

Steppingblocks

Steppingblocks User Conference

Graduate Insights Master Class

March 5, 2024



Agenda

- Who is Steppingblocks?
- How We Do It
- Demo: Graduate Insights
- Graduate Insights: Use Cases
 - Graduate Insights: Utilization by Unit
 - Example: University of Wisconsin-Madison
 - Example: Florida International University
 - Example: Georgia State University
- Best Practices to Maximize Usage
- Next Steps: Get Access & Learn More

Who is Steppingblocks?

Meet the nerds behind the data.



Carlo Martinez
Co-Founder & CIO

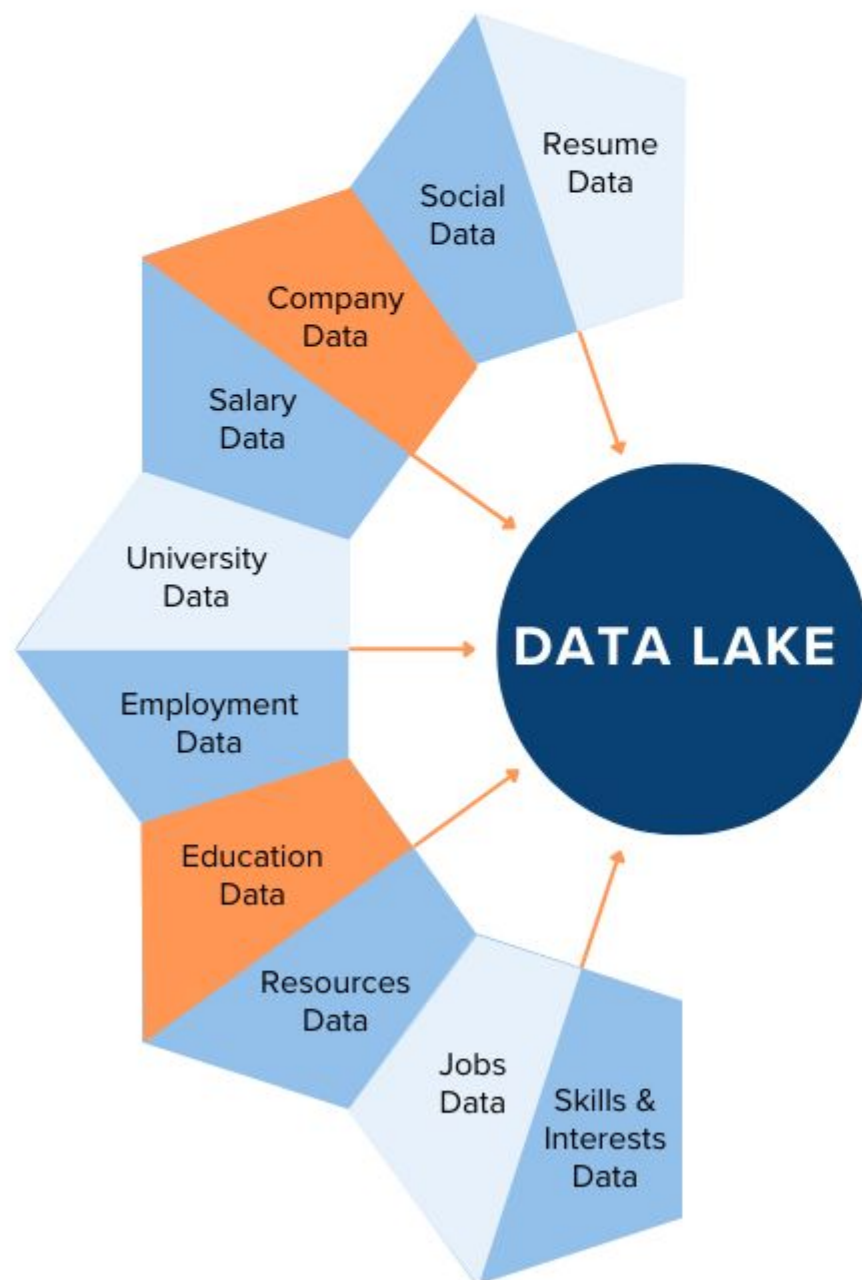


Rob Gannaway
Co-Founder & CEO

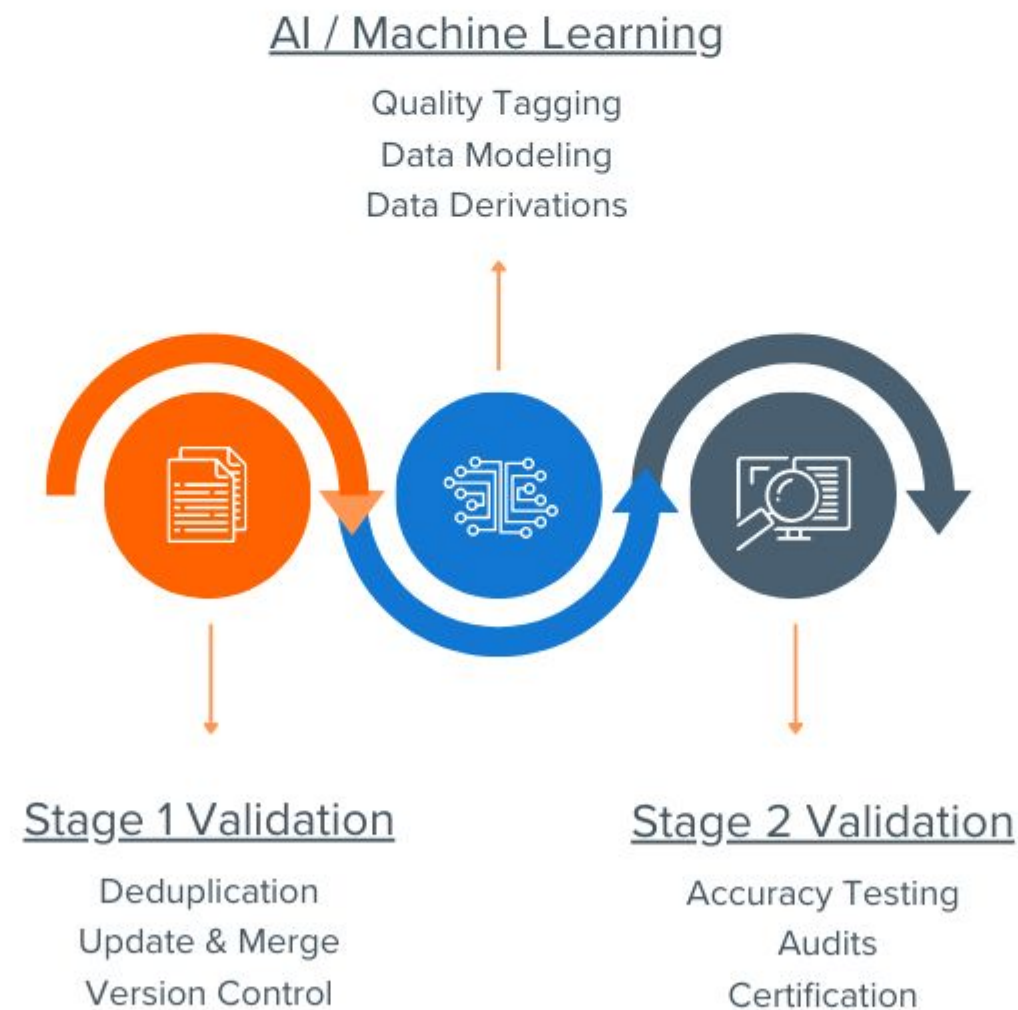
Steppingblocks provides students and universities with the data-driven tools they need to promote career readiness and institutional success. With solutions for students, faculty, staff, and campus leadership, Steppingblocks makes it easy to explore alumni profiles, employer trends, average salaries, 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



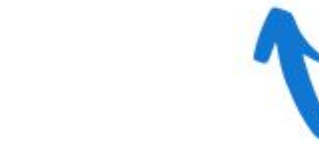
AI / MACHINE LEARNING PROCESSING



REAL-TIME QUERY FULFILLMENT

Graduate Insights

Digital Career Counselor



SAME DATA SERVICING ALL APPS



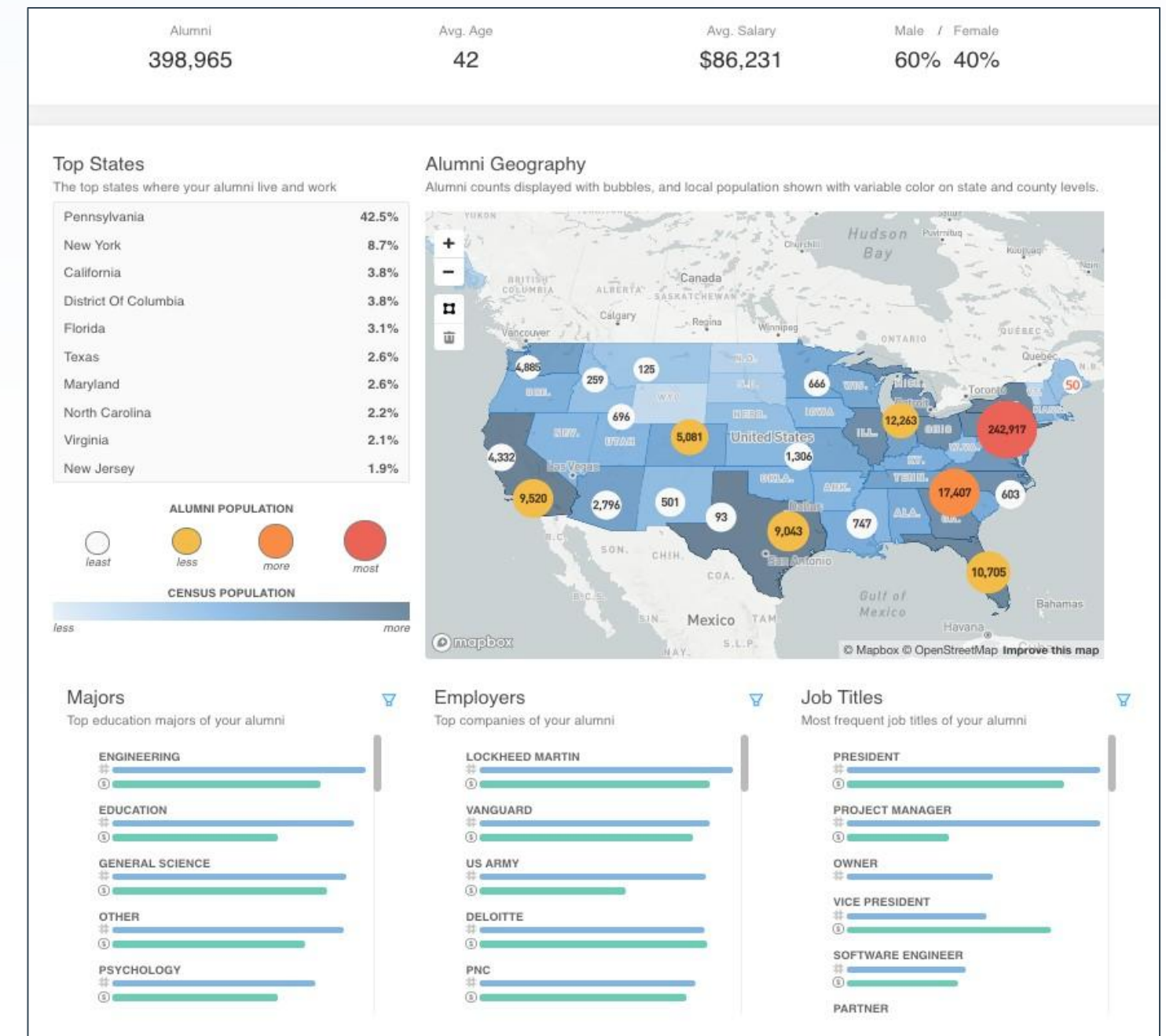
130+ MILLION INDIVIDUALS

25+ Million
Companies

7,000+
Colleges/Universities

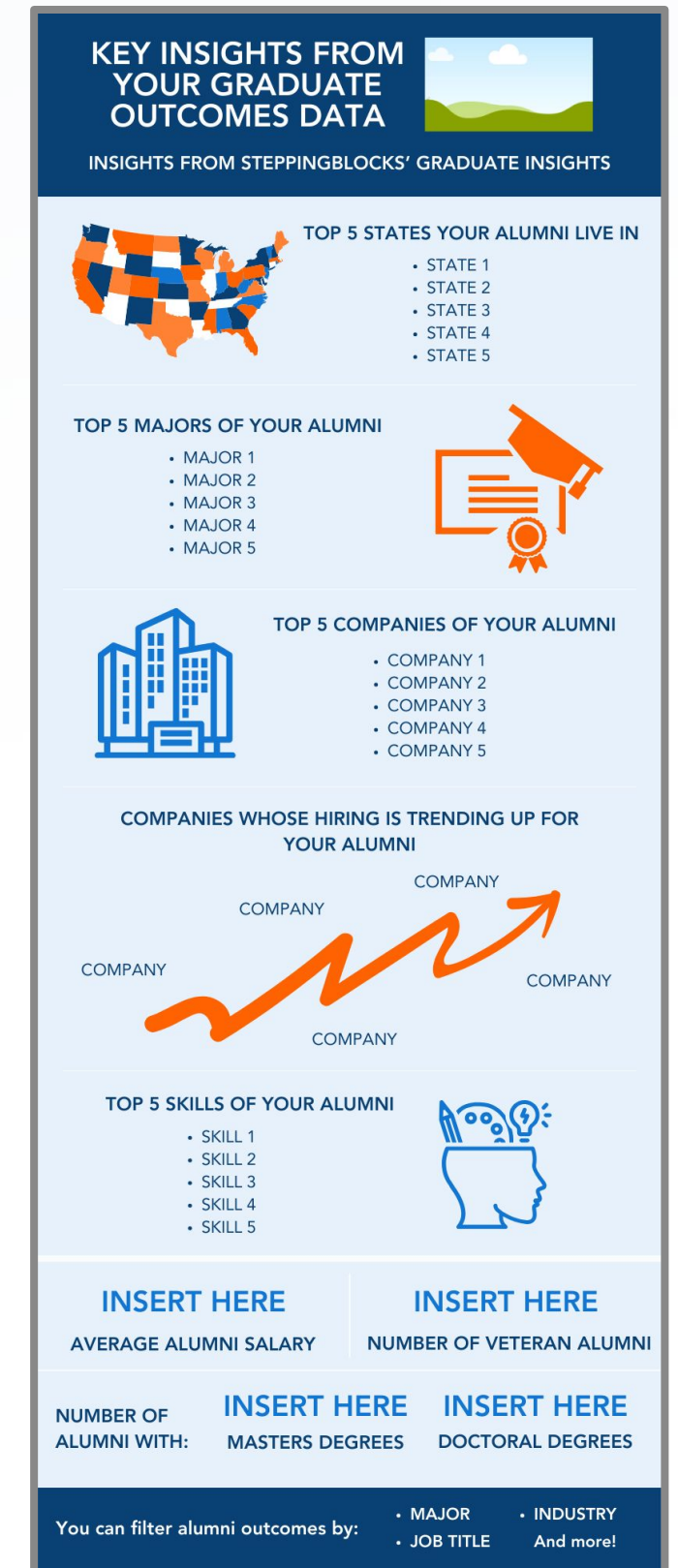
Demo: Graduate Insights

- Exclusive to Faculty & Staff
- For University Leadership, Student Success, Academics, Enrollment Management, Institutional Research, and more.
- Invitation-only via your institution's admin
- In-depth look at your graduate outcomes data



Graduate Insights: Use Cases

- Some examples of how our partners are leveraging Graduates Insights are...
 - Using Graduate Insights for Accreditation and Reporting Efforts by:
 - Generating reports for state performance-based funding metrics
 - Generating graduate outcomes reports to supplement assessment efforts
 - [Click here](#) to download an eBook guide on how to use Steppingblocks to support Accreditation efforts
 - Using Graduate Insights for Academic Program Insights by:
 - Exploring the top employers of recent graduates (or other parameters)
 - Filtering data by salary to understand what skills correlate with the highest ROI
 - Exploring industries where alumni are working
 - Using Graduate Insights for Admissions and Recruitment by:
 - Developing programs or major webpages ([like this one at Georgia State University](#)) that highlight alumni outcomes
 - Generating alumni outcomes reports for transparency




Graduate Insights: Utilization by Unit

Explore our other conference sessions to learn more about using Graduate Insights for:

- Career Services: Employer relations, skills analysis, career coaching
- Institutional Research: Alumni outcomes analysis
- Academic Affairs: Program review, accreditation, program development
- Enrollment Management: Admissions and recruitment

Example: University of Wisconsin-Madison

**Academic Planning and Institutional Research**
Office of the Provost

Academic Planning ▾ Course Planning ▾ Students ▾ Faculty & Staff ▾ Diversity ▾ Ins ▾

HOME / INSTITUTION OVERVIEW / POST-GRADUATION OUTCOMES

Post-Graduation Outcomes

Reporting of post-graduation outcomes, including earnings of graduates, is increasingly expected of colleges and universities nationwide. There is interest on the part of current and future students and their families, legislators, policy makers, and the general public about understanding the value of a college education. UW-Madison is participating in multiple efforts to evaluate newer and more comprehensive sources of earnings and other outcome information. Other [kinds of student achievement and outcomes data](#) are also available. (See the October 2021 APIR webinar, [Data Resources for Graduate Outcomes and Alumni](#).)

Steppingblocks


[Steppingblocks](#) is a tool that provides information about graduate employment, location, salaries and earnings, skills, and other information related to alumni in the workforce. School/College and departmental units who can utilize this data in their work may fill out [this Google form](#) to request login access to Steppingblocks.

For information about how to use Steppingblocks data:

- view the December 2020 APIR webinar, [Data Resources for Graduate Outcomes and Alumni](#)
- see the Steppingblocks blog post, [The 7-Step Play Book for Putting Graduate Outcomes Data to Work](#)

Examples of Steppingblocks Usage

- Can be used to support student learning assessment and program review.
- Create an infographic summarizing outcomes data for your area of interest to help inform your audiences about the outcomes for your major.
- Use skill data to help students interested in career outcomes understand what skills are commonly developed by graduates.
- Create opportunities for connections between program/school/college and companies via alumni connections.
- Targeted alumni outreach based on where alumni are located.
- Understanding career trajectories of alumni over time.
- Providing information in lieu of an alumni survey, supplemental information could be collected via contact with alumni.



BBA Career Outcomes
Top Listed Job Function
"Executive"
Used to Describe 21% of all WSB BBA Graduates

24%
BBA Graduates with Master's Degrees

3%
BBA Graduates with Doctorate Degrees

17%
BBA Graduates with 2+ WSB Degrees

93%
of BBA grads identify as or agree that the Madison program has helped them in their career path

Top Skills

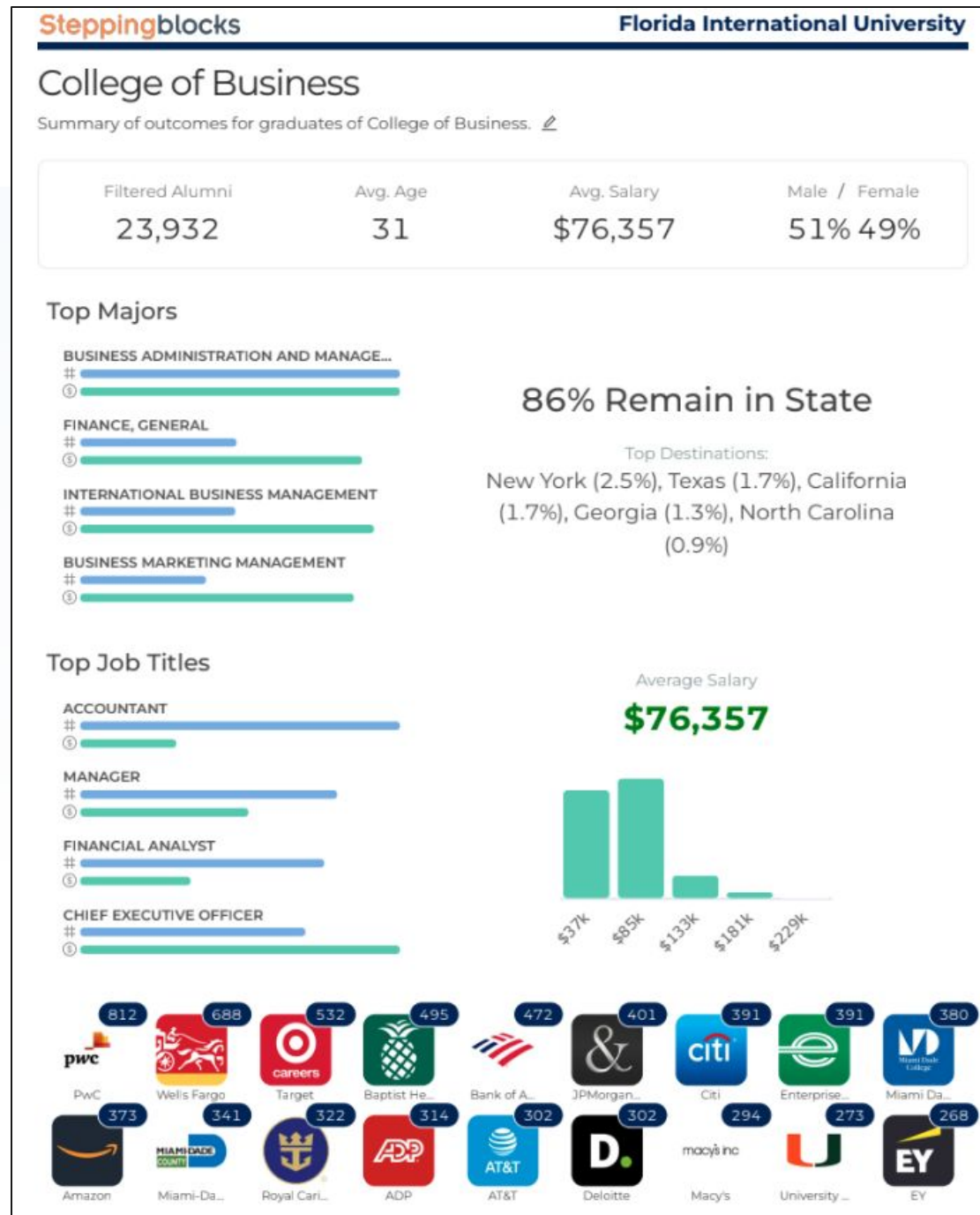
Top Cities for WSB Badgers

1,467
recorded cities

The States WSB Badgers Call Home


1. Steppingblocks API Graduate Outcomes | 2. Alumni Survey Data | 3. Steppingblocks Graduate Outcomes | 4. UW-Madison Institutional Data - Graduate Outcomes: Earnings | 5. UW-Madison Institutional Data - Total Evaluation Survey


Example: Florida International University




READ TIME 14 MINS | [Career Readiness](#)

How to Diagnose Post-Graduation Health With Data



 Written by
Steppingblocks Team

Season 1 | Episode 4 | Dr. Jacob Bonne With Guest-Host [Paden Goldsmith, FIU](#)

 **How to Diagnosis Post-Graduation Health With Data**

DataU

Example: Georgia State University

Your Degree at Work

WHO HIRES GEORGIA STATE UNIVERSITY ENGLISH MAJORS?
HERE ARE THE TOP FIVE EMPLOYMENT FIELDS OF GSU STUDENTS WITH AN ENGLISH DEGREE.

Select an industry below to explore how English majors flourish

Education Information Technology Media Hospitality Finance


INDUSTRY
EDUCATION

AVG. SALARY
\$48,739

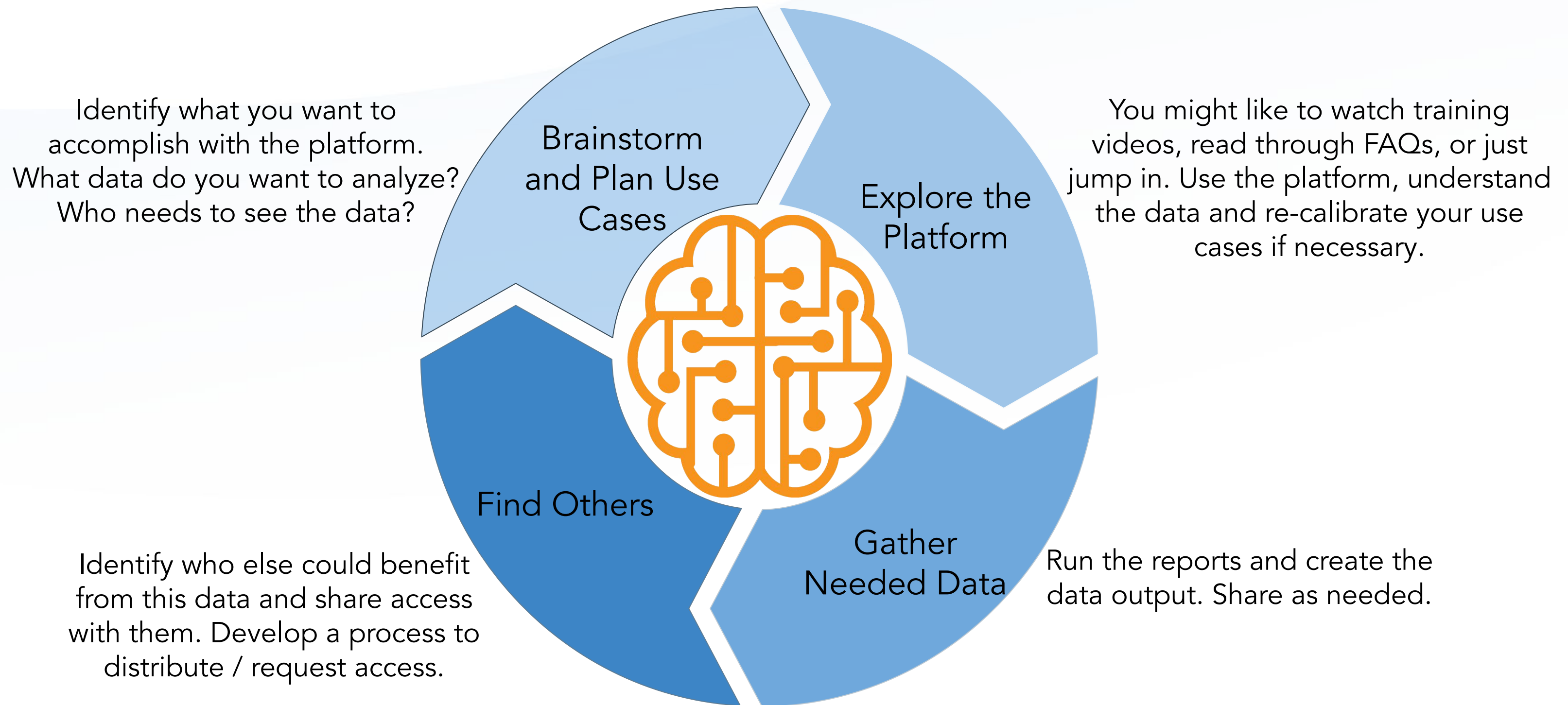
AVG. YEARS OF EXPERIENCE
9.53

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!



Best Practices To Maximize Usage



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](#)

