Ensuring Student Professional Development Outside of the Classroom

November 16, 2021

PURDUE UNIVERSITY®
FORT WAYNE

Doermer School of Business

Presenters

"The PFW catchphrase is Student First. We work hard and have fun doing it for our students. We solve problems, we make things happen. We have high expectations and high levels of support."

Meg Underwood

Director of Professional Development and Outreach

Buck Jordan

Director of the Student Success Center

PURDUE UNIVERSITY. FORT WAYNE   Suitable

Purdue University, Fort Wayne

- ~5,900 at PFW, ~1,000 in Doermer

- 6 majors with average class size of 11 students

- Regional Metropolitan campus of Purdue University

- 51% of enrollment are First-generation students

- Located in Fort Wayne, IN

- Mascot: Don the Mastadon

Passport to Success

Our goal is to help students gain work and professional experience outside of the classroom that will give them an edge. We base our program on Three pillars of AACSB: Global, Strategic, and Innovative and the 8 NACE competencies.

Explore, Develop, Make progress in Career Plan

Engage with university and community

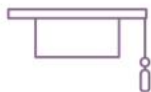Go above and beyond —class in not the only part of university life or becoming a lifelong learner

Track accomplishments

Passport to Success: Competency Selection

3 Pillars of the DSB Experience

Global
- Study abroad opportunities
- Professional communication workshops
- Business etiquette workshops
- Diversity programs & workshops

Strategic
- Career assessments & counseling
- Internships/co-op
- Financial planning workshop
- Mock interview
- Leadership roles in student orgs

Innovative
- Transition to Career Life Workshop
- Entrepreneurship opportunities
- Internships/relevant work experience

PASSPORT TO SUCCESS SUPPORTS THE THREE PILLARS OF THE DOERMER SCHOOL OF BUSINESS

The start of Passport to Success

Academic advisors designed it in 2010

- Needed students to have more meaningful experiences outside of the classroom

- Wanted students to gain earlier exposure to employers

- Thought it should be a graduation requirement

- Supports the strategic plan

EMPOWERING TRANSFORMATION
STRATEGIC PLAN 2020-25

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Suitable

Problems Before Suitable

Old process was SLOW

- Paper forms signed and collected – entered into Blackboard LMS gradebook

- Very clunky and a lot of manual labor and student confusion

- Biweekly newsletter, promotion of events or activities, some celebrations of success

- Disconnect between focus/goal of event and student participation

- Email collection, paper collection, general administrative headaches

PURDUE UNIVERSITY.
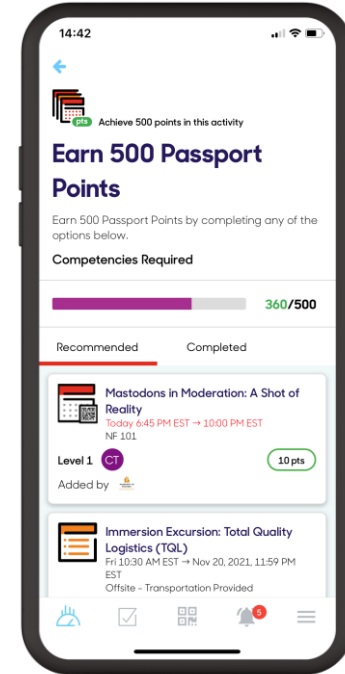**FORT WAYNE**

Doermer School of Business

PASSPORT TO SUCCESS

Factors That Went Into Choosing Suitable

1. Mobile app; one of my goals was to put the Passport on an app

2. Ease of use; the technology is very intuitive to navigate vs. other systems

3. Customer service; Suitable's support team are partners not just vendors

4. The Career Center also signed on

What changed?

Implemented on Suitable

- Blackboard is no longer an option for students

- Easier for students and admin to track student progress

- More streamlined experience approval process; less paper, less waiting

- Students can self-report and also contribute events for others

- Better alignment with career readiness

The Migration Process

Step 1	Step 2	Step 3	Step 4	Step 5
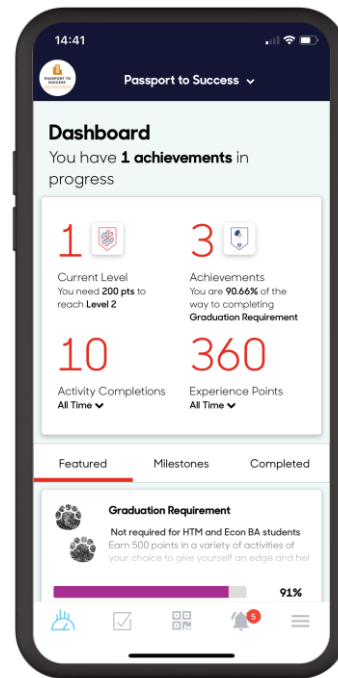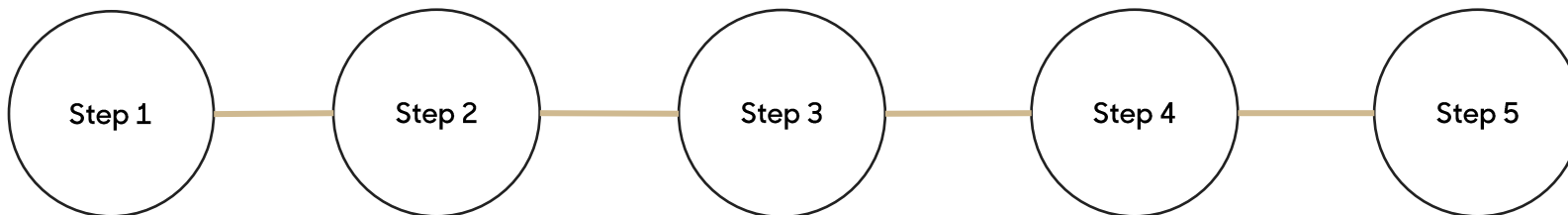
Dream of mobile app

Found Suitable – Career Center also utilizing them for their Endorsed initiative.

Reviewed current system

Mapped and matched level and competencies. I.E. – Attend Career Workshop is Level 1 Career Management, and Internship is Level 4 Professionalism.

Identified gaps & best practices

With Suitable we could see which competencies needed strong programming, also compared our program to what other schools are doing.

Matched old point system

Determined how the old points would convert to the new format in Suitable. New point system is out of 500.

Student data transfer

Migrated all data from Blackboard to Suitable and made sure students maintained their same percentages and progress.

# Leveraging Suitable's Built-in Assessment Rubric

This provides an intentional, consistent, framework for assessing experiences and Learning Outcome Achievement across each competency:

- Level 1 – Exposure

- Level 2 – Interaction

- Level 3 – Participation

- Level 4 – Expertise

- Level 5 – Mastery

| Activity	Competency	Level
Identify Target Employers and Reflect	Career Management	3 Engagement
Founders Spark Ignite, NIIC workshops, or other Entrepreneurial Org	Leadership	4 Expertise
Plan and Participate in Fundraising for Student Org	Critical Thinking/Problem Solving	3 Engagement
Use Career Assessment to Update LinkedIn About Me	Digital Technology	2 Participation
Obtain a Minor/Cert in Foreign Language or INTL Studies	Global/Intercultural fluency	4 Expertise
Create TedEx, Youtube, or Blog/Website on a Business-related or career management topic	Digital Technology	3 Engagement

The New Passport Program AKA Passport 2.0

- Trying to match PFW brand guidelines. Sam and Alana helped.

- Mixture of synchronous events and asynchronous tasks.

- A renewed pitch to students: Passport gives you personalized direction outside the classroom and helps you track accomplishments. When applying for internship/jobs the Scorecard can help you write a more robust resume and/or cover letter.
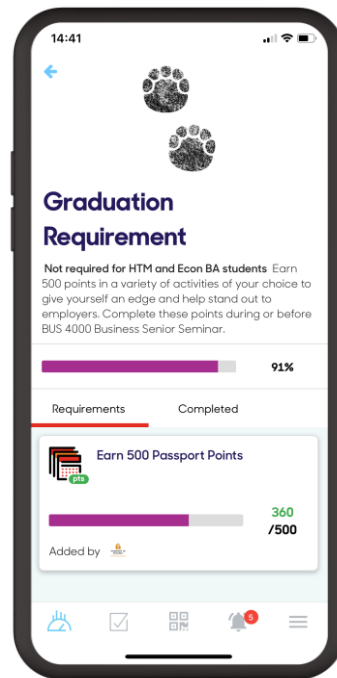
Launch Plan

- Videos, training sessions, LOTS of emails, individual conversations/presentations.

- Download the app for 10 points (read your email to get the QR code or attend a training session).

- Help students make a tailored plan for completion and match specific experiences to the student's interest/abilities.

- Leaderboard competitions – recognized at Senior Awards and will do monthly competitions, student org competitions to follow.
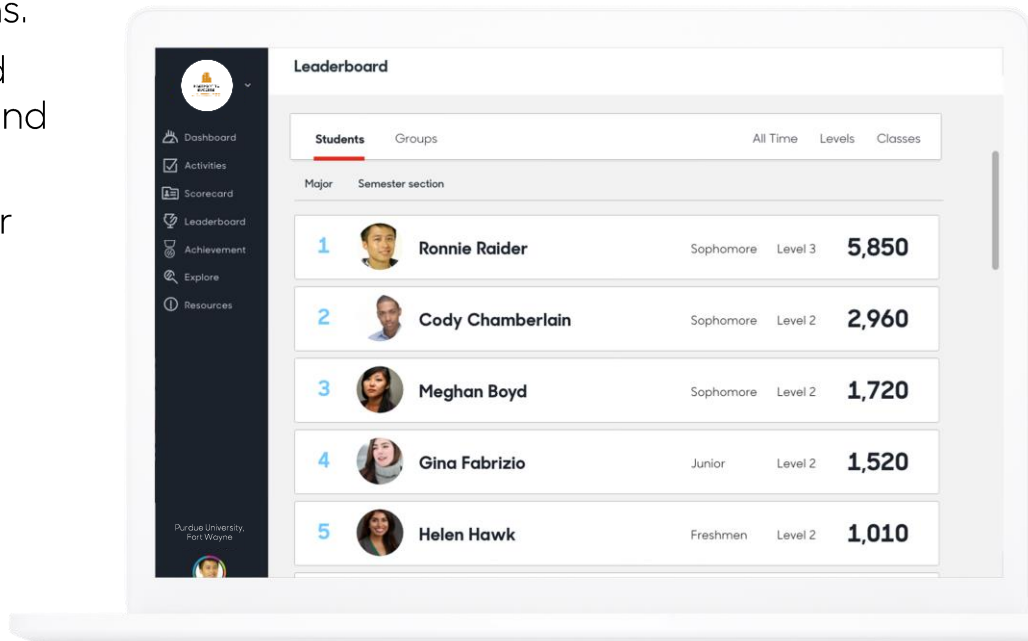
What's Worked

- Training at beginning of semester to help student put together a plan for completion.

- Using event codes for attendance (in-person and virtual).

- Using tasks to scale completions, save time, and feedback to students.

- Quick video tutorials have been helpful.
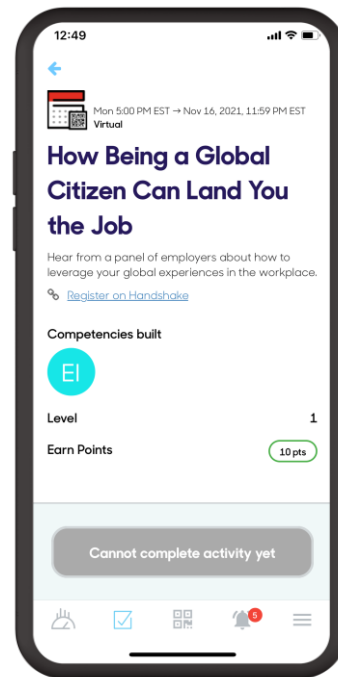
Antonio Menson

Students Love It

"I believe that Suitable is more helpful and useful than any other system that Purdue Fort Wayne has used before. It is easier to see upcoming events, to keep track of your passport points, and to get approval for events not correlated through Purdue Fort Wayne for passport points. I wish this system had been around all 4 years of my college experience because this makes for an easier, up-to-date, experience in order to reach the goal for passport points."

Jack Lang, Senior Business Management and Sales Certificate Student Athlete.

Short Term Goals (AY 2021–2022)

- Launch individual and/or group competitions (Ideas: by class standing to incentivize earlier engagement, student clubs, majors, monthly)

- Build an incentive structure (Ideas: swag, pizza parties, competency growth–based incentives, monthly themed badges)

- Develop a plan to integrate student orgs, train student orgs on how to request activities

- Train students to share their Scorecards on LinkedIn

- Department chairs are supportive – work on promoting faculty involvement

- Ensure roster feed is updated to capture accurate class standings and new business majors

Long Term Plans

- Continue improving incentive strategy with students
- Make rewards and requirements clear
- Implement Employer badges
- Collect and use Suitable data in AACSB accreditation, as well as in enrollment marketing

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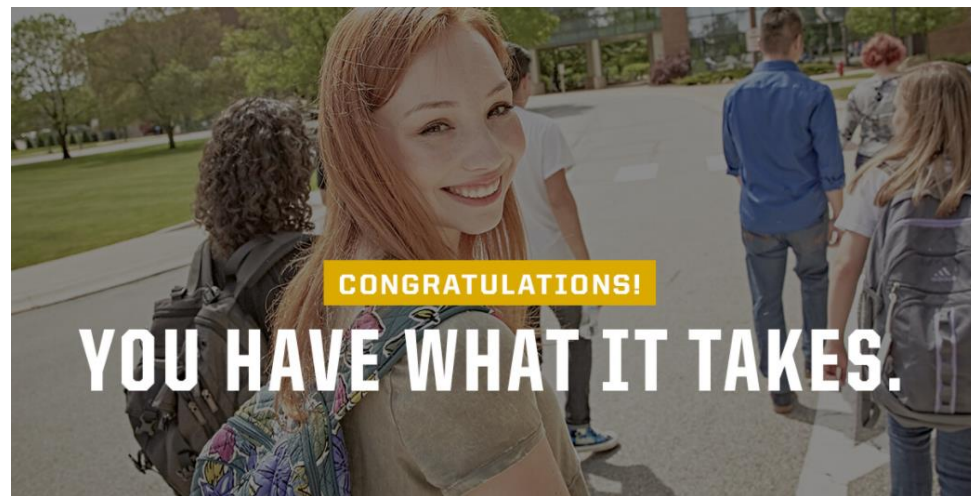
Key Takeaways

1. If you're going to make a change – Make big changes– Utilize Suitable to it's full potential. I.E., the leveling rubric.

2. Take time to assess what you want and what kind of student engagement you will you incentivize. What flexibility will you allow? What standards will you hold to?

3. Get all on board – buy in from leadership, faculty, and staff drive greater student participation!

4. Link to graduation with 0-1 credit courses

5. Use the Test Student role often to view how students will see it!

Thank you! Questions?

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