Croí: Widening the reach of a digital tool for core and responsible student behaviour development

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Many of the issues confronting us in the landscape of sustainability are those that feel more personal than professional, for example, your connection to nature, your politics as a citizen, or your willingness to put your personal resources toward ecological sustainability.

(Thorpe 2007, p195)
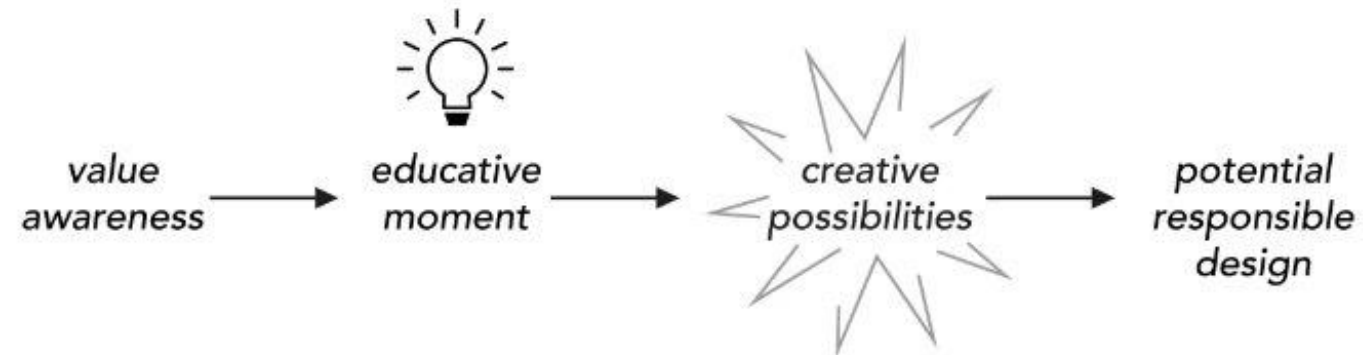
Sustainable Development Goals
A global agenda to address pressing social, economic, and environmental challenges

Inner Development Goals
Cognitive, emotional and relational capacities that enable collective action on challenges

(IDG, 2025)

what role do 'values' & 'goals' play?

values – individual, varied, situational, goal-orientated, socially related

values → influence → beliefs & principles → intrinsically / motivate → creative & responsible behaviour

value awareness → educative moment → creative possibilities → potential responsible design

goals are "situational contexts" that encourage value activation

(Lettis, 2022)

work to be unconventional. I am hugely intrigued by other countries and how art varies in cultures and hope to travel around the world to see all these different styles. I want to incorporate these styles into my own work. For this I will use
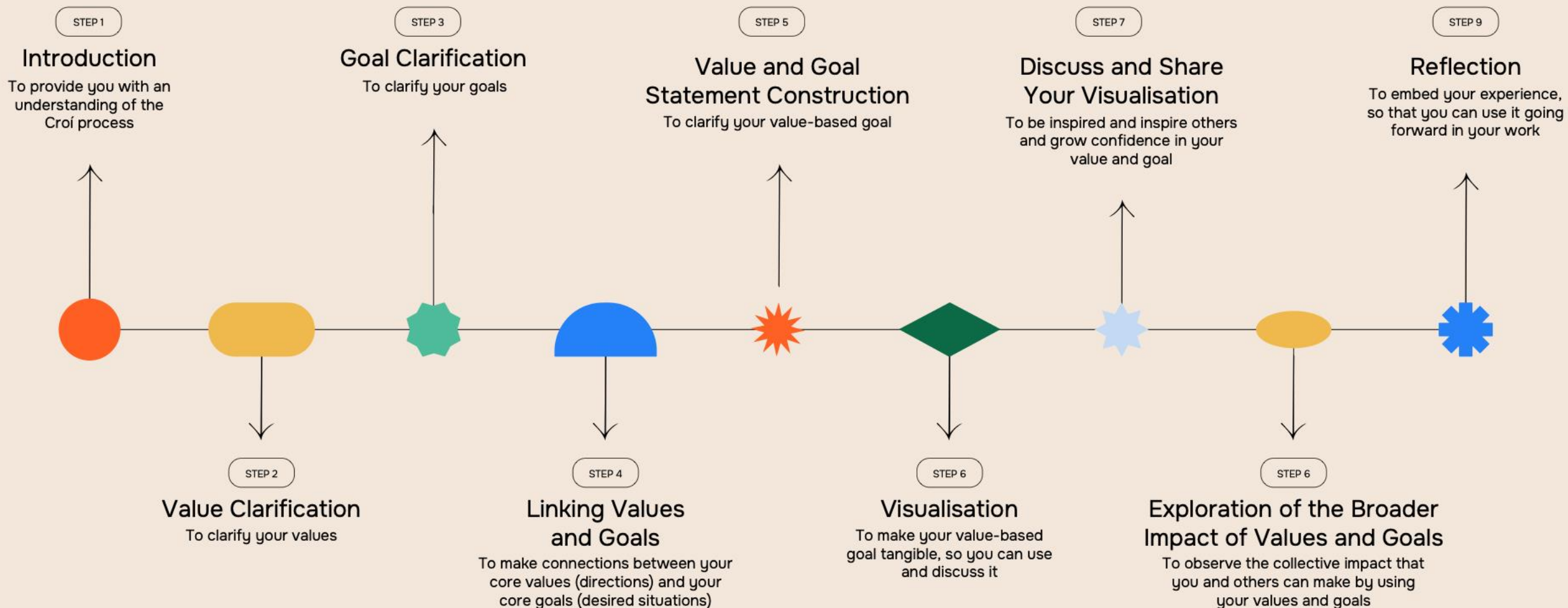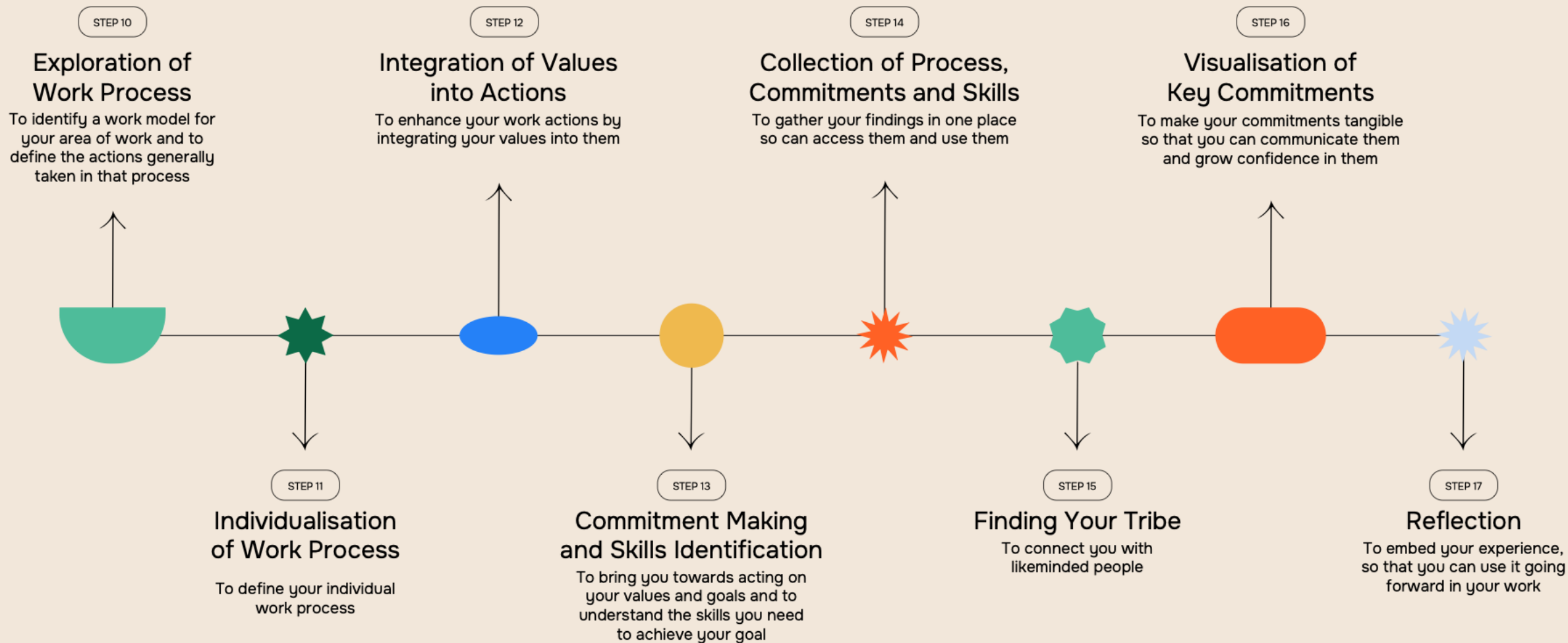
being
committed
HE

As a designer I will…

only work with fair companies

DESIGNS

STEP 1

Introduction
To provide you with an understanding of the Croí process

STEP 3

Goal Clarification
To clarify your goals

STEP 5

Value and Goal Statement Construction
To clarify your value-based goal

STEP 7

Discuss and Share Your Visualisation
To be inspired and inspire others and grow confidence in your value and goal

STEP 9

Reflection
To embed your experience, so that you can use it going forward in your work

STEP 2

Value Clarification
To clarify your values

STEP 4

Linking Values and Goals
To make connections between your core values (directions) and your core goals (desired situations)

STEP 6

Visualisation
To make your value-based goal tangible, so you can use and discuss it

STEP 6

Exploration of the Broader Impact of Values and Goals
To observe the collective impact that you and others can make by using your values and goals

STEP 10

Exploration of Work Process

To identify a work model for your area of work and to define the actions generally taken in that process

STEP 12

Integration of Values into Actions

To enhance your work actions by integrating your values into them

STEP 14

Collection of Process, Commitments and Skills

To gather your findings in one place so can access them and use them

STEP 16

Visualisation of Key Commitments

To make your commitments tangible so that you can communicate them and grow confidence in them

STEP 11

Individualisation of Work Process

To define your individual work process

STEP 13

Commitment Making and Skills Identification

To bring you towards acting on your values and goals and to understand the skills you need to achieve your goal

STEP 15

Finding Your Tribe

To connect you with likeminded people

STEP 17

Reflection

To embed your experience, so that you can use it going forward in your work

The Croí Process

by Croi

Playlist • 9 videos • 473 views

This series of videos presents an abstract from the Croí process where individuals are guided to define their ...more

▶ Play all

1

Croí - Step 1: Introduction

Croi • 86 views • 10 months ago

1:22

2

Croí - Step 2: Clarify your values

Croi • 95 views • 10 months ago

0:32

3
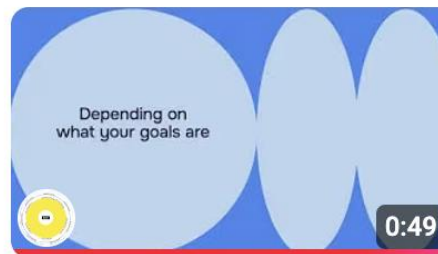
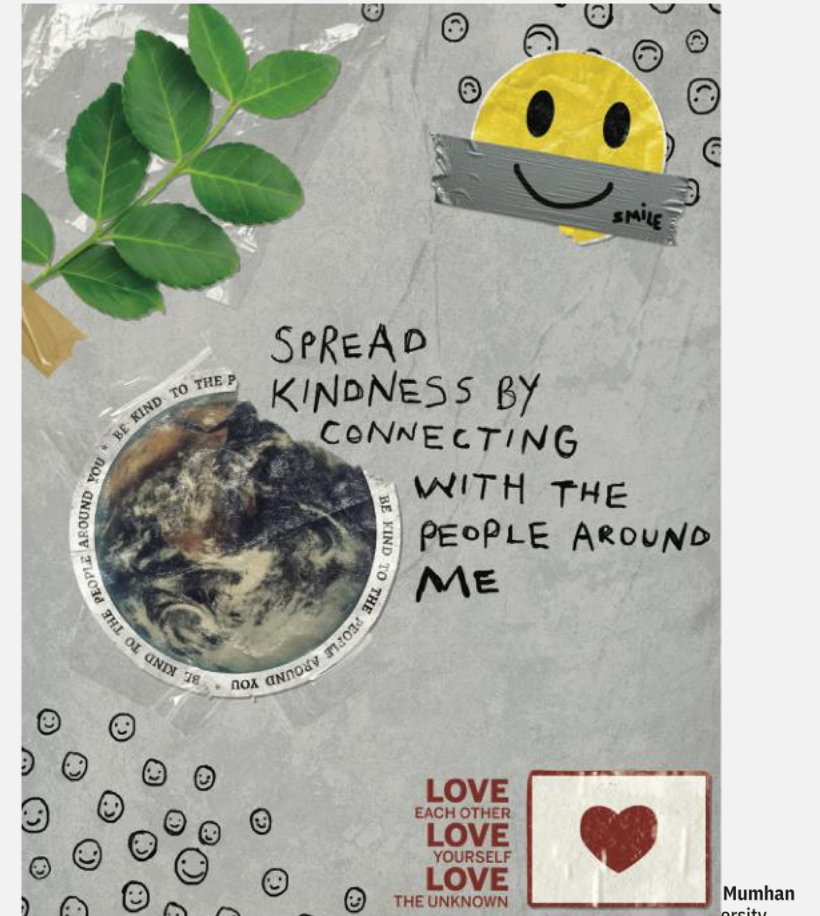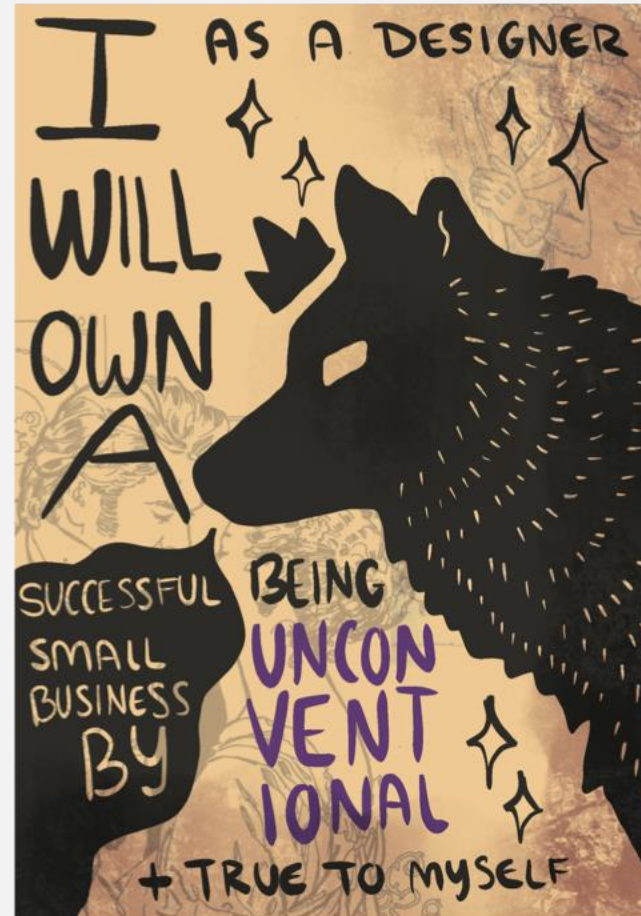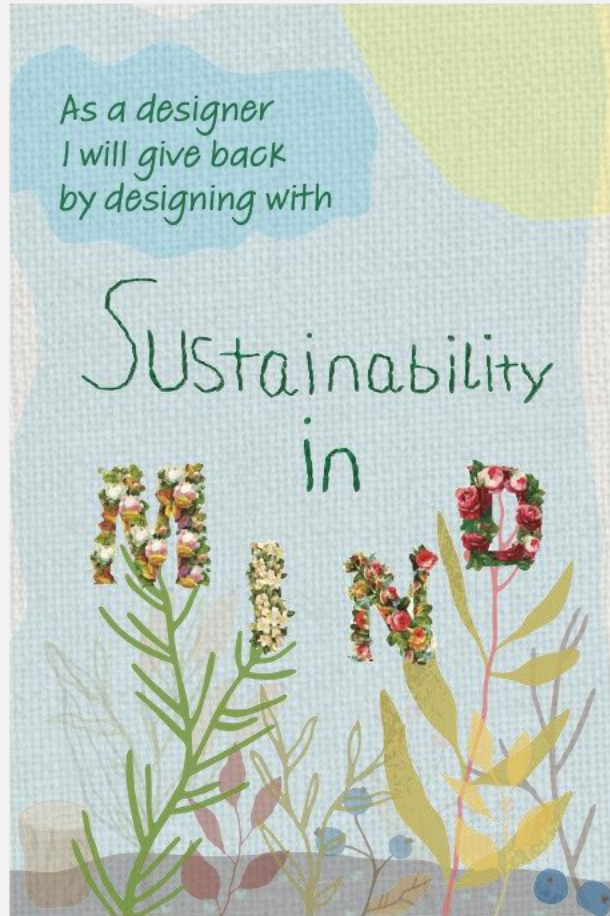**Croí - Step 3: Clarify your goals**

Croi • 81 views • 10 months ago

0:49

4

Croí - Step 4: Identify the links between your values and goals

Croi • 63 views • 10 months ago

0:31

Croí - Step 5: Build value and goal statements

As a designer I will give back by designing with

Sustainability in MIND

As a designer I WILL OWN A successful small business BY BEING UNCONVENTIONAL + TRUE TO MYSELF

SPREAD KINDNESS BY CONNECTING WITH THE PEOPLE AROUND ME

SMILE

LOVE EACH OTHER LOVE YOURSELF LOVE THE UNKNOWN

(Lettis & Napier, 2022)

I was able to **dive deeper into understanding myself and goals as a designer.** I think this is extremely important and **wish that more courses helped designers reflect** and see exactly what they want to do.

(Anonymous, 2021)

I appreciate the thoughtfulness of this class and **I definitely think it would be beneficial to introduce the concept earlier in our education.** Possibly even towards the second semester of our sophomore year. I don't think it should be an elective honesty, I feel like it should be a required full semester long class.

(Anonymous, 2021)

This course has **helped me remember to center my values at the forefront of all of my work.** This course was a great way to end my undergraduate career, centering myself and my values before entering the world.

(Anonymous, 2021)

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(Lettis & Napier, 2022)

(Lettis & Napier, 2022)
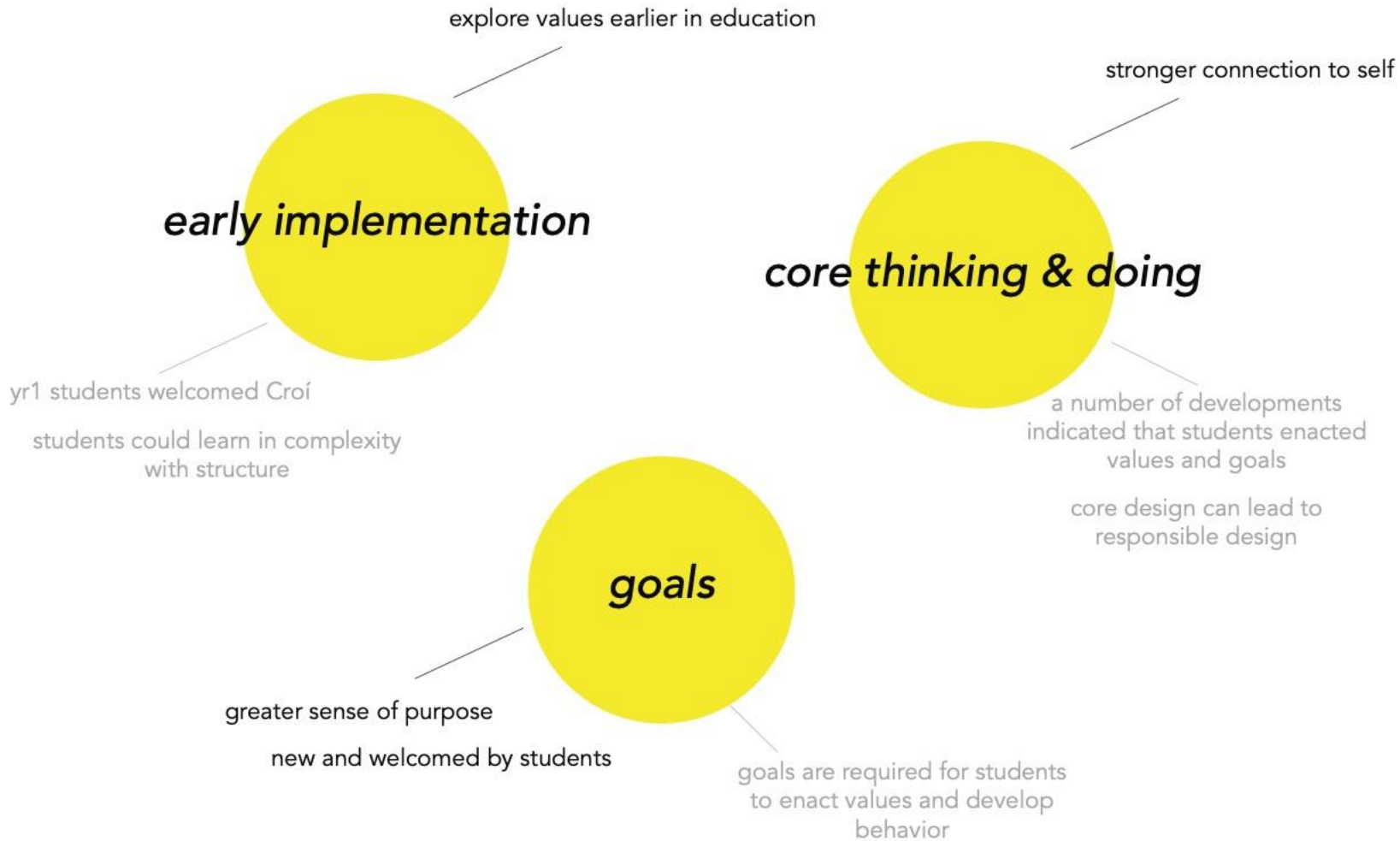
Motivation:
Hybrid programmes have a professional identity issue

Professional identity, social recognition and entering the workforce of the university student with hybrid education

Identidad profesional, reconocimiento social e inserción laboral del universitario con formación híbrida

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Preliminary results point out two factors that limit the labor insertion of graduates:

1. the lack of professional identity in the graduates,

   discouraging them to carry out actions that promote their insertion.

2. and the lack of social recognition of the profession by employers,

   for which reason graduates are not required in the local labor market.

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Anecdotal Staff Experience

- Working on placement, cold calling employers who have never heard of BIS

- Academic colleagues who see BIS students as 'masters of none'

- Students choosing BIS **'because you can get good jobs'** but having no connection to the discipline

- Students not being connected to the discipline leads to short-term thinking and impacts

  - Self-directed learning

  - Plagiarism

  - Career planning

- Lack of presence of 'brand BIS'

Connecting with Croí

- Through engagement with Technology Enhanced Learning and Teaching and Learning Units in MTU

- Commonalities were identified between Gwen's work on Croí and the BIS professional identity issue.

Collaborative design approach
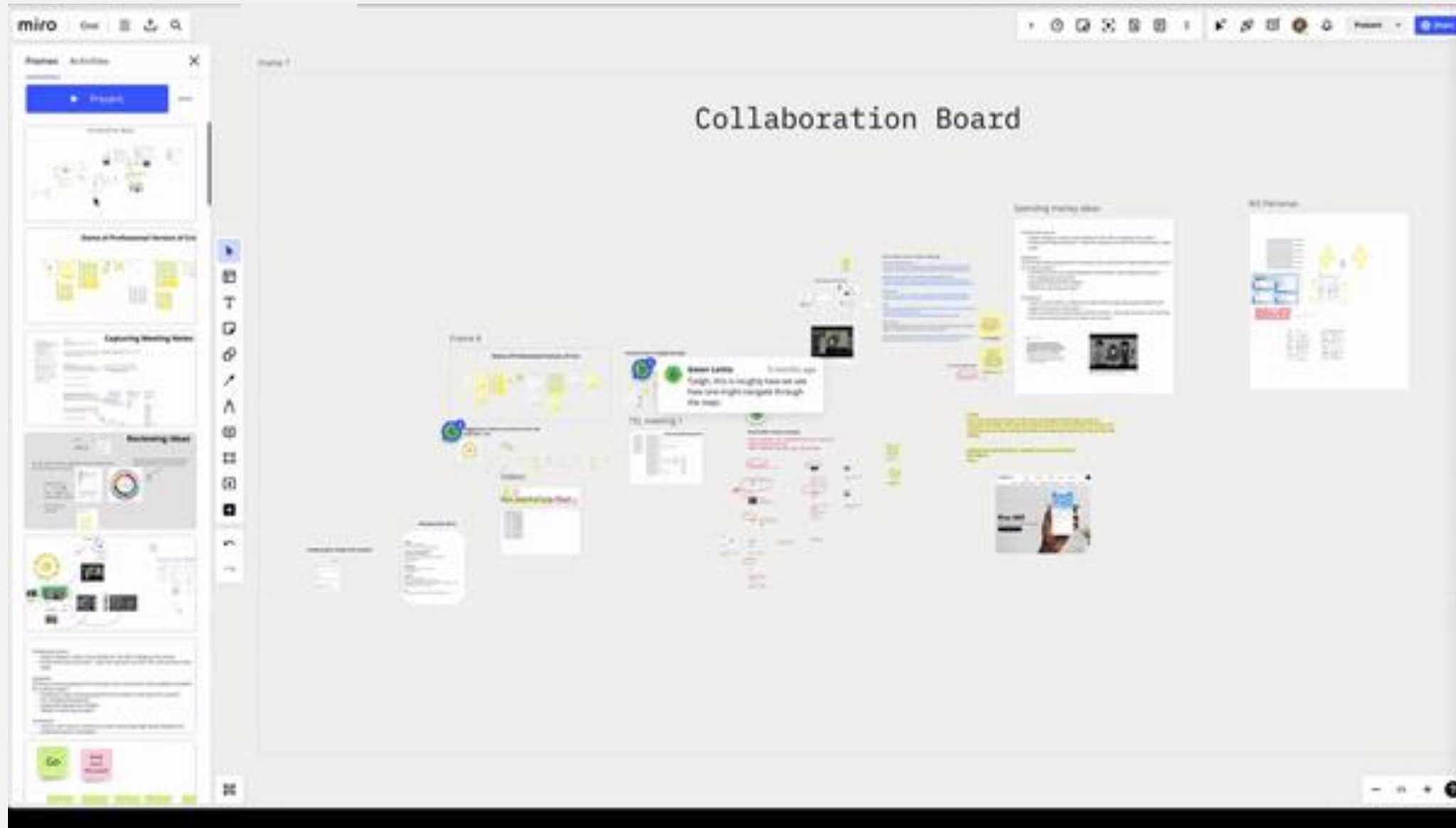
Applying to a BIS context

Social Media Videos Campaign
with over 10,000 views

Workshop co-design
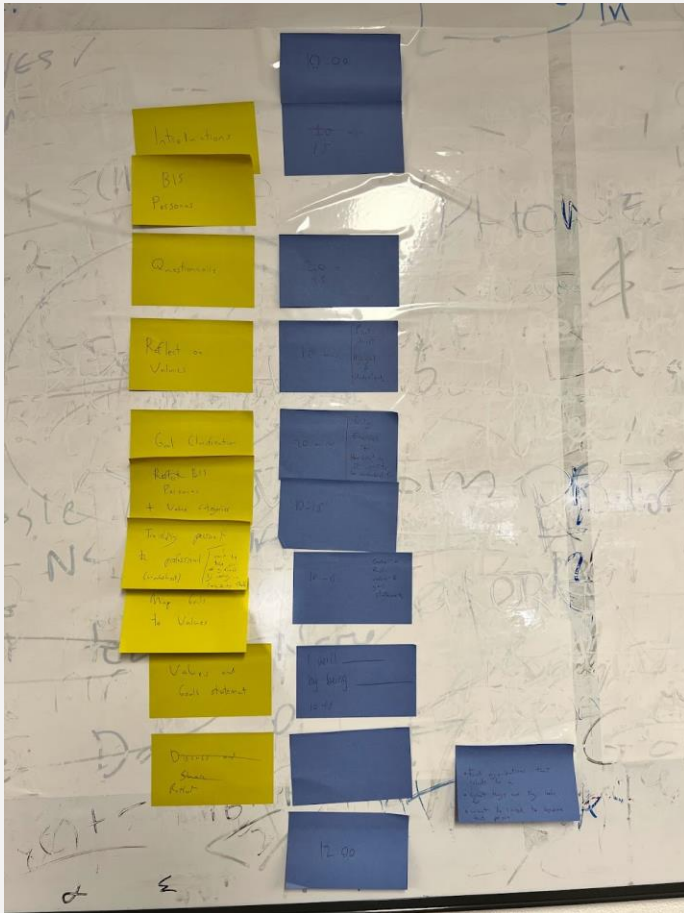
Graduate personas with
values statements

Workshop design evaluation

- Full HREC Ethics application

- Croí BIS workshops with

    o 2nd level students

    o Year 2 BIS students in large lecture
    room

    o Year 3 and 4 students in smaller
    labs

- Pre and post surveys to evaluate impact from students
perspective

- Reflection with design team integrated into findings

Findings from evaluation of Croí BIS Workshops

Desire for earlier implementation

Observation that this was the first time some students had considered values and goals in connection with their career, with year 3 and 4 students wishing they had completed the workshop in early years

Awareness & Self Clarity

"One aspect that I found very helpful was the personality test which allows me to visualise and understand what kind of views and values I have." BIS Year 3/4 Student

Validation & Motivation

"Yes, because I feel like a career that is based on my own values is a lot more natural and seamless to pursue for my own happiness while utilising my qualities." (BIS Year 3/4)

Normalising Difference & Belonging

Observation: The workshops fostered a sense of mutual respect and belonging, allowing participants to recognise that diverse values and career goals can coexist within BIS

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Findings from evaluation of Croí BIS Workshops

Cognitive Integration – Seeing Real World Alignment.

"Seeing how doing LinkedIn learning added to someone's career and gave them better opportunities." (BIS Year 2 student)

"A better understanding of what careers I have available to me and how could I reach my goals to earn my dream job." (BIS Year 2 student)

Identification & Aspiration (ext)

Observation: Many participants reported that the graduate profiles helped them imagine themselves in future roles and contributed to a stronger sense of identity

Behavioural Intention - Reframing **Career Decision Making**

"Yes, because it feels more authentic." (BIS Year 2 student)

"Yes, because it helps me decide what kind of role would make me happy." (BIS Year 2 student)

**BIS intervention not impactful at 2nd level**

Workshop gave a positive impression, but did not influence CAO decisions. Students did benefit for the values questionnaire

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Table of commonalities across findings

1 Croí - PhD Thesis - Evaluation	2 US Graphic Design Prgm. - Eval.	3 BIS Workshop Evaluation
Early Implementation	New and welcomed by students Explore values early in education	Early implementation
Clarification of values, goals & direction	Stronger connection to self	Awareness & self clarity
Intrinsic motivation	Greater sense of purpose	Validation & motivation
Overcoming obstacles	-	Cognitive integration – seeing real world Alignment
Overcoming obstacles	-	Identification & aspiration
Action such as practical and self-enquiry self-regulation	-	Behavioural intention – Reframing career decision making

Summary

- Croí is working as a foundational tool for Education for Sustainability (ESD) across disciplines
- Findings show it is well placed early in education
- It is shown to lead to clarification, values, goals & direction, stronger connection to self & self-awareness
- It leads to intrinsic motivation, a greater sense of purpose & validation
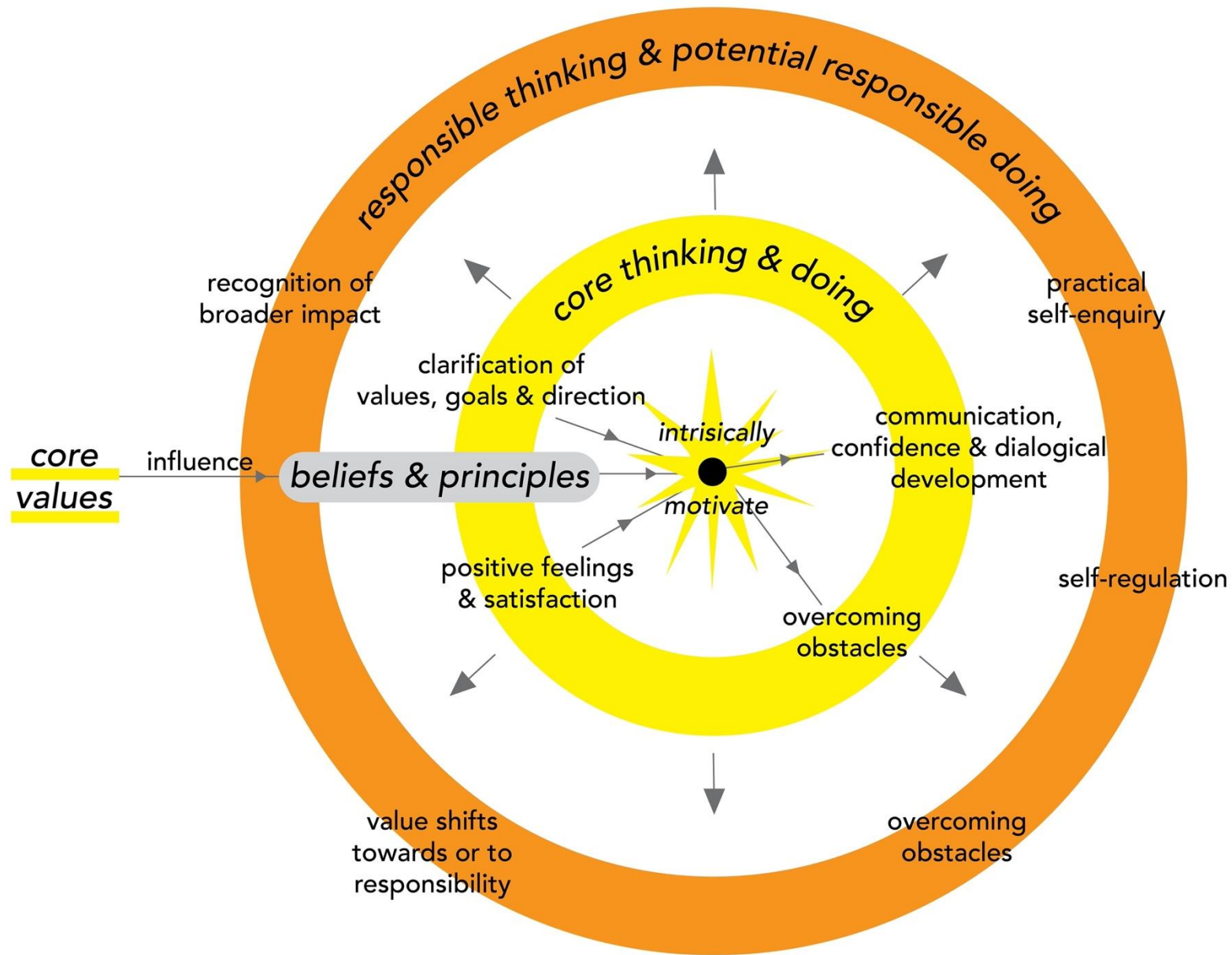
(Lettis, 2022)

Current work & next steps

- Croí is currently under further trial and iteration in MTU with other educators in other disciplines
- Funding source is the Higher Education Authority's Strategic Alignment of Teaching and Learning Enhancement Fund
- We are looking to trial Croí in external universities gwen.lettis@mtu.ie

Croí – Where to find

- The National Learning Resource Hub
- https://hub.teachingandlearning.ie/resource/croi-your-life-your-career/
- You Tube
- https://www.youtube.com/playlist?list=PLBXrWAq3msj_Lj04FAqdcVjJOwdd5BijW
- Start with https://www.youtube.com/watch?v=d_nk_iKRr-I&list=PLBXrWAq3msj_Lj04FAqdcVjJOwdd5BijW&index=1
- And https://www.youtube.com/watch?v=cvgrIFj2cgc&list=PLBXrWAq3msj_Lj04FAqdcVjJOwdd5BijW&index=2

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