

From Pencils to Phones: A Journey into the Digital Age

June 8th, 2021



PennState
Smeal College
of Business



Introductions



Dr. Robert Novack
Sapphire Faculty Director & Professor



Dina Guthoff
Director of Academic Affairs



Evan Smith
Academic Adviser



Christine Novinskie Olbrich
Sapphire Program Coordinator



Syndney Asencio
Sapphire Overall



Vivian Ward
Sapphire Overall



Smeal at a glance

Enrollment:

- Frank P. 42' and Mary Jean Smeal College of Business
- 210,000 sqft LEED certified building
- ~5,500 UG Students
- Top 25 Ranked Business School
- 10 UG majors + Graduate and Ph.D. Programs

Location:

- State College, PA
- Home of the Nittany Lions

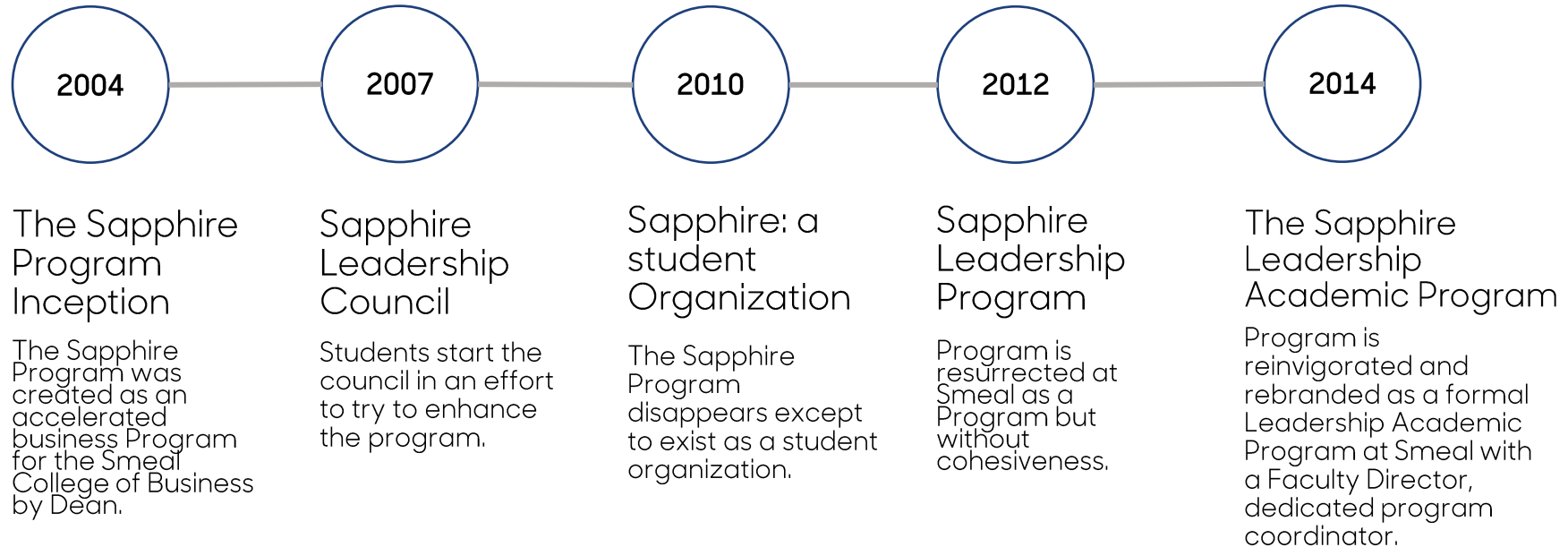


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Sapphire Timeline: The Evolution

The Sapphire Leadership Academic Program has had a varied history on the fringes of Smeal Culture until 2014 when it became a dedicated Leadership Academic Program.



Sapphire Today: 2021



Today the Sapphire Leadership Academic Program is designed for high achieving students who have been accepted into the Smeal College of Business at PSU University Park and would like to enhance their business school experience. By providing exclusive academic content, tailored leadership development, and sought-after professional events, the Sapphire Program aims to empower the business leaders of tomorrow.

Academics

Sapphire students have a 5-course sequence that they will take over their four years at Smeal in addition to maintaining a 3.5 or higher, cumulative grade point average (CGPA) each semester.

Leadership

Sapphire students receive Leadership assessment testing as first year students to help tailor the leadership development programming that their cohort will receive during their academic career. Additional testing is provided in the Junior year to further gauge their development.

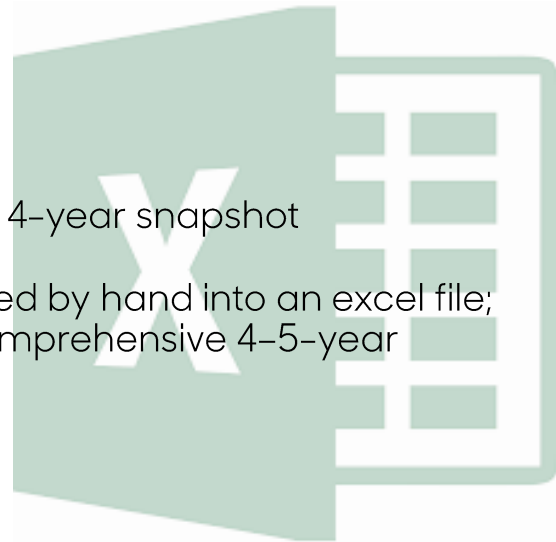
Community

Community is both the inter-cohort bonding of the students as well as what they give back too the college and area where they reside.



Life before Suitable

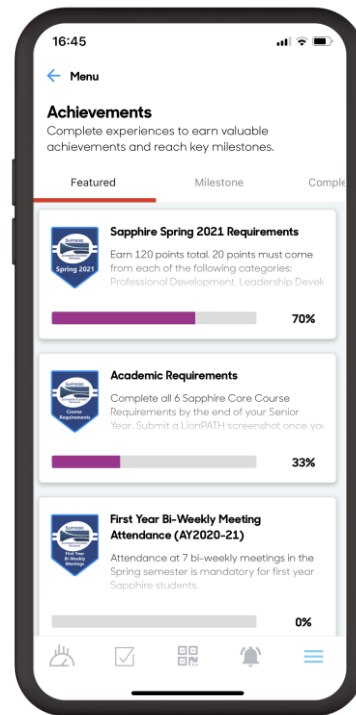
- Course work tracked, but data was not easily accessible in a 4-year snapshot
- Semester points tracked by individual submission, then entered by hand into an excel file; could have a semester snapshot for completion but not a comprehensive 4-5-year completion, i.e.,
 - Bi-weekly & General Business Meetings
 - Internships & Co-ops tracked per semester
- While categories needed to be completed for points, tracking was messy and incomplete
- Students were provided updates on progress monthly
- "Super" point earners for activities – by semester only not across college career



How does Suitable support Sapphire?

Today the Sapphire Leadership Academic Program is designed for high achieving students who have been accepted into the Smeal College of Business at PSU University Park and would like to enhance their business school experience.

By providing exclusive academic content, tailored leadership development, and sought-after professional events, the Sapphire Program aims to empower the business leaders of tomorrow.



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An intuitive rubric for the assessment of learning

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

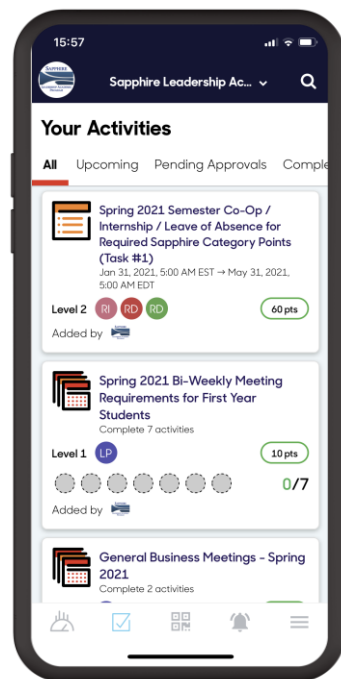
Level 1 – Exposure

Level 2 – Interaction

Level 3 – Participation

Level 4 – Expertise

Level 5 – Mastery



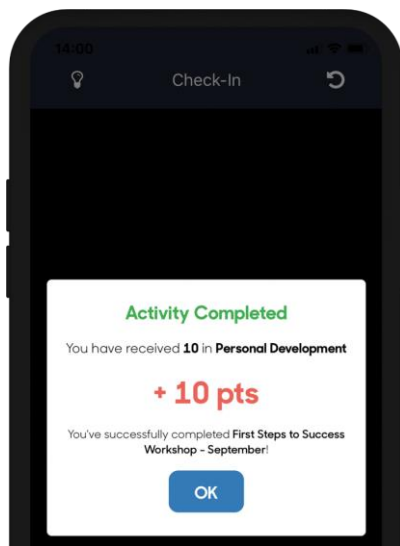
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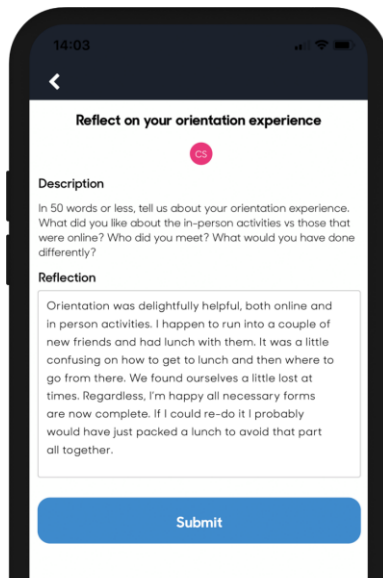
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How Students Complete Sapphire

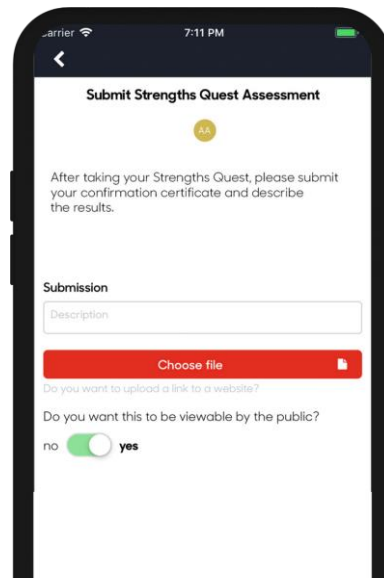
Remote &
Contactless Check-in



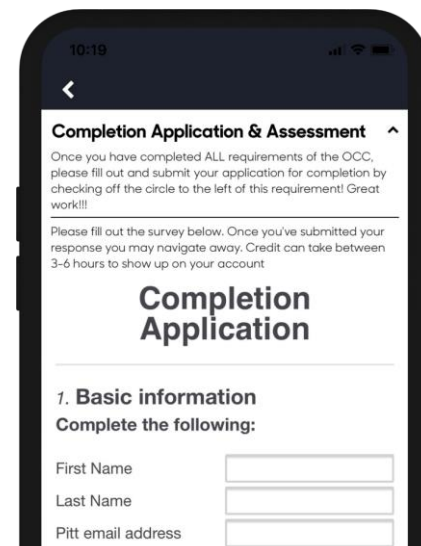
Self-guided
Reflections



ePortfolio
Submissions



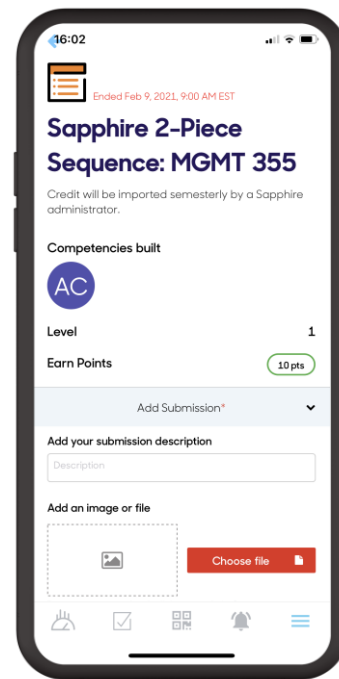
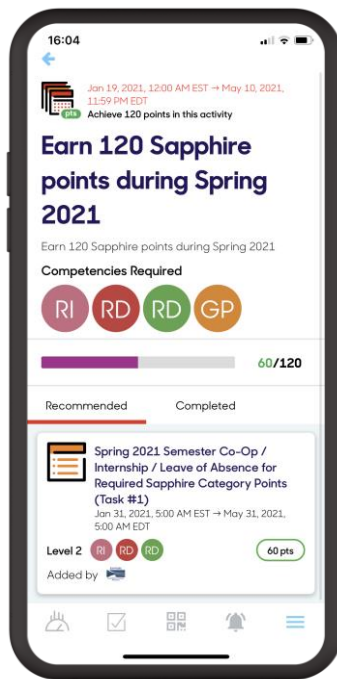
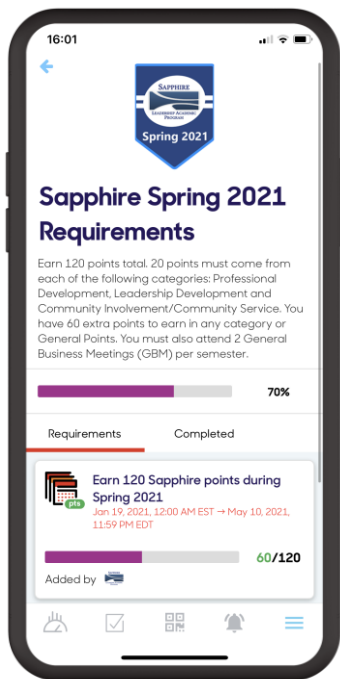
Structured Reflections,
Assessments, & Surveys



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With intuitive mobile dashboards for tracking progress



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Streamlined admin experience approval/verification workflows built to scale

The screenshot shows a web application interface for managing student submissions. On the left is a dark sidebar with navigation icons and labels: Profile, Dashboard, Activities, Approvals, Achievements, Leaderboard, Explore, Resources, and Platform Admin. At the bottom of the sidebar is the Penn State University logo and the text 'PENN STATE UNIVERSITY, SAPPHIRE LEADERSHIP ACADEMIC PROGRAM'. The main content area is titled 'General Professional Development Activity' and includes a description: 'Please provide the name of the General Professional Development Activity that you participated in, the date, length of time for the event and a few sentences describing the event. Upload a screen shot or picture of your participation in the event.' It also shows 'Level 1' with '10 pts' and a submission window from 'Feb 1, 2021, 6:00 AM EST' to 'May 10, 2021, 11:00 PM EDT'. Below this is a search bar with the placeholder 'Search completions by student details (name, username, ID, etc.)' and a 'Search' button. There are also dropdowns for 'Class standings' and 'Student data filters'. A green button 'Approve all selected' is visible. The main entry for 'Jane Appleseed' is shown, including her profile picture, name, role 'Junior', and 'Last login: Apr 15, 2021'. A 'Date submitted' of '7:39 PM EDT Apr 14 2021' is also present. Below the student name is a 'View submission' link and a 'Reflection' section with text: 'Upcoming Internship - Spencer Stuart Summer Analyst Internship Accepted an offer with Spencer Stuart, a leading global executive search and leadership consulting firm, as a summer analyst (June - August 2021). After completing 4 rounds of interviews, I received and accepted an offer from Spencer Stuart. The office will be located in San Francisco but the internship program will likely be delivered remotely. Having completed several Sapphire courses focusing on leadership principles in the real world, I am incredibly excited to transfer my knowledge gained from the classroom to my professional career. I look forward to meeting countless executives and professionals all around the world, hopefully expanding my professional network in the process!'. At the bottom of the entry are three buttons: 'Approve', 'Approve with feedback', and 'Deny'. A red 'Help' button is located at the bottom right of the interface.



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Shareable Experiential Learning Records for students

Sapphire ▾

Scorecard

CLASS STANDING
Junior

EXPECTED GRADUATION
Spring 2022

MAJOR
Finance

EXPERIENCE
5,850

Lenny Lion
Pennsylvania State University
Astute and highly analytical professional. Enthusiastic in securing an entry-level finance. More

Achievements

- Spring 2021
- First Year Business Meeting
- Course Requirements

Current level	Total Experience	Portfolio Items
3	5,850	10

HELP
FEEDBACK

Your Scorecard

Lenny Lion
Pennsylvania State University
Smeal College of Business
Astute and highly analytical professional. Enthusiastic in securing an entry-level finance position that offers professional growth and advancement within diversified areas of the industry.

- State College, PA
- Finance
- 2022
- Enactus

EXPERIENCE **5,850** | **PORTFOLIO** **10**

Achievements

- Spring 2021
- First Year Business Meeting
- Course Requirements

Progress

Current level	Completions	Total Experience
3	61	5,850

Achievements	Portfolio Items	Reflections	Service Hours
14	10	21	26

Competencies

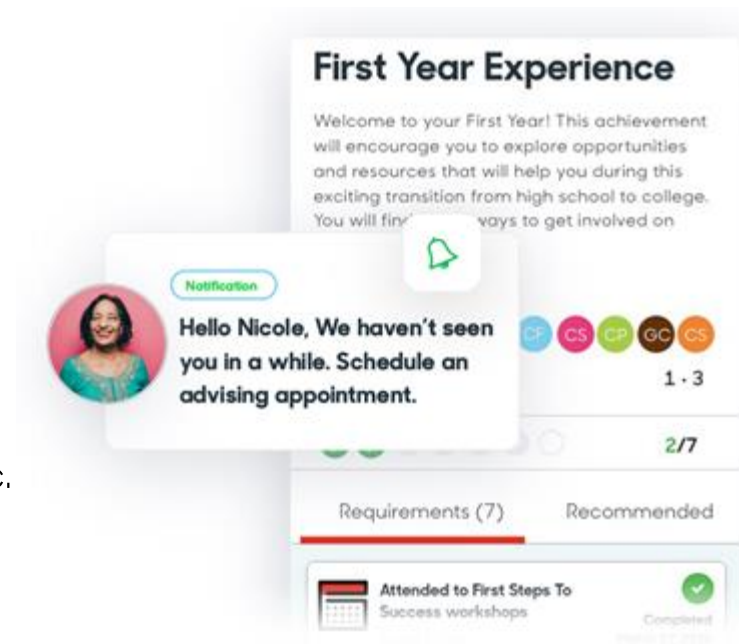
- 512 Lit 3 Leadership Development
- 198 Lit 4 Career Exploration
- 322 Lit 4 Civic Engagement

Download Record

Modern, mobile, and more effective communication

Get your message through to more students:

- Custom interventions and nudges to students
- Endless segmenting capabilities
- Automated scheduling
- Activity recommendations
- Forms, surveys, assessments, applications, etc.



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Moving to Suitable

- Easily migrated all student data
- Ease of attendance with QR codes
- Students can see points totals in real time
- Can track data more easily over 4 years
- Able to see patterns to better refine programming
 - ex. Do actuaries all get points in the beginning of semester and marketing all get theirs at the end?



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Student adoption and feedback

- By students and admins
- Initial transition had some rough patches – getting students to understand set-up of how we translated current system to electronic system
- Overall feedback very positive
- Students like portable nature of it and the real time points tracking

99%

of student utilized Suitable

93%

of students retained



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Outcomes so far

- Able to see patterns of behavior from the data
 - Seniors and Sophomores earned more points in General
 - Juniors earned the most points in Leadership and General
 - Freshman earned the most points in Professional development
- Almost 45% of students completed more points than the requirement for the semester (average of 43% more points earned)
- Able to track the low performers in real time and provide encouragement and feedback
- More “proof” if we are removing a student for not completing their requirements



Plans for the future

Short term

- Use push notifications for events
- Fully migrate coursework progress
- Continue tracking meetings and requirements
- Integrate Qualtrics surveys – senior survey & cohort end-of-semester feedback

Long term

- Evaluate program activities and where students are choosing to get their points
- Evaluate when activities are offered
- Is there a better time for certain activities to promote attendance and engagement?
- Leverage the available data for better tracking of trends and engagement by cohort
- Offer “rewards” for high achievers over course of college career



Thank you! Questions?

Dina Guthoff

dag8@psu.edu

Christine Novinskie Olbrich

cxn108@psu.edu

Evan Smith

ebs5017@psu.edu

Angela Visco

angela@suitable.co

