



The University of
Texas System

Steppingblocks 101: Understanding the Data Landscape of Higher Education

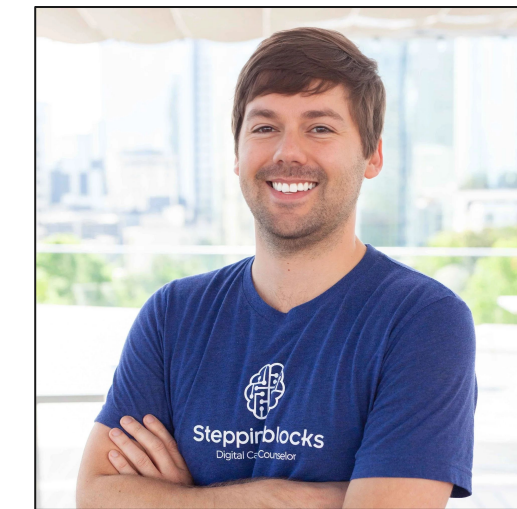
11/2023

Steppingblocks

Agenda

- Introduction to Steppingblocks
- Why does data matter in Higher Ed?
- Data challenges in Higher Ed
- Data Fundamentals
- Steppingblocks Data: Where does it come from?
- The Data Processing Process
- Resources & Support

Who is Steppingblocks?



UNIVERSITY OF
South Carolina



**Northern Illinois
University**



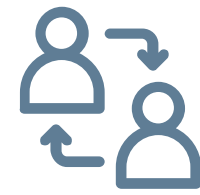
**University of
Alabama System®**
Individually Distinct. Altogether Stronger.



Baylor University

Why does Data matter in Higher Education?

Data is crucial for students and for their universities.



Transparency & Accountability



Understanding ROI



Keep up with the Competition



The University of
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Unlocking Opportunities through Data

Students

- Explore top employers for their school's alumni
- Identify the skills they need to be career-ready in their field
- Discover salary outcomes for desired job titles
- Explore career paths and milestones from real people to make their own career decisions



Universities

- Explore outcomes for specific programs and majors
- Identify top employers of their graduates
- Use information such as average salary, employment outcomes, and top employers to demonstrate ROI
- Provide meaningful career services to current students and alumni
- Discover alumni information to develop meaningful programs and campaigns



Data Challenges in Higher Education

Data Processes can be Complex

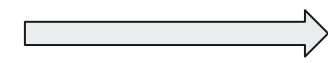
- ➡ Siloing of Data
- ➡ Outdated Data
- ➡ Low survey response rates
- ➡ Need for data training
- ➡ Staffing & bandwidth
- ➡ Campus-wide buy-in



*Data allows you to write the story of your students
and your institution*

Data Fundamentals

Key Terms & Concepts



Data > Information > Insights

How does data drive decision-making?



Triangulation

How are you leveraging multiple data sources to balance qualitative and quantitative storytelling?



Sample Sizes

How can you leverage data sources to ensure sufficient sample sizes?



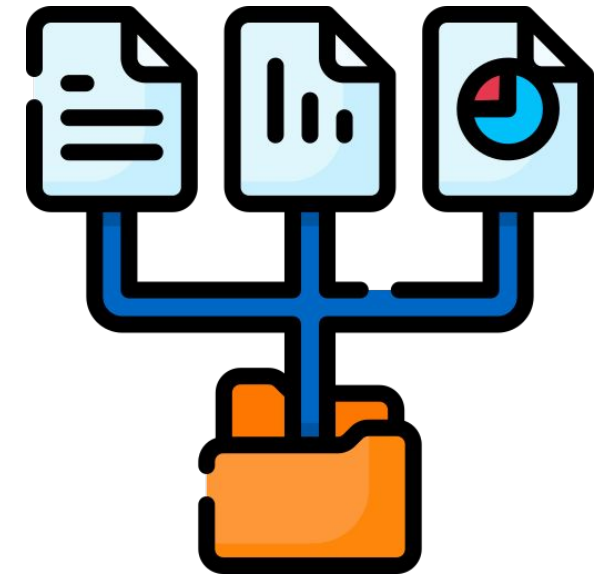
Aggregate vs. Record-Level Data

What level of granularity is required to answer your question?



Data Dictionary

What variables are you leveraging?

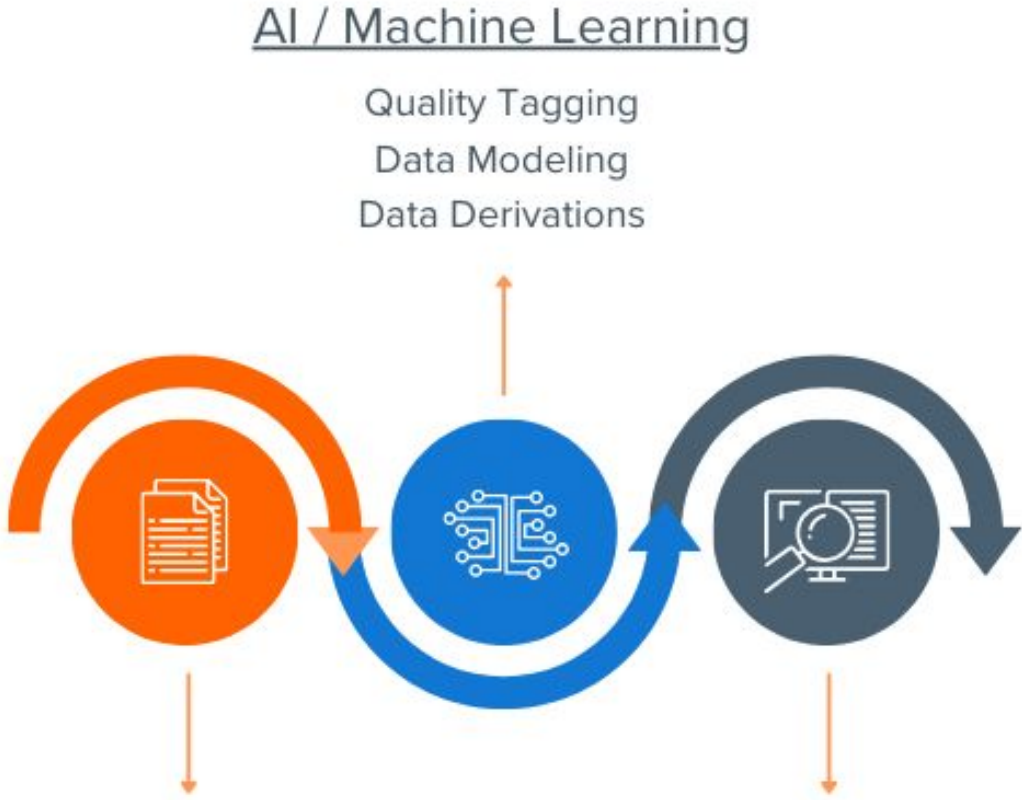
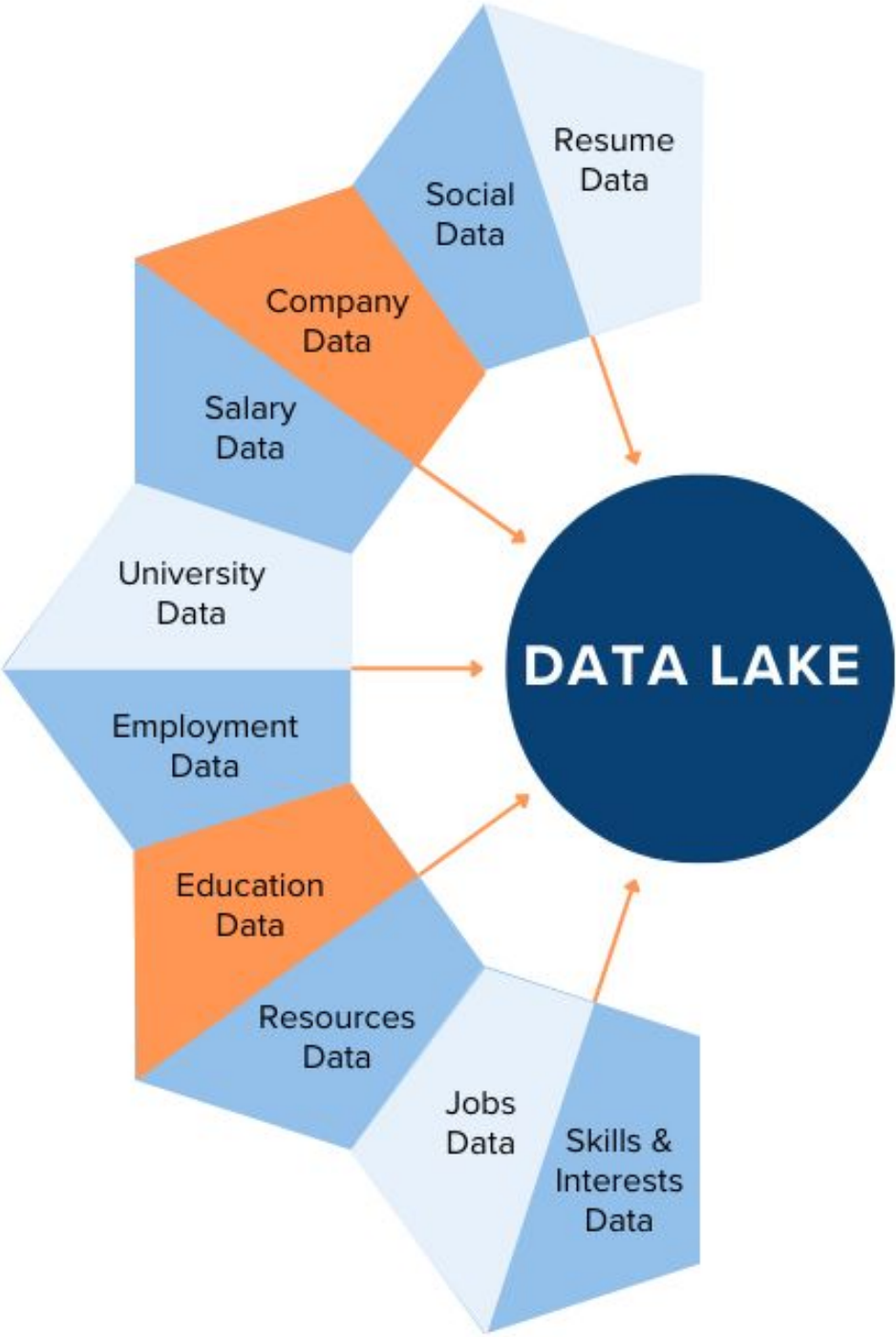


How We Do It

DATA ACQUISITION

AI / MACHINE LEARNING PROCESSING

REAL-TIME QUERY FULFILLMENT



Stage 1 Validation
Deduplication
Update & Merge
Version Control

Stage 2 Validation
Accuracy Testing
Audits
Certification

Graduate Insights Digital Career Counselor



SAME DATA SERVICING ALL APPS



130+ MILLION INDIVIDUALS

25+ Million Companies 7,000+ Colleges/Universities

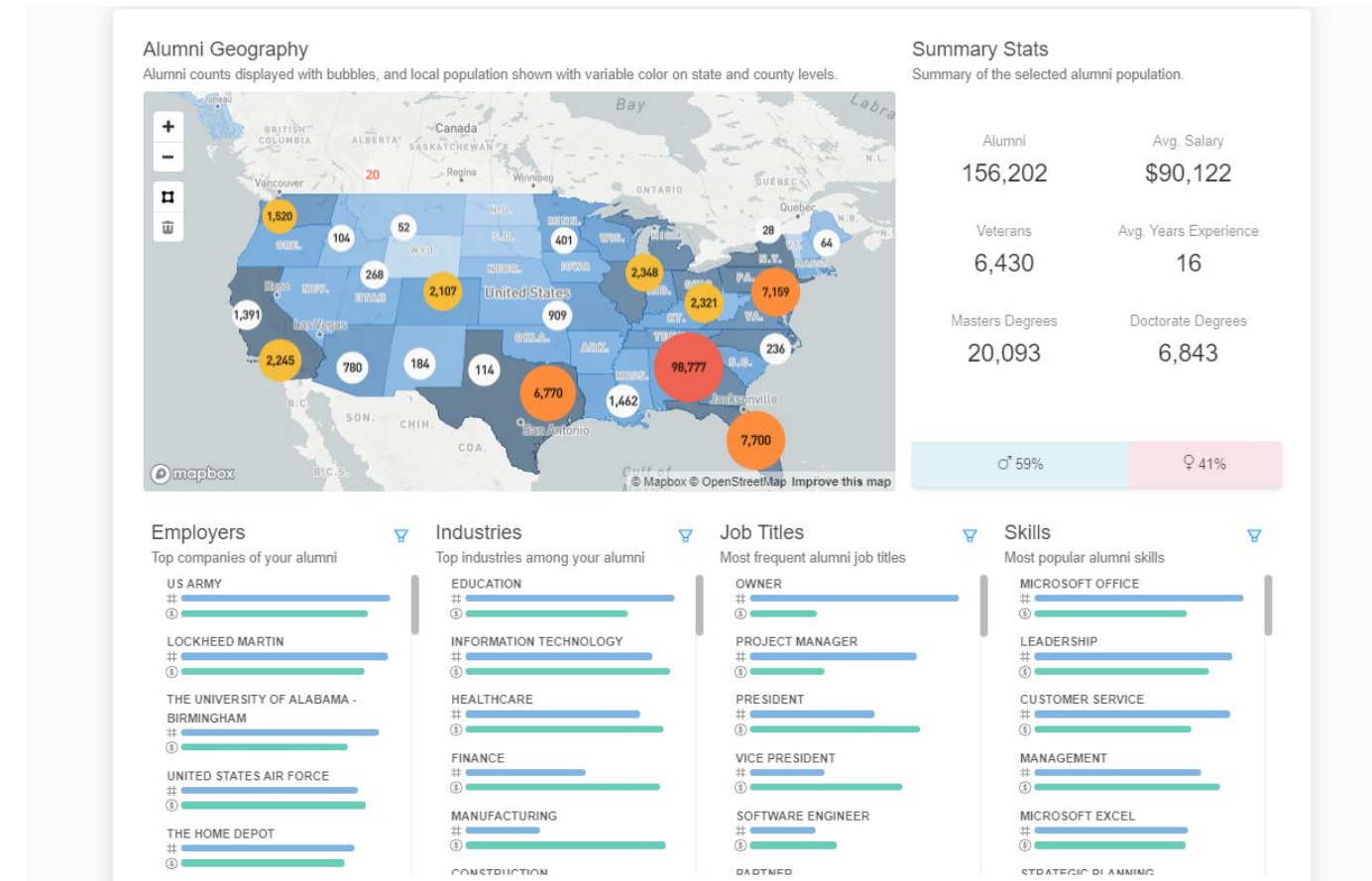
Steppingblocks Partner Use Cases

- Admissions & Recruitment
 - Return on Investment
 - Program Outcomes
- Student Success & Career Exploration
 - Explore Major & Career Outcomes
- Advancement & Alumni Relations
 - Generating reports that highlight alumni success
- Academic Program Insights
 - Graduate Outcomes
 - Gaps & Opportunities
- Accreditation, Compliance and Reporting
 - Outcomes reporting



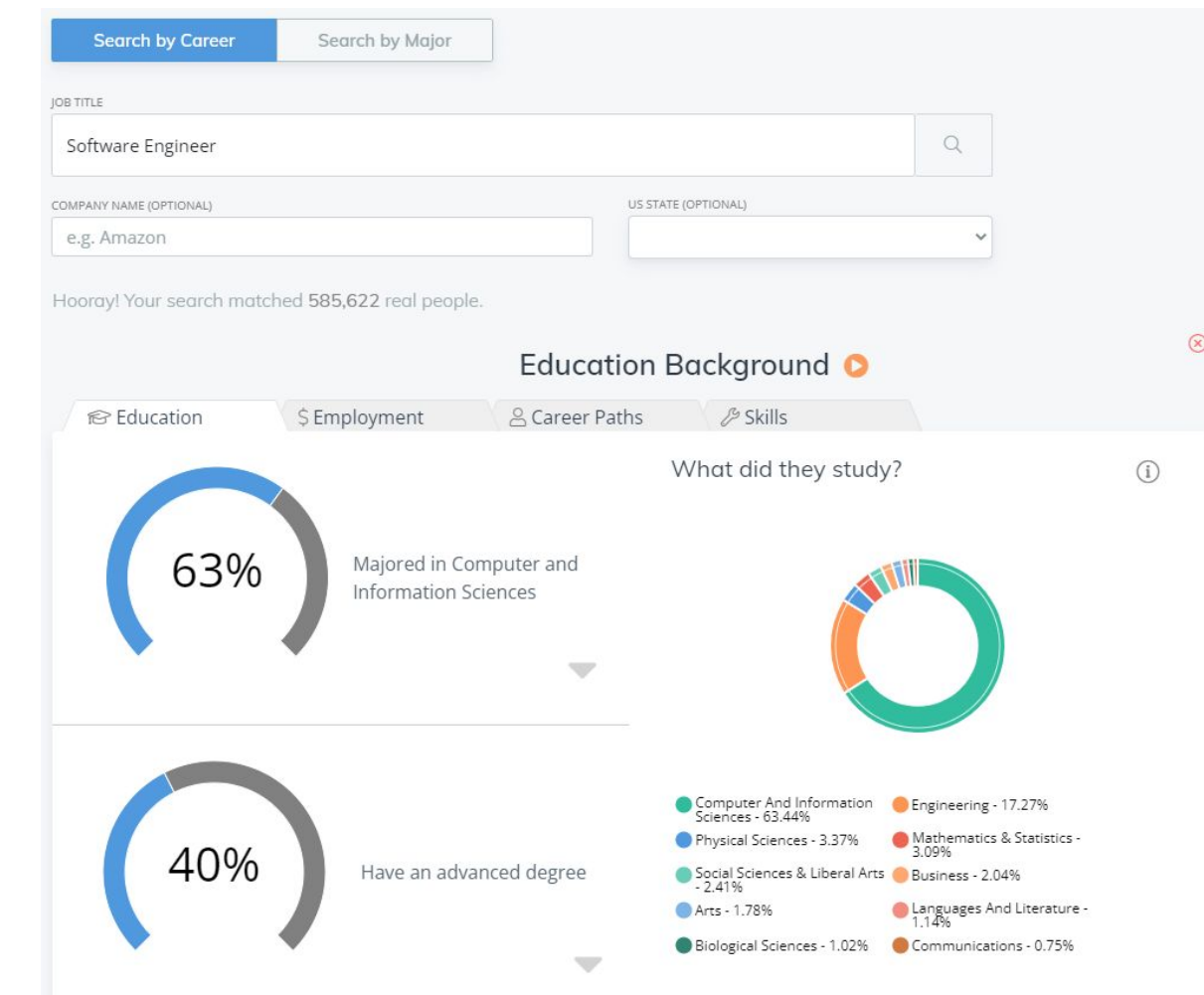
The Outcome: Career & Graduate Outcomes!

Steppingblocks Partners can access the data in two ways:



Graduate Insights

- For faculty & staff access (by invitation)
- View filterable, high level graduate outcomes data
- Top employers, industries, job titles, skills, and more!
- View individual record-level data



Digital Career Counselor

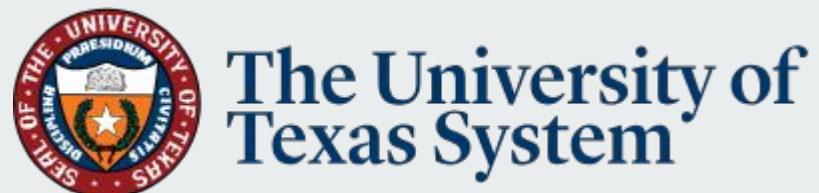
- For students' career exploration
- Accessible through single sign-on
- Students can explore their school's graduate outcomes
- Students can explore career outcomes of our entire dataset

Need Assistance?

Helpful Resources

Chat

Inside the platform there is a chat feature in both Graduate Insights and Digital Career Counselor. The chat feature suggests articles from the Help Center to help with many problems, but unique questions can be asked and responded to



The University of Texas System Specific Resource Page

Visit the UTS specific resource page for helpful links and resources on many topics, including where our data comes from, launch toolkit, and links to specific Help Center articles.

Help Center

Find articles on a number of topics, where you can find information on navigating the platforms, explore partner use cases, answer questions about the data, and get ideas for rolling out the platforms across campus.

Connect via Email

Feel free to reach out via email to the Partner Success Team!

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