



STUDENT ENGAGEMENT & SKILL DEVELOPMENT

Where ability meets opportunity.

How the Gerrish School of Business made career readiness a graded outcome and built the AACSB evidence to prove it. Presented by Dean Thomas Kushner, DBA, CFA, at the AACSB Associate Deans conference, Chicago, June 2025.

640

RESUME UPLOADS
Submitted for AI review across
Freshman and Junior cohorts.

127

INTERVIEWS SCHEDULED
Recorded mock interviews
completed with AI scoring.

59 min

AVG. TIME ON PLATFORM
Focused, assignment-driven
engagement per student.

HOW IT FITS THE CURRICULUM

Built into credit-bearing courses,
not opt-in extracurriculars.

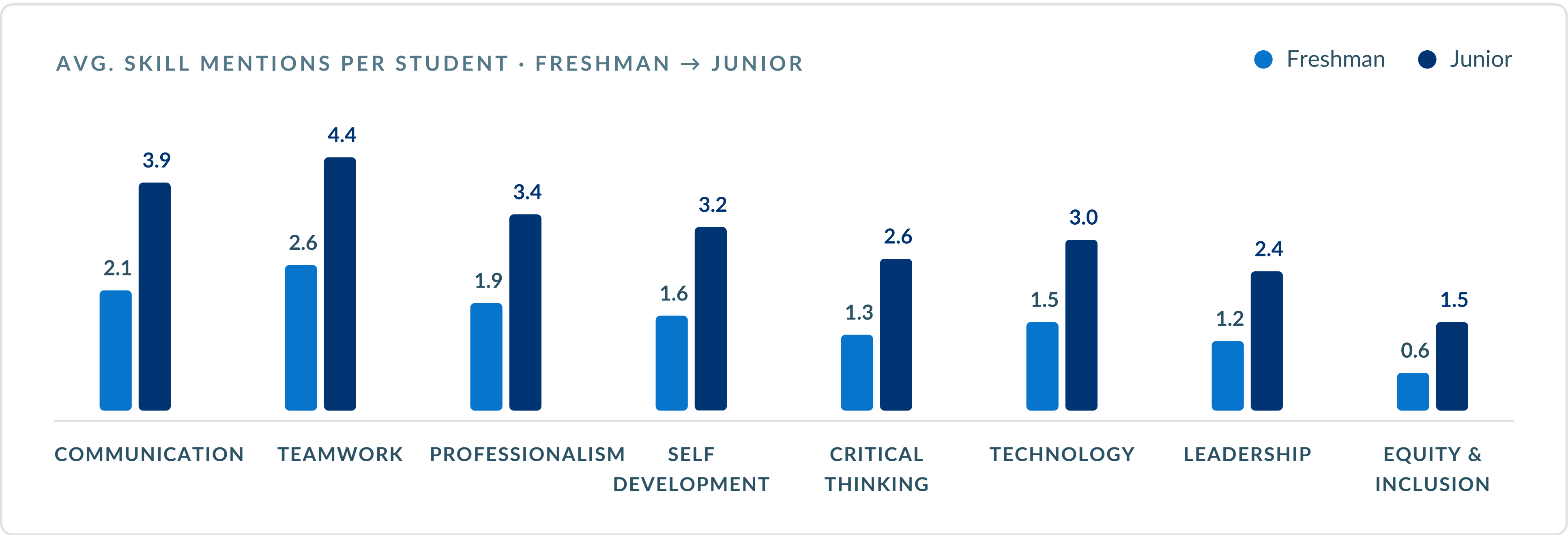
Quinncia runs as a graded assignment in Freshman and Junior year. It's a baseline at entry and a check-in before internship season, so every student in the program is reached, not just the motivated few.

AT A GLANCE

- ~1,000 undergraduates across the Gerrish School of Business
- Used by Freshmen & Juniors in credit-bearing courses
- Feeds the AACSB accreditation file on career readiness
- Mapped to the eight NACE competencies

ASSESSMENT • SKILL PROGRESSION

Two years on, the same students are more articulate.



SKILLS • ALIGNED WITH NACE

Every skill mapped to the eight NACE competencies.

The language employers already use. Quinnicia classifies every skill phrase from a resume or interview into one of the eight, then tracks growth across years.

01

Career & Self-Development

Awareness of strengths and a path through them.

02

Communication

Clear, audience-aware exchange.

03

Critical Thinking

Reason from evidence, weigh trade-offs, decide.

04

Equity & Inclusion

Engage across difference, build inclusive environments.

05

Leadership

Mobilize others, own outcomes.

06

Professionalism

Reliability, accountability, work persona.

07

Teamwork

Build on others' contributions, manage conflict.

08

Technology

Use digital tools fluently and with judgment.

WHAT OTHER PARTNERS SAY

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Expanding career readiness beyond the first year through additional courses and **intentional integration** into co-curricular experiences allows us to better scaffold students' career development over time. Quinnicia gives us a consistent, **data-informed way to track growth**, identify trends, and pinpoint where we need to strengthen support across the curriculum.

WASHINGTON STATE UNIVERSITY

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Quinnicia has brought **clarity and scale** to our team at BYU Marriott when performance and impact matters. Understanding how students are progressing with clear feedback, which drives **elevated engagement**, is changing the game as our student population continues to grow.

BRIGHAM YOUNG UNIVERSITY

LET'S TALK

Bring Quinnicia to your business school.

Book a 15-minute intro with our team and we'll show you a sample report and walk through a pilot for your courses.

BOOK A MEETING



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