Extending Community Impact: How Organizations Use Digital Credentials to Give Back

#badgesforgood
Today’s panel

Jenna Scott
Park University

Patricia Bagsby
Saint Louis University

Ben Smyth
Saint Louis University

Susan Manning
Credly
It’s been a rough couple of years
Some good news!

- We’re still giving
  - Americans gave $471.44 billion in 2020. This reflects a 5.1% increase from 2019
- We’re still volunteering
  - One in four Americans volunteers
- Digital Credentials are growing
  - And there are great uses
How can digital credential programs give back?

- Assist under-represented populations, giving access to skills development
- Recognize (and legitimize) service and qualities in addition to technical skills
- Serve as a vehicle for lifting up an organization or a cause and showcasing important initiatives
There are good people in our network
Park University’s Vision and Core Values

- Park University will meet learners’ needs for a lifetime.
- We expect ACCOUNTABILITY for our actions at all levels, to each other and to Park University.
- We treat all with CIVILITY and RESPECT while being open and honest in our communication.
- We seek EXCELLENCE in all we do, with passionate learning as our highest priority.
- We celebrate GLOBAL CITIZENSHIP through our connected learning and working environment, liberal arts education and community stewardship.
- We embrace INCLUSIVITY that fosters diversity, teamwork and collaboration.
- We act with INTEGRITY through honesty, efficiency and reliability.
The why

Why - Your Purpose
What is your cause? What do you believe?

How - Your Process
Specific actions taken to realise your Why.

What - Your Process
The Gap

- Competition from other employers: 43%
- Candidates do not have the needed work experience: 36%
- Candidates do not have the right technical skills: 35%
- Low number of applicants or lack of interest in the organization: 33%
- Salaries and benefits are not competitive for the market: 32%
- Candidates do not have the right workplace (soft) skills: 30%

*SHRM 2019 State of the Workplace
The skills gap isn’t going away or fixing itself—over 50% of respondents feel that skills shortages have worsened or greatly worsened in their organizations in the last two years. Less than 10% of respondents report skills shortage improvements.

**TOP 3 MISSING SOFT SKILLS**

- Problem Solving, Critical Thinking, Innovation and Creativity: 37%
- Ability to Deal with Complexity and Ambiguity: 32%
- Communication: 31%

*SHRM 2019 State of the Workplace*
How the gap became a cliff

- Education – Age and stage appropriate
  - “What I wish I would have learned”
- Global Pandemic
  - Access/ Technology
  - Event cancelations
  - Internships
- Working trends for Gen z and below
Not soft, HUMAN

- Teamwork
- Communication skills
- Adaptability
- Problem solving skills
- Creativity
- Work ethic
- Interpersonal skills
- Time Management
- Leadership
How badges make a difference

Lenexa Leadership Foundations 2021

NAIA Stronger Together Leadership Development

ParkU Leads
How badges make a difference
Patricia Bagsby and
Ben Smyth
Saint Louis University
Chaifetz School of Business
What is
Mission Meets the Market Digital Badges provide Chaifetz School students the opportunity to earn micro-credentials to recognize their unique skills…
And a chance to give back.

- Personal development
- Portion of revenue goes to community outreach – chosen by our Dean’s Student Advisory Board
- Select badges have a Community Earner component
Why Chaifetz School of Business Digital Badges?
- Aligned with our University
- Aligned with our School
- Meeting AACSB standards
Mission Meets the Market
DIGITAL BADGES

TRANFORMATIVE SERVICE
Demonstrate a commitment to service and the greater good of the community.
Badge earners engage in direct service and reflect on forms of social injustice while seeking meaningful business solutions to those issues. Badge earners:
- demonstrate effective listening;
- engage in collaborative work for the betterment of society; and
- practice critical thinking skills.

ETHICAL LEADERSHIP
Articulate the characteristics of ethical leadership and understand the importance of distinguishing yourself as an ethical leader.
Badge earners learn about ethics in theory and practice. Through examples of ethical challenges in business, earners understand the importance and benefits of developing an ethical workplace culture. Earners demonstrate enhanced leadership skills with a grounding in integrity and service.

BUSINESS SUCCESS MENTOR
Engage in a semester-long program as a mentor for a new venture launch, supporting a peer from an underserved population.
Earners guide a peer mentee through the steps of launching a new business while demonstrating service leadership. They mentor through the lens of respectful accountability and provide coaching related to entrepreneurship and career skills.
Thank you!