

Croí: Scaling a values-clarification initiative across MTU

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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)



INNER DEVELOPMENT GOALS



Sustainable Development Goals

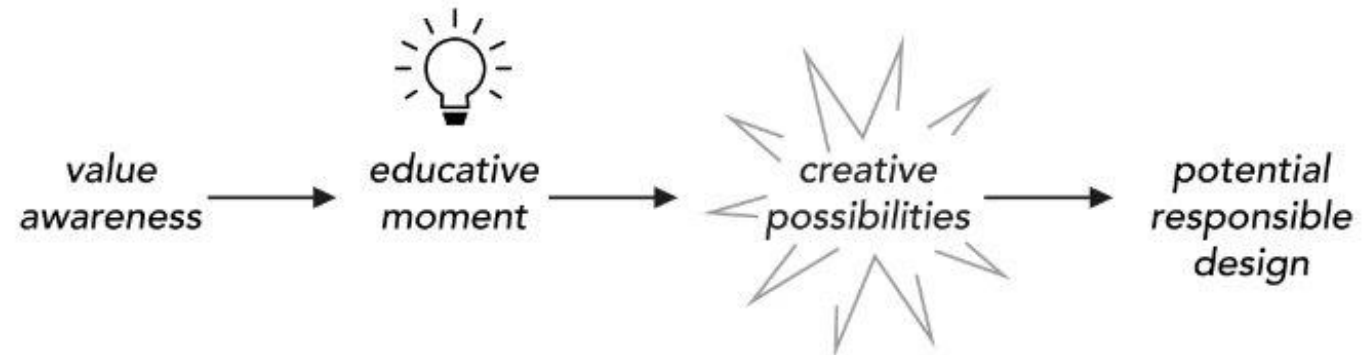
A global agenda to address pressing social, economic, and environmental challenges

Inner Development Goals

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

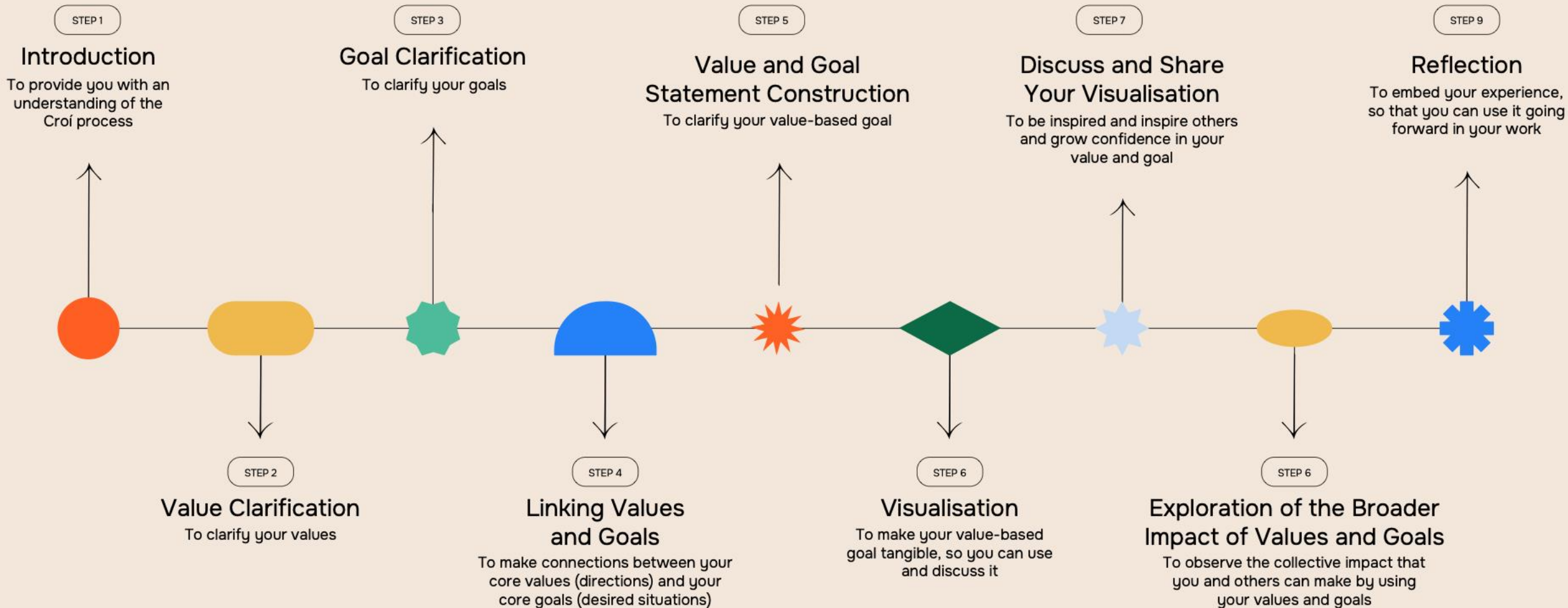
what role do 'values' & 'goals' play?

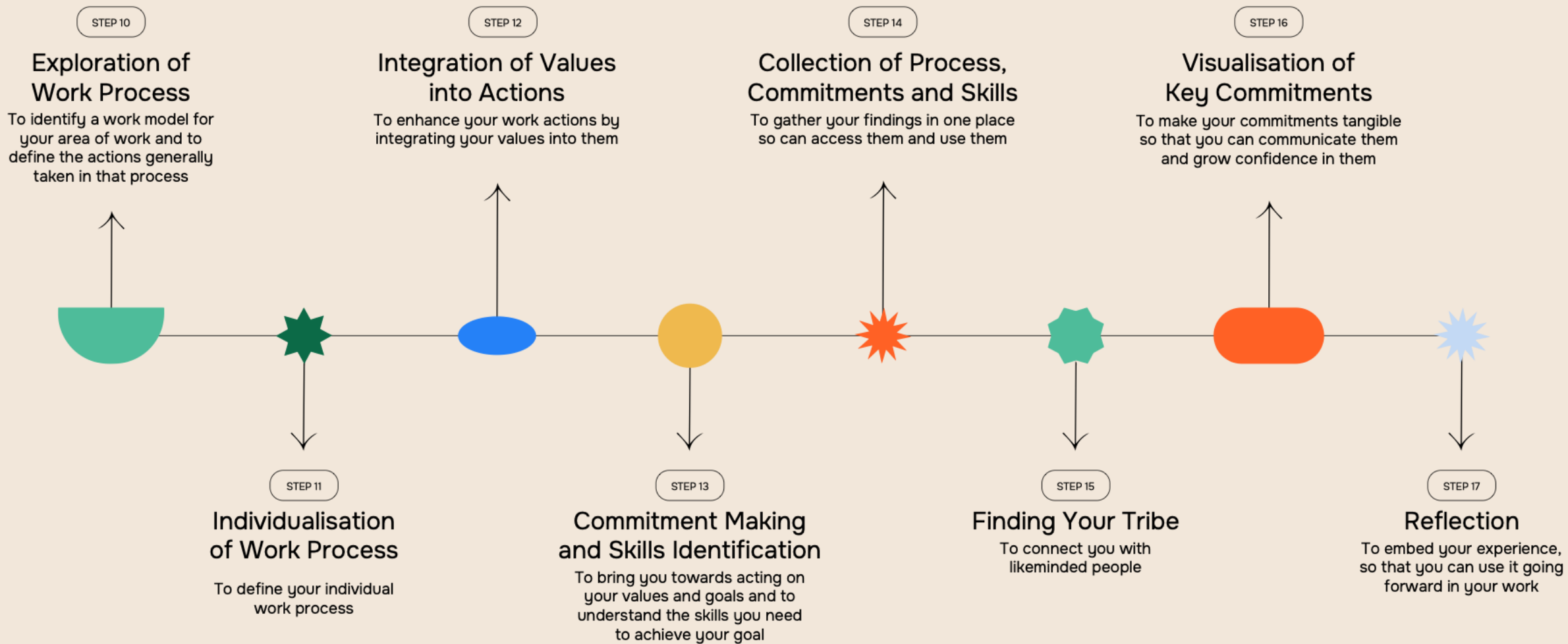
values – individual, varied, situational, goal-orientated, socially related



goals are "situational contexts" that encourage value activation

“What matters to you”...not...
“What should matter?”







The Croí Process

by Croí

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 1:22

Croí - Step 1: Introduction

Croí • 86 views • 10 months ago



2 0:32

Croí - Step 2: Clarify your values

Croí • 95 views • 10 months ago



3 0:49

Croí - Step 3: Clarify your goals

Croí • 81 views • 10 months ago



4 0:31

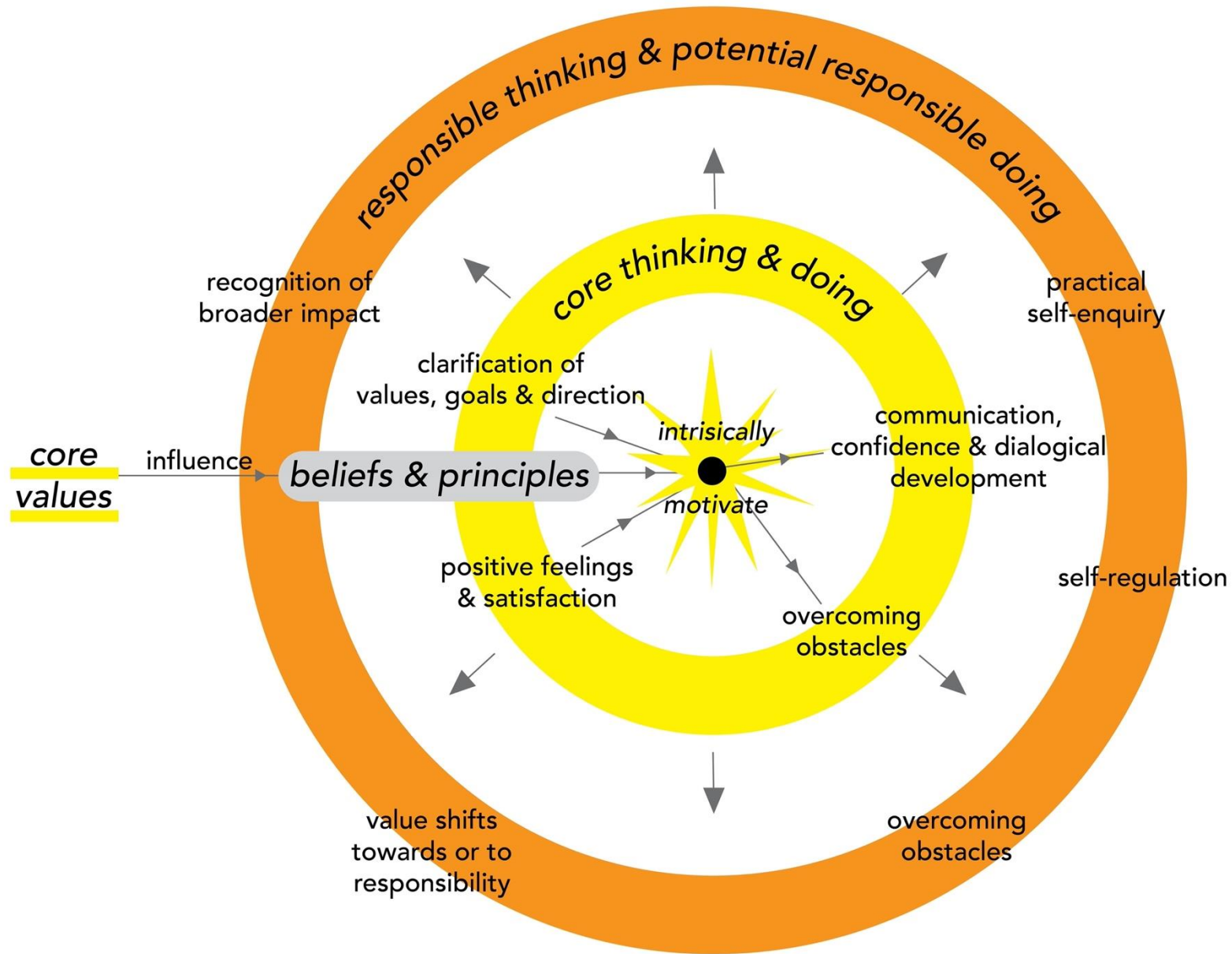
Croí - Step 4: Identify the links between your values and goals

Croí • 63 views • 10 months ago



5 0:31

Croí - Step 5: Build value and goal statements



(Lettis, 2022)

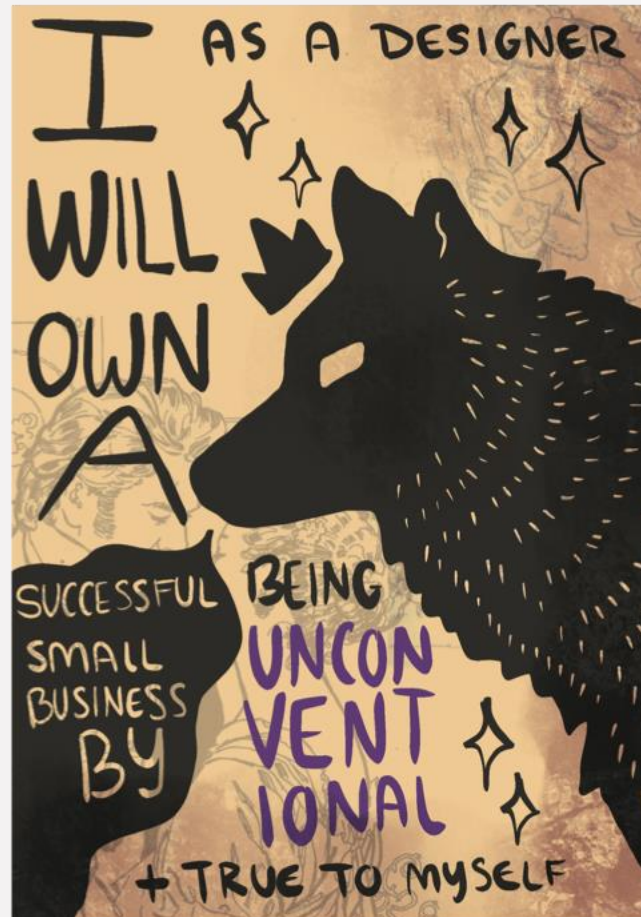
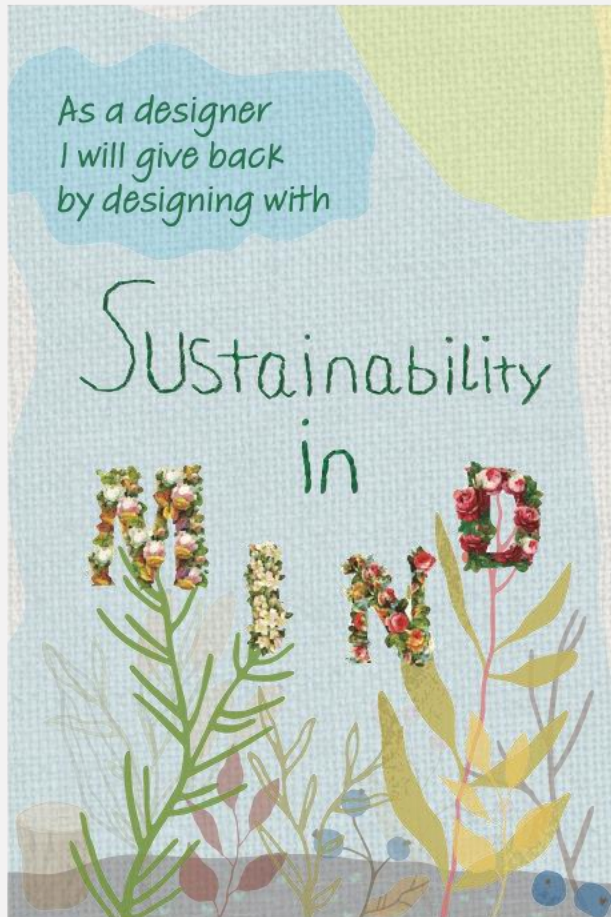
work to be unconventional. I am hugely intrigued by other countries and how art varies in cultures and hope to travel around the world to see all these different styles. I want to incorporate these styles into my own work. For this I will use

Proposing
being
committed
(HE)



As a designer I will...
only work with fair companies





Mumhan
arsity

(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 honestly, I feel like it should be a required full semester long class.

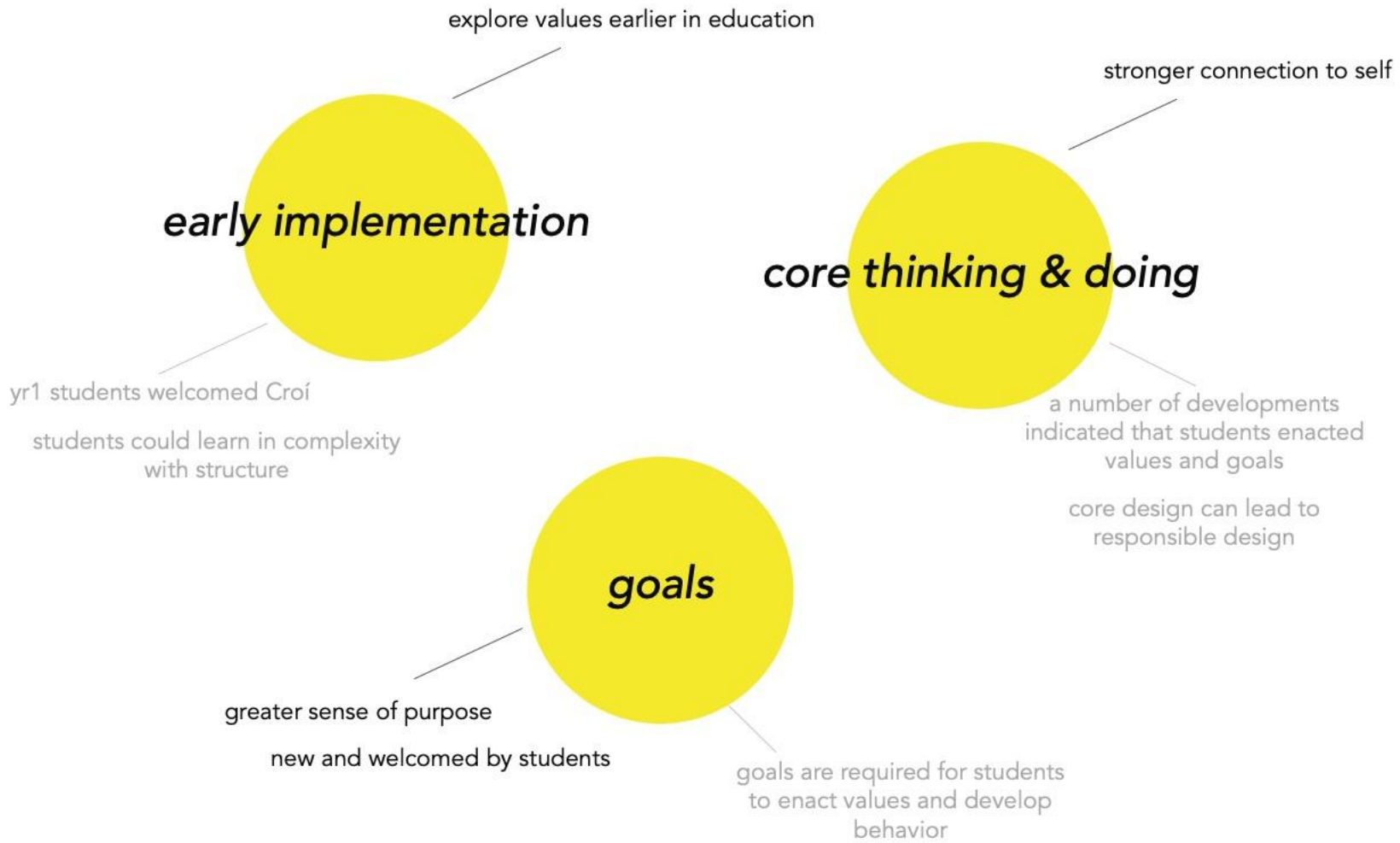
(Anonymous, 2021)

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)



(Lettis & Napier, 2022)



Expansion

- How might we scale Croí across MTU, building institutional capacity for delivery whilst maintaining process integrity and demonstrating effectiveness across diverse undergraduate contexts?

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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Received: 26-01-15

Approved: 16-04-15

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.

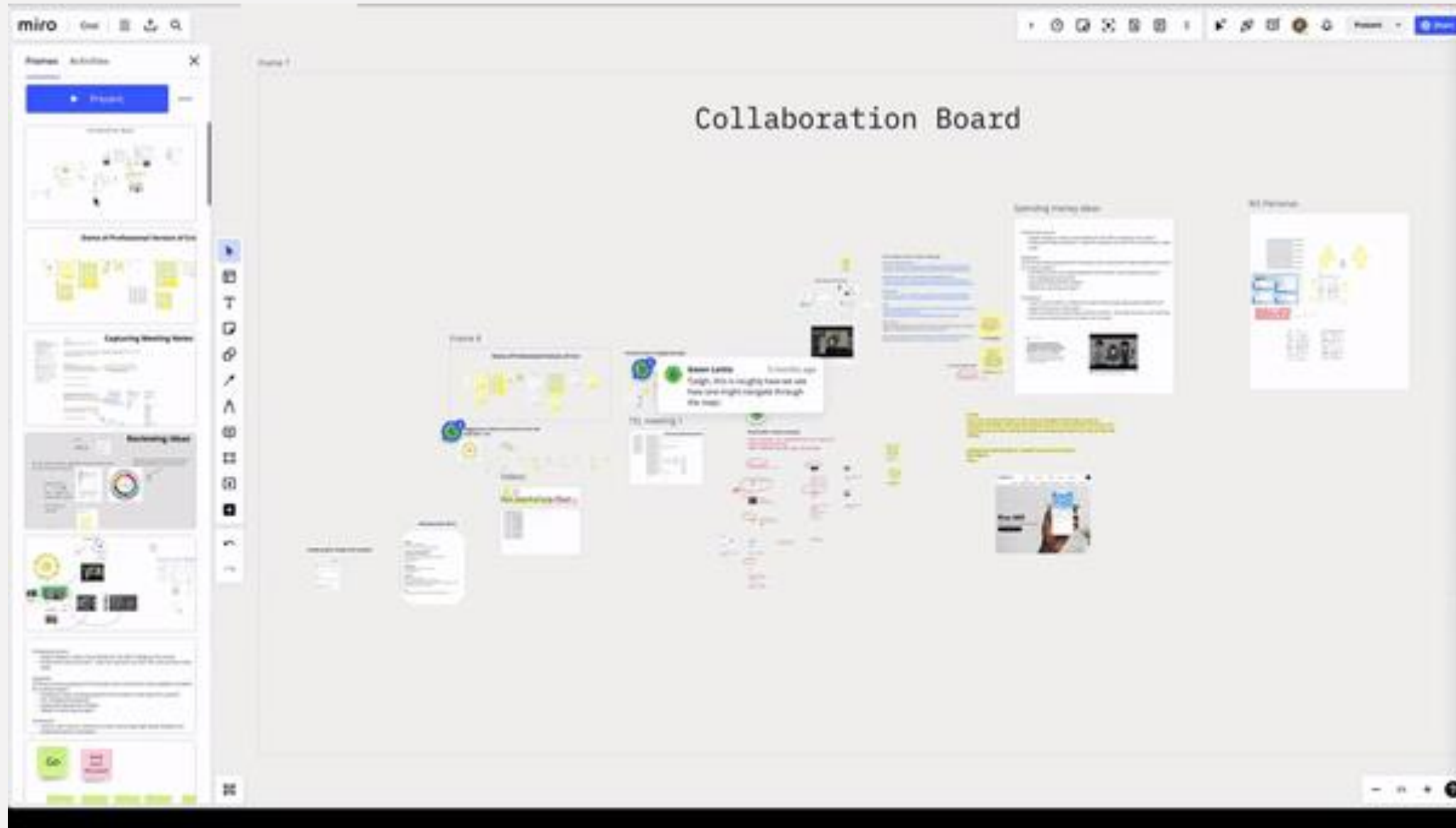
Anecdotal Staff Experience

- 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.

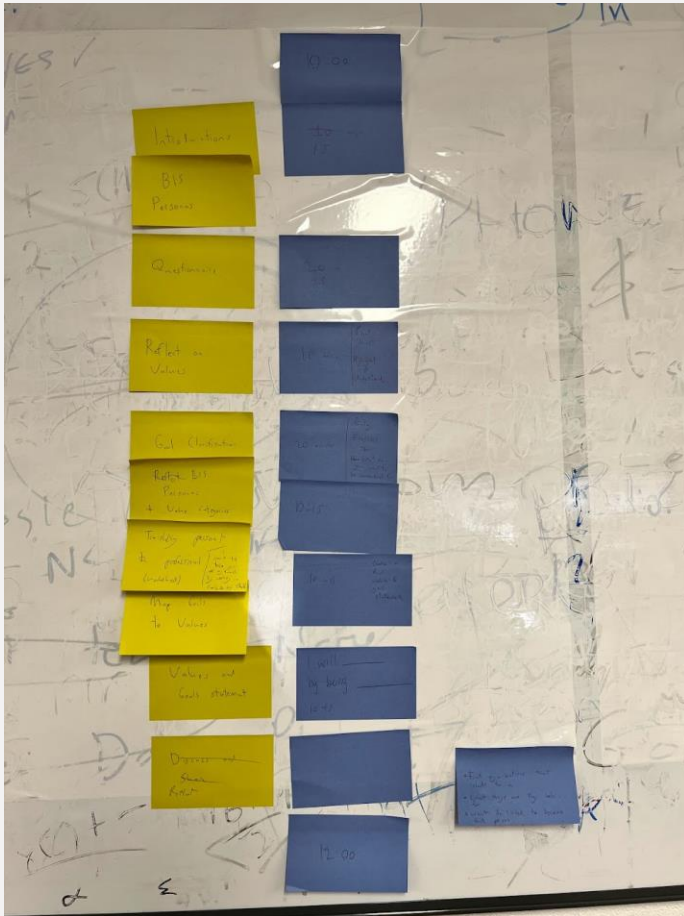
Collaborative design approach



Applying to a BIS context

Social Media Videos Campaign
with over 10,000 views

Workshop co-design



Graduate personas with values statements



Michaela O'Rourke · 1st
Snr. Business Operations Analyst at Dell Technologies | Cork Co-Lead of GenNext (ERG) | CWIT Member
Cork Metropolitan Area · [Contact info](#)
1,063 followers · 500+ connections
John Browne, Adam Hurley, and 132 other mutual connections

Dell Technologies
Munster Technological University

I work as a Senior Business Operations Analyst at Dell Technologies. The reason I have chosen this career path is that I enjoy collaborating with others to achieve a common goal and fulfilling my growth mindset that is driven by curiosity, innovation and results. It aligns with my personal values to be successful in my career, as I am very ambitious and aspire to achieve as much as possible in my life, both personally and professionally. It also aligns with my personal values to be challenged as my role requires me to adapt to new processes, innovations and technologies.



Workshop design evaluation

- Full HREC Ethics application
- Croí BIS workshops with
 - 2nd level students
 - Year 2 BIS students in large lecture room
 - 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

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

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

Strategy for expansion

- OER / National Resource Hub
(Ireland's Higher Education Authority)
- Facilitator Training – current research continuing
- Multi context evaluation (different disciplines & universities - current research continuing)

Recent observations

- Croí is scaling effectively
- The combination of OER + facilitator training + systematic evaluation provides a replicable model
- Usability for educator needs development – platforms etc.
- Croí is working as a foundational tool for Education for Sustainability (ESD) across disciplines
- Croí is flexible and adaptable

Current work & next steps

- Croí is currently under further trial outside MTU
- Results will lead to a further design iteration
- We are looking to trial Croí in external universities
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Questions for future research

Future development questions include:

- Optimal timing for intervention across programme years?
- Longitudinal impact on academic integrity and self-directed learning?
- Integration into formal curricula and professional development modules; and articulation with broader sustainability competency frameworks.

References

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Values Questionnaire



croí

Values Questionnaire

Discover what matters most to you

Question 1 of 57

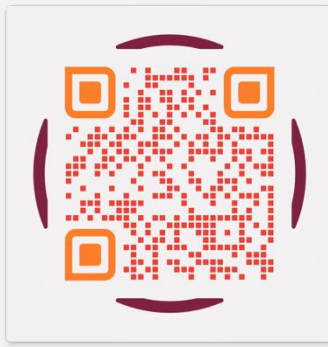
It is important to me to form my views independently

1 2 3 4 5 6

← Not like me at all Very much like me →

Next

Values Thesaurus



croí

2 - VALUE CLARIFICATION

An abstract graphic featuring a yellow sunburst at the top, a blue circle on the left, a large blue circle on the right, a yellow shape at the bottom left, an orange shape at the bottom center, and a green shape at the bottom right. A black line drawing of a person's head and shoulders is overlaid on the graphic.

Values Thesaurus

Self-Direction – Thought

Freedom to cultivate one's own ideas and abilities.

Freedom of thought.

Creative, free, curious, independent, autonomous, self-determined, self-directed...(in my thoughts).

More Croí Resources



Croí - Your Life, Your Career
MTU, Cork Campus

"Croí" is a practical tool that supports educators in implementing ethics and values into education programs.

- YouTube Playlist for Self-Directed Process
- Croí Values Questionnaire - Discover what matters most to you
- Croí Roadmap
- Croí Workbook
- OER24 Open Education Resources Conference, Case Study
- HEA Teaching and Learning Conference 2025, Case Study
- SDSN Arts & Sustainability Group Get Together, 2026, Presentation
- GET-AHED Conference on Advancing Environmental Sustainability in the HE Sector
- Advance HE News and Views, Blog

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