

Steppingblocks

Steppingblocks for Students: Key Strategies to Scale Career Confidence in Advising and the Classroom

July 29, 2025



Director of Partner Success

Jacob Bonne, Ed.D.

jacob@steppingblocks.com

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



Senior Partner Development Strategist

Anna-Bradley Schoenfeld, Ed.D.

annabradley@steppingblocks.com

- HigherEd Experience: Residence Life & Housing, First Year Experience, Alumni Engagement & Major Gift Fundraising
- Located in Pensacola, Florida
- Passionate about closing the skills gap to eliminate underemployment
- [How We Can Help](#)



Agenda

- Who is Steppingblocks?
 - Who do we work with?
 - USG Context
 - How We Do It
- Digital Career Counselor Refresher
- Use Cases & Best Practices: Curriculum
- Use Cases & Best Practices: Advising
- Campus Promotion & Roll Out
- Next Steps: Get Access & Learn More

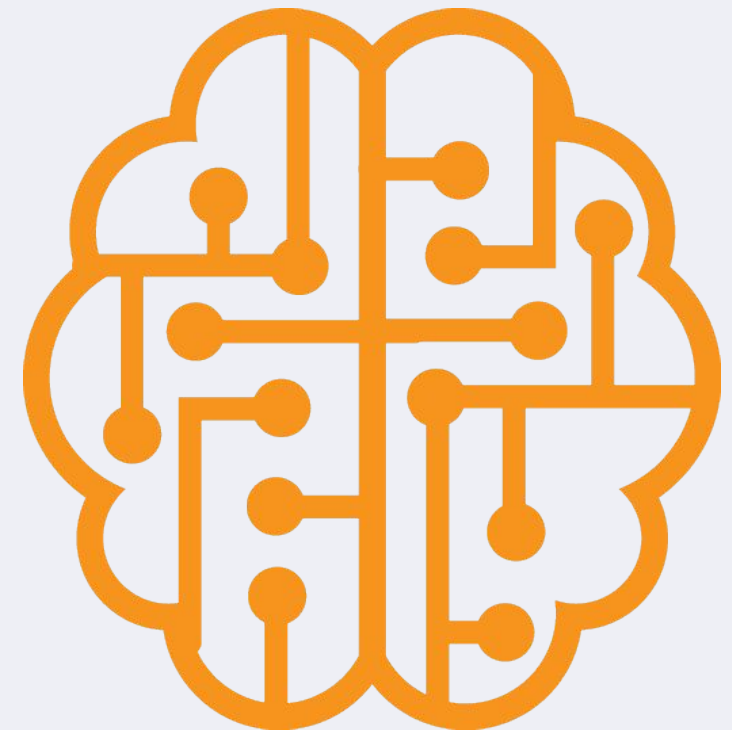


Who is Steppingblocks?

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 outcomes, 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 do you most directly interact with students?
- What are you most excited to explore today?



Graduate Outcomes Data: How We Do It

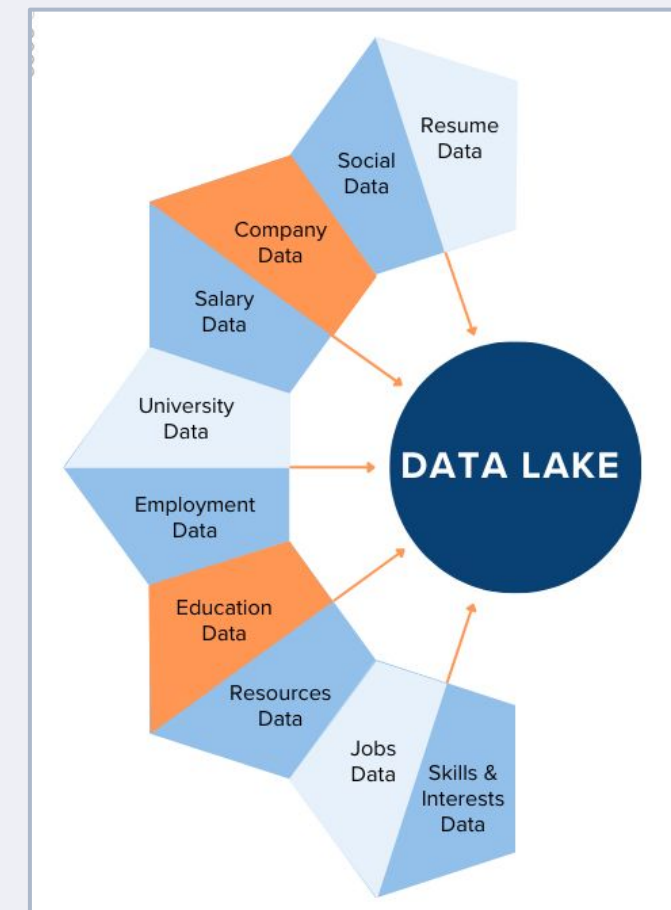
How does Steppingblocks generate graduate outcomes data?

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

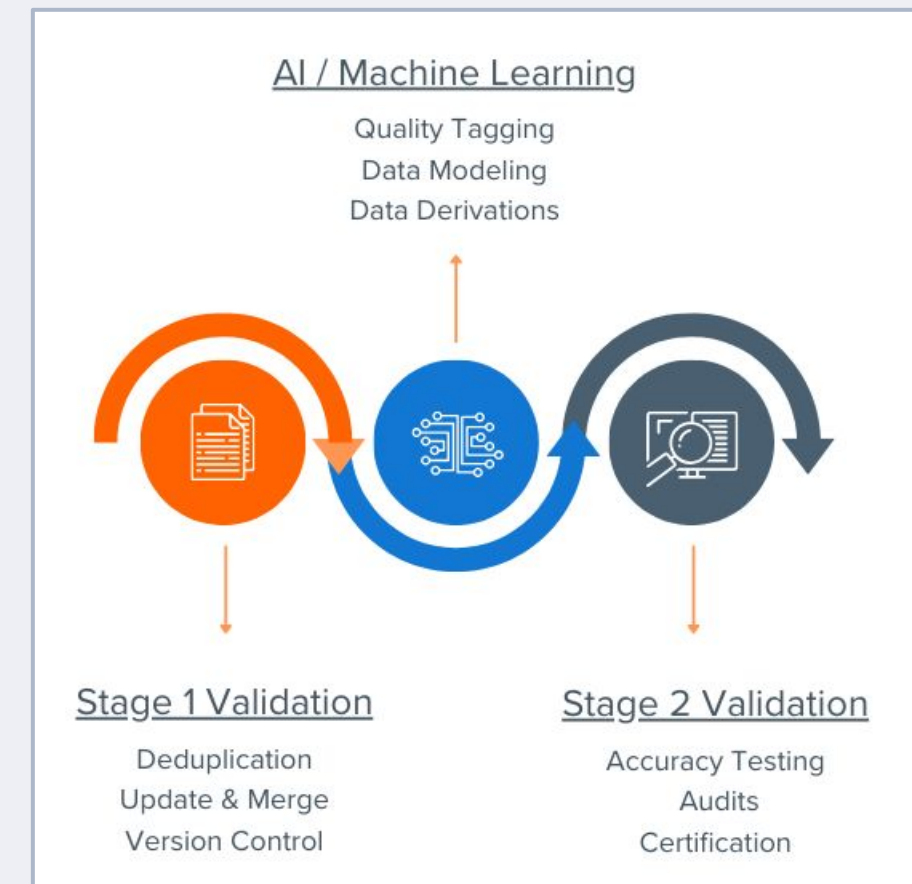
How does Steppingblocks generate graduate outcomes data?

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?

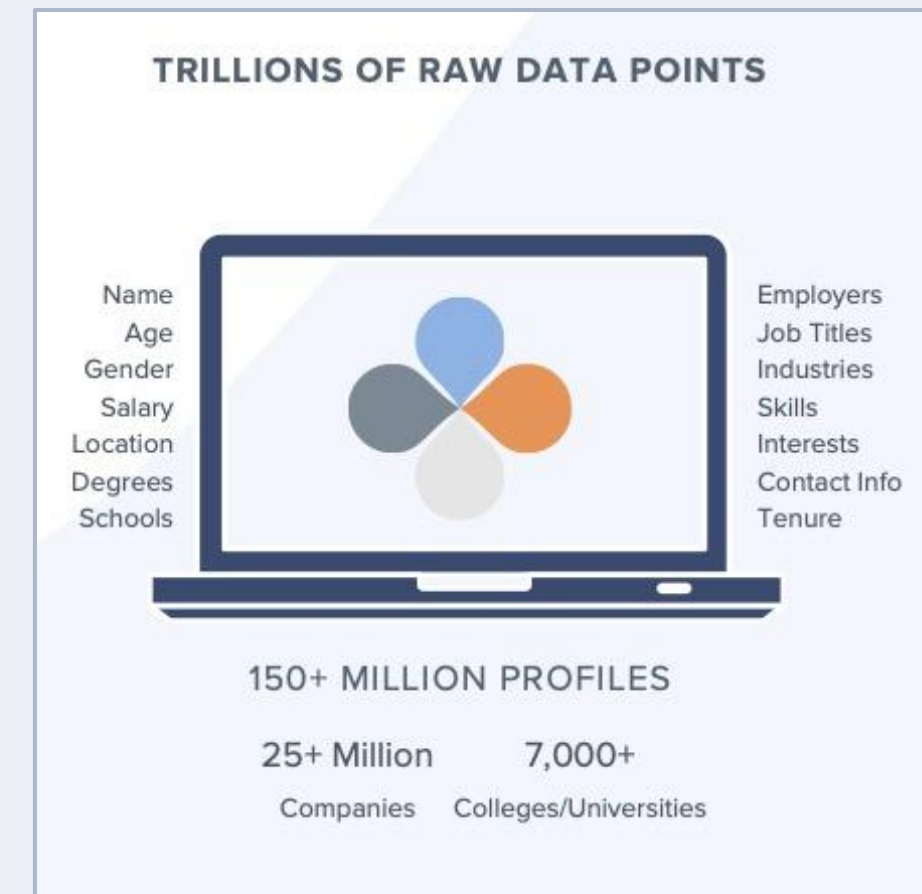
Phase Three: Accessing the Data

Data Coverage

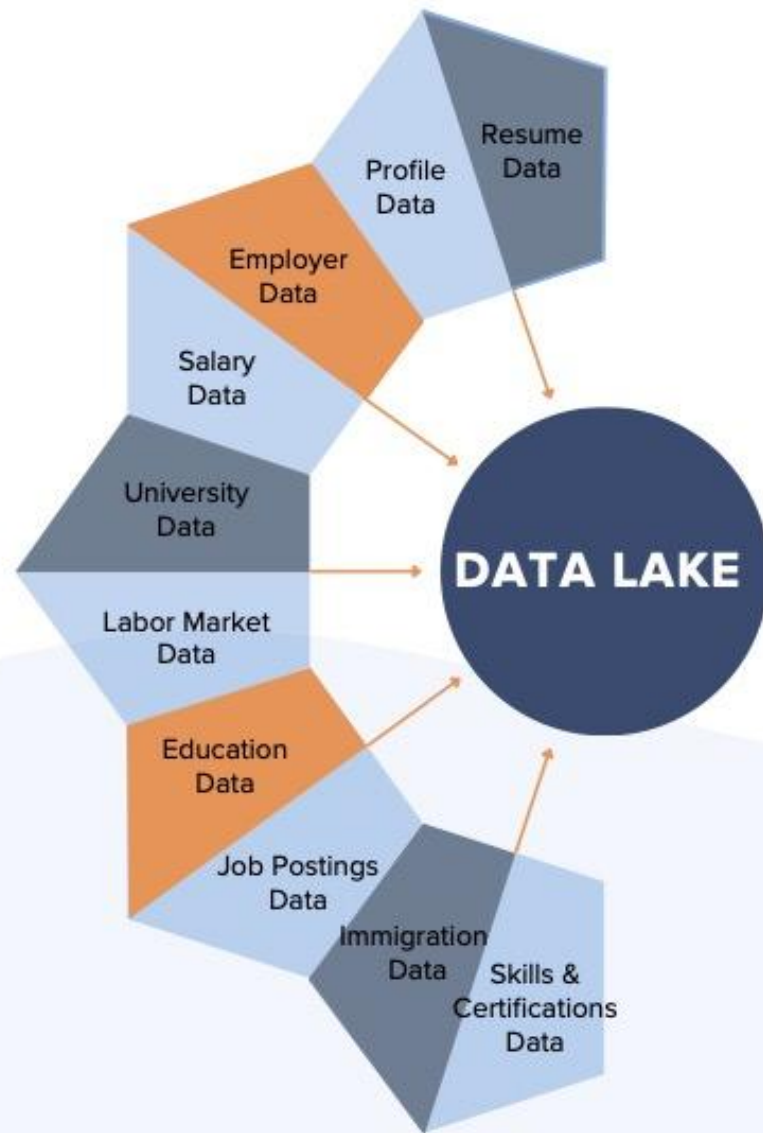
- Over 150+ million individual profiles
- Approximately 90% of the active U.S. workforce
- New data is available four times per year

Platform Access:

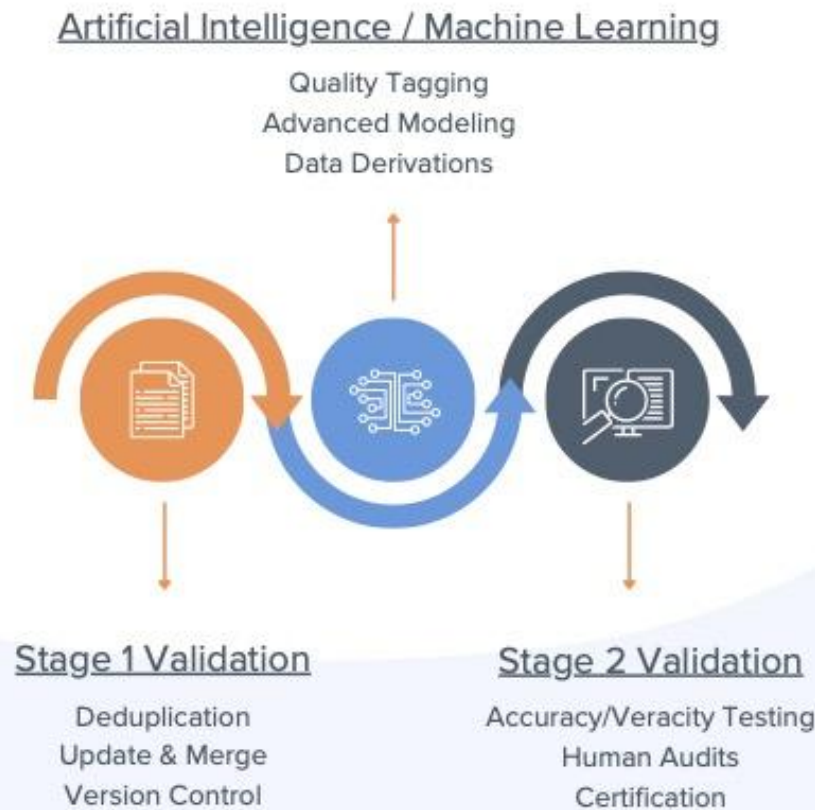
- Graduate Insights (for university faculty / staff)
- Digital Career Counselor (for students)



DATA ACQUISITION



DATA PROCESSING



INSTANTANEOUS APPLICATION DATA

TRILLIONS OF RAW DATA POINTS



150+ MILLION PROFILES

25+ Million Companies
7,000+ Colleges/Universities



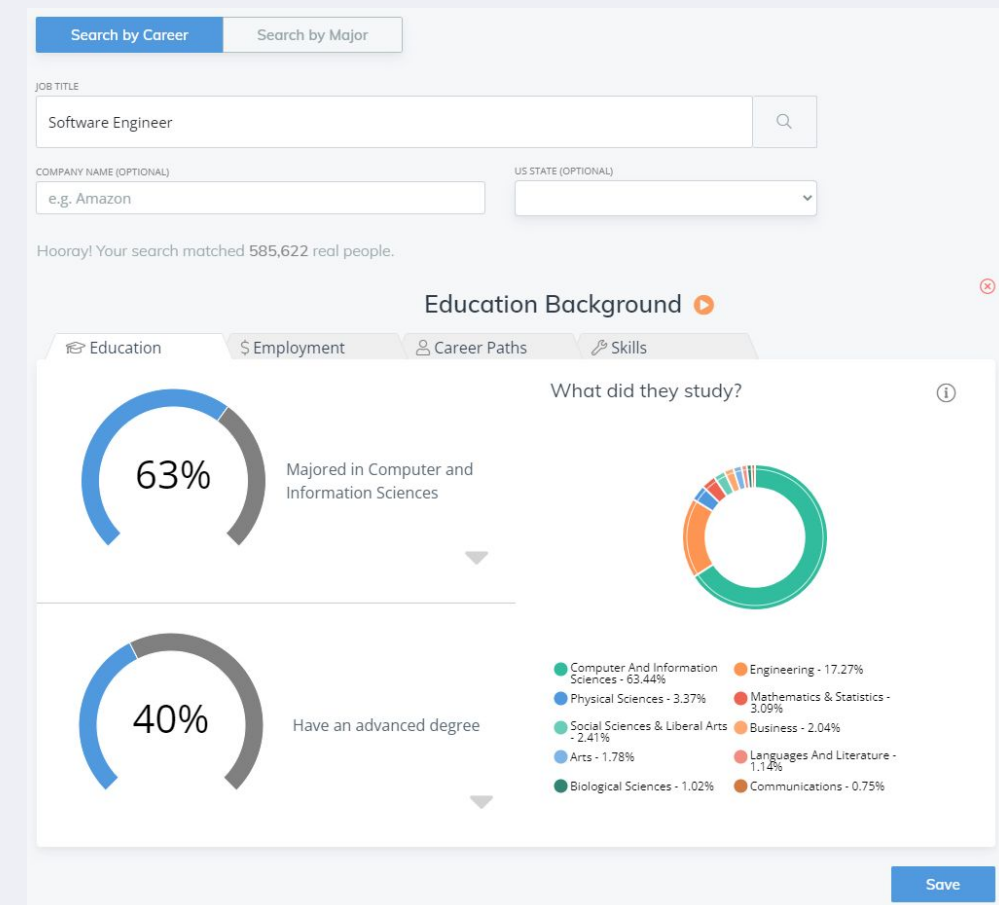
Digital Career Counselor Refresher

Login: https://resources.steppingblocks.com/dcc_login

For Students

- Designed for students but easily accessible to faculty and staff through SSO.
- Ideal for use in classrooms, career services, academic advising, faculty discussions, and more.

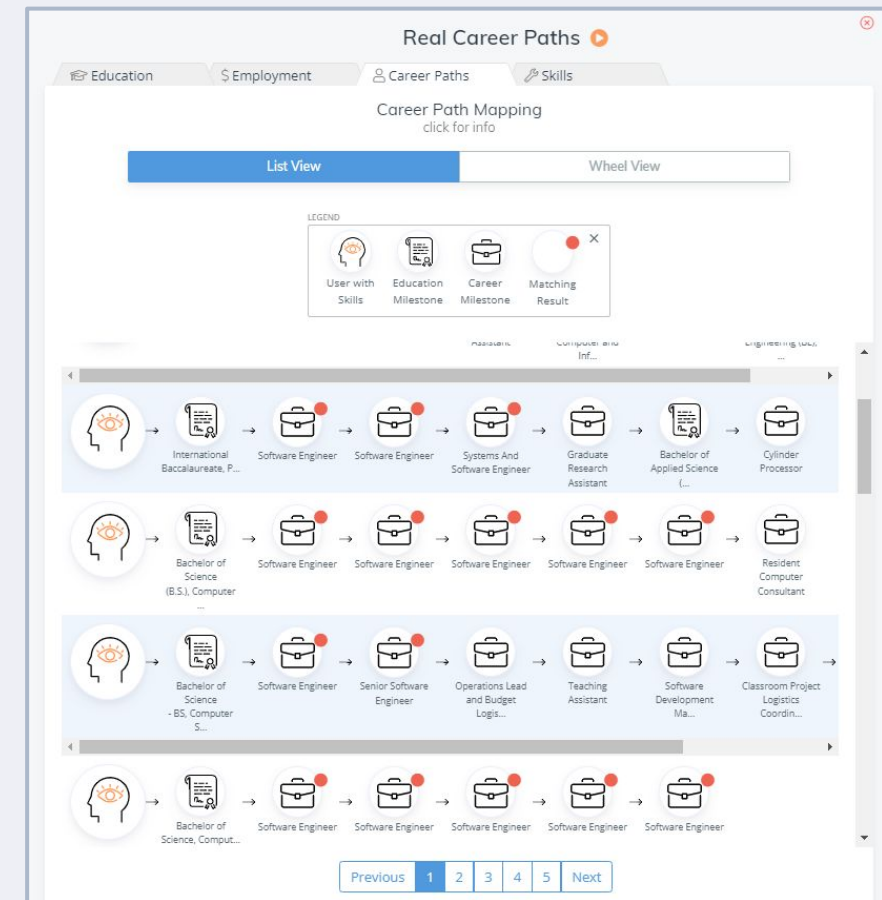
Coming soon: New enhancements and technology to support your students!



Digital Career Counselor

Best Practices & Use Cases

- Curriculum Integration
- Career Exploration Conversations
- Rollout & Promotion Across Campus



Best Practices: Curriculum Integration

Partner Curriculum Implementation Guide

Classroom Assignments

- Search 360 Activity
- Job Board Activity
- Assignment & Skill Alignment

Course Examples

- First Year Experience & Career Exploration
- Introduction to the Major Courses
- Capstone Course



Partner Use Case: Curriculum Integration

GCSU Case Study

Georgia College & State University

Initiative Overview:

- GCSU integrated the Digital Career Counselor into every First Year Seminar course as a part of a career readiness initiative.

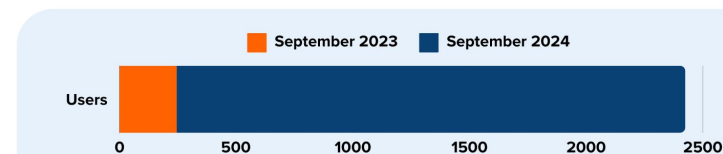
Student Impact:

- Digital Career Counselor is introduced to over 1,800 freshman annually.

This encourages informed decision-making.

How Georgia College & State University Grew Their Digital Career Counselor Usage by

789.8% | **+1,935 USERS**



- ▶ As part of a broader initiative to prepare students for career readiness from the start of their college journey, **every First Year Seminar (FYS) class features a dedicated session with the Career Center staff.** This ensures that first-year students are introduced early to career exploration and planning resources.
- ▶ To achieve the University System of Georgia's (USG) career readiness goals, **the Career Center made a strategic transition from the previous assessment tool to the Digital Career Counselor (DCC).** This change was part of an effort to provide students with a more interactive, data-driven platform that is easily accessible, giving students real-time insights into career paths, employment trends, and salary data.
- ▶ The FYS course is mandatory for all incoming freshmen, and with more than 1,800 students enrolled this year, **the integration of DCC into the curriculum has resulted in a substantial rise in platform usage.** This surge reflects not only the scale of the initiative but also the growing reliance on DCC as an essential resource for students to plan their academic and career paths from the very beginning of their college experience.



Partner Use Case: Curriculum Integration

[Gordon State College](#)

Gordon State College

Semester-long program requiring students to explore possible career paths using Steppingblocks. Assignment: *What's Your Passion?*

Students presented to their peers on an educational pathway, salary prospects, and necessary skills for their chosen career path. Student Impact:

- Students began to critically evaluate how their career goals align with their educational plans at Gordon State.
- Students reported greater self-awareness and excitement when their personality matched their chosen career goals.



Best Practices: Career Exploration

[Essential Skills eBook](#)

Advising, Coaching, and Solo

- Major exploration: Jobs, skills, salary, top employers
- Scale quality support for your students - on their time.
- Coach students on choices they can make, based on data:
 - Where do you want to live?
 - How much money would you like to make?
 - What do you like to do? What jobs align with these skills?
 - What are their interests?



Best Practice: Career Exploration

Maximizing Digital Career Counselor in Advising

Advising Roles

- Academic, Career, & Faculty Advisors
- Athletics Advisors
- Study Abroad Advisors
- Pre-professional Advisors
- Student Success

Student Personas

- The Square One Student
- The Map Maker
- The Forager




Partner Use Case: Career Exploration

[Baylor University](#)

Custom Career Coaching Worksheet

Created a Custom worksheet for students to complete prior to meeting with A Career Coach. Questions included:

- Do my skills align with the Jobs and Majors we discussed in the Coaching Session?
- Does the Career discussed require additional skills or education?
- List the Career Paths we discovered
- List the Companies we discovered

Student Name:	 Baylor University
Date Of Session:	Career Coaching Session
Student ID Number:	
What did you want to explore in this session?	
What did we talk about in today's session?	
Majors/Programs Discussed:	
Job Titles Discussed:	
Skills Discussed:	
Do I Have the Skills Discussed? How can I gain the skills I need for my future career?	
Do(es) the career(s) discussed require a graduate degree/further education?	
Hiring Companies of Interest:	
Other career paths of interest:	
Next steps:	



Partner Use Case: Career Exploration

Union College of Union County

- Require students to work through the Digital Career Counselor modules before switching Majors
- Review the results 1:1 with students prior to switching majors in an advising appointment

Southern Methodist University

- Advisors use Steppingblocks with students who did not get admitted to the Business School to help them explore alternative career pathways



Best Practices: Promotion Strategy

Short-Term Opportunities

- Student Marketing
 - Social Media videos & posts
 - Flyers, posters, palm cards, video screen ads
- In-Course Opportunities
 - Syllabus Statement
 - Align Skills on course projects with Career Skills from Steppingblocks
 - Class Assignment focused on Career Exploration
 - Class Presentations (facilitated by Career Services)

The screenshot displays the Steppingblocks Digital Career Counselor interface. At the top, the logo features a stylized orange and yellow geometric design next to the text "Steppingblocks" in orange and "DIGITAL CAREER COUNSELOR" in blue. Below the header, a paragraph describes the platform as a 24/7 digital career counselor. The main content area is divided into several sections: a "Career Paths" section with a circular chart showing various professions like Doctor, Technician, Auditor, Designer, Attorney, and Judge; a "Explore career path matches" section with a search bar and results for Google, Microsoft, Facebook, and Apple; a "Take a personality test" section with a "Custom Personality Report" button; a "Personalize your home page" section with a "Career Fair" button; and a "Questions?" section with a QR code. The bottom of the interface includes a footer with the text "Steppingblocks 2025" and a QR code.



Best Practices: Promotion Strategy

Longer-Term Strategies

- Orientation Presentations
 - Present to incoming students (and families) how to use the tools
 - Train Orientation Leaders to share with students who are “undecided” or “exploring”
- Sharing your Outcomes Data externally
 - Website, social media, admissions recruitment materials
- LMS Course for Faculty & Staff
- Train student peer-mentor groups across campus
 - Resident Assistants
 - Greek Life leadership. etc.

The screenshot displays the Steppingblocks Digital Career Counselor interface. At the top, the logo and title "Steppingblocks DIGITAL CAREER COUNSELOR" are visible. Below this, a brief description states: "Discover the ultimate solution for your career exploration journey with Steppingblocks' Digital Career Counselor! This platform puts your own personal career counselor at your fingertips 24/7, offering fully interactive dashboards to support you every step of the way." A secondary line of text reads: "Gain insight into outcomes for alumni of your school, empowering you to make informed decisions when planning your future! you can take your career exploration to the next level, and achieve your goals with confidence." The interface is divided into several sections: 1. A central dashboard with a circular progress indicator and a list of career paths (Doctor, Technician, Auditor, Designer, Attorney, Engineer) with "Explore" buttons. 2. A section titled "Explore career path matches by job title or major from a database of 135M+ professionals" showing salary ranges (e.g., \$92,684, \$123,000) and logos for Google, Microsoft, Facebook, and Apple. 3. A section titled "Take a personality test to match interests & traits with real career journeys" featuring a "Custom Personality Report" button. 4. A "Career Paths" section with video thumbnails for "Careers in Art & Design", "Interview Questions", and "CAREER FAIR". 5. A section titled "Explore salaries, top employers, and job categories to gain a deeper understanding of what your future career could look like" showing salary ranges (e.g., \$416,867, \$73,130, \$89,125) and a list of job categories. 6. A footer section with a "Questions?" link, a QR code, and a login field for schools.

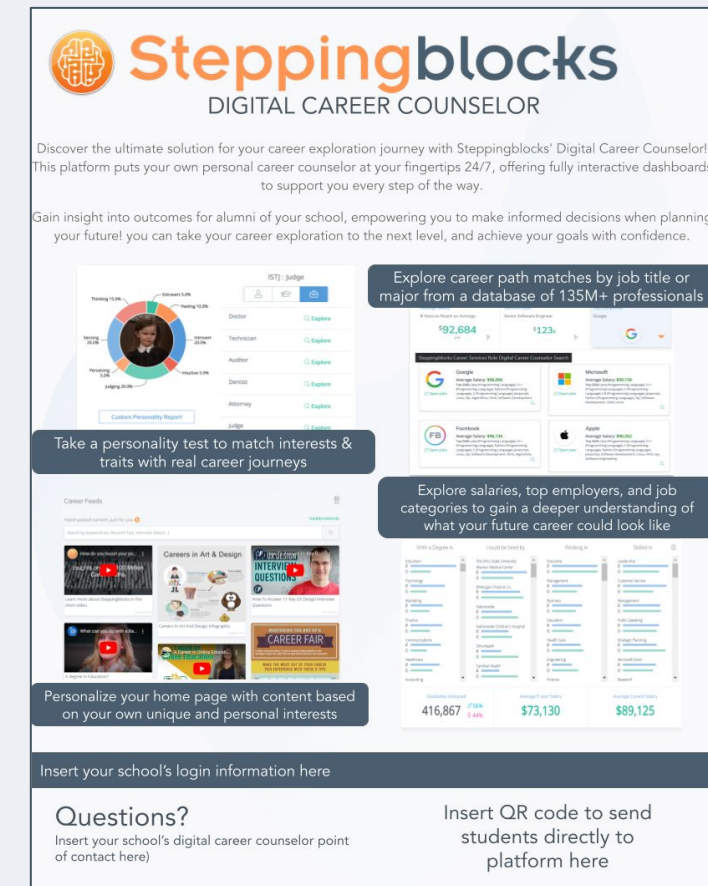


Partner Use Case: Promotion Strategy

[The University of Alabama Huntsville](#) | [Atlanta Metropolitan State College](#)

Student Marketing

- [Article: Student Rollout & Promotion](#)
 - Flyer / Email Templates
 - Promotional Video
 - Infographics
- Create your own!
 - Social Media Posts
 - Videos



Steppingblocks
DIGITAL CAREER COUNSELOR

Discover the ultimate solution for your career exploration journey with Steppingblocks' Digital Career Counselor! This platform puts your own personal career counselor at your fingertips 24/7, offering fully interactive dashboards to support you every step of the way.

Gain insight into outcomes for alumni of your school, empowering you to make informed decisions when planning your future! you can take your career exploration to the next level, and achieve your goals with confidence.

Explore career path matches by job title or major from a database of 135M+ professionals

Take a personality test to match interests & traits with real career journeys

Explore salaries, top employers, and job categories to gain a deeper understanding of what your future career could look like

Personalize your home page with content based on your own unique and personal interests

Insert your school's login information here

Questions?
Insert your school's digital career counselor point of contact here

Insert QR code to send students directly to platform here



Partner Use Case: Promotion Strategy

[University of Memphis](#)

Classroom Presentations

- Present to students in their classrooms:
 - Demo the platform and encourage students to explore its features.
 - Have students access Digital Career Counselor on their laptop and follow along.
 - Can be a brief 10-15 minute overview or a full class block with interactive activities.
- Other settings for presentations:
 - Orientation sessions
 - Student club/organization meetings

This approach allows students to familiarize themselves with the platform and utilize it effectively for career exploration and planning.



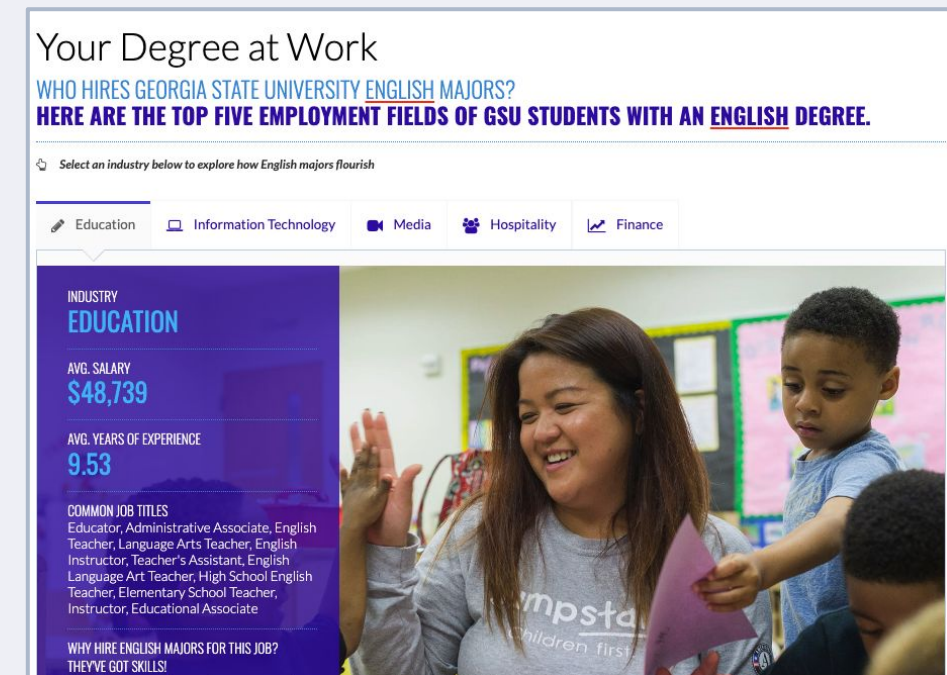
Partner Use Case: Promotion Strategy

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

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.

Want to learn more? Join our Workshop on Outcome Reporting!



Digital Career Counselor Next Steps

What are your initial next steps to maximize Steppingblocks?

- What challenges impact career readiness on your campus?
- How would you like to use Steppingblocks to scale career confidence for students on your campus?
- What support do you need to be successful?



Digital Career Counselor Resources

Explore the Data!

- Learn more & ask questions
- Visit our [Help Center](#) to schedule training with our team
- Check out these resources on Digital Career Counselor!
 - [Digital Career Counselor How to Guide](#)
 - [Digital Career Counselor Next Steps](#)
 - [Top 5 Ways to Scale Digital Career Counselor Usage](#)
 - [NACE Competencies and Digital Career Counselor Alignment](#)
 - [Support Center](#)

Coming soon: Additional information on updates to Digital Career Counselor

