Welcome to the Digital Career Counselor!

Steppingblocks Overview of Digital Career Counselor Platform for Students

Fall 2023

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Meet the Team

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Agenda

➢ Overview of Steppingblocks data

➢ High Level Demo

➢ Determining your Use Cases

➢ Best Practices

➢ Promotion & Rollout
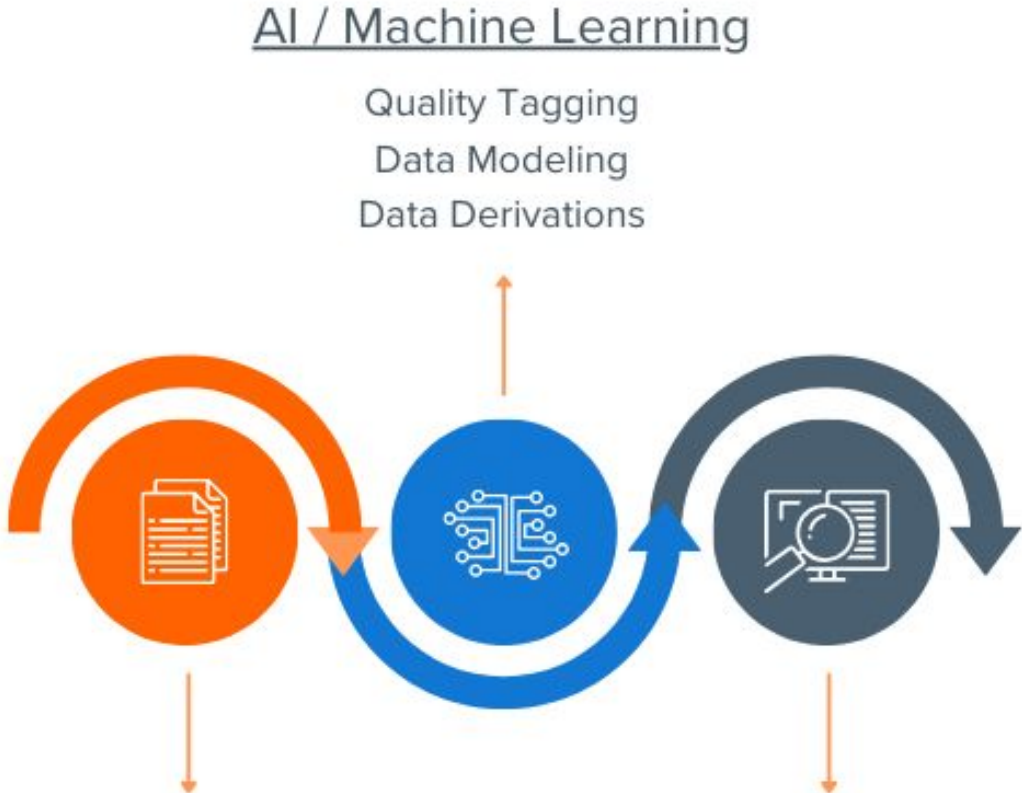
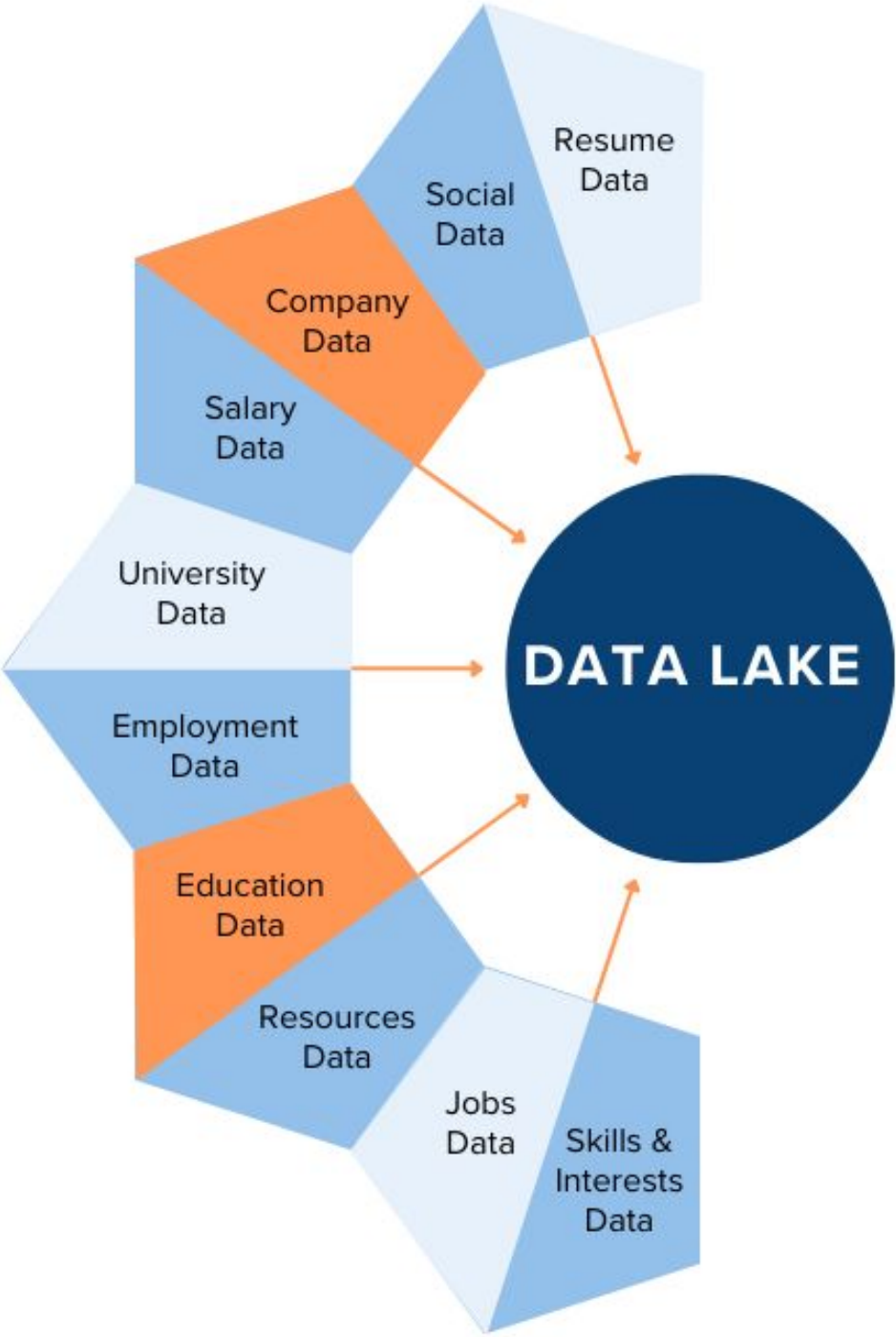➢ Scaling & Implementation

➢ Help & Support

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DATA ACQUISITION

Resume Data
Social Data
Company Data
Salary Data
University Data
Employment Data
Education Data
Resources Data
Jobs Data
Skills & Interests Data

DATA LAKE

AI / MACHINE LEARNING PROCESSING

AI / Machine Learning

Quality Tagging
Data Modeling
Data Derivations

Stage 1 Validation

Deduplication
Update & Merge
Version Control

Stage 2 Validation

Accuracy Testing
Audits
Certification

REAL-TIME QUERY FULFILLMENT

Graduate Insights   **Digital Career Counselor**

SAME DATA SERVICING ALL APPS

130+ MILLION INDIVIDUALS

25+ Million
Companies

7,000+
Colleges/Universities

Demo

Student Platform
Digital Career Counselor

For Students, Career Services, Classrooms, Advising, and Academic Analysis

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Determine Your Use Cases

➢ Ask Yourself:
- *What are your students' unique needs when it comes to career preparation?*
- *How can you leverage data to promote career readiness among students?*
- *Where are the opportunities to incorporate career readiness into the student experience?*
- *How can students benefit from accessing career data?*

➢ As you get ready to use Digital Career Counselor, make a plan for how to roll out and scale the platform

➢ Consider our recommended best practices and use cases from our partners

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Best Practices & Resources

Digital Career Counselor

Best Practice: Integrate Digital Career Counselor into the Curriculum

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➤ Integrate Digital Career Counselor into the Curriculum
  ○ We've seen schools have the most success with Digital Career Counselor when they use it in the classroom, and provide meaningful activities to help students reflect and explore.

➤ Can be used in any course for any student level
  ○ Most commonly used in first year exploration or career readiness courses

➤ Steppingblocks Resource: eBook: Incorporating Digital Career Counselor into Curriculum
  ○ Includes assignment suggestions with learning objectives and materials for each module within Digital Career Counselor
  ○ Assignments are open to modification to fit your unique needs

➤ Partner Case Study: University of Maryland Global Campus
  ○ Article: University of Maryland Global Campus

Best Practices & Resources

Digital Career Counselor

Best Practice: Incorporate Digital Career Counselor into Advising Conversations
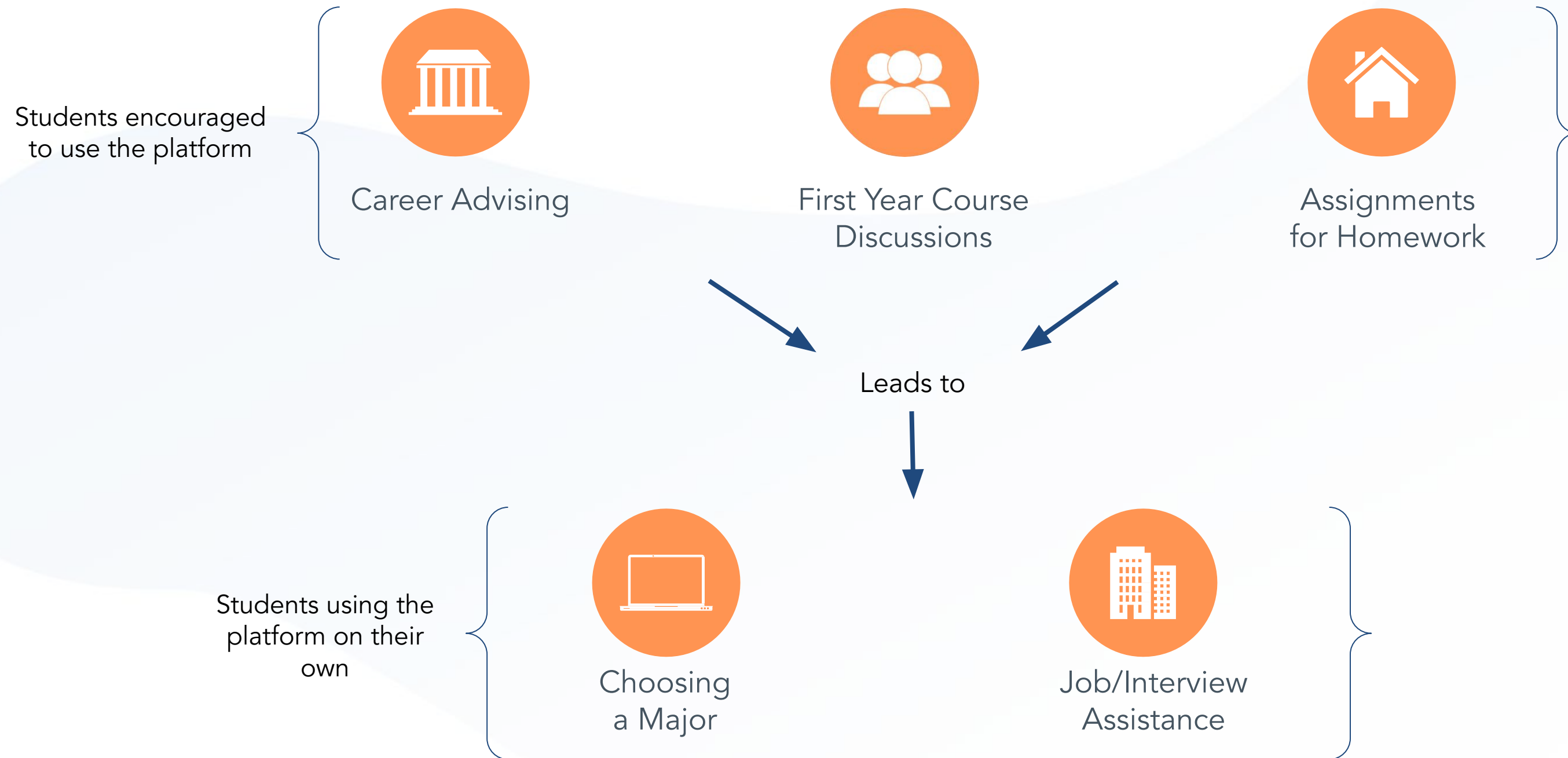
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➤ Incorporate Digital Career Counselor into Advising Conversations
  ○ Schools also report success with the platform when they include it in advising conversations with students.

➤ Create a more robust advising conversation
  ○ Give students access to data that can help them explore and make informed decisions
  ○ Empower advisors with access to data and information on a wide range of career fields and paths

➤ Steppingblocks Resource: eBook: Maximize the Digital Career Counselor in Advising
  ○ Includes information on how to use Digital Career Counselor to meet the different needs of your students, whether they're just starting out or getting ready to graduate
  ○

➤ Partner Case Study: University of Memphis

Ways to Engage DCC with Students

Students encouraged to use the platform

Career Advising

First Year Course Discussions

Assignments for Homework

Leads to

Students using the platform on their own

Choosing a Major

Job/Interview Assistance

Promotion & Rollout

Promotion Strategy: Marketing

➤ Steppingblocks Resources:
  ○ Flyer Templates
  ○ Promotional Video
  ○ Email Templates
  ○ Infographics

➤ Create your own!
  ○ Flyers
  ○ Social Media posts
  ○ Emails
  ○ Videos

➤ Partner Case Study: Atlanta Metropolitan State College

Promotion & Rollout

Promotion Strategy: Add Steppingblocks to your website

➢ Add Steppingblocks to your website
- ○ We strongly recommend schools add an overview of Steppingblocks to their website, as well as a link to login

Home > Career Services > An Introduction to Steppingblocks

Digital Tools To Help You Prepare For Your Career

Steppingblocks

What careers and industries can my degree lead to? What salary can I expect upon graduation? The data in Steppingblocks can help answer these questions.

Steppingblocks is an online career exploration platform. Students, faculty, and staff have access to a 20-question personality assessment, a career path explorer, an institutional outcomes explorer, and a tuition analyzer. You can access Steppingblocks using your University of Memphis Single Sign-On (SSO) information by visiting **memphis.steppingblocks.com**.

LOG IN TO STEPPINGBLOCKS

New To Steppingblocks?

Take a **guided tour** of the student platform.

Become a Steppingblocks Super User by watching a few **short videos**.

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Promotion & Rollout

Promotion Strategy: Add Steppingblocks to your website

➤ **Add Steppingblocks data to your website**
  ○ Use the tool to add data information to your website, and encourage students to explore further

Promotion & Rollout

Promotion Strategy: Classroom Presentations

➢ Present to students in their classrooms
  ○ Demo the platform to students and encourage them to take advantage
  ○ Have students pull up Digital Career Counselor on their laptop/phone and follow along
  ○ Can be a 10-15 minute overview or a full class block with activities

➢ Can present to students in other settings as well
  ○ Orientation sessions
  ○ Student club/organization meetings

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Promotion & Rollout

Promotion Strategy: Faculty & Staff Trainings

➤ Introduce faculty & staff to the platform
  - Host a demo
  - Invite the Partner Success team to help!

➤ Encourage incorporation
  - Curriculum integration
  - Advising conversations

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Steppingblocks Resources

- ➤ [Steppingblocks University of Texas System Page](#)
  - ○ Introductory Videos
  - ○ Links to Resources
  - ○ Webinar Recordings
- ➤ [Help Center](#)
  - ○ How-to articles
  - ○ Links to resources such as eBooks, videos, case studies, and more
  - ○ Inspiration for use cases
- ➤ [DataU Series](#)
- ➤ [Case Studies](#)
- ➤ Digital Career Counselor Monthly Usage Reports
- ➤ Monthly Newsletter: Steppingblocks Spotlight
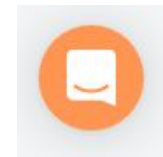
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Need Assistance?
Contact Us

Chat

Inside the platform there is a chat feature in Digital Career Counselor. The chat feature suggests articles from the Help Center to help with many problems, but Steppingblocks will respond to unique questions during normal business hours.

Connect via Email

Feel free to reach out via email to the Partner Success Team. This is the preferred method for discussing SSO, irregularities in the data, or additional trainings as needed.

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Questions?