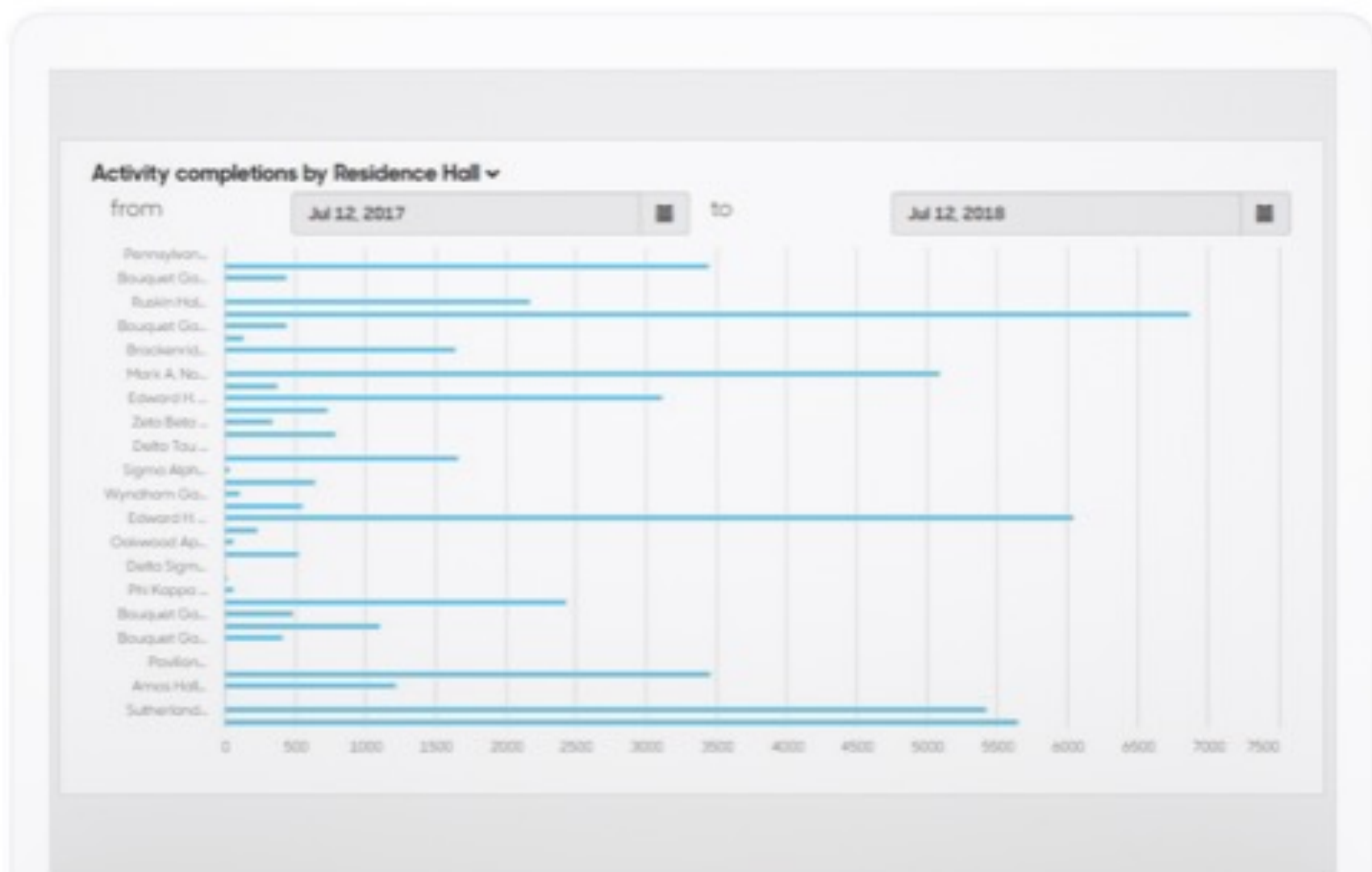


# Support decision making with our real-time reporting suite

- Identify factors that begin to predict mission critical outcomes such as freshman retention, time to graduation, career outcomes, and academic performance
- Illuminate programming gaps in various competencies and offerings.
- Triage engagement for intervention purposes (i.e. this major is disengaging)
- Access reporting capabilities for various levels of administration, from event managers to the provost.



# Triage engagement gaps across different student populations



# Implementation team devoted to your success

## Dedicated University Success Consultant

- Guide you through our 3-step process to successful launch and adoption.
- Coordinate all staff and admin trainings for life of the partnership.
- Ongoing review of program strategy, development, and improvement.

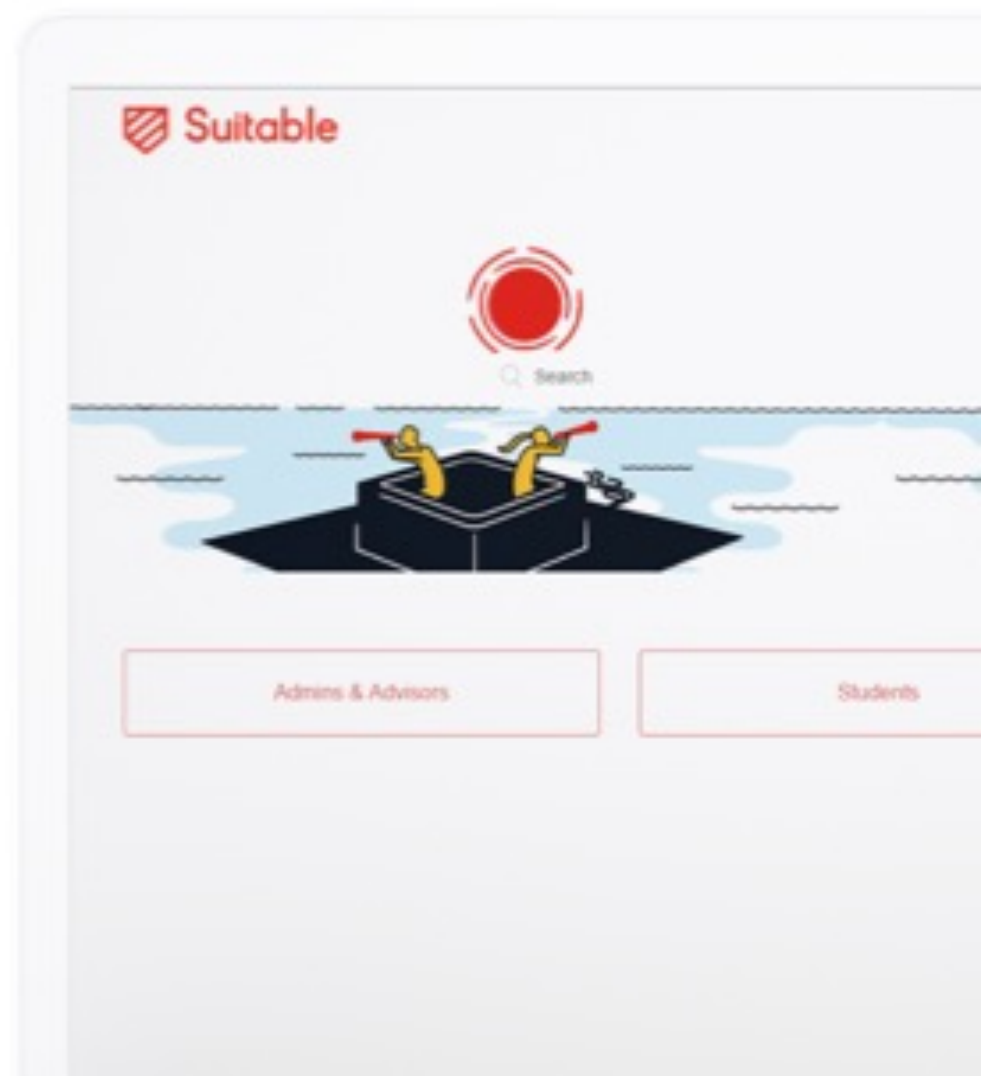
## Dedicated Integrations Specialist

- Set up critical path integrations and assess additional integration needs.
- Assist with all data migrations from existing platforms.
- Collaborate on custom reporting and data extraction/analysis needs.



# Our resources are available around the clock to serve you

- 24/7/365 access to our Suitable help center and support community.
- Detailed "how-to" guides and documentation on every feature.
- In-app chatting for troubleshooting problems in the moment.
- Email hotline at [support@suitable.co](mailto:support@suitable.co) for more detailed inquiries.
- Direct line to your Success Consultant.
- Invite to monthly Student Success Roundtables
- Invite to our annual user summit in July.



# Trusted by the nations top schools to deliver meaningful pathways



University of Missouri



THE UNIVERSITY OF ALABAMA





Questions?

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