

The CareerBound Initiative at Purdue's Krannert School of Management: Scaffolding Career Readiness & Student Development

May 24, 2022



Meet Your Presenter

DBA, Trident University
Research: Gratitude as an Employee
Engagement Mechanism

Certified Chief Happiness Officer



US Navy Veteran (and an Army mom!)

Keynote Speaker, Mental Health &
Wellbeing Advocate, Author

Dr. Sarah Ratekin
Director, Undergraduate
Student Engagement, Purdue
University

Krannert School of Management at Purdue University

Undergraduates	Over 2,700
Mascot	The Boilermakers
Accreditation	AACSB
4-year Graduation Rate	74%
Number of Programs	10
Location	West Lafayette, Indiana



A Goal Of Transforming The Undergraduate Experience

- The vision began with the Dean of the Krannert School of Management, David Hummels.
- The Dean's vision was born from the idea that no one questions the value of a Purdue education – but students are struggling to see what THEY bring to Purdue.
- Goal: Let students be active partners in their own professional development.



Krannert School of Management

The CareerBound Initiative

Mission

Develop tomorrow's career-ready leaders *today* through access to world-class experiences, academic opportunities and support from the Krannert community.

Overview

- Gamified co-curricular approach
- Portfolio of personalized professional development
- Students compete for badges, points & prizes



The Core Competencies of Career Readiness

Career & Self Development
Communication
Critical Thinking
Equity & Inclusion
Leadership
Professionalism
Teamwork
Technology



What Did Student Engagement Look Like Before Suitable?

Student engagement was a significant challenge

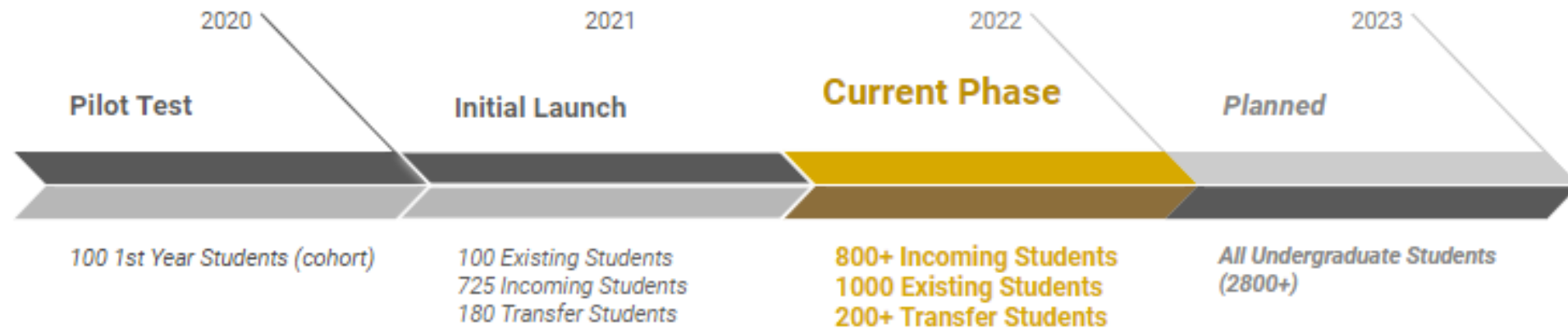
The team asked themselves: how do we give students the opportunity to engage in a way that is rewarding and fun?

No gamification or incentives



How The CareerBound Initiative Began

- CareerBound was built on Suitable to benchmark and measure students' proficiency.
- Gamify student engagement and make career readiness fun.
- The pilot program in 2020 gave the Dean the confidence that this could be done at scale.



CareerBound: Then & Now

100 students



selected for the pilot program

- Learning Community (*controlled*)
- Embedded in Required Career Readiness Class
- 304 Total Activities completed
 - Average: 4.6 Activities per student

1,005 students



Current Enrollment (2021-2022)

Undergraduate Cohort:

- 100 Existing Students (2nd Year)
 - 725 Incoming Students
 - 180 Transfer Students
- 2,015 Activities completed (last 12 months)
- 67% Completion of Skills Assessment

Why Suitable?

When the team found the Suitable platform, they were excited about:

- How easy the platform is to use and engage with
- The accessibility of the data
- How flexible the platform is and how personalized it can be
- The partnership (University Success)
- Badges as an incentive

The team learned from other institutions by watching Partner Testimonials.



Career Readiness: An Ongoing Journey

Embedding the skills and NACE core competencies into every level of the student experience.

CareerBound is helping students connect the dots between what they're hearing about career readiness and what they need to do to prepare for their futures.

Scaffolding career readiness.

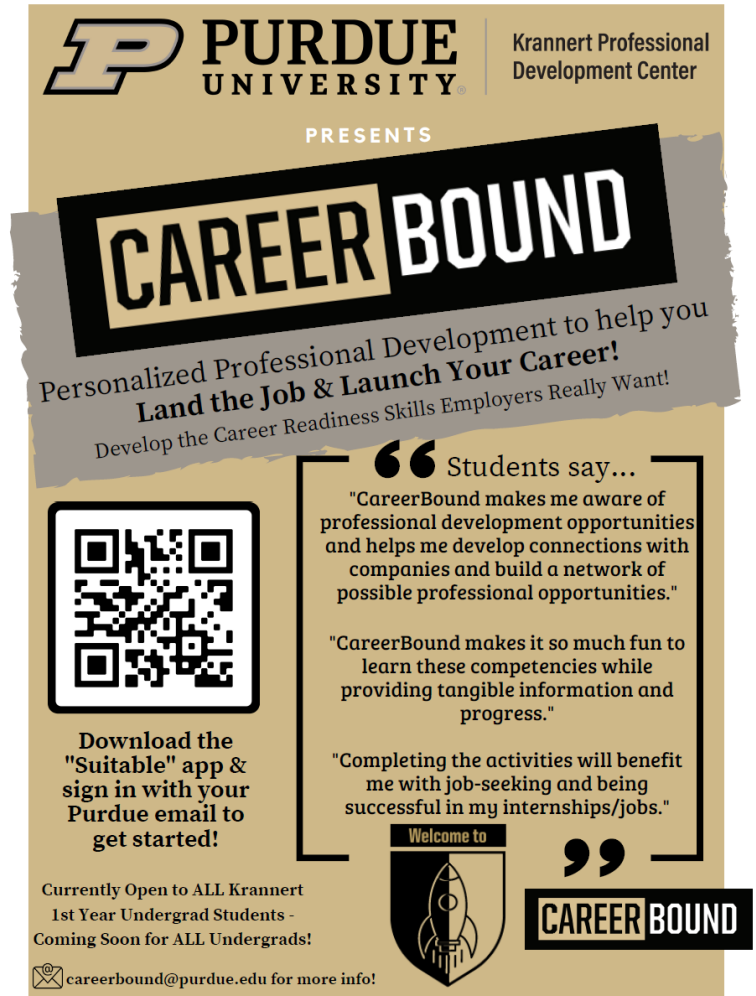



I AM
CAREER BOUND

LAND THE JOB

LAUNCH YOUR CAREER

 **PURDUE UNIVERSITY** | Krannert Professional Development Center




 **PURDUE UNIVERSITY** | Krannert Professional Development Center

PRESENTS

CAREER BOUND

Personalized Professional Development to help you
Land the Job & Launch Your Career!
Develop the Career Readiness Skills Employers Really Want!




Download the "Suitable" app & sign in with your Purdue email to get started!

Students say...


"CareerBound makes me aware of professional development opportunities and helps me develop connections with companies and build a network of possible professional opportunities."

"CareerBound makes it so much fun to learn these competencies while providing tangible information and progress."

"Completing the activities will benefit me with job-seeking and being successful in my internships/jobs."

Welcome to 

Currently Open to ALL Krannert 1st Year Undergrad Students - Coming Soon for ALL Undergrads!

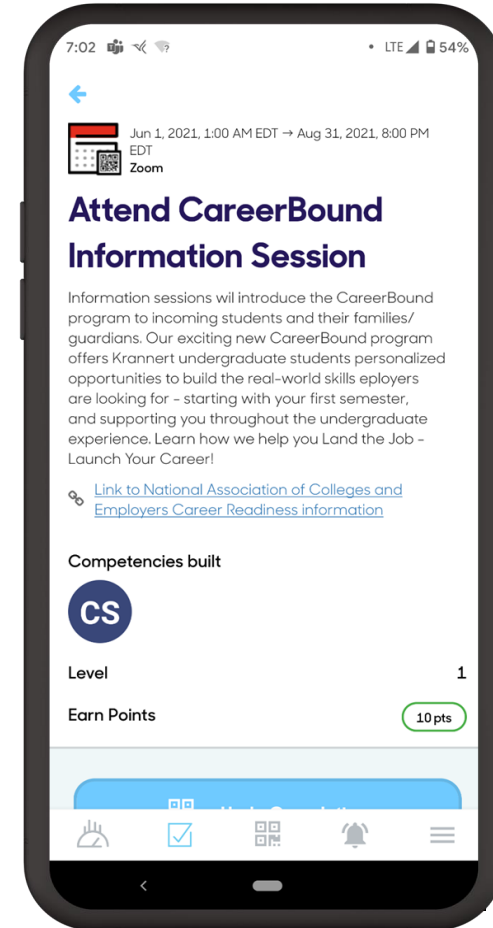
 careerbound@purdue.edu for more info!

CAREER BOUND

CareerBound Today

The CareerBound initiative on Suitable puts control in the students' hands in a way that is safe and visible. It hands the baton in a way that teaches students accountability and confidence.

The program is providing personalized professional development at scale in a highly efficient manner.



Introducing a CareerBound Module in Brightspace (LMS)

Benefits:









- Introduces the program early
- Introduces competencies
- Showcases values and emphasis to employers
- Familiarize students with Suitable
- Reward participation early
- Incentivize engagement

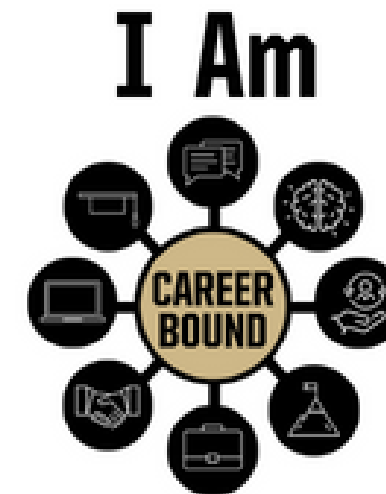


The screenshot shows the Brightspace LMS interface for a course named 'CareerBound' at Purdue University. The top navigation bar includes 'Course Home', 'Content', 'Classlist', 'Grades', 'Class Progress', 'Course Tools', and 'Help'. The user is identified as 'Sarah Ratekin as Learner'. The main content area is titled 'What is CareerBound?' and features a banner with the text 'Develop the Skills Employers Value. Land the Job - Launch Your Career!' and a central 'CAREER BOUND' logo. Below the banner, there is a section titled 'What is CareerBound?' with a 'Download' button and a progress indicator showing '0% 0 of 2 topics complete'. A sidebar on the left contains a 'Table of Contents' with items like 'Syllabus', 'Bookmarks', 'Course Schedule', 'Table of Contents', 'What is CareerBound?', 'Why is CareerBound important to me?', 'What are the Competencies?', 'The SkillSurvey Assessment', 'Downloading the Suitable App', and 'Next Steps'. A circular diagram on the right side of the page illustrates the 'CB' logo surrounded by various icons representing skills and competencies.



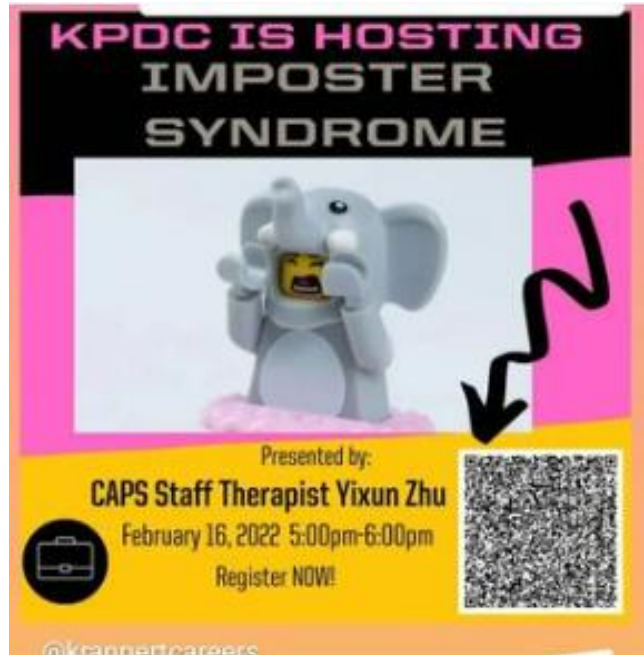
CareerBound & Curricula

Competency	Assignment
	Week 1 Quiz
	Career Readiness Competencies Pre-Assessment
	Week 2 Quiz
	Week 3 Quiz
	Resume & Calibration within Circuit
	Peer Review within Circuit
	LinkedIn Assignment
	Week 5 Quiz



Cultivating Resilience & Wellbeing

- Actively a component of the program, not an accidental outcome
- Promotes a sense of belonging, involvement and wellbeing



**KPOC IS HOSTING
IMPOSTER
SYNDROME**

Presented by:
CAPS Staff Therapist Yixun Zhu
February 16, 2022 5:00pm-6:00pm
Register NOW!

QR code for registration

@kannettecareers



Stress impacts your grades, your job search, AND your life!

Learn easy stress management techniques for both immediate and long term benefits.

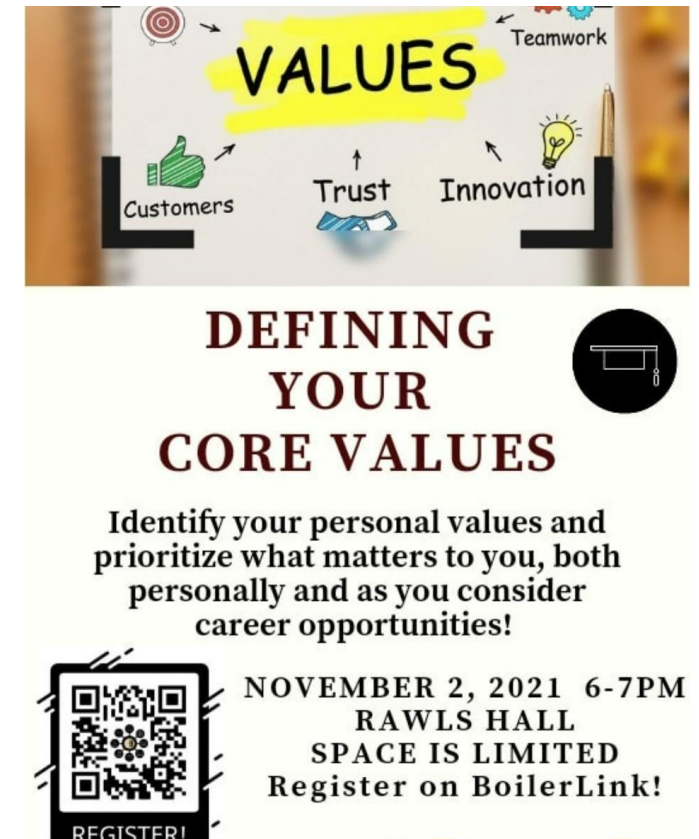
**END OF SEMESTER
STRESS TRIAGE
WORKSHOP!**

LINK IN BIO

DECEMBER 7, 2021
5-6 PM, KRAN G023
Space is limited -
Register on BoilerLink!

QR code for registration

Register Today!



VALUES

Customers, Trust, Innovation, Teamwork

**DEFINING
YOUR
CORE VALUES**

Identify your personal values and prioritize what matters to you, both personally and as you consider career opportunities!

NOVEMBER 2, 2021 6-7PM
RAWLS HALL
SPACE IS LIMITED
Register on BoilerLink!

QR code for registration

REGISTER!

Student Feedback



What started off as something my advisor wanted me to try and give feedback on, is now propelling me towards career success through an internship and engagement with the app. In ways that I could not imagine, Careerbound has enhanced my critical thinking skills, diversity, equity and inclusion awareness, technology prowess, and more! I am grateful to have something like Careerbound in my undergraduate journey because the professional world can be daunting and Careerbound makes it so much fun to learn these competencies while providing you tangible information and progress. I am so empowered by the Careerbound team as well as my fellow ambitious peers who I need to learn from. I am excited to see the value Careerbound brings to students and I bring to it :)

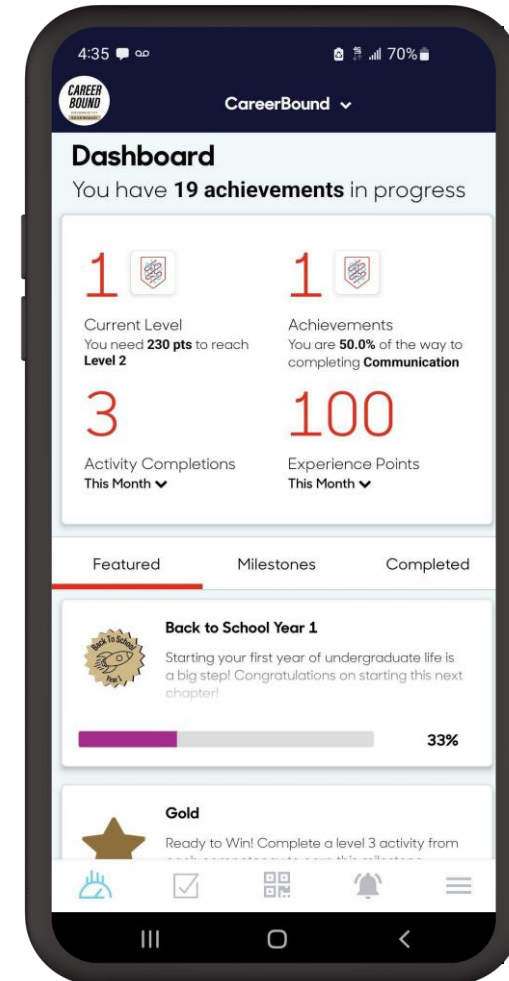


Through Career Bound I have found that there are a bevy of opportunities to strengthen my career readiness at Purdue. Career Bound helps facilitate this by putting different activities into the career competencies so you can directly see what competency you are strengthening when doing an activity. Overall, I feel much more prepared for my future endeavors thanks to Career Bound.

I got started in Career Bound because I found that many activities on the app, I had already done so it just got the ball rolling and made me want to continue to complete more activities and become more well-rounded in the career competencies. I chose to stay engaged enough to become #1 on the Leaderboard because I think completing the activities will benefit me in the future when it comes to job-seeking and being successful in my internship/jobs.

Short Term Plans

- Goal of 50% of students completing at least one badge every year
- Grow the current engagement rate of 67%
- Looking to launch 3 new badges each year within the Suitable platform
- Increase career coaching appts by 50%
- Collaborate with the new Honors program



Long Term Vision

1. Launch a student resilience team – incentivize participation – get students to give feedback
2. AACSB accreditation – connecting competencies to accreditation
3. Get in front of students in a way that speaks their language and matters to them
4. Use the data for recruiting purposes
5. Use retention data to identify at-risk students and intervene earlier
6. Identify earlier opportunities for career exploration, career readiness and career learning



Key Takeaways

- Key Stakeholder Engagement = **Success**
- Employer Connection = Success
- Experiment with new things and see what works
- Leverage the experts and learn from other institutions

- Voice of the students
- Meet your students where they're at
- Get creative!



Thank you!

Any Questions?

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