

Steppingblocks

Maximizing the Digital Career Counselor in Advising

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APRIL 2023

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Meet The Team



Jacob Bonne, Ed.D
Partner Success Manager



Richelle Hurley
Partner Success Associate

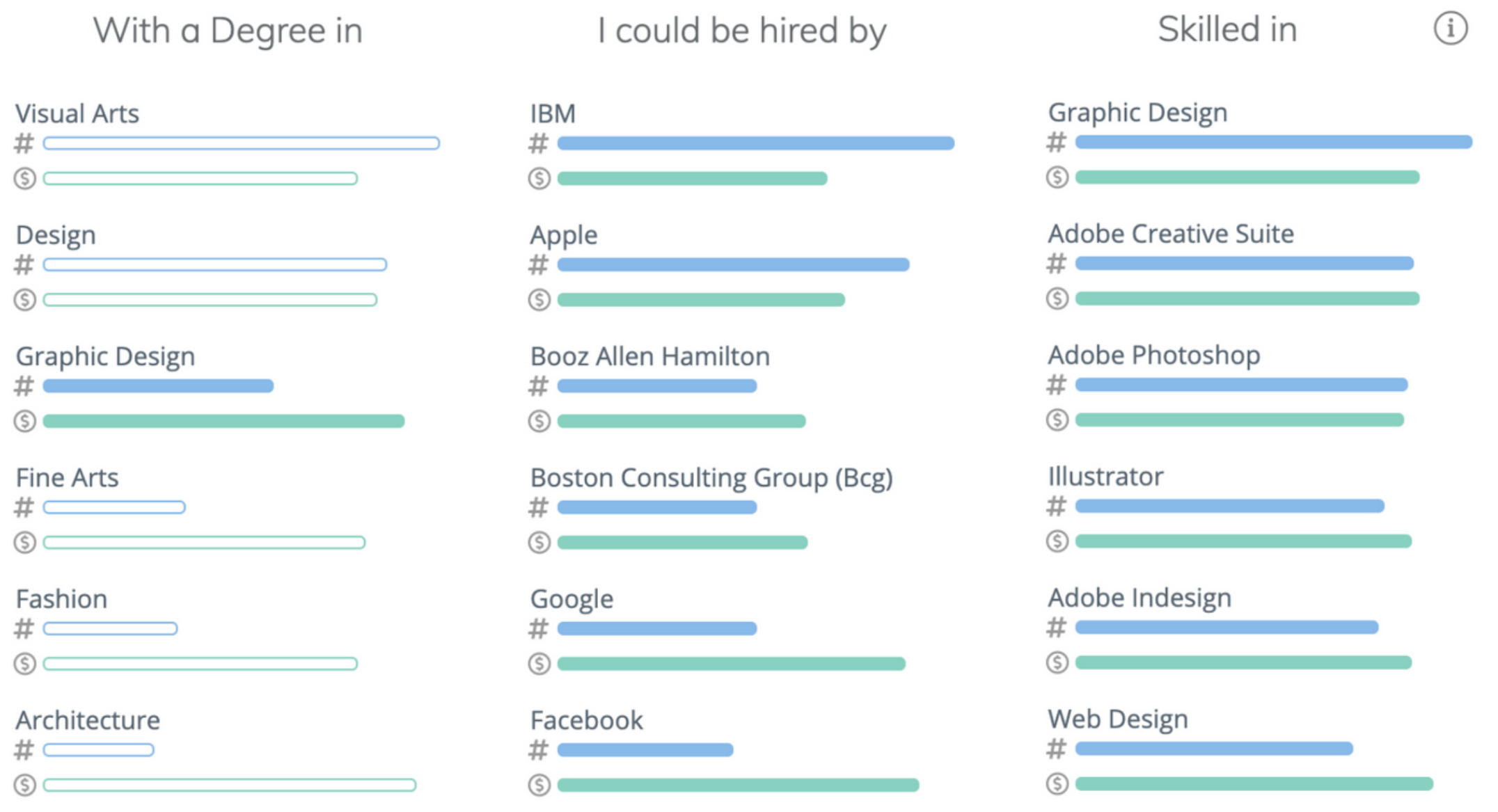


Amanda Kallach
Partner Success Associate

Agenda

- Intro to Steppingblocks & the Team
- Overview of Digital Career Counselor
- Using Digital Career Counselor in Career & Academic Advising
- Other Use Cases
- Support & Resources

Digital Career Counselor



Key features

- Customizable Content Feed
- Free & Comprehensive Personality Assessment
- Outcomes by Major, Employer, Job Function, Skills
- Search 360 by Major or Job Title
 - Education, Employment, Career Paths, Skills
- Free Tuition Analyzer
- Job Board

Average 5 year Salary
\$64,503

Average Current Salary
\$73,420

Advising



Advising takes many forms!

- Academic Advising
- Faculty Advising
- Career Advising
- Athletic Advising
- Examples from some partner institutions:
 - University of Maryland Global Campus (classroom approach)
 - Georgia State University & the University of Memphis (mixed approach)
 - West Virginia University (career coaching)

The Types of Students

- The Explorer: The 'Square One' Student
- The Map Maker: "I know what I *don't* want" Student
- The Quest Seeker: The Next Step Student
- The Forager: The Checking a Box Student
- The Treasure Hunter: The Endgame Student
- The Treasure Hunter: The Niche Interest Student

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.

Example: First-Year Undecided Liberal Arts Student

Advising Approaches

- Help student identify interests
- Narrow down possible career paths

Digital Career Counselor Tools

- Personality Assessment
- Classroom Activities



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.

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

Advising Approaches

- Encourage & dig into the reflection they've already done
- Ask about the choices they've already made

Digital Career Counselor Tools

- Personality Assessment
- Outcomes
- Search 360
- Career Paths



The Quest Seeker

The Next Step Student

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 get some experience.

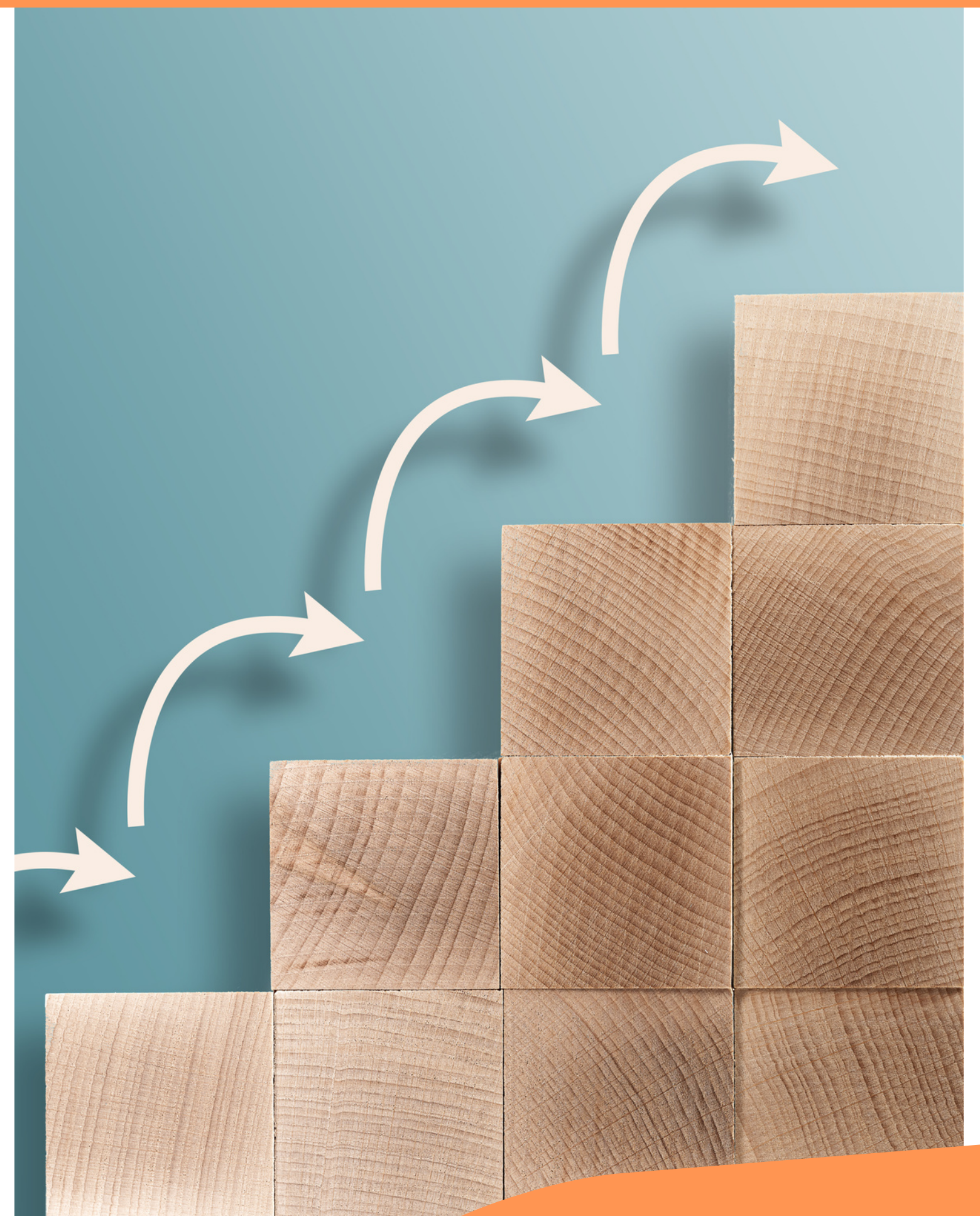
Example: the junior Marketing student who is ready to do an internship.

Advising Approaches

- Provide resources
- Reflect on interests & goals

Digital Career Counselor Tools

- Outcomes
- Search 360
- Job Board



Steppingblocks

The Forager

The "Checking the Box" Student

The student who is coming in to get whatever job/internship/classes they can, and doesn't care what it is as long as they get one.


Example: the Psychology student who needs an internship to graduate

Advising Approaches

- Provide resources
- Narrow down possibilities to meet their interests/requirements

Digital Career Counselor Tools

- Personality Assessment
- Outcomes
- Search 360
- Job Board



TO DO:

The Endgame Student

The student who knows what their exact career endgame is, and wants to know how to get there.

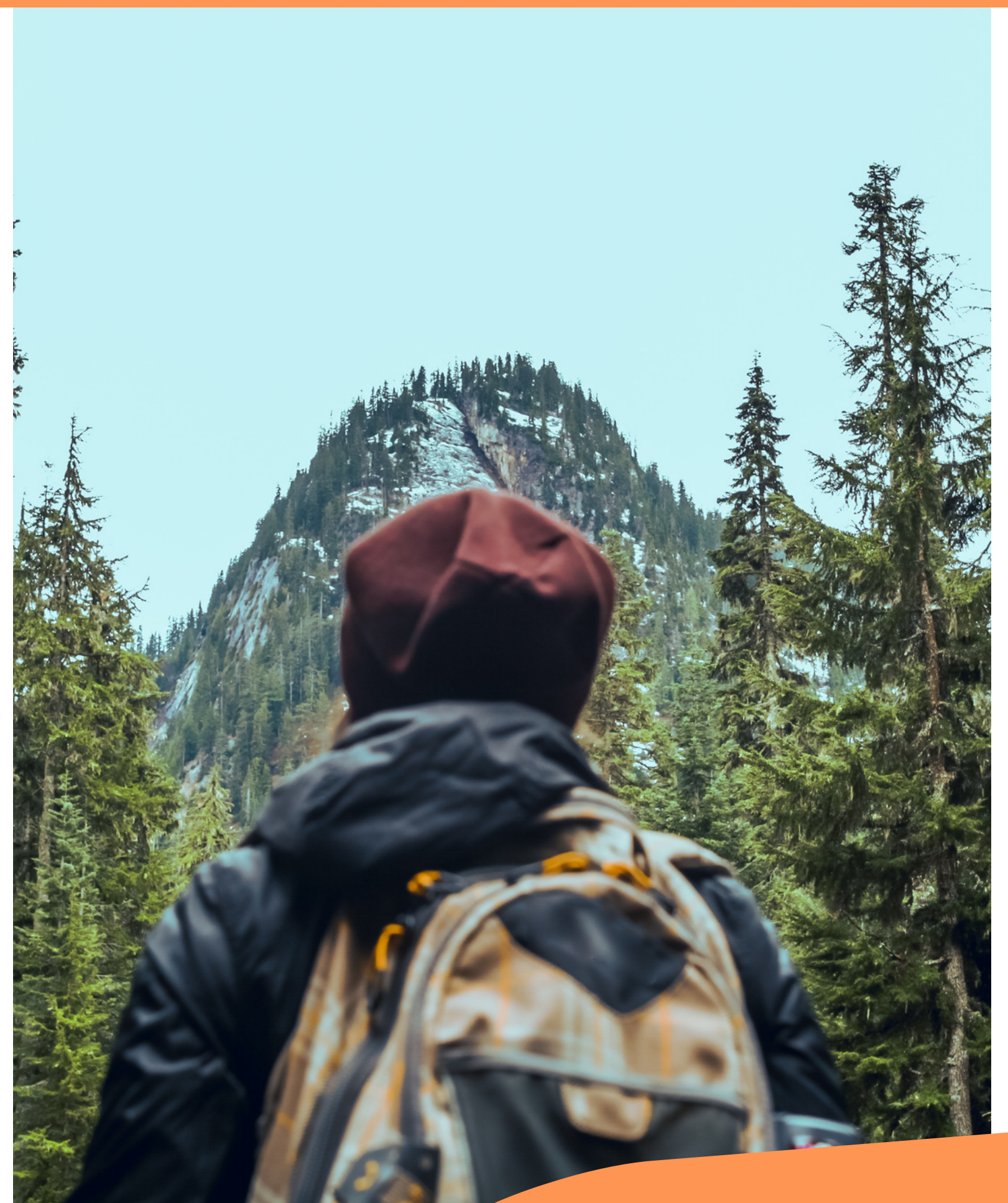
Example: student who wants to be a school district superintendent.

Advising Approaches

- Identify possible career milestones
- Focus on starting to develop relevant skills

Digital Career Counselor Tools

- Search 360
- Career Paths
- Skills



The Treasure Hunter

The Niche Interest Student

The student with a specific, niche career interest.

Example: the student interested in sports psychology

Advising Approaches

- Encouraging the student to get creative about collecting more knowledge
- Use professional associations, job postings, networking, etc.

Digital Career Counselor Tools

- Search 360
- Career Paths
- Skills



Student Type	Personality Assessment	Outcomes	Search 360	Job Board
The Explorer <i>"Square One" Student</i>	✓			
Map Maker <i>"I know what I don't want" Student</i>	✓	✓	✓	
Quest Seeker <i>"Next Step Student"</i>		✓	✓	
The Forager <i>"Checking the Box" Student</i>	✓	✓	✓	✓
The Treasure Hunter <i>"The Niche Interest" & "The Endgame" Student</i>			✓	

Support & Resources

Check out the Resources in our Help Center

Check out our upcoming Webinars

Reach out to us!

- Read articles in our [help center](#) to learn how we collect our data, how other schools use our platforms, how to use the Digital Career Counselor, and more!
- Use the chat feature on our website to get recommended articles or chat with a member of our team
- Articulating Skills for Job Search Success
- Data Transformation: Alumni Outcomes Data for Assessment
- Incorporating Digital Career Counselor into the Classroom
- Send us an email
- Schedule a call
- What did we miss?

Thank you!

To access the comprehensive material for this episode

[CLICK HERE](#)