

Steppingblocks

Steppingblocks User Conference

Digital Career Counselor Master Class

March 5, 2024



Agenda

- Who is Steppingblocks?
- How We Do It
- Demo: Digital Career Counselor
- Determine Your Use Cases
- Best Practice: Curriculum Integration
- Best Practice: Advising Incorporation
- Ways to Engage with Students
- Promotion Strategy: Student Marketing
- Promotion Strategy: Website
- Promotion Strategy: Share Outcomes Data
- Promotion Strategy: Classroom Presentations
- Promotion Strategy: Faculty & Staff Training
- Next Steps: Get Access & Learn More

Who is Steppingblocks?

Meet the nerds behind the data.



Carlo Martinez
Co-Founder & CIO

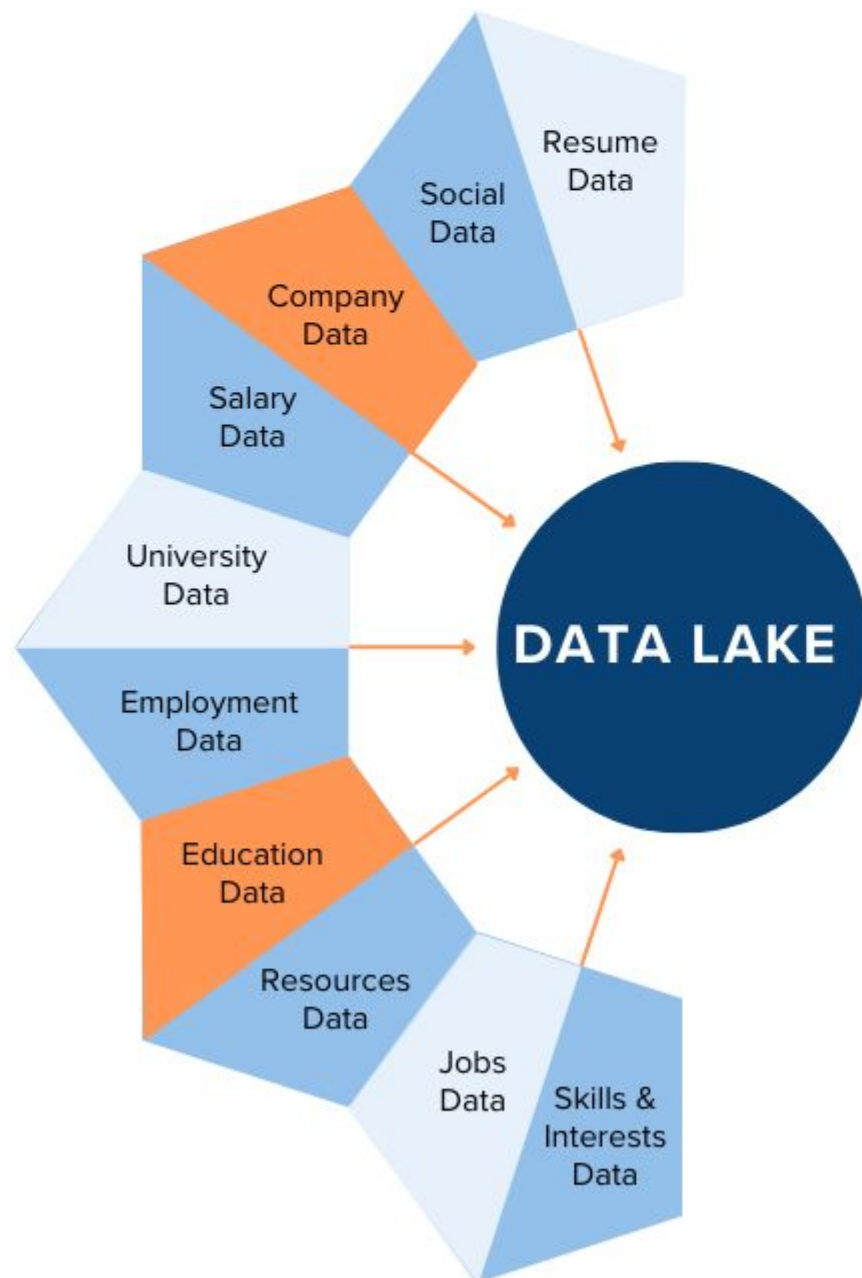


Rob Gannaway
Co-Founder & CEO

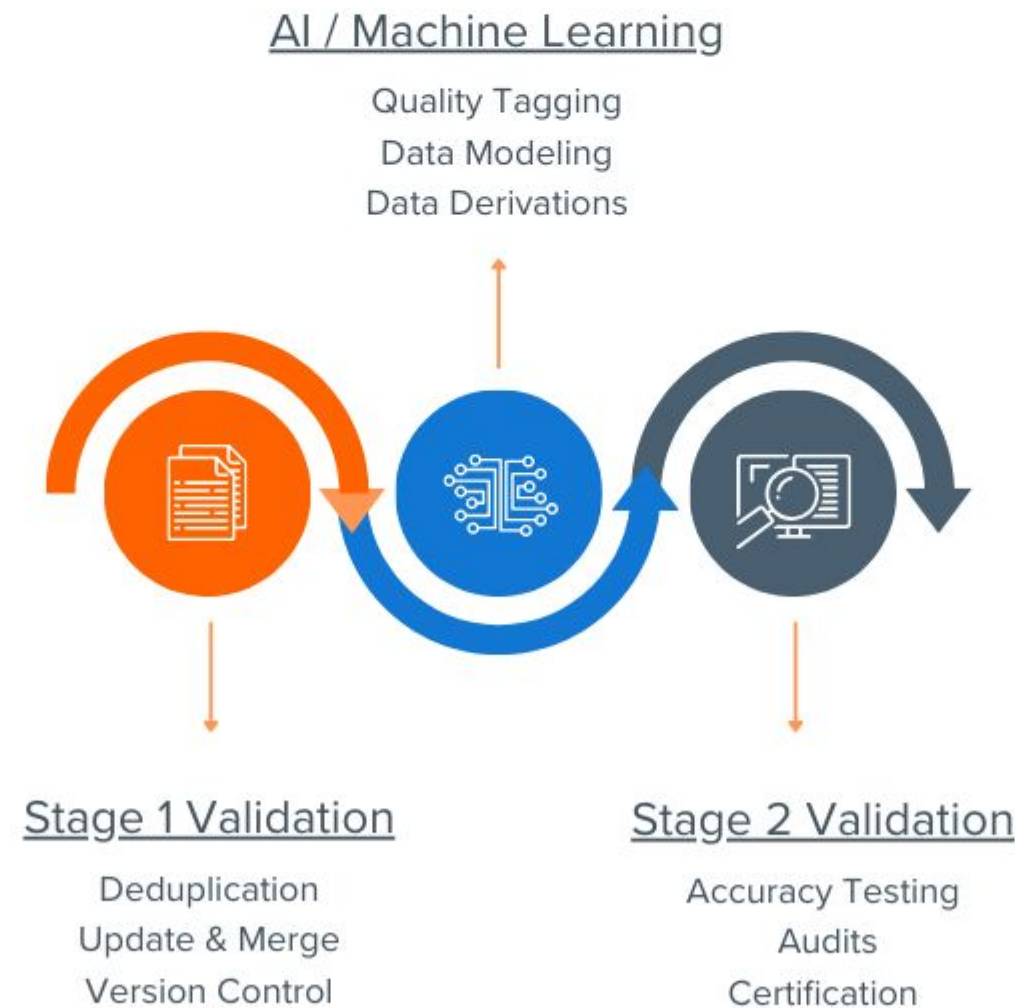
Steppingblocks provides students and universities with the data-driven tools they need to promote career readiness and institutional success. With solutions for students, faculty, staff, and campus leadership, Steppingblocks makes it easy to explore alumni profiles, employer trends, average salaries,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

How We Do It

DATA ACQUISITION



AI / MACHINE LEARNING PROCESSING



REAL-TIME QUERY FULFILLMENT



130+ MILLION INDIVIDUALS

25+ Million
Companies

7,000+
Colleges/Universities

Demo: Digital Career Counselor

- Student-Facing Platform
- For Students, Career Services, Classrooms, and Advising
- Accessible through your school's single sign-on (SSO)
- Explore your graduate outcomes, outcomes from our entire dataset, and more!

Steppingblocks

Mary Lopez

Admin Home
Home
Search360°
Tuition
Job Board
Outcomes
Personality
Log Out

Search by Career | Search by Major

JOB TITLE
Data Analyst

COMPANY NAME (OPTIONAL)
e.g. Facebook

US STATE (OPTIONAL)

Hooray! Your search matched 74,398 real people.

Common Job Skills

Education | Employment | Career Paths | Skills

Top Skills for Data Analyst
hover for info

	Popularity	Relevance	Salary
Tableau Software	Low	High	High
Data Analysis	Medium	High	High
R	Low	High	High
SQL	Medium	High	High
Sas (Software)	Low	High	High
Python	Low	High	High
Data Mining	Low	High	High
Data Visualization	Low	High	High

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

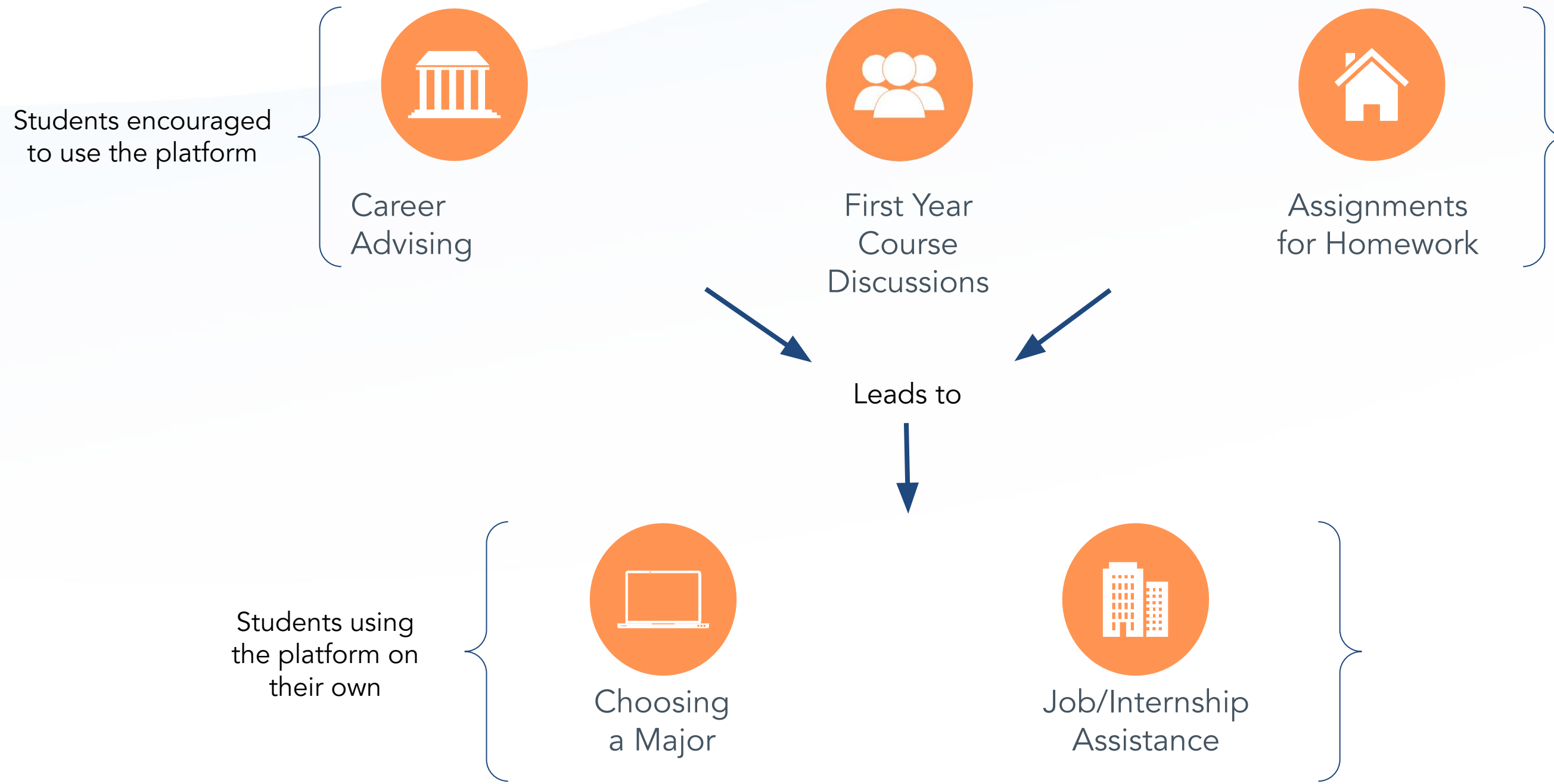
Best Practice: Curriculum Integration

- 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 Practice: Advising Incorporation

- 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 **with Students**



Promotion Strategy: Student 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

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

Promotion Strategy: Website

- We strongly recommend that institutions add an overview of Steppingblocks to their website as well as a link to log in.

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**.

Promotion Strategy: Share Outcomes Data

- Add Steppingblocks Outcomes data to your website and then encourage students to explore further.

The screenshot displays a web interface titled "Your Degree at Work" with a sub-header "WHO HIRES GEORGIA STATE UNIVERSITY ENGLISH MAJORS? HERE ARE THE TOP FIVE EMPLOYMENT FIELDS OF GSU STUDENTS WITH AN ENGLISH DEGREE." Below this is a navigation bar with five industry options: Education, Information Technology, Media, Hospitality, and Finance. The "Education" option is selected, and a data panel is shown on the left. The data panel includes the following information:

- INDUSTRY: EDUCATION
- AVG. SALARY: \$48,739
- AVG. YEARS OF EXPERIENCE: 9.53
- COMMON JOB TITLES: Educator, Administrative Associate, English Teacher, Language Arts Teacher, English Instructor, Teacher's Assistant, English Language Art Teacher, High School English Teacher, Elementary School Teacher, Instructor, Educational Associate
- WHY HIRE ENGLISH MAJORS FOR THIS JOB? THEY'VE GOT SKILLS!

The right side of the screenshot features a photograph of a smiling woman in a grey t-shirt with "mpsta children first" on it, interacting with a young boy in a classroom setting.

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
- You can present to students in other settings as well
 - Orientation sessions
 - Student club/organization meetings

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Promotion Strategy: Faculty & Staff Trainings

- Introduce Faculty & Staff to the Platform
 - Host a Demo
 - Invite our Partner Success Team to Help!
- Encourage Incorporation
 - Curriculum Integration
 - Advising Conversations

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](#)

