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Creating an Experiential and Values-Based Classroom

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CREATING AN EXPERIENTIAL AND VALUES-BASED CLASSROOM

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williams college of business



PRESENTATION **OUTCOMES**

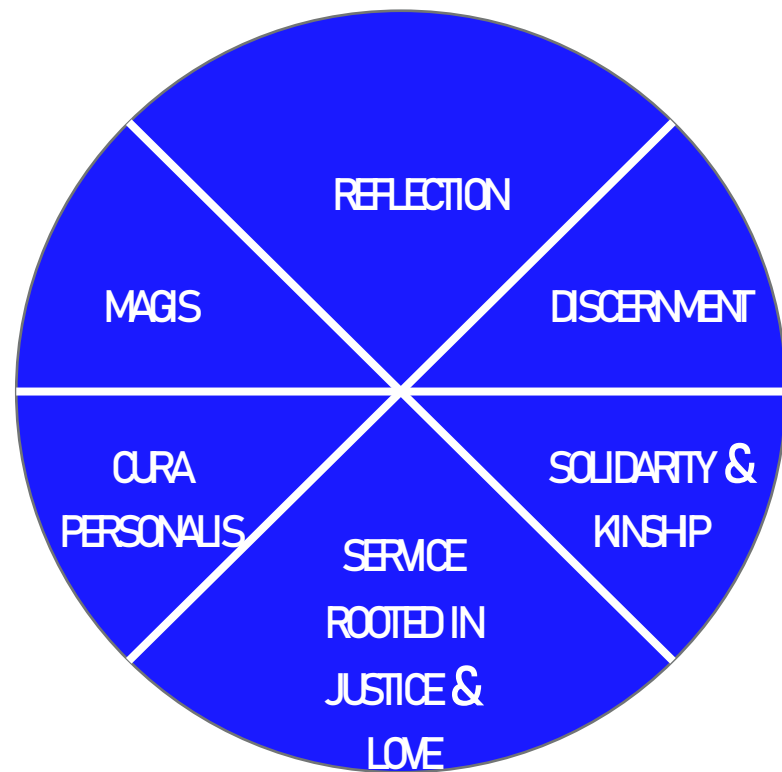
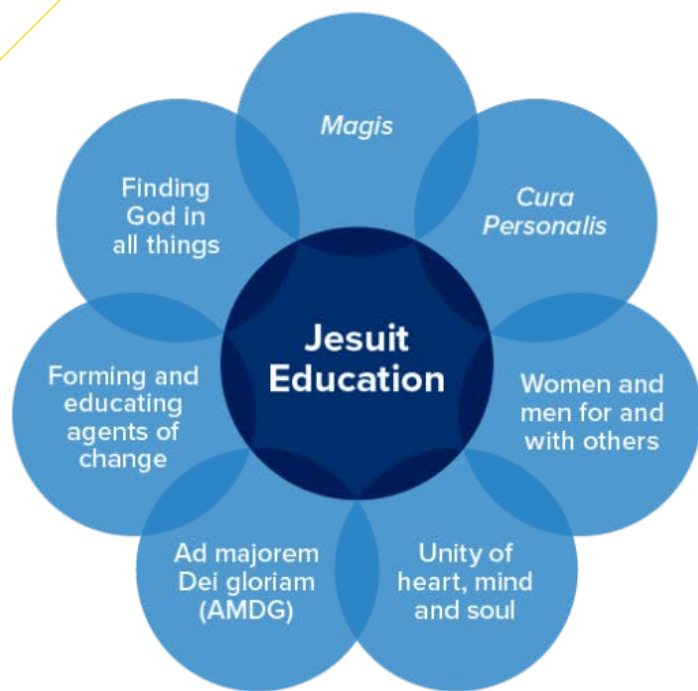
1. Ensure students are **co-creators of value** in the course
2. How to create a course that links **Bloom's Taxonomy** to Xavier's Jesuit Values and Ignatian Pedagogy
3. Facilitate **experiential learning** and solicit student feedback.

TEACHING PHILOSOPHY

Collectively, this project highlights the importance of **creating a comfortable learning environment** in which students increase their knowledge through the process of “**learn-do-teach**”; students *learn* through lecture and discussion, *do* through in-class assignments, assessments, and activities, and *teach* by sharing their knowledge—with their peers and professional partners—on team-based experiential learning projects.



At Xavier, we celebrate a **passion for mission** that calls us to understand the history and importance of our Jesuit heritage and Ignatian spirituality. We are **invited to embrace Xavier's shared values** and to **recognize** God's presence in our lives and the work we do.



CREATING VALUES-FOCUSED ASSESSMENTS

	DESCRIPTION	BLOOM'S
REFLECTION	pause and consider the world around us and our place within it	Comprehension: analogy, discuss, describe, explain
DISCERNMENT	open to God's spirit as we consider our feelings and rational thought in order to make decisions	Evaluation: appraise, criticize, appraise, assess, judge
MAGIS	"Where is the more universal good?"; For the Greater Glory of God	Analysis: analyze, compare, examine, investigate, debate
CURA PERSONALIS	recognize the uniqueness and wholeness of each person	Knowledge: identify, select, outline
SOLIDARITY & KINSHIP	walk alongside and learn from our companions	Synthesis: Combine, hypothesize, invent
SERVICE ROOTED IN JUSTICE & LOVE	invest our lives into the well-being of our neighbors, particularly those who suffer injustice	Application: build, produce, apply, modify



GENERATING FEEDBACK & FACILITATING DISCUSSION

METHODS

Course Questions Discussion Board

Think-Pair-Share-Square

Fast Five

Kahoot!

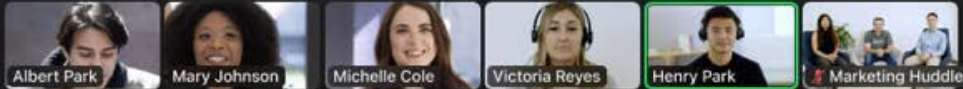
Canvas Surveys

Pulse Surveys

EVALUATION

- Ungraded assignments
- Feedback should re-affirm a comfortable learning environment
- **Secondary benefit: self-assessment!**





Apps

K! Kahoot!



Who invented the lightbulb?



Skip

0 Answers

3

▲ Thomas Edison

◆ Benjamin Franklin

● Nicola tesla

■ Marie Curie

1 of 3 Quiz

Mary 982

1/3

kahoot.it Game PIN: 4209996



Xavier's Jesuit Values

This assignment is aligned with Xavier's Jesuit Values. Indeed, the Xavier Williams College of Business **mission statement** is to educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition. In this assignment, you'll be asked to **reflect** on your experience in this course, and use **discernment** to provide guidance to your peer who will take this course in the future. My hope is that you will gain an appreciation of your learning and friendships or relationships you've gained throughout the semester, and leave class with a sense of gratitude!

REFLECTION invites us to pause and consider the world around us and our place within it.

DISCERNMENT invites us to be open to God's spirit as we consider our feelings and rational thought in order to make decisions and take action that will contribute good to our lives and the world around us.



Question 1

1 pts

For this question, please provide a brief (50-100 words) "**elevator pitch**" of Dr. B's MKTG330 - Retail Marketing course. *Consider a peer asks you about this class when scheduling; how would you describe it to them to influence their choice?*



Question 2

1 pts

For this question, please provide a brief (150-200 words) "**letter**" to future students in Dr. B's MKTG370 - Consumer Behavior course. This letter is meant to help students be **successful** in the course! *Consider yourself at the beginning of this semester... what do you wish you would've known? What tips and tricks do you suggest to be successful?*

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Advice From Former Students [▲]

COURSE "ELEVATOR PITCH"

How do *former students* describe this course?

1. "Consumer Behavior is the foundational connection between all of Xavier's core business classes. This class is foundational to **understanding how all of the pieces of the 'business' puzzle fit**"
2. "MKTG370 - Consumer Behavior course **dives into the mind of consumers with their behaviors in the market** and also in the minds of marketers who can use consumer behavior to evaluate their strategic marketing plan. This course not only can improve marketing skills and knowledge but also can improve being a consumer and making smarter decisions."
3. "Dr. B's Consumer Behavior course is a **mix of a marketing and psychology course**. It challenges you to think differently, and it pushes you to consider different perspectives."





TIPS & TRICKS FOR SUCCESS

When asked to provide guidance to future students of this course, *former students said...*

1. "Dear future students of Consumer Behavior: To succeed in this course, it is essential to attend class regularly and actively engage with the material. Take advantage of Dr. B's lectures, as he provides valuable examples and explanations. **Complete the prep work before each class to enhance your understanding.** Collaborate effectively with your group members for the case studies and communicate any issues promptly. Lastly, make use of the **review sessions and study guides to prepare for exams.** Enjoy the class and embrace the fascinating world of consumer behavior!"
2. "Hello future Consumer Behavior students: To excel in Dr. B's class, make sure you attend every lecture and actively participate. **Take notes during class to capture important points and examples.** Additionally, complete the prep work before each class to better understand the concepts. Choose your group members for the case studies wisely and communicate effectively. Finally, **don't hesitate to reach out to Dr. B for assistance** when needed. Enjoy the class and learn from the fascinating subject of consumer behavior!"
3. "Dear future students: In order to be successful in Dr. B's Consumer Behavior course, there are a few things that you must do. First, attend class and actively engage during lectures and discussions. Second, choose your group wisely for the module case studies and put your best effort into completing the projects. Third, take advantage of the review sessions before exams and come prepared with questions. Lastly, **approach the course with an open mind and be ready to absorb all the knowledge it offers.** Good luck!"

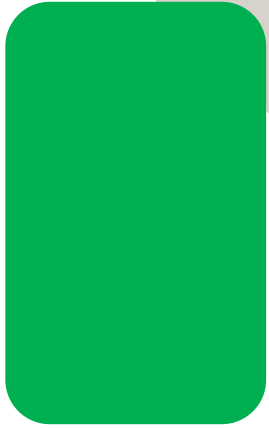


STUDENT REFLECTION

This course places a heavy emphasis on experiential learning. Students work in teams as "student consultants" throughout the semester, and conclude the course with a final team project. Considering these projects, what do former students say they learned about themselves in this course?

1. Dr. B's Consumer Behavior class was a great opportunity for me to **step out of my comfort zone**. He challenges you intellectually, but also socially. He really wants what is best for his students.
2. I was able to **put my ego away** with ideas for this project and listen to recommendations. Was willing to let someone else's idea be THE idea.
3. One positive thing I learned about myself while working in teams this semester is that I feel as though **I have gotten better about speaking out about my ideas and opinions** which I have not always been the best at.
4. I can work well with others no matter what our background is and if I have worked with them before or not. I try to work well with **everyone**.
5. A positive thing I learned about myself is that I can be a utility piece in the sense that **I can do whatever part is needed** for the group to succeed
6. I am very capable of doing the research, **I just have to be dedicated**.

BASED ON TODAY'S CLASS I FEEL...



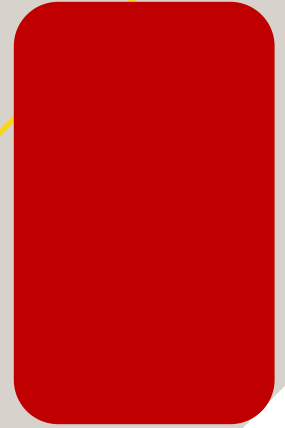
GREAT! EVERYTHING
MAKES SENSE AND I'M
CONFIDENT IN MY
UNDERSTANDING.



GOOD...BUT I'M
GOING TO NEED TO
REVIEW A LITTLE BIT
BEFORE THE NEXT
CLASS TO FEEL MORE
CONFIDENT.



MEH... I WAS A LITTLE
LOST IN SOME PARTS
AND/OR STRUGGLED
TO STAY ENGAGED



REALLY LOST OR
CONFUSED! I NEED
TO CONNECT WITH
MY PEERS OR
ATTEND OFFICE
HOURS

UNO



CREATING EXPERIENTIAL LEARNING

METHODS

Team Projects / Client Projects

Case Studies

XU Library Resources / Databases

In-Class Activities

Site Visits

Guest Speakers

EVALUATION

- Ungraded & Graded assignments
- Students are **active participants** in evaluation and assessment
- “Use it or lose it” scoring for peer engagement
- Can the experience also apply **Xavier values** and **Ignatian Pedagogy**?



CREATING EXPERIENTIAL LEARNING

 GALE BUSINESS

DEMOGRAPHICSNOW



MINTEL
ACADEMIC

 MINTEL

CREATING EXPERIENTIAL LEARNING



SHARK TANK



CREATING EXPERIENTIAL LEARNING

OPTION 3: OUR FUTURE FOR HOMAGE WORKS



OUR GOAL: To increase the awareness, education, and reach of HOMAGE Works to our national market.

OUR STRATEGY:

You help us determine this strategy.

OBJECTIVES:

Raise \$1 million in 2022 for our partners, charities, and organizations through product sales and donations in cart. (\$170k in 2021) Leverage new partnerships, products, and marketing strategies.

CURRENT BRAND MESSAGING

You help us determine this leading into the 2022 season.

FUTURE BRAND MESSAGING

You help us determine this narrative.



HOMAGE

CREATING EXPERIENTIAL LEARNING

[ABOUT](#) [EVENTS](#) [PROGRAMS](#)
[START YOUR BUSINESS](#)



[MERCHANTS](#) [VISIT](#) [SUPPORT US](#)
[SHOP](#) [CONTACT](#)

SNAP Plus, Produce Perks & EBT Resources

The SNAP Plus/Produce Perks program at Findlay Market helps families afford more fresh fruits and vegetables and other healthy food typically found in the Findlay Farmers Market.

Since 2007, low-income shoppers have been able to exchange their EBT dollars for one-dollar brass or yellow plastic tokens that they can spend like cash in our farmers market. Produce Perks enhances this service by providing shoppers a match to their spending. The incentive is a dollar-for-dollar match. Each dollar in SNAP tokens exchanged is matched with a dollar in free Produce Perks fruit and vegetable tokens (up to \$25 a day). This



CREATING EXPERIENTIAL LEARNING



Did you know that 38% of food produced in the U.S. is thrown away?

That means 229 million tons of surplus available food goes unsold or uneaten every year, in addition to food left unharvested on farms. At the same time, nearly 42 million Americans – one in eight – struggle with hunger. This just doesn't make sense.

Kroger's Zero Hunger | Zero Waste action plan aims to change those numbers.

Zero Hunger | Zero Waste is our social and environmental impact plan. It sits at the center of our ESG strategy and reflects our commitment to build a more resilient, equitable and sustainable food system that improves access to affordable, fresh food for everyone – for generations to come.

Learn more about our progress in Kroger's 2023 ESG Report.






++
XAVIER

Kroger[®]





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