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# HEA Teaching and Learning Conference

## December 2025

Leading Change Together: Building the Future of  
Teaching and Learning in Higher Education



# Croí – Your Life, Your Career: Embedding Values for Sustainable & Professional Development



**Institution(s) and Partner Organisations Involved**  
Munster Technological University  
Lead: Dr Gwen Lettis, Dept. of Media Communications  
In collaboration with Denise McSweeney and Dr Fred Creedon (Dept of Accounting & Information Systems)

### Contributor(s)

Denise McSweeney, Dr Gwen Lettis, Dr Fred Creedon MTU

### What level(s) of your institution does this work affect?

- Across multiple modules
- Across multiple programmes Across multiple units/schools/faculties
- Across multiple institutions

### Date and Timeframe

AY 2024-2025 ongoing

### Alignment and Focus

#### Focus

- Education for Sustainable Development (ESD)

#### Discipline

- Arts and Humanities
- Business, Administration and Law
- Generic programmes and qualifications
- Information and Communication Technologies
- Teaching and Learning

### Impact, Lessons Learned and Future Directions

#### Impact and Evidence of Success

Croí has been evaluated through student feedback surveys, reflective responses, and staff observations. Over 200 students across MTU have participated to date, with many reporting increased motivation, clarity in decision-making, and alignment between values and career goals. Twelve MTU educators attended a Croí training session in June 2025, with many now currently rolling out the initiative within their modules. Indicators of impact include improved student engagement, enhanced professional identity, and positive feedback on the relevance of values-based learning to both career development and sustainable thinking.

#### Future Plans and Sustainability

The next phase of Croí focuses on scaling its use across MTU and with partner universities through the Ingenium Alliance. A dedicated Canvas module and open-access toolkit are now available, enabling easy integration into programmes and professional development modules. Future plans include translation and adaptation for diverse cultural contexts, cross-institutional research on impact, and wider dissemination through conferences and the National Resource Hub. Sustainability is supported through continued educator training, embedding Croí in curriculum design, and alignment with institutional goals for ESD and inclusive teaching.

#### Top Tips

- Start with Yourself. When staff personally engage with their own values, they are more confident and authentic in facilitating the process with students.
- Make It Flexible and Modular. Croí works best when it can be adapted to the context—whether as a standalone session, embedded in a module, or linked to career or sustainability themes.
- Connect Values to Real-World Impact. Encourage students to explore how their personal values can shape their professional path and contributions to society. Linking values to career and sustainability goals increases motivation and relevance.



**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)



### Initiative Description

#### Aims and Objectives

- Empower students to identify their personal core values and align them with academic, professional, and life choices.
- Support Education for Sustainable Development (ESD) through self-awareness, long-term thinking, and motivation.
- Provide educators with a structured, replicable framework (Croí) to support values-led reflection in their curriculum.
- Develop scalable open resources and training supports that promote widespread adoption of Croí across disciplines.

motivations, clarify aspirations, and align career choices with personal values—building confidence, authenticity, and purpose. For students in creative disciplines such as Visual Communications, Croí offers a reflective framework for developing as ethical and sustainable designers. It encourages them to consider how their values shape their design decisions, fostering a long-term, responsible mindset that looks beyond technical skill or aesthetics to include social, environmental, and cultural impact. In both cases, Croí equips students to become thoughtful, future-focused professionals ready to contribute meaningfully to their fields and to society.

#### Outline or Description

Croí – Your Life, Your Career is a values-based reflective education initiative developed by Dr Gwen Lettis at Munster Technological University (MTU) to support students in aligning their personal core values with academic, professional, and life goals. Rooted in the principles of Education for Sustainable Development (ESD) and closely aligned with the Inner Development Goals (IDGs), Croí empowers students to develop intrinsic motivation, self-awareness, and a sense of ethical purpose—crucial qualities for future graduates who are expected to engage with complex global challenges in socially responsible ways.

The Croí process was successfully piloted within the Business Information Systems and Visual Communications programmes in 2023-2025. Students engage in a structured reflective journey through a series of facilitated workshop activities, guided reflections, and values-alignment exercises. A core feature is the use of the Portrait Values Questionnaire (PVQ), developed by Shalom H. Schwartz, which helps students identify their personal value profile and understand how these values influence their academic and career decisions.

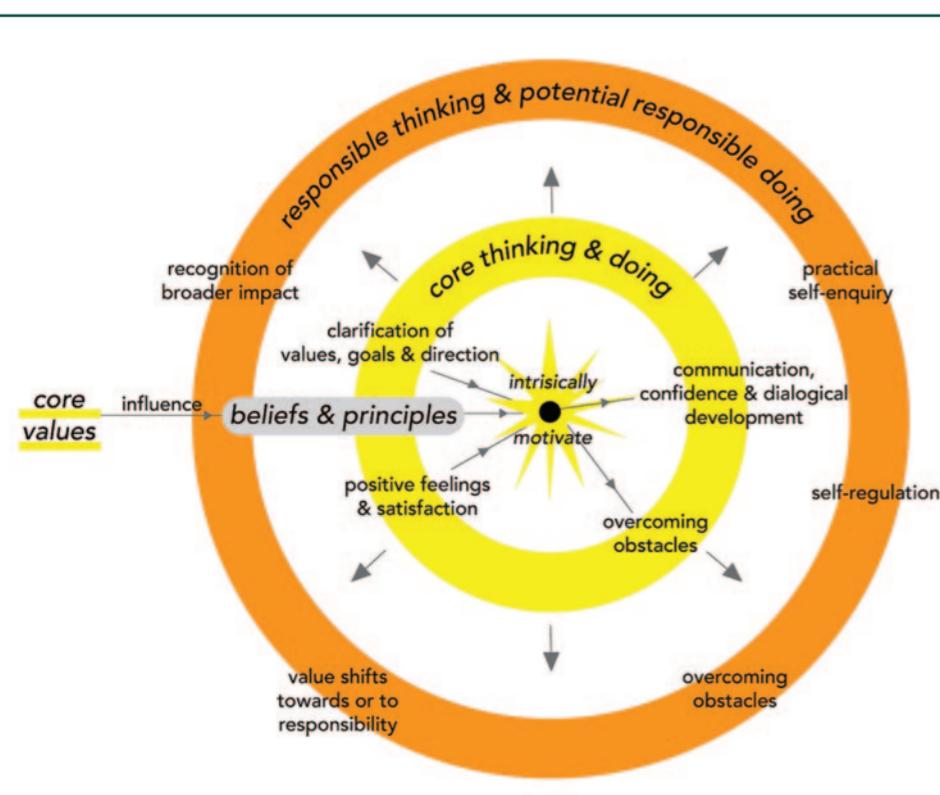
Croí supports the development of professional identity and ethical, values-led practice across diverse disciplines. For students in hybrid programmes like Business Information Systems, where career paths may be broad or less clearly defined, Croí helps articulate

From a pedagogical perspective, Croí is highly adaptable. It can be embedded as a standalone workshop, integrated into existing modules, or used as part of professional development or career guidance services. The initiative is supported by a robust suite of open-access resources, including:

- A Reusable Learning Resource (RLR) with slides, videos, and activities.
- A Croí Educator Guide (for internal and external use).
- A Canvas Module containing both student- and educator-facing materials.
- A full YouTube overview video and updated workshop walkthroughs.

Croí also facilitates inclusive curriculum design by supporting meaningful engagement with learners' diverse experiences and encouraging values-led dialogue. The feedback from both students and educators has been highly positive, particularly in terms of student motivation, clarity of purpose, and confidence in decision-making.

The next phase of Croí focuses on sharing the model across higher education institutions, both nationally and within European networks such as the Ingenium European University Alliance. Through cross-institutional collaboration, adaptation, and shared research, Croí aims to support a growing community of educators committed to values-based, sustainability-focused teaching and learning.



### Funding & Acknowledgements Details

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