

Steppingblocks

DataU

Maximizing the Digital Career Counselor in Advising

Each university has its unique advising methods, and every student requires a personalized approach. So, how can you guarantee that you are providing the best support to your students? This E-Book serves as a comprehensive guide on utilizing the Digital Career Counselor from Steppingblocks to assist your students in their personal journey, ensuring that you are meeting them where they are.

Table of Contents

<u>Page 2</u>	What is the Digital Career Counselor? Why was it created? What does it do? How does it add value to students?
<u>Page 3</u>	How do we define "Advising"? Different types of advising/advisors How our partners are doing this work differently
<u>Page 4</u>	Digital Career Counselor for the Explorer The Square One Student
<u>Page 5</u>	Digital Career Counselor for the Map Maker The I Know What I Don't Want Student
<u>Page 6</u>	Digital Career Counselor for the Quest Seeker The Next Step Student
<u>Page 7</u>	Digital Career Counselor for the Forager The Checking the Box Student
<u>Page 8</u>	Digital Career Counselor for the Treasure Hunter The Endgame Student
<u>Page 9</u>	Digital Career Counselor for the Treasure Hunter The Niche Interest Student
<u>Page 10</u>	Resources and Contact Information

What is the Digital Career Counselor?

An online, virtual career counselor available 24/7 right at your, and your students', fingertips

Why was it created?

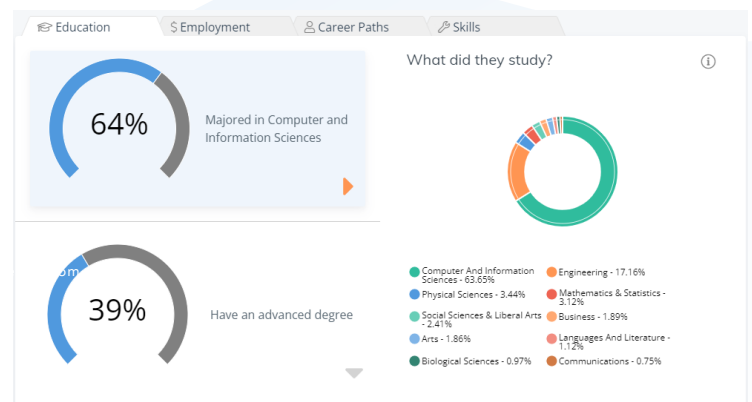
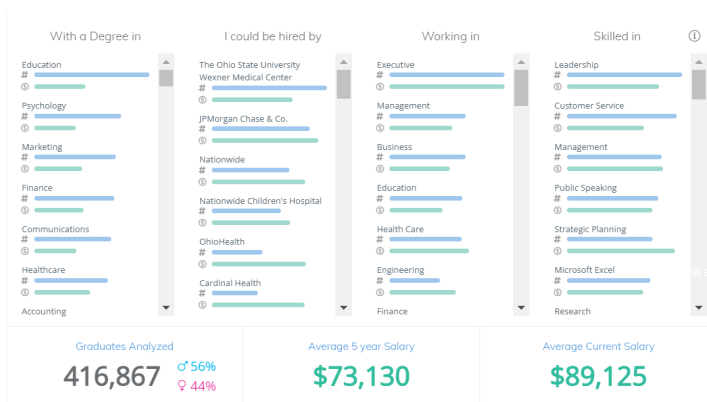
Digital Career Counselor was created to aid students in their career exploration journeys by utilizing data to support students in making informed decisions about their career choices

What does it do?

It has a number of features for students at any stage of their career journey to use, including the ability to see outcomes from their school's alumni, learn more about job titles, top employers, salaries, skills, and career paths, all from real people

How does it create value for students?

Digital Career Counselor allows students to have the tools to explore career options and make a plan for their unique career journey. With so much data at their fingertips, students can make informed decisions about things like what classes to take, what skills they should be developing, what career milestones to expect on the way to their dream job, and more



How do we define advising?

Each campus possesses a distinct and unique identity, and the concept of "advising" can manifest in various ways depending on the school.

Some institutions have a single advising office that fulfills multiple roles, engaging with students about their academic journey as well as their career prospects. On the other hand, certain schools may have separate offices for different types of advising.

Due to the distinct advising structures present at each institution, the manner in which advising is conducted can also vary based on a school's advising framework. Nevertheless, our Digital Career Counselor tool is versatile enough to cater to the unique requirements of each institution, and can be tailored to suit the preferences of individual offices or advisors.

Advising

To give counsel to; offer an opinion or suggestion as worth following

dictionary.com

Advising Roles Examples

Academic Advisor

Career Advisor

Faculty Advisor

Athletics Advisor

Study Abroad Advisor

Pre-Professional Advisors

Student Success Coaches

Digital Career Counselor for the Explorer

The Square One Student

The student who has a vague idea of their interests but no specific career aspirations, or the student who is having trouble deciding their major

Examples

The first-year undecided student

The student who wants to change their major, but doesn't know what to choose

Advising Approach

Students in this position are often overwhelmed by the possibilities, and likely won't know where to start. When advising a student who is undecided, it is important to engage them in conversations about their interests, and encourage exploration. Emphasize that it's okay that they don't have their career figured out yet, and that the goal is to start identifying options that seem interesting, whether that be classes, previous jobs or other experiences. Then, ask them questions about those things to start to identify exactly what about those things made them enjoyable or interesting. These conversations can help a student start to consider the things they enjoy, and begin to explore career paths that match their interests. They can explore their interests by taking certain classes, by researching career fields, by networking with industry professionals, by joining a new club, by completing an internship, and more.

Digital Career Counselor Tools



Personality

With this tool, students can log into the Digital Career Counselor and take a quick assessment of 20 binary questions. The assessment will give students their personality type, and can read through a full personality report to better understand their preferences and tendencies. Students can then view majors and job titles that often align with their personality type.

Digital Career Counselor for the Map Maker

The I Know What I Don't Want Student

The student who likes their major but not the "typical" job that goes with it, or the student who is no longer interested in their original major choice and is looking to switch

Examples

Criminal Justice major who doesn't want to work in law enforcement

Biology student who is no longer interested in being pre-med

Advising Approach

Always start by encouraging the student that knowing what they don't want is valuable! Sometimes students think they're still at square one by knowing what they don't want. In reality, they've already done some of the reflection work to lead them to the things that do interest them. Some of the ways an advisor can help a student in this position is to guide them through some reflection - what is it about their non-interests that are a turn-off? (for example, maybe the student who doesn't want to work in law enforcement doesn't want to work odd hours or carry a weapon.) Ask the student about what they like about their major/the choices they've currently made, and use their answers to guide potential next steps.

Digital Career Counselor Tools



Personality

20 binary question assessment that gives students their personality type, a personality type report, and majors and job titles that often align with their interests and preferences



Outcomes

Shows students average salaries, majors, top employers, job functions and skills of their school's alumni. Can filter the data to see these data points for their chosen major



Search360°

Students can view results from our entire data set. They can search by either job title or major to find top employers, salaries, skills and more



Skills

Within Search360, students can view career paths from real people, and can view a person's skills and career and educational milestones. This can help students build their own career path

Digital Career Counselor for the Quest Seeker

The Next Step Student

This is the student who is ready to take on a high-impact experience and develop their skills. They have a clear idea of their interests and potential career goals, and are ready to take that next step and gain some experience

Example

Marketing student looking for an internship

Advising Approach

With this student, there are two main goals. The first is to get the student thinking about what type of internship or opportunity they're interested in pursuing by asking questions. Maybe they already have something in mind, or maybe they need some help narrowing down their interests. The second goal is to then provide them with resources to get started, such as resume resources, internship boards, etc .

Digital Career Counselor Tools



Outcomes

Shows students average salaries, majors, top employers, job functions and skills of their school's alumni. Can filter the data to see these data points for their chosen major



Search360°

Students can view results from our entire data set. They can search by either job title or major to find top employers, salaries, skills and more



Career Paths

With this tool students can see career paths from real people with their same major, and see the ways they've applied their degree, and hopefully get inspired!

Digital Career Counselor for The Forager

The Checking the Box Student

This is the student who is coming in to get whatever internship/job they can, and doesn't care what the job is, as long as they get one. Oftentimes these students come in right before a deadline or graduation to get any position they can get, without really considering their interests, goals, or the type of work they want to do

Examples

Student is 3 weeks away from graduation and hasn't started searching for a job

The student has a required internship, but is indifferent about what it entails

Advising Approach

Of course, you want to quickly give students the resources they need to start exploring job postings and be ready to apply.

You also want to help students consider their interests and narrow down the possible options. Although their search is last-minute, they should still be focused on finding a role that is fulfilling and aligned with their skills and interests, and something that will help them develop skills that will help them succeed in roles they may get post graduation.

Digital Career Counselor Tools



Personality

Students can log in and take a quick 20 binary question assessment. The assessment will give students their personality type, and a personality type report to help them better understand their preferences and tendencies. Students can use this to consider which jobs/internships are a good fit for them



Outcomes

This shows students average salaries, majors, top employers, job functions and skills of their school's alumni. For a student who needs help figuring out career paths that align with their major, they can filter the data to explore alumni who had the same major



Search360°

Students can view results from our entire data set. They can search by job title or major to find top employers, salaries, skills and more. This can be helpful to show them what skills they should demonstrate on application materials, salaries to expect, and employers to pursue.



Job Board

Shows real job postings from real employers, and can direct students to the company's website to apply

Digital Career Counselor for The Treasure Hunter

The Endgame Student

The endgame student is the student that knows exactly what their dream job is, and wants to know how they can get there. These students span the entirety of a collegiate journey, from freshmen to graduation, and may often be students in the earlier stages of their college careers

Examples

Student who knows they want to be a district superintendent

Student who wants to be a plastic surgeon

Advising Approach

With these students, it's important to acknowledge that their dream job might not be something they land right after graduation, and they may need to map out a more extensive career path in order to reach that goal. Their path may include additional milestones, such as advanced degrees, certificates, internships, etc. Help the student map out their path by identifying necessary milestones as well as skills they will need and can start working towards now. For example, the student who wants to be district superintendent might want to take a class on leadership or organizational management to start developing the skills they will need to meet their goal.

Digital Career Counselor Tools



Search360°

Students can view results from our entire data set. They can view outcomes from people in their exact desired job title. They can see the education background of people in their desired role, and determine whether or not they need an advanced degree.



Career Paths

Within Search360, students can view career paths from real people, and can view a person's skills and career and educational milestones. Students can view career paths from people in their dream job, and see what steps they could take to get there.



Skills

Students can also view the most relevant skills for a particular job title, and start thinking about how they can develop these skills to help them reach their goal.

Digital Career Counselor for The Treasure Hunter

The Niche Interest Student

The niche interest student is the student with a very specific, or niche career interest that doesn't necessarily have a well-known or direct program or major through college to achieve that career goal

Examples

The student who wants to be a sports psychologist

The student who wants to be an astronaut

Advising Approach

For this student, finding information on pursuing their interests can sometimes be challenging, especially since they likely don't know anyone personally in the field.

Encouraging the student to use resources such as professional associations, job postings, and networking can help increase their knowledge, and help the student find resources and build connections within the field they want to pursue.

Digital Career Counselor Tools

Search360°

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Skills

Students can also view the most relevant skills for a particular job title, and start thinking about how they can develop those skills to help them reach their goals

Resources and Contact Information

Resources

Digital Career Counselor Help Center

[CLICK HERE](#)

Campus Launch Kit

[CLICK HERE](#)

Steppingblocks DataU Website

[CLICK HERE](#)

Classroom Incorporation Activities

[CLICK HERE](#)

Steppingblocks Blog Website

[CLICK HERE](#)

Partner Success Team

At Steppingblocks, we greatly value the insights and ideas of our stakeholders. We warmly welcome any feedback or suggestions you may have. Whether you have comments or questions, please do not hesitate to contact any member of the Partner Success Team!

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