

# Bridging the Gap with an App: Mindset Achievement Portfolio

March 24, 2022



# Meet Your Presenters



**Matt Seevers, PhD**

Associate Dean for  
Undergraduate Programs and  
Professor of Marketing



**Heather Doering, MA**

Assistant Director, Business  
Career Programs



**Caitlin Feldmann, MA**

Business Career Advisor

# Background on Creighton/Heider College of Business

- Located in Omaha, NE
- Founded in 1878, 1 of 27 Catholic, Jesuit colleges and universities in the USA
- 2021-22 enrollment of approximately 1150 undergraduates in the Heider College of Business with 65 full-time faculty members
- Hold AACSB accreditation for both Business and Accounting
- 99%+ career outcomes rate (first destination) for 8 of past 9 years

Flagship, 4-year Co-curricular Programs:

- Career Portfolio Program (required for all)
- Anna Tyler Waite Leadership Program
- Dean's Honor Roll for Social Responsibility



# New Heider Mindset Curriculum



*Rigorous thinkers*



*Who understand the world's context*



*Who work well with others*



*Who bring solutions and innovation to life*



*For good*



*Reflect, act, reflect*

# Introducing H-Map



# Before Suitable

## Student engagement:

- Visits to Freshmen Seminar courses
- Reliance on email communication
- Handshake events with card swipe check-in process (sometimes paper)

## Limitations from the Career Center's perspective:

- Many disparate curricular and co-curricular courses in Canvas for students to track
- Rigid, linear technology forces a one-size-fits all sequence of career activities on students pursuing various career goals and recruitment timelines
- Limited engagement tracking and reporting capabilities

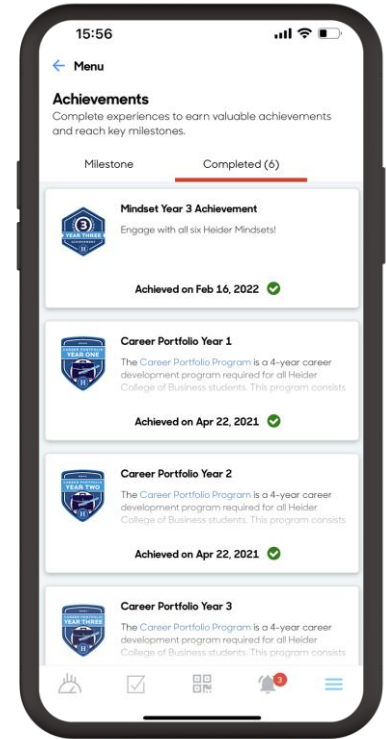


# We needed a mobile-first solution

The Dean of the Heider College of Business (HCB), Dr. Anthony Hendrickson, learned of Suitable in Summer 2018

Recognized the advantages of Suitable

- Cohesion between curricular and co-curricular learning
- Ability to create more flexible pathways to fulfill learning outcomes
- Mobile capability and ease of activity check-in through event codes
- More engaging (gamification, leaderboard, etc.)
- Portfolio to help students articulate career readiness skills



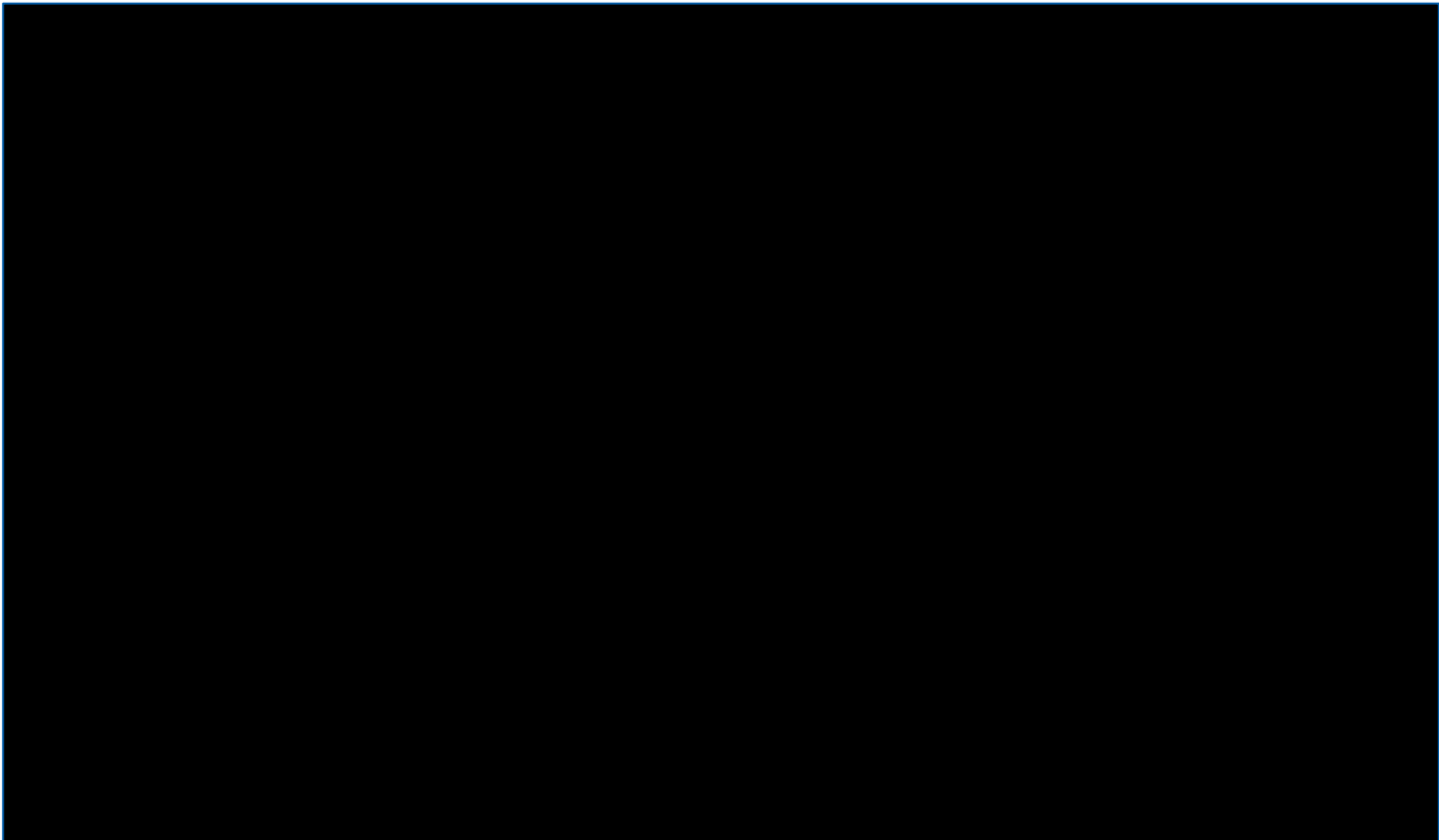
# The Heider Mindset Achievement Portfolio (H-Map)

The goal is for each Heider student to graduate with a strong understanding and practice of each Mindset

Additionally, the program provides strong data to help identify students at-risk (disengagement, mental health concerns, retention, etc.)


 <b>HEIDER MINDSET ACHIEVEMENT PORTFOLIO</b> Four Year Requirements					
	Fr.	So.	Jr.	Sr.	
<b>Program</b>	Heider Mindsets				
	Career Portfolio Program				
	Anna Tyler Waite Leadership Program				
	Dean's Honor Roll for the Service Mindset				





# The New H-MAP





**H-MAP**  
Heider  
Career Program

## CAREER PORTFOLIO PROGRAM

CLASS OF 2023 - SYLLABUS FALL 2022  
CREIGHTON UNIVERSITY HEIDER COLLEGE OF BUSINESS

Heider Teaching, MA  
Assistant Director, Business Career Program  
(605) 282-2246  
heider@creighton.edu
Quinn Heiderman, MA  
Business Career Advisor  
(605) 282-2690  
quinnh@creighton.edu

**John P. Farley Career Center - Heider Center**

**DESCRIPTION:**  
The Career Portfolio Program provides Heider College of Business students with an integrated and sequential career development process. This program consists of assessment, self-reflection, networking events with employers and business professionals, and career fairs to help students understand their professional, and transferable skills into the workplace.

The Career Portfolio Program is required for all Heider business students and must be completed before graduation. Students are ultimately responsible for their career success and future employment opportunities. Students are encouraged to take advantage of the Career Portfolio Program events as well as networking opportunities, internships to student clubs and associations, networking events, and any career advising offered through the Career Center.

**GOAL:**  
The ultimate goal of this program is to assist business students with identifying and implementing career goals. This program will provide the foundation for assessing skills, values, and career options. Students will gain a professional resume and enhance professional networking skills, having effective interviews, strategies concerning a successful job search or employment opportunities, and focusing on career management as a lifelong process.

**OBJECTIVES:**  
After completing the Career Portfolio Program, students will have:  


- Expanded awareness of individual skills, values, and interests
- Assessed Career Center resources and learned strategies to access in locating and identifying development goals throughout professional journey
- Developed a high-impact resume and online professional brand
- Gained an understanding of effective networking strategies and professional etiquette
- Increased confidence in effectively communicating with a potential employer or business professional
- Increased understanding of the various job search strategies and interview techniques
- Increased networking events and/or career fairs
- Practiced effective and effective job search strategies and interview techniques
- Improved comprehension of personal finance principles for the after-graduation

**PLATFORM:**  
Program information and completion will be monitored through the Heider MyCareer Active MyMAP program. Students have been pre-loaded to the Heider MyMAP site and will receive the MyMAP program. Students have been pre-loaded to the Heider MyMAP site and will receive the MyMAP program. Students have been pre-loaded to the Heider MyMAP site and will receive the MyMAP program.

### CAREER PORTFOLIO PROGRAM

CLASS OF 2023

**H-MAP BADGE ACHIEVEMENT:**  
The Career Portfolio Program is a REQUIRED program addressed through the Heider MyCareer Achievement Portfolio (MyMAP) platform. Activities and events with curricular and co-curricular level into the six integral MyCareer Business Badges are used to develop. Some activities within a badge may be optional, but all Career Portfolio Program Badges are required.



**REQUIRED EVENTS & ACTIVITIES**

Activity	Requirement	Timing
Exploration	Fall: Orientation Career Portfolio Program (RFP 105)	Spring: Fall Meeting with Career Advisor
Self-Development	Fall: Career Assessment (MyMAP) (RFP 105)	Spring: Professionalism and Leadership
Gain Experience	Fall: Creating a Writing Resume LinkedIn Profile (RFP 105)	Spring: Professionalism and Leadership
Transition to Professional Life	Fall: Career Fair at Heider Center (RFP 105)	Spring: Preparing for Senior Year (RFP 105)

**FLEXIBILITY WITHIN ASSIGNMENTS:**  
The Career Portfolio Program events to be as personalized to your unique career development timeline as possible. There are many events and activities that are relevant to your development outside of the program. For many requirements listed above, alternative options may be counted for completion.

**ATTENDANCE:**  
Prior to attend all required events or complete the main-up assignment. Required events, with the exception of a few, are offered multiple times. The Career Portfolio Program is NOT an accelerated course for missing class. Finally, are aware of the policy.


**Study Abroad?** Students who study abroad during the fall or spring semester are still responsible for completing all required events.

**Transfer Student?** Students who transfer into the Heider College of Business are responsible for completing all required events beginning the semester they officially enter the College, unless they transfer into the Heider College of Business as a non-transfer student.


**QUESTIONS? CONTACT YOUR BUSINESS CAREER ADVISORS!**

Heider MyMAP: (605) 282-2246 | Heider MyMAP: (605) 282-2246 | Heider MyMAP: (605) 282-2246

# The New H-MAP

 **Heider Mindset  
Achievement  
Portfolio  
(H-MAP)**

1-on-1 meeting with Career Advisor



 **CAREER PORTFOLIO PROGRAM**  
CLASS OF 2024

## Spring 2021 Calendar & Checklist

FEBRUARY					MARCH						
1	2	3	4	5	1	2	3	4	5		
8		9	10	11	12	8	9	10	11	12	
15	16		17	18		15	16	17	18		19
22	23	24	25	26	22	23	24	25	26		
					29	30	31				

APRIL					MAY					
			1	2	3	4	5	6	7	
5	6	7		8	9	10	11	12	13	14
	12	13	14	15	16		13	14		
19	20	21		22	23	COMPLETE				
26	27	28	29	30		<i>Happy Summer!</i>				

- 
- (any make up from Fall)
- 1-on-1 Meeting with a Career Advisor
- Professional Etiquette Dinner
- Networking Experience

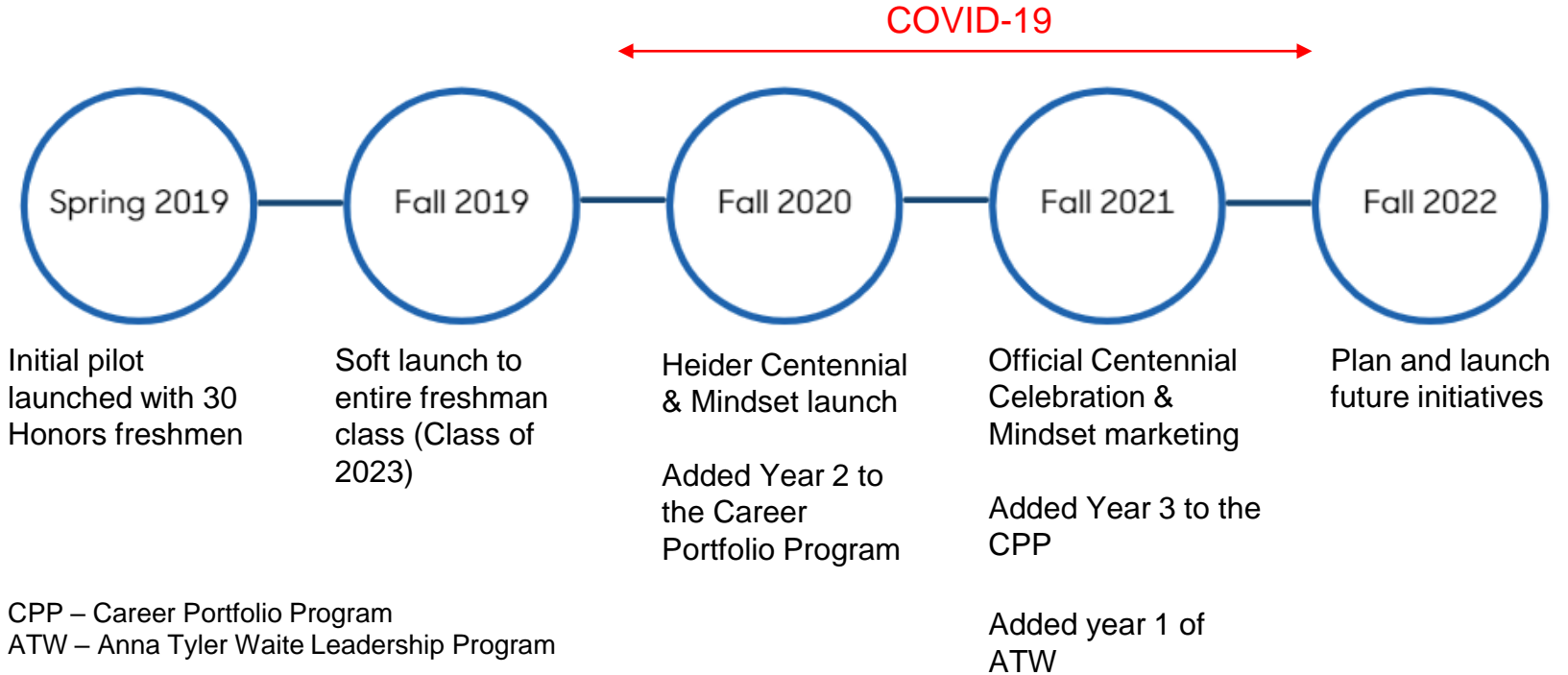
 = resume labs - open to freshmen to complete YR 2 resume assignment  
 = Spring 2021 Career Fair (virtual)    = Etiquette Dinners (TBD)

QUESTIONS? CONTACT YOUR BUSINESS CAREER ADVISORS!



ANNA TYLER WAITE  
**LEADERSHIP PROGRAM**

# Launch Plan



# Adopting, Promoting and Boosting H-Map

CLASS OF 2025



Valentina Guzman Jimenez



Roshan Raj




Dave Roberts

## Peer Advisors

ORIENTATION TO CAREER PORTFOLIO PROGRAM

CLASS OF 2025



## RSP 103: Orientation to Career Portfolio Program

HEATHER DOERING, M.A.  
ASSISTANT DIRECTOR, BUSINESS CAREER  
PROGRAMS

CAITLIN FELDMANN, M.A.  
BUSINESS CAREER ADVISOR



# Freshman Seminar Competition

Fall 2021 –  
Dr. Seevers’  
class WON!

Heider Mindset Achievement Portfolio (H-MAP) Leaderboard		
STUDENTS		GROUPS
All Time Levels Classes		
Rsp section	Type	
1	B - Charisse Williams	9,570
2	E - Eric Peterson	5,335
3	M - Colin O'Reilly	4,264
4	J - Alexei Michel Marcoux	2,980
5	G - Keith Allan Olson	2,517
6	D - Matthew Seevers	2,240
7	L - Andrew Gustafson	2,210

# What's Worked Well?



 **CONGRATS TO OUR FEBRUARY**  
*H-MAP drawing winners!*

Each month, three students from the class of 2024 will be selected to receive \$19 JayBuck! Winners are selected at random from the list of submissions and event check ins from the previous month.



**Joe Smith**  
Class of 2024



**Jane Olson**  
Class of 2024



**Evan Jones**  
Class of 2024

 **CAREER PORTFOLIO PROGRAM**  
CLASS OF 2023

### Year 2 Checklist

<b>Fall Semester:</b>	<b>Spring Semester:</b>
<input type="checkbox"/> (any missing assignments from the Year 1 Badge)	<input type="checkbox"/> Ace the Interview Preparation
<input type="checkbox"/> Creating a Winning Resume & LinkedIn Profile	<input type="checkbox"/> Practice Interview with an Employer
<input type="checkbox"/> Landing an Internship and Networking	

  
**COMPLETE**

\*\*All assignments subject to change. QUESTIONS? CONTACT YOUR BUSINESS CAREER ADVISORS!



# H-MAP Hype Team





# Engagement Highlights

- We've become more aware and focused on student engagement
- Admin processes have improved
- It's much easier to pull reports
- Access to real-time dashboard engagement metrics

82%

of students  
engaged in the  
last 12 months

10,700+

activities completed in the last  
12 months

# Activity Summary AY2020-2021

## Freshmen

- 248 students (92%) completed at least one activity
- 218 students (81%) completed at least two activities
- Average: 6 activities tracked per student

## Sophomores

- 189 students (59%) completed at least one activity
- 183 students (57%) completed at least two activities
- Average: 7 activities tracked per student



# Students Love It

## Student Quotes about the Heider Mindset Achievement Portfolio (H-Map)

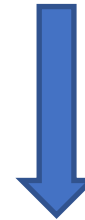
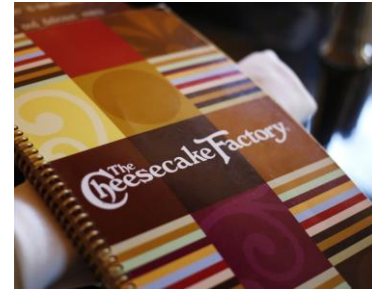
- *“It is very easy to follow as a website and gave me a good grasp on what I needed to do to be successful in the business world.”*
- *“Because students are ranked based on points you achieve, it motivated me to do more.”*
- *“I liked being able to scan the barcodes and see your own progress throughout the semester.”*
- *“It forces you to interact and stay engaged with activities throughout the year.”*

# Short Term Goals

War room overhaul for badge strategy

- Focus on cutting “cluttered” content and streamlining achievement and badge completion
- Badge Strategy = where do mindsets fit within the greater picture?
- Finalizing four-year budget & incentive structure

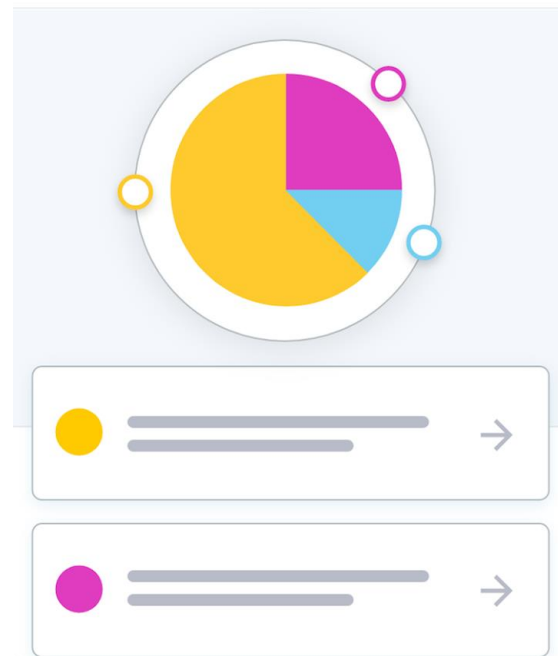
Finalize Single-Sign On and Data Feed



BURRITOS, TACOS & SALADS			
<b>BURRITO</b>	740-1210 cal	<b>CHICKEN</b>	180 cal \$7.15
<b>BOWL</b>	420-910 cal	<b>STEAK</b>	150 cal \$8.15
<b>3 TACOS</b>	390-1140 cal	<b>CARNITAS</b>	170 cal \$7.65
<b>SALAD</b>	420-900 cal	<b>BARBACOA</b>	210 cal \$8.15
		<b>SOFRITAS</b>	150 cal \$7.15
		<b>VEGIE</b>	230 cal \$7.15

# Retention Tool

- Pre-COVID, we knew lack of engagement with our Career Portfolio was predictive of an overall lack of engagement (i.e. - retention risk)
- Suitable has made it easy to collect and access meaningful engagement data
- Contributed to the Heider College of Business leading other colleges in retention the last two years



# Next Steps

Shift perception from Career Center focus to Heider College of Business ownership

Create strategic plan to incorporate all curricular/co-curricular activities

- Add final co-curricular program (Dean's Honor Roll for Social Responsibility)
- Sustainable process for adding activities, grading, incentives, etc.

Go "all in" on faculty adoption now that all 4 grade levels are on Suitable



# Long Term Vision

- Heider Mindsets embedded in the minds and vocabulary of students
- Suitable perceived by students/faculty/staff as integral tool to the Heider experience
- Ongoing data analysis workflow to influence engagement and retention strategies



# Key Takeaways

1. Vet the platform with major stakeholders to build support and gain buy-in prior to piloting.
2. Create a strategic plan early in the process.
3. Less is more (Cheesecake Factory vs. Chipotle menu).
4. When possible, use QR codes. Remove barriers for activity completion!





## Thank you! Questions?

**Matt Seevers, PhD**  
[matt.seevers@creighton.edu](mailto:matt.seevers@creighton.edu)

**Heather Doering, MA**  
[heatherdoering@creighton.edu](mailto:heatherdoering@creighton.edu)

**Caitlin Feldmann, MA**  
[caitlinfeldmann@creighton.edu](mailto:caitlinfeldmann@creighton.edu)

