

Steppingblocks

Steppingblocks for Administrators: Leveraging Outcomes Data to Power Reporting, Enrollment, and Strategy

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- HigherEd Experience: Residence Life & Housing, Student Success, Research and Assessment
- Located in Orlando, Florida
- Passionate about mixed-methods research
- [How We Can Help](#)



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- [How We Can Help](#)



Agenda

- Who is Steppingblocks?
 - What do we do? Who do we work with?
 - USG Context
 - How We Do It
 - Why does it matter?
- Graduate Insights Refresher
- Use Cases & Best Practices: Reporting
- Use Cases & Best Practices: Enrollment Initiatives
- Use Cases & Best Practices: Strategy
- Promotional Strategy & Campus Roll Out
- Next Steps: Get Access & Learn More

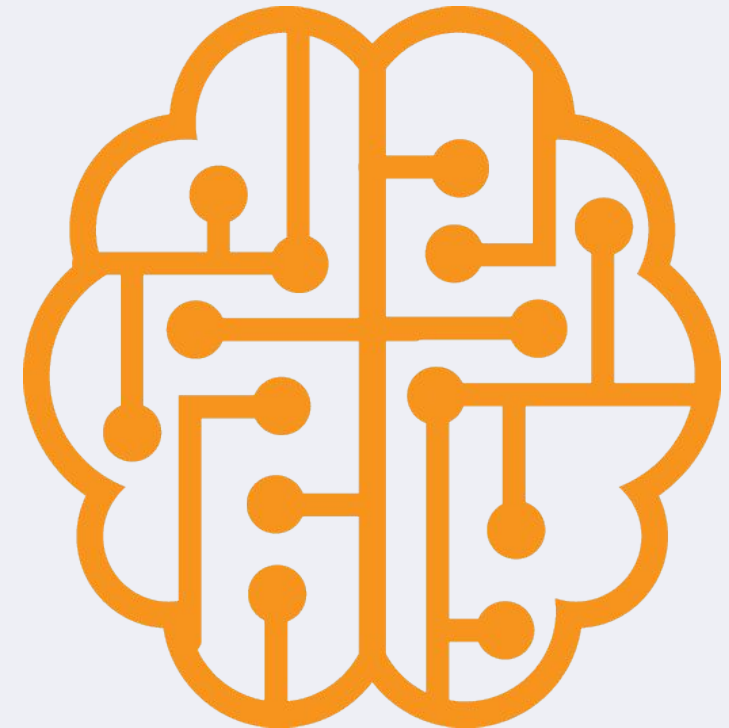


Who is Steppingblocks?

Our mission is to build career confidence for students and drive success for institutions.

Empowering students, faculty, and staff with real-time data

- Data-driven tools to promote career readiness and institutional success.
- Access to two powerful platforms:
 - Digital Career Counselor
 - Graduate Insights
- Key Features allow you to explore alumni profiles, employer trends, average salaries, relevant skills, and more.



Who do we work with?

Our mission is to build career confidence for students and drive success for institutions.

Our Partners

- We partner with colleges & universities across the country to:
 - Equip academic advisors and career coaches with real-world data - spanning hundreds of disciplines - to enhance student advising sessions and outcomes.
 - Connect career goals to curriculum and identify workforce skill trends to inform programmatic gaps and opportunities
 - Unlimited support - 100+ Webinars & Trainings across the USG system
- Common Units we partner with: Career Services, Academic Advising, Institutional Research, Student Success, Enrollment Management & Admissions, Marketing & Communications



Who do we work with?



paring people to lead extraordinary lives



Steppingblocks and USG

USG Resource Hub

Steppingblocks supports strategic initiatives by:

- Empowering students to gain insights into their degree choices
- Helping students, faculty, and administrators securely access resources to support student academic success.
- Building and connecting analytic data-driven tools for students to use in order to construct individualized pathways towards degree success.
- Providing students with high-quality career counseling services in a one-stop, web-based location.



Let's hear from you!

What are your goals for our time together?

- How are you currently leveraging graduate outcomes data?
- What are you most excited to explore today?



How We Do It

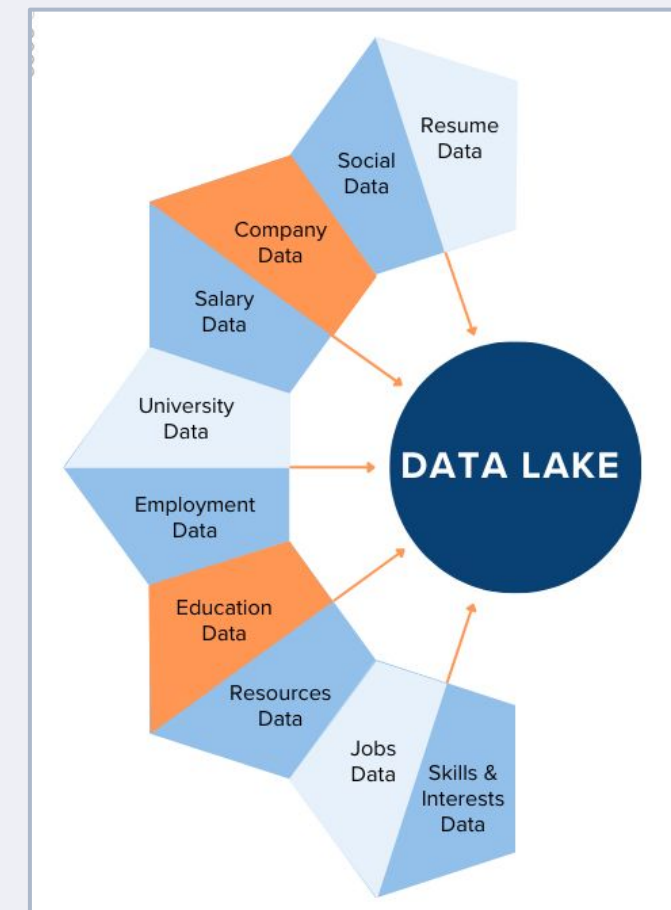
How does Steppingblocks generate graduate outcomes data?

Phase One: Data Acquisition

We acquire data from hundreds of publicly available online sources:

- Publicly posted resumes
- Public social media updates
- Public company data
- And more!

The result? Over 1 billion career milestones in our data.



How We Do It

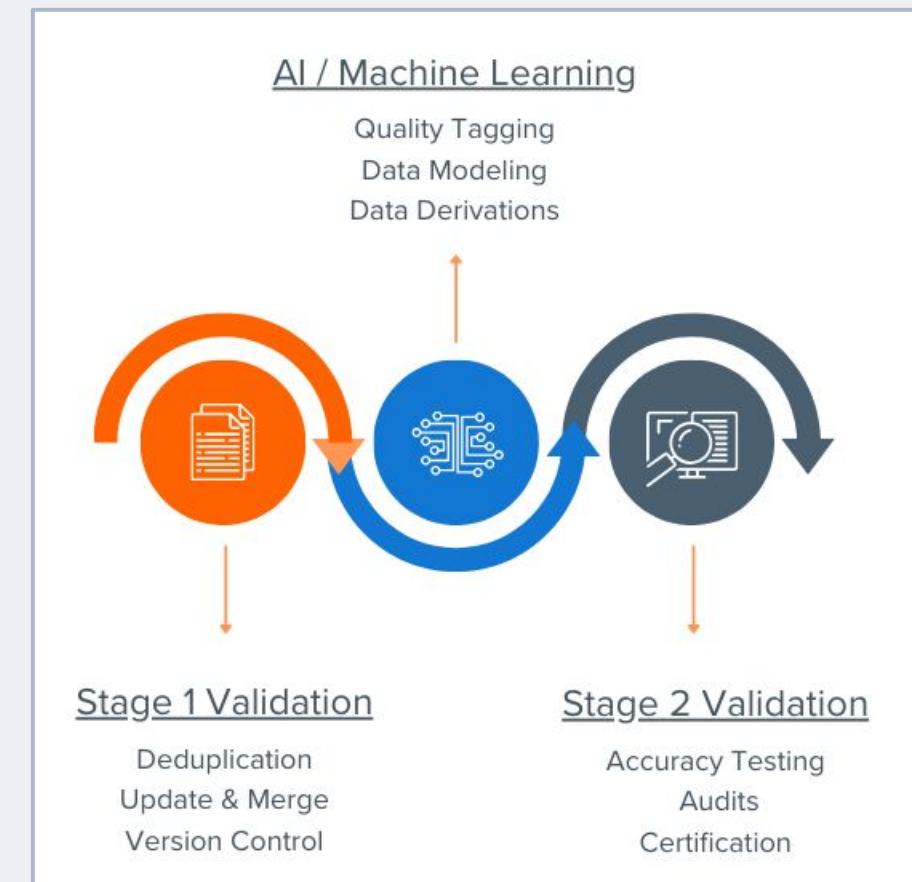
How does Steppingblocks generate graduate outcomes data?

Phase Two: AI / Machine Learning

Making sense of the data

- Deduplicating, updating, and merging data
- Checking for the most recent version
- Flagging anything that seems incorrect or inconsistent
- Data Modeling & Data Derivations

After thorough accuracy testing and auditing by our team, the data is certified and ready for use by our partners.



How We Do It

How does Steppingblocks generate graduate outcomes data?

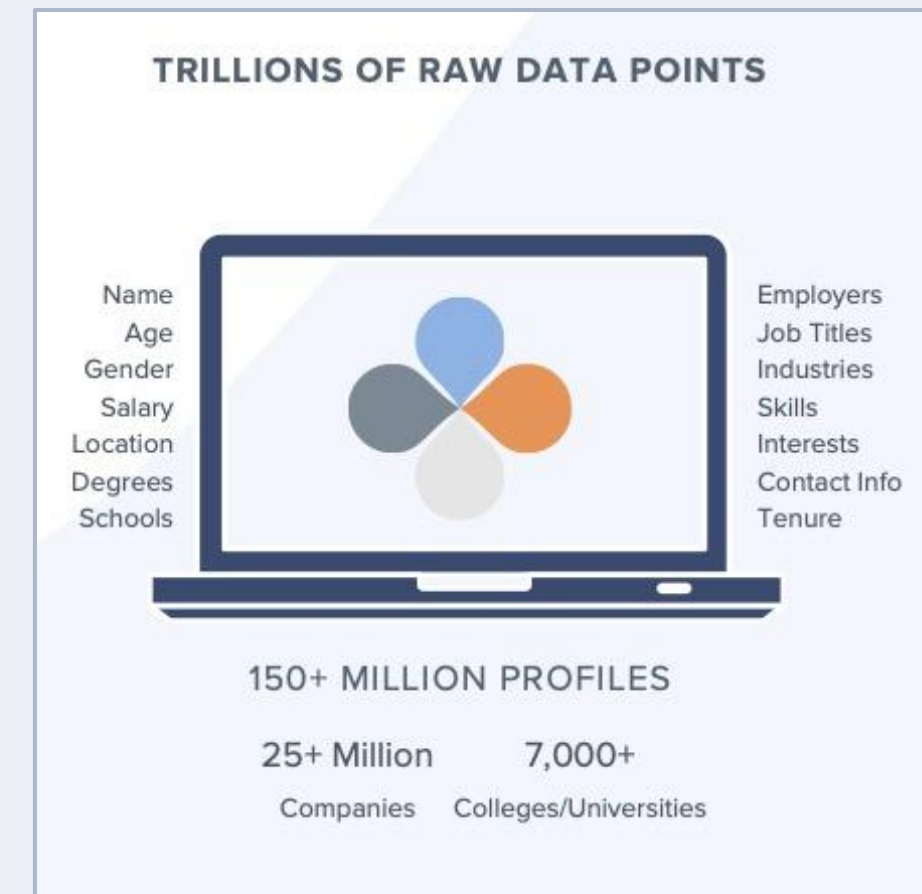
Phase Three: Accessing the Data

Data Coverage

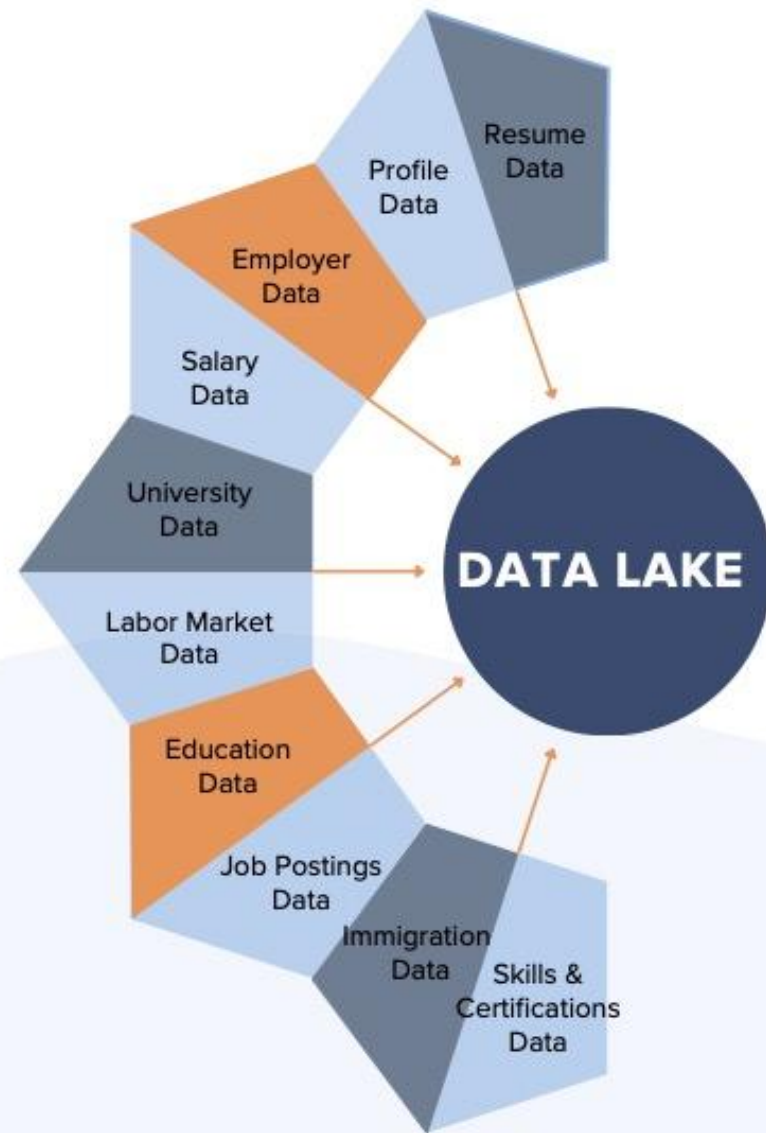
- Over 150+ million individual profiles
- Approximately 90% of the active U.S. workforce
- New data is available four times per year

Platform Access:

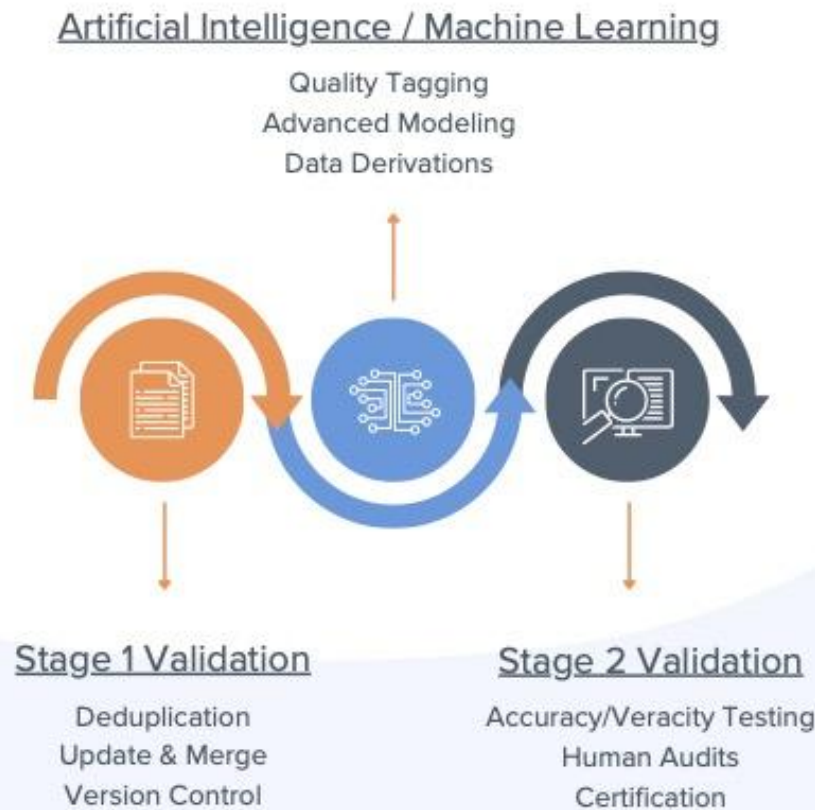
- Graduate Insights (for university faculty / staff)
- Digital Career Counselor (for students)



DATA ACQUISITION



DATA PROCESSING



INSTANTANEOUS APPLICATION DATA

TRILLIONS OF RAW DATA POINTS



150+ MILLION PROFILES

25+ Million Companies
7,000+ Colleges/Universities



Why Does Data Matter in HigherEd?

Outcomes Data

- Transparency & Accountability
- Understanding ROI
- Storytelling

Resources:

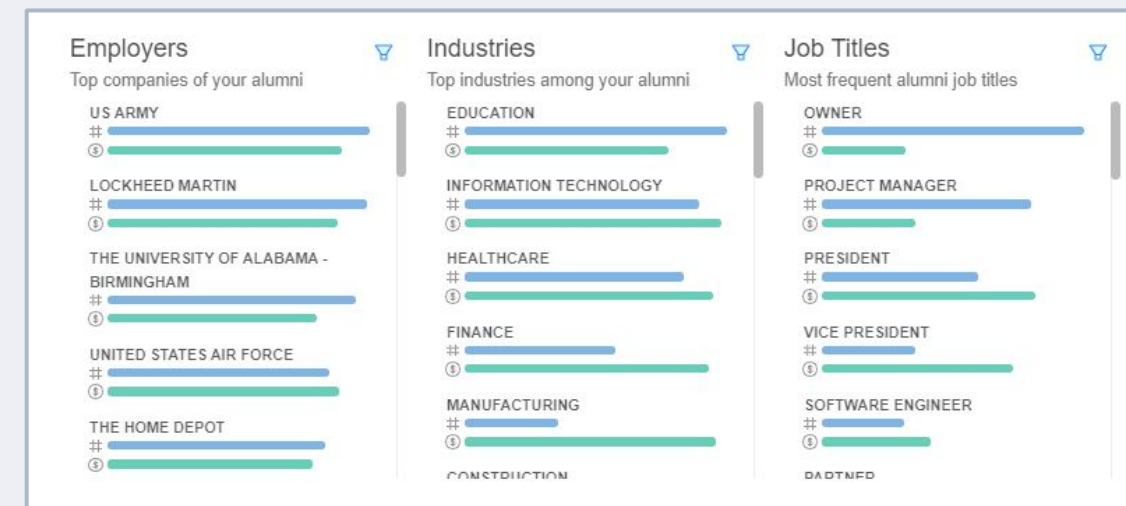
- [Quick Guide: Data Literacy 101](#)
- [Case Study: The Positive ROI of Graduate Outcomes Data](#)



Creating a Culture Around Data

Ex: How can faculty and staff leverage data in their work?

- A data-centric culture ensures consistency and a shared understanding of narratives.
- Use Graduate Insights data to:
 - Illustrate program success
 - Highlight top employers, industries, and skills for targeted program development
 - Inform strategic decisions insights into alumni achievements



University Initiatives and Challenges

What are strategic initiatives on your campus and how can data help?

- **Student Success:** Graduation rates, retention, well-being, culture, and policy.
- **Enrollment Management:** Financial stability and strategic planning.
- **Budget Impact:** Allocation, decision-making, and justification.
- **Rankings and Metrics:** Accreditation, benchmarking, and brand recognition.
- **Innovation & Growth:** Continuous improvement and adaptation.

Outcomes reporting is often very nuanced. What are your specific reporting needs?

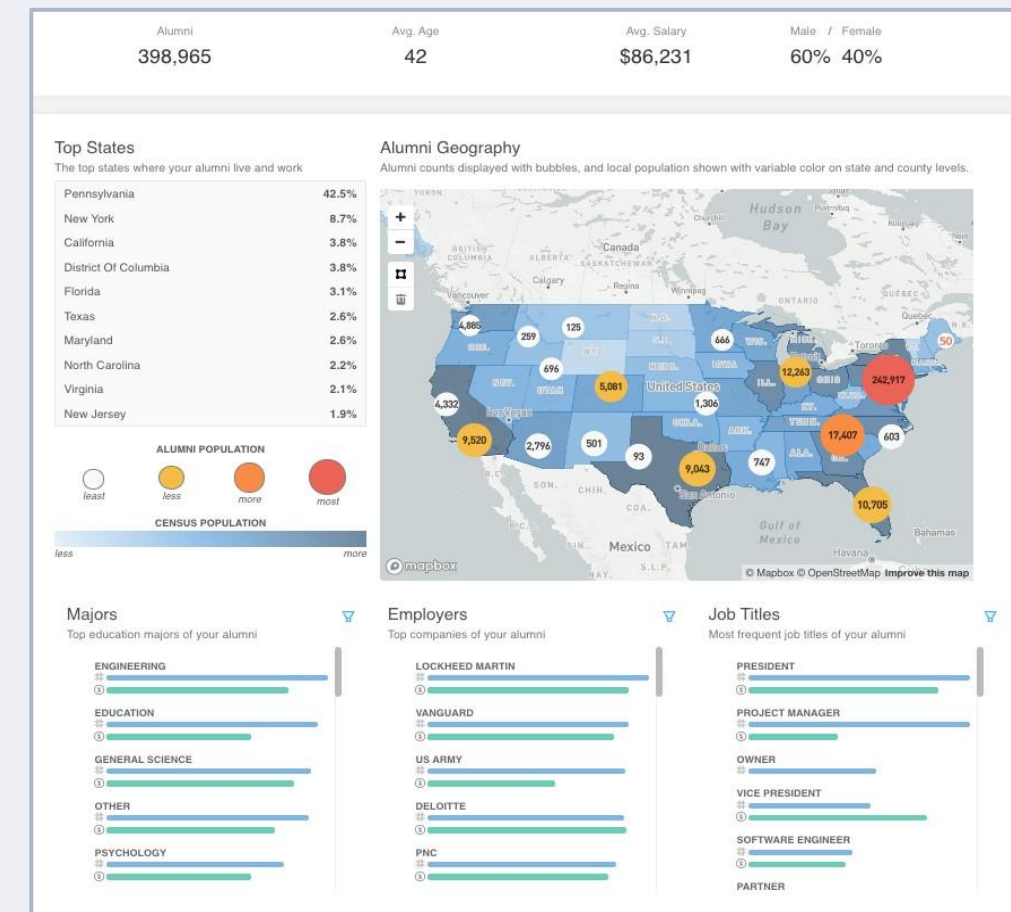


Graduate Insights Refresher

Login: <https://data.steppingblocks.com>

For Faculty and Staff

- Designed for leadership, student success teams, career services, academics, enrollment management, institutional research, and more.
- Invite-only via your institution's administrator.
- Provides an in-depth look at your graduate outcomes data.

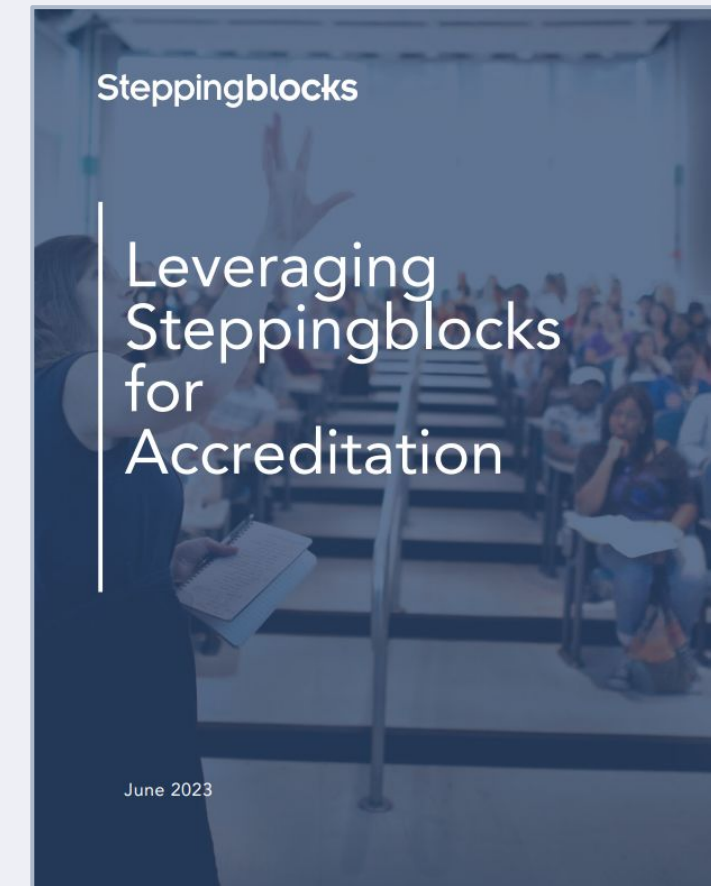


Steppingblocks for Reporting

[Steppingblocks Accreditation eBook](#)

Accreditation

- Example Questions
 - How are we fulfilling our institutional mission?
 - Are students achieving the outcomes you expect?
 - What's the return on investment?
- Key Areas of Assessment
 - Is employment aligned with their field of study?
 - Is employment aligned with institutional targets?
 - Demonstrate quality of education.
 - Program alignment with workforce needs and trends.
 - Maintain competitiveness.



Steppingblocks for Reporting

Assessment

- Trends in Education
 - Analyze employer-demanded skills, hiring trends, and graduate destinations to support predictive analysis and future initiatives.
- University Initiatives
 - Provide up-to-date data connecting faculty and leadership for informed decisions.
- Budgets and Funding
 - Assess KPI achievement to support compelling funding proposals and resource allocation.
- University Rankings
 - Assess decisions' impact, identify improvements, and gauge brand recognition.



Partner Use Case: Reporting & Accreditation

The University of Texas at Tyler

The University of Texas at Tyler

- Steppingblocks highlighted as a data source on pages 85-91 of the Self-Study Report submitted by the Department of Technology for ATMAE accreditation
- Programs pursuing Accreditation:
 - Bachelor of Science in Industrial Technology
 - Master of Science in Industrial Management

Equipped with interactive dashboards, we have the capability to thoroughly examine our alumni base, conducting both high-level and detailed analyses based on variables such as demographics, majors, geographic locations, employers, and earnings. This data empowers UT Tyler to assess the alignment of graduates' skills with employer needs, thereby facilitating the continuous enhancement of academic programs. By leveraging these insights, institutions can actively support learners in acquiring the essential skills for success in the ever-evolving job market. The following data in Table 31, sourced from **Steppingblocks**, provides insights into the employment, location, and job titles of UT Tyler Bachelor of Industrial Technology graduates from 2019-2023.

The following is a list of some of the companies that hire Industrial Technology graduates:

Lockheed Marting
Skeeter Products
Tyler Pipe
Cintas
RHE Hatco
Baker Hughes

Trane Technologies
North American Mining
Trinity Industries
Allied Stone
Komatsu Mining
W-Industries

Oncor Electric
Bird Co., Ecofriendly Trans.
Westlake Chemical
Flex
Amazon
Industrial Wood Technologies



Partner Use Case: Reporting & Accreditation

Western Illinois University - College of Business

Western Illinois University

- Steppingblocks leveraged as part of AACSB Accreditation
- Digital Career Counselor as part of their strategy to deliver outcomes data to students.
- Graduate Insights leverages to assess program impact

In 2022, the College of Business and Technology in consultation with the CBT National Advisory Board made the decision to encourage university-wide adoption of a career platform site called Steppingblocks. Steppingblocks is a powerful data analytics tool that helps track graduate outcomes for business majors by leveraging real-world employment data, salary trends, and career trajectories. By analyzing millions of available professional profiles, Steppingblocks provides insights into where business graduates work, their average earnings over time, the industries they enter, and the skills most relevant to their success.

Additionally, a second feature of Steppingblocks is called Graduate Outcomes/Graduate Explorer. Using a powerful analytics tool analyzing millions of graduate profiles, Graduate Explorer provides insights into where WIU business alumni work, their job titles, average earnings, and the skills that contribute to their success. This tool allows students, educators, and career advisors to make data-driven decisions about education paths, job opportunities, and professional development. Business students can better understand their potential career trajectories, align their skills with industry demands, and optimize their job search strategies for long-term success. From a learner success perspective, faculty may see where our discipline-specific alumni (e.g. accounting) are employed geographically, top companies, and most frequent job titles. Drilling down further, Steppingblocks provides information about employer trends, and skills. Below you will find snapshots of each business discipline –the platform allows us to access more granular data on each of the sections below (majors, employers, job titles)



Steppingblocks for Enrollment Management

Marketing & Communications

- Online resources
- Campus Tours
- Open Houses
- Major Fairs

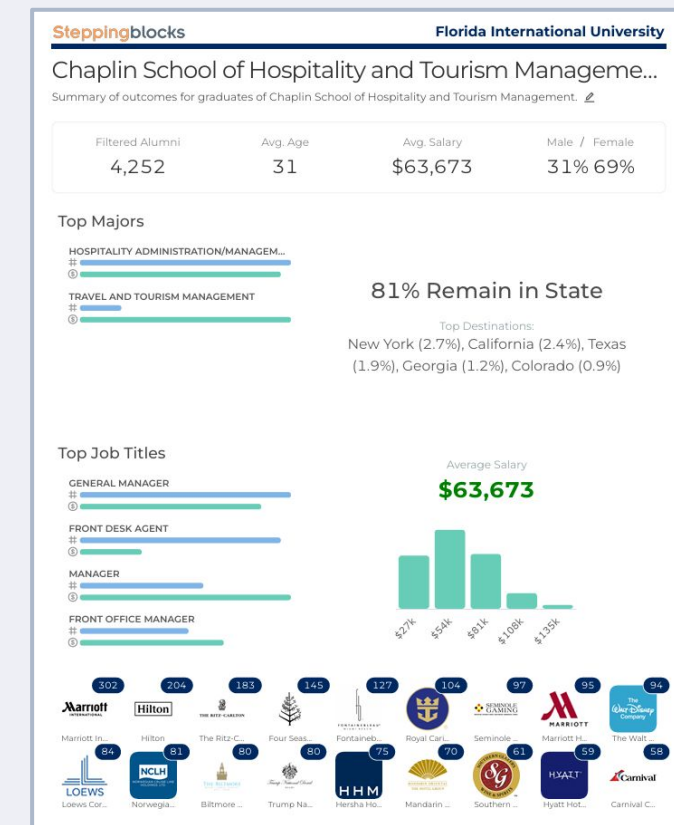


Partner Use Case: Enrollment

Enrollment & Marketing

Use Outcomes data to highlight the value of education and attract prospective students.

- [Northern Illinois University](#)
 - Created physical flyers for each college.
 - Updated all academic landing pages with relevant data.
- [University of South Carolina](#)
 - Leveraged data to inform strategic initiatives.
- [Florida International University](#)
 - Developed one-pagers to showcase outcomes.
 - Used recent graduate data to recruit for graduate programs.



Partner Use Case: Enrollment

Marketing & Communications

- [University of Wisconsin-Madison L&S Successworks](#)
 - Effectively showcasing program-specific outcomes to engage stakeholders.
- [Georgia State University](#)
 - Utilizing comprehensive data to strengthen student recruitment and employer partnerships.
- [University of South Carolina](#)
 - Using data-driven insights to inform career services and alumni engagement efforts.



Steppingblocks for Strategy

[Georgia State University](#) | [University of South Carolina](#)

Retention

- Clear Communication
 - Use data to showcase academic progress, the success of support services, and efforts to build a sense of community across campus.
- Transparency for Outcomes
 - Leverage easily digestible data in marketing materials, online platforms, and newsletters to demonstrate a commitment to student success, ensuring accountability to the institution's stated goals.



Steppingblocks for Strategy

Program Review

Curriculum Development

- Leverage data to align curriculum with workforce demands and identify essential skills for student success, demonstrating adaptability and relevance in career preparation.

Evolve University Offerings

- Use data to guide decisions on adding certificates, renaming majors, or realigning programs, ensuring academic offerings remain relevant to industry needs.

Institutional Distinction

- Showcase alignment between initiatives and the institution's mission, highlighting a commitment to educational quality and institutional goals.



Steppingblocks for Strategy

Curriculum Development

Ex; How does your computer science program align with industry needs?

- Key Areas of Assessment:
 - Collaborate with deans and faculty to evaluate program outcomes.
 - Identify graduates' top skills, top employers (and their skill demands), top industries, and emerging trends.
- Opportunities for Growth:
 - Certificate Programs
 - Recruit students for further education to enhance workforce readiness.
 - Parallel Pathways
 - Highlight the diverse career options available to students.



Partner Use Case: Strategy

[University of Wisconsin- Madison](#)

University of Wisconsin- Madison

- Undergraduate [fact sheets for each major](#).
- Explore skills, employers, and learn from alumni
- SuccessWorks: College of Letters & Science
 - [What Can You Do With Your Major](#) skills and outcomes booklet

What you can do with your DATA SCIENCE MAJOR

Data Science Major Skills

- Data Modeling & Visualization**
You will write code to visualize data, build data models based on regression, machine learning, and other methods, and interpret results to gain understanding in domain areas.
- Data Programming & Management**
You will gain expertise in programming, manipulating, merging, summarizing, and managing data.
- Reproducible Data Analysis**
You will develop processes of data analysis that are scalable and reproducible.
- Professional & Ethical Conduct**
You will conduct data science activities aware of and according to policy, privacy, security, and ethical considerations.
- Critical Thinking**
You will define and analyze problems working with data; identify factors that contribute to outcomes; analyze connections and use them to make informed decisions and to draw conclusions.
- Visual, Written & Oral Communication**
You will communicate concepts and results effectively with scientific peers and the public, visually, orally and in writing.

Supplement Your Skills With

- Deeper experience in one or more specialized domain areas
- Experience through research, internships, part-time work, data competitions
- Career & self development
- Continued development of oral and written communication skills
- Experience fostering professional equity & inclusion

Chart Your Path Forward

- Activate Your Handshake Account**
for connections to jobs, internships, employer & alumni networking.
- Explore Career Communities**
to discover a wide variety of fields where you can turn your major into success.
- Get Career & Internship Advising**
from SuccessWorks to make a plan, whether you're a first-year student or about to graduate.



Partner Use Case: Strategy

[University of California-Irvine](#)

University of California Irvine

- Anteater Gradstats
 - The Institutional Research and Career Services teams collaborated with Steppingblocks to create “Anteater Gradstats”, a webpage that publicly shares recent graduate outcomes data by college
- “[Steppingblocks data] helps with accountability and ROI. Our schools are seeking that information when it comes to accreditation.” - Leigh Poirier, Director for Strategic Services, Division of Career Pathways
- “Steppingblocks is also helpful for students and their families as they’re trying to make important decisions that will impact them for the rest of their life” - Leigh Poirier



Steppingblocks for Promotional Strategy

Utilization by Unit

Leveraging Graduate Insights Across Campus

- **Academic Affairs:** Program review, accreditation, and program development.
- **Career Services:** Strengthen employer relations, perform skills analysis, and enhance career coaching.
- **Enrollment Management:** Enhance admissions and recruitment strategies.
- **Institutional Research:** Conduct in-depth alumni outcomes analysis.
- **Student Success:** Support academic and career exploration for students.

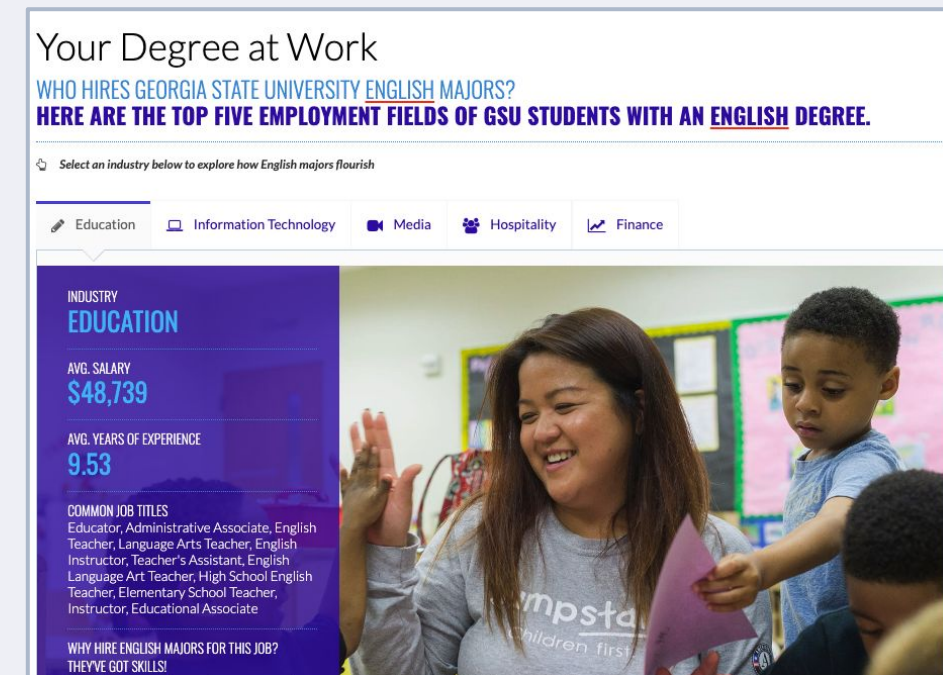


Promotion Strategy

[Georgia State University](#) | [University of South Carolina](#) | [University of Wisconsin-Madison](#)

Share Outcomes Data

- You can add Steppingblocks Outcomes data to your website and encourage students to explore further by showcasing key insights such as career outcomes, top employers, and salary information. This can help students understand the potential impact of their education and guide them in making informed career decisions.



Graduate Insights Next Steps

What are your initial next steps to maximize Steppingblocks?

- What challenges impact outcomes reporting initiatives on your campus?
- How would you like to use Steppingblocks to enhance reporting, strategic planning, and/or enrollment marketing on your campus?
- What support do you need to be successful?



Graduate Insights Next Steps & Resources

Explore the Data!

- Learn more & ask questions
- Visit our [Help Center](#)
- Check out these resources on Graduate Insights!
 - [Steppingblocks Help Center](#)
 - [Graduate Insights How to Guide](#)
 - [Graduate Insights Next Steps](#)
 - [Maximizing Graduate Insights for Accreditation and Reporting](#)
 - [Graduate Insights Use Cases](#)
 - [Support Center](#)

