



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

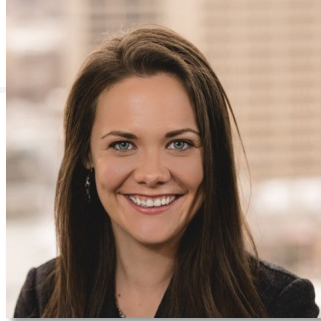
#badgesforgood



# 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



# Jenna Scott

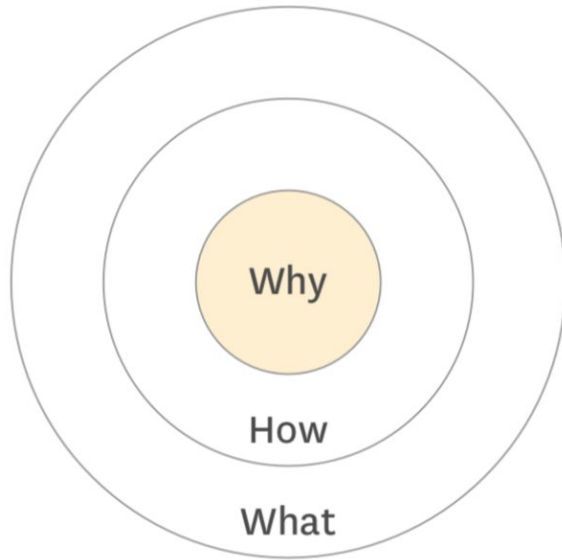
Park University

# 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?*

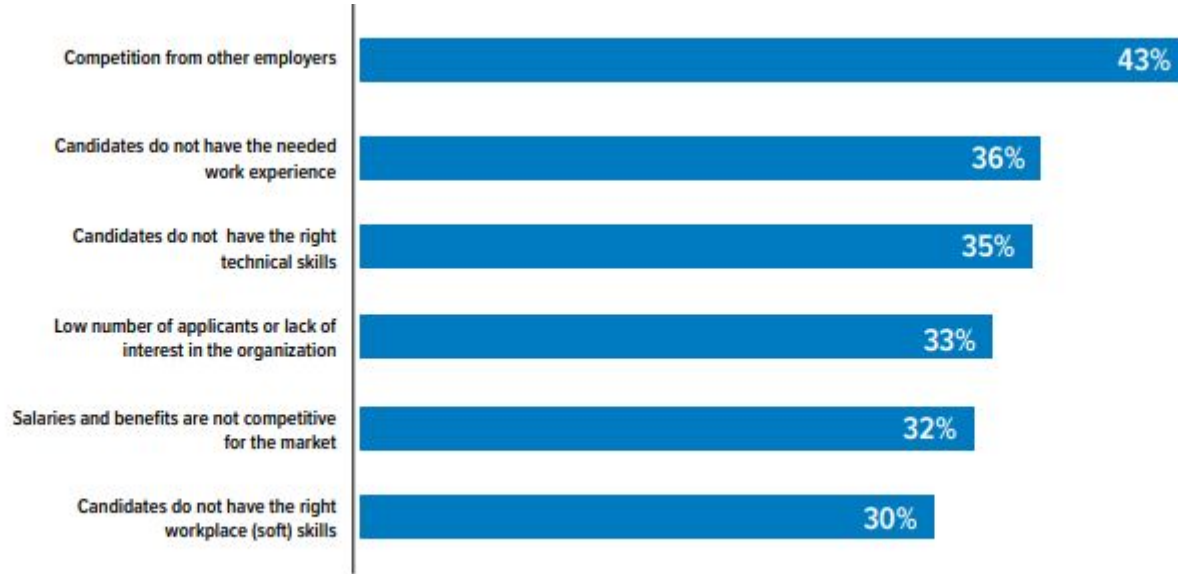
## How - Your Process

*Specific actions taken to realise your Why.*

## What - Your Process

*What do you do? The result of Why. Proof.*

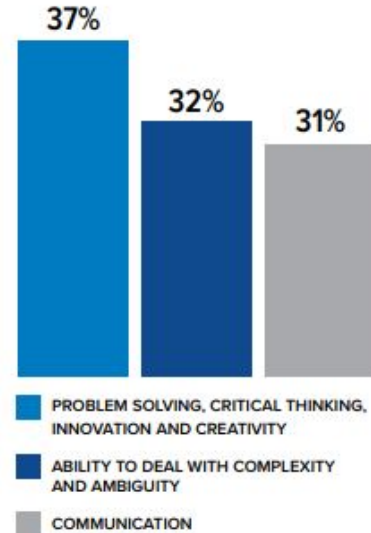
# The Gap



# The Gap

**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



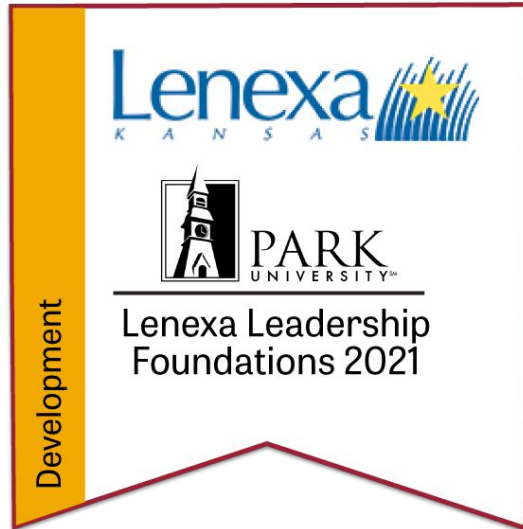
# How the gap became a cliff

- 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



# 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**



*Mission Meets the Market*

# DIGITAL BADGES

**Mission Meets the Market Digital Badges provide Chaifetz School students the opportunity to earn micro-credentials to recognize their unique skills...**



*Mission Meets the Market*

## **DIGITAL BADGES**

**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**



*Mission Meets the Market*

# DIGITAL BADGES

## Why Chaifetz School of Business Digital Badges?

- Aligned with our University
- Aligned with our School
- Meeting AACSB standards



# Mission Meets the Market

## DIGITAL BADGES



### TRANSFORMATIVE 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.



**CHAIFETZ**  
SCHOOL OF BUSINESS  
SAINT LOUIS UNIVERSITY





Thank you!

