Steppingblocks

Steppingblocks User Conference

The Case for Graduate Outcomes Data

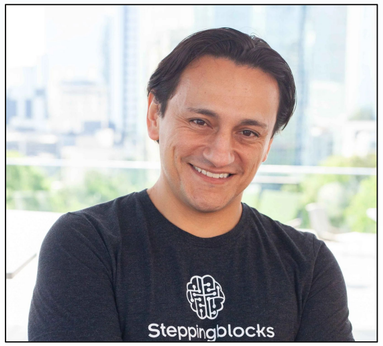
March 5, 2024

Agenda

- Who is Steppingblocks?
- Why does Data matter in Higher Education?
- Value-Added Insights for Multiple Groups
- Data Challenges in Higher Education
- Data Fundamentals: Key Terms & Concepts
- How We Do It
- Steppingblocks Partner Use Cases
- Steppingblocks Solutions
- Next Steps: Get Access & Learn More

Who is Steppingblocks?

Meet the nerds behind the data.



Carlo Martinez
Co-Founder & CIO

Rob Gannaway
Co-Founder & CEO

Steppingblocks provides students and universities with the data-driven tools they need to promote career readiness and institutional success. With solutions for students, faculty, staff, and campus leadership, Steppingblocks makes it easy to explore alumni profiles, employer trends, average salaries, relevant skills, and more. The Steppingblocks team is here to help students build their career confidence, and to help institutions succeed.

Why does Data matter in Higher Education?

- Transparency & Accountability
- Understanding ROI
- Keep up with the Competition
- Storytelling

Quick Guide: Data Literacy 101

Case Study:
The Positive ROI of Graduate Outcomes Data

Value-Added Insights for Multiple Groups

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

- Address Strategic Initiatives
- 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
- Creating a data-centric culture

Data Challenges in Higher Education

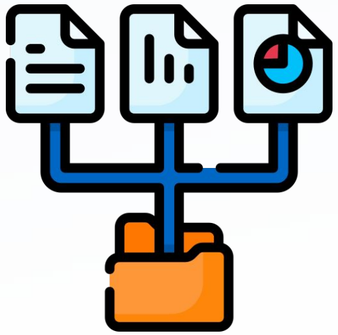
- Siloing of Data
- Outdated Data
- Low Survey Response Rates
- Need for Data Training
- Staffing & Bandwidth
- Campus-wide Buy-in

Data allows you to tell 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

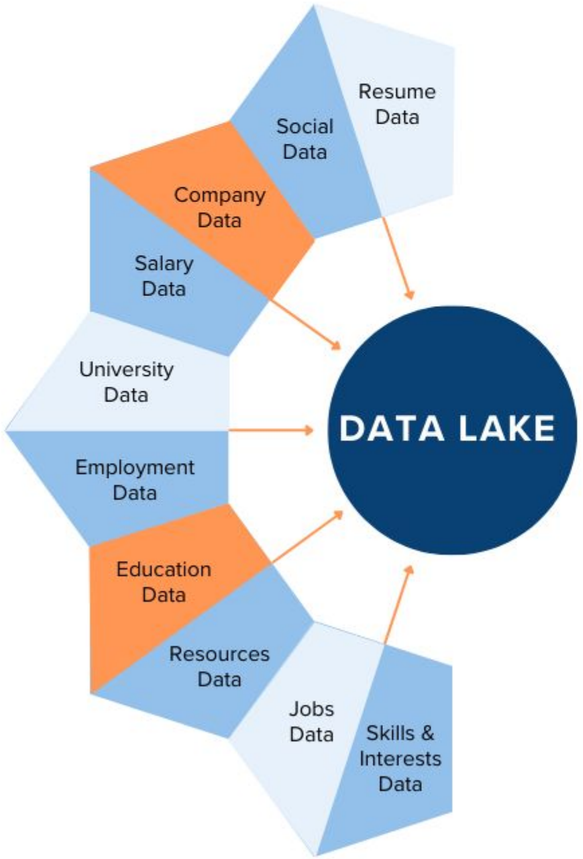
What level of granularity is required to answer your question?

Data Dictionary

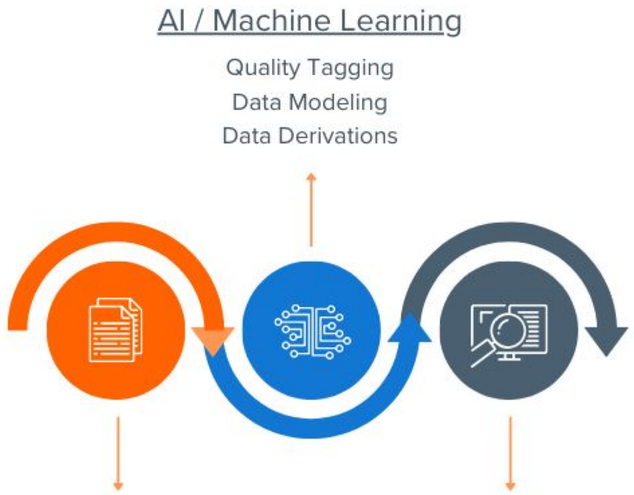
What variables are you leveraging?

How We Do It

DATA ACQUISITION



AI / MACHINE LEARNING PROCESSING



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

Steppingblocks Partner Use Cases

Admissions & Enrollment Management
- Return on Investment
- Career Expectations
- Real Alumni Stories

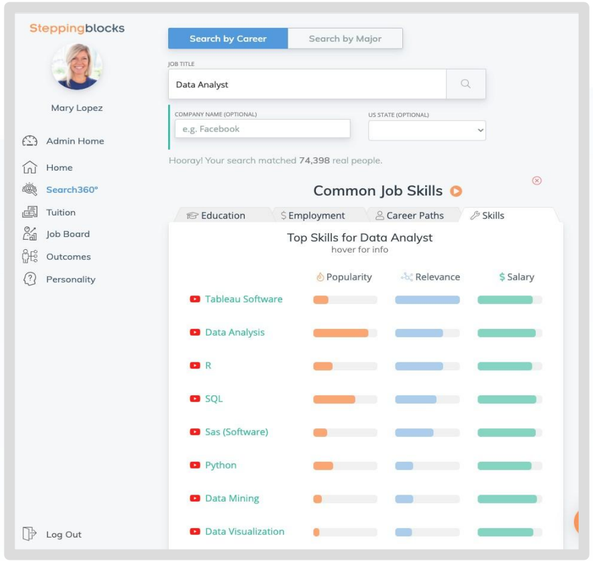
Student Success & Career Exploration
- Explore Major & Career Outcomes
- Relevant Skill Attainment

Alumni Relations
- Generating Reports that highlight aggregate and granular Alumni Success

Academic Program Insights
- Graduate Outcomes & Employer Alignment
- Gaps & Opportunities

Accreditation, Compliance and Reporting
- Access to Demanded Reporting Metrics

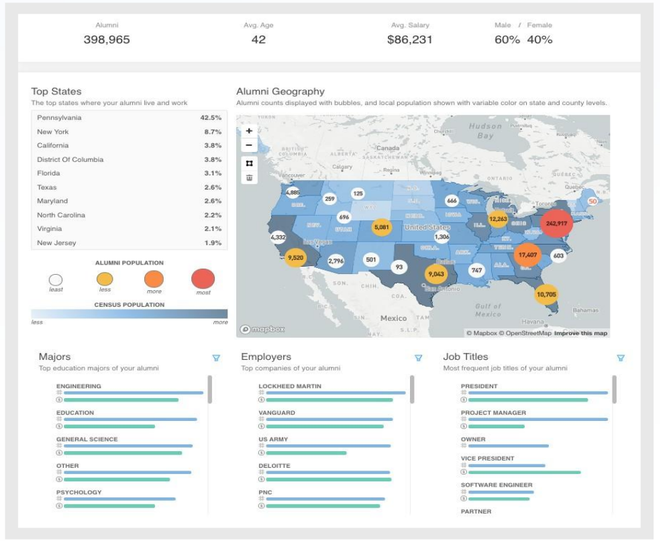
Steppingblocks Solutions



Student-facing Platform

Digital Career Counselor

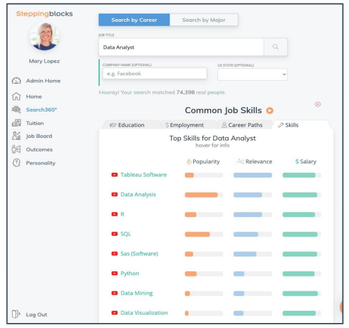
For Students, Career Services, and Advising



Graduate Insights

Graduate Outcomes + Graduate Explorer

For University Leadership, Student Success, Academics, Enrollment Marketing, Alumni Relations, and Institutional Research

Next Steps: Get Access & Learn More

- Access your data!
  - Digital Career Counselor: SSO
  - Graduate Insights: Invitation Only via admin
- Check out our other conference sessions
  - Visit our conference webpage
  - Share with others on campus!
- Learn more & ask questions
  - Visit our Help Center
  - Contact a member of our partner success team