

Steppingblocks

# Steppingblocks User Conference

## Steppingblocks for Alumni Relations

March 7, 2024

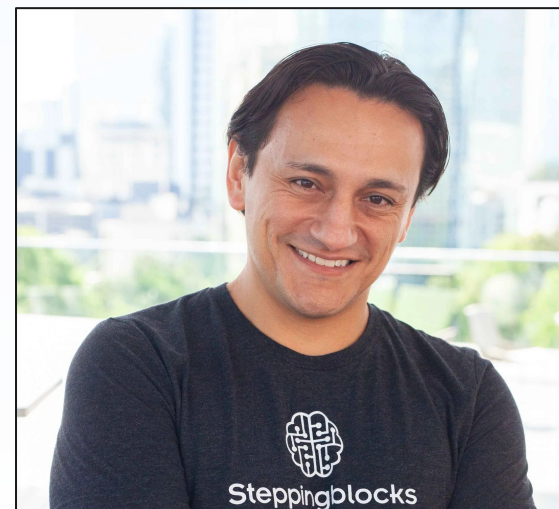


# Agenda

- Who is Steppingblocks?
- How We Do It
- Steppingblocks Solutions
- Why does Data Matter in Higher Education?
- How can Alumni Relations Leverage Data?
- Partner Guest Star: Anthony McAdoo
- Use Case: Husson University
- Use Case: Georgia Highlands College
- Use Case: Storytelling
- Next Steps: Get Access & Learn More

# Who is Steppingblocks?

Meet the nerds behind the data.



Carlo Martinez  
Co-Founder & CIO

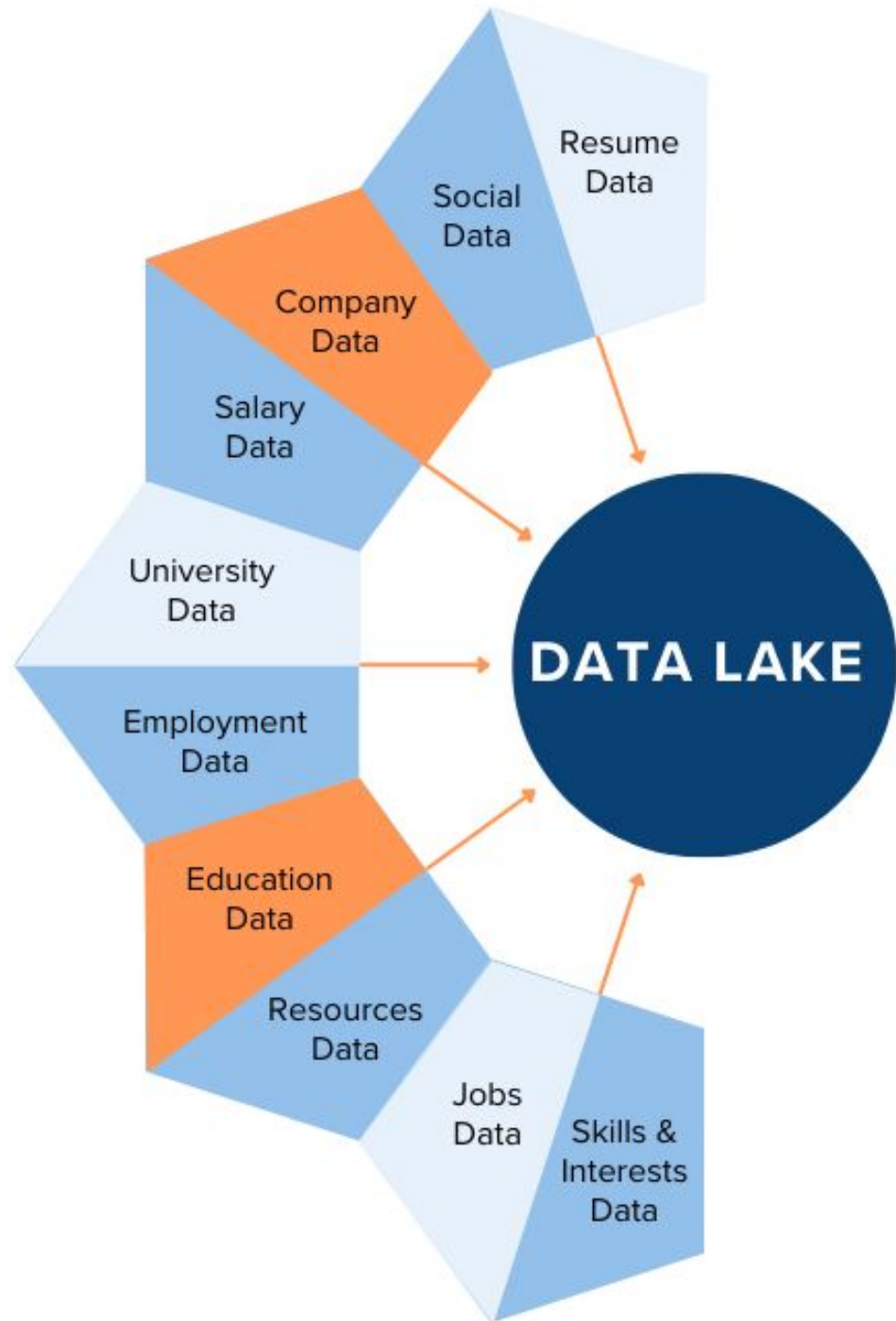


Rob Gannaway  
Co-Founder & CEO

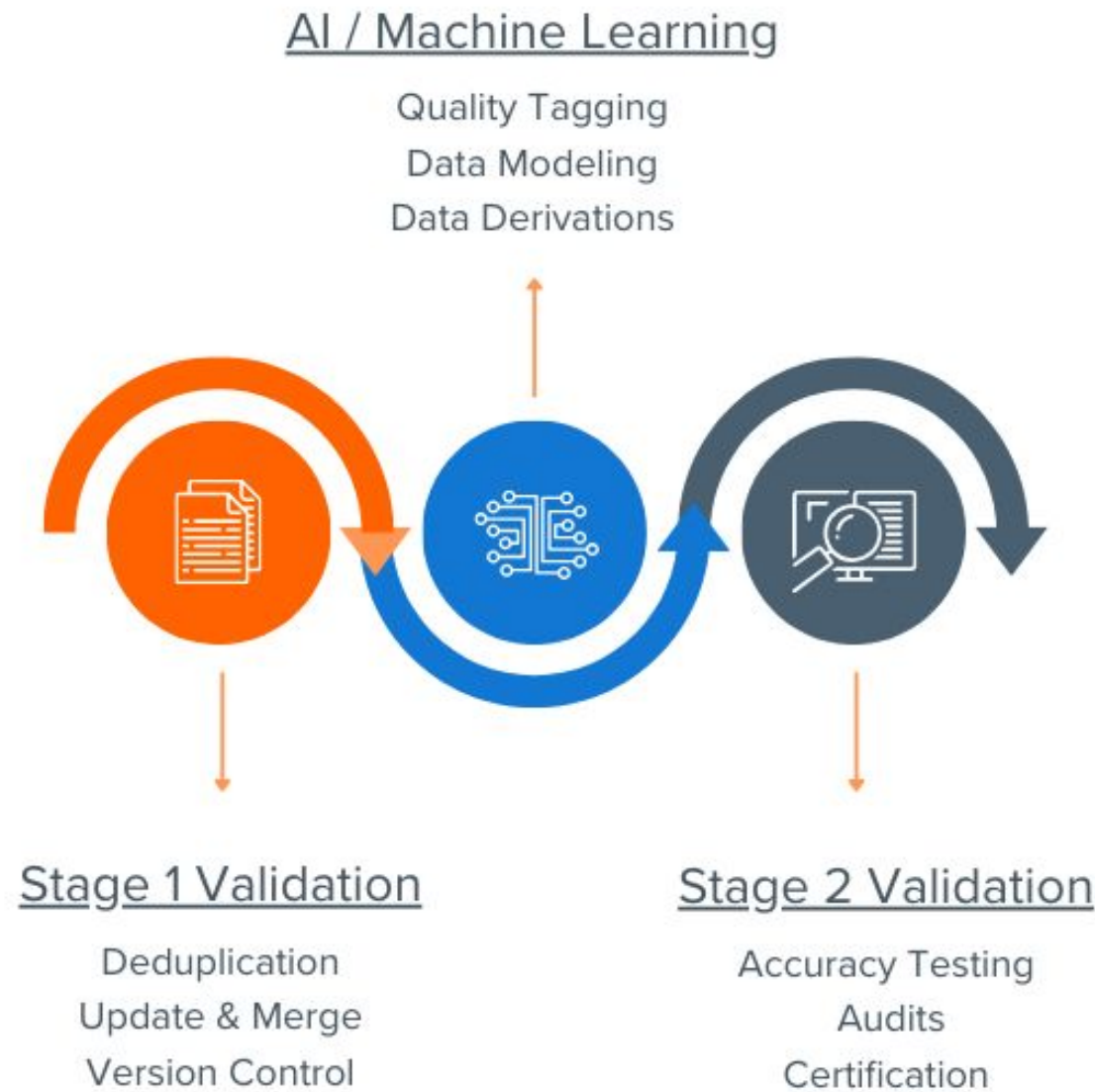
Steppingblocks provides students and universities with the data-driven tools they need to promote career readiness and institutional success. With solutions for students, faculty, staff, and campus leadership, Steppingblocks makes it easy to explore alumni profiles, employer trends, average salaries,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



**SAME DATA SERVICING ALL APPS**



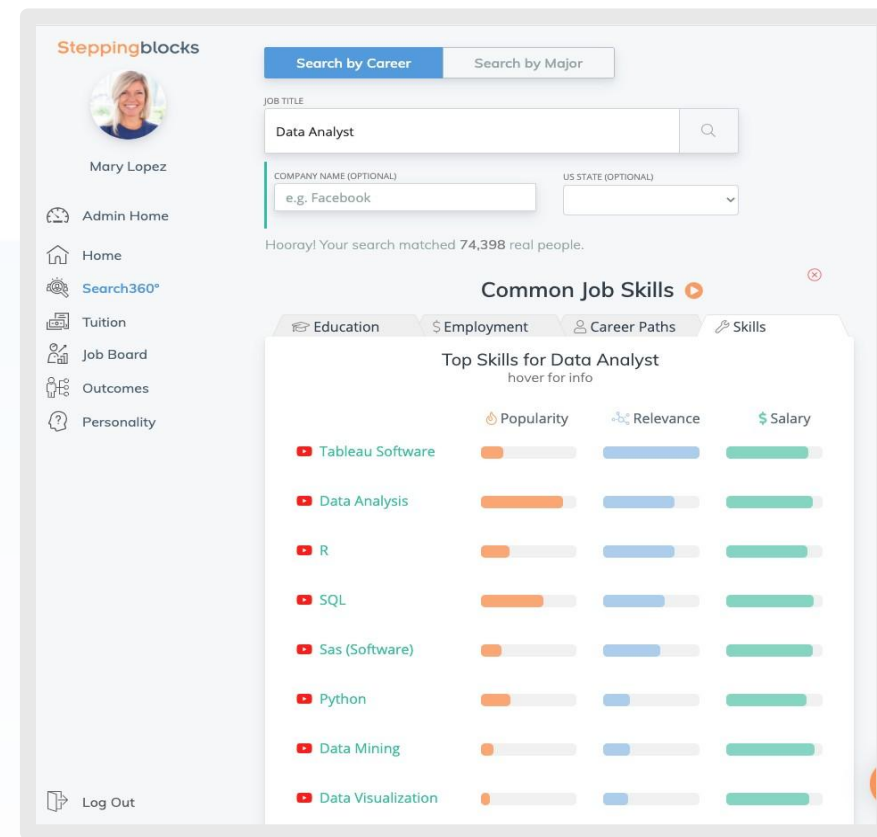
**130+ MILLION INDIVIDUALS**

25+ Million  
Companies

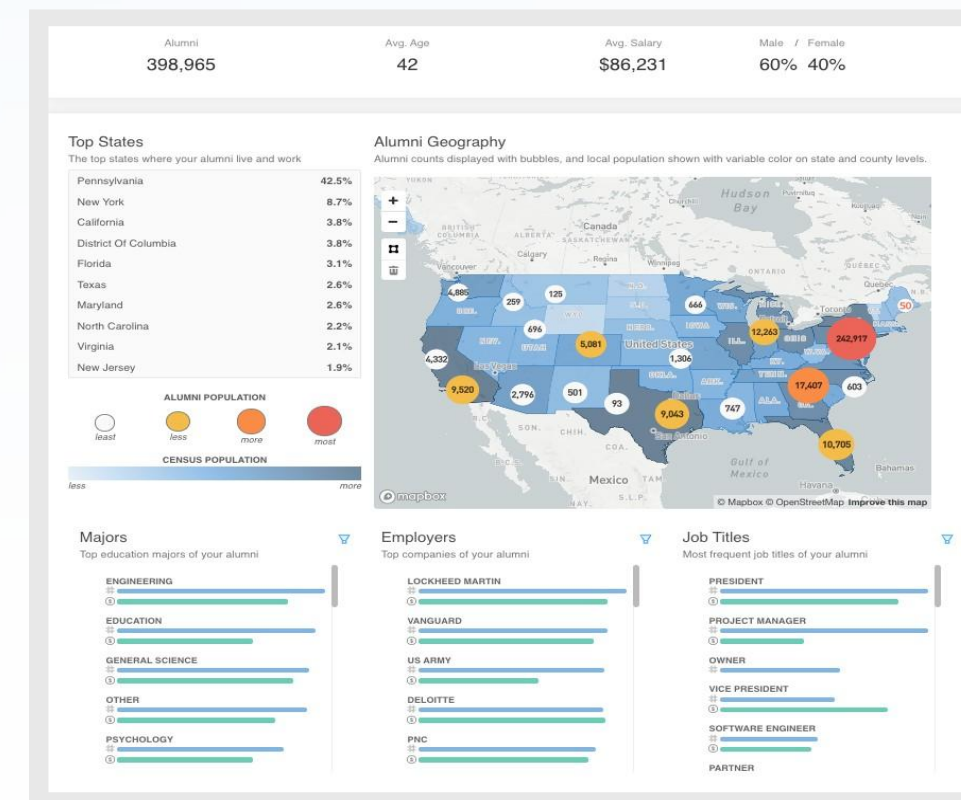
7,000+  
Colleges/Universities



# Steppingblocks Solutions

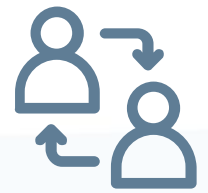


Student-facing Platform  
Digital Career Counselor  
For Students, Career Services,  
and Advising



Graduate Insights  
Graduate Outcomes + Graduate Explorer  
For University Leadership, Student Success,  
Academics, Enrollment Management, Alumni  
Relations, and Institutional Research

# Why does Data Matter in Higher Education?



Transparency & Accountability



Understanding ROI



Keep up with the Competition



Tell your school's story

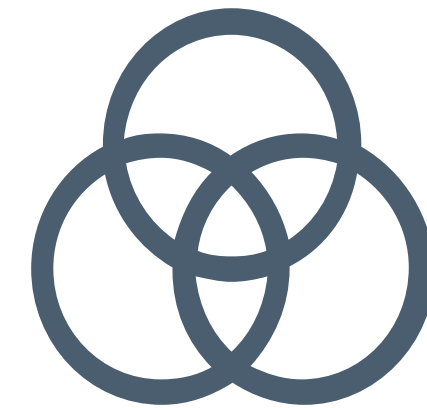


[Quick Guide: Data Literacy 101](#)

[Case Study:  
The Positive ROI of Graduate Outcomes Data](#)

# How can Alumni Relations Leverage Data?

- Alumni Insights
  - Learn where Alumni are working through outcomes data
  - Better understand where your Alumni are concentrated geographically
  - Discover top employers by region and major
- Build connections with Alumni community
  - Tell the university's story with the help of outcomes data
  - Provide value to Alumni by sharing career-relevant info
  - Plan events, mentorships, speaking opportunities, etc
- Increase Alumni engagement
  - Share/highlight successful Alumni stories
  - Encourage Alumni to mentor or hire recent graduates



# Partner Guest Star: Anthony McAdoo

Anthony McAdoo | Executive Director of the Western Kentucky University Alumni Association

## Supplementing Alumni and Donor Data

- A cohort of Finance students are going to New York City and want to connect with alumni working in Finance or with Finance degrees
- The Masters of Public Health program needed employment data on graduates from the last 5 years

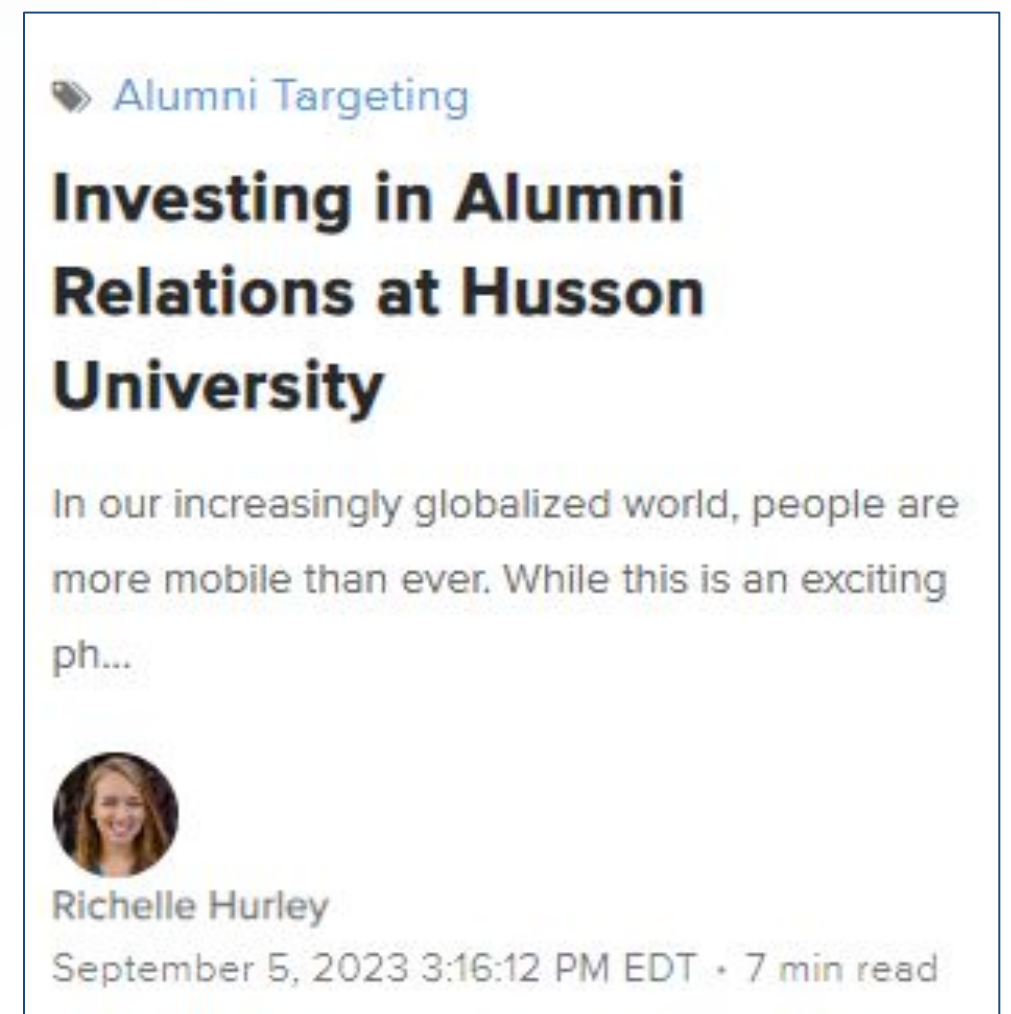
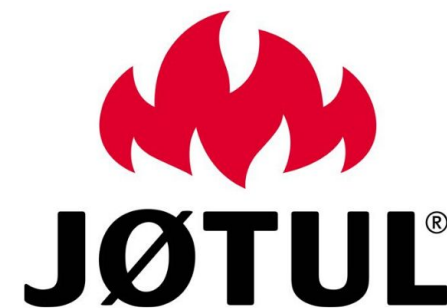




# Use Case: **Husson University**

Hosting events to bring together the Husson University alumni community

- Find local top employers of alumni using the Graduate Insights tool
- Schedule events, especially with companies where no current relationship existed
- The event was successful with Husson University alumni, Jotul workers/alumni, and others attending



# Use Case: Georgia Highlands College

## Employer Partnerships

- Used data to help strengthen partnership with Atrium Health
- Atrium Health offers \$7 million in scholarships to Georgia Highlands College

📁 Career Services

**Strengthening Employer Partnerships with Georgia H...**

S3 | E8 | Clifton Puckett, Student Engagement Coordinator at Georgia Highlands College

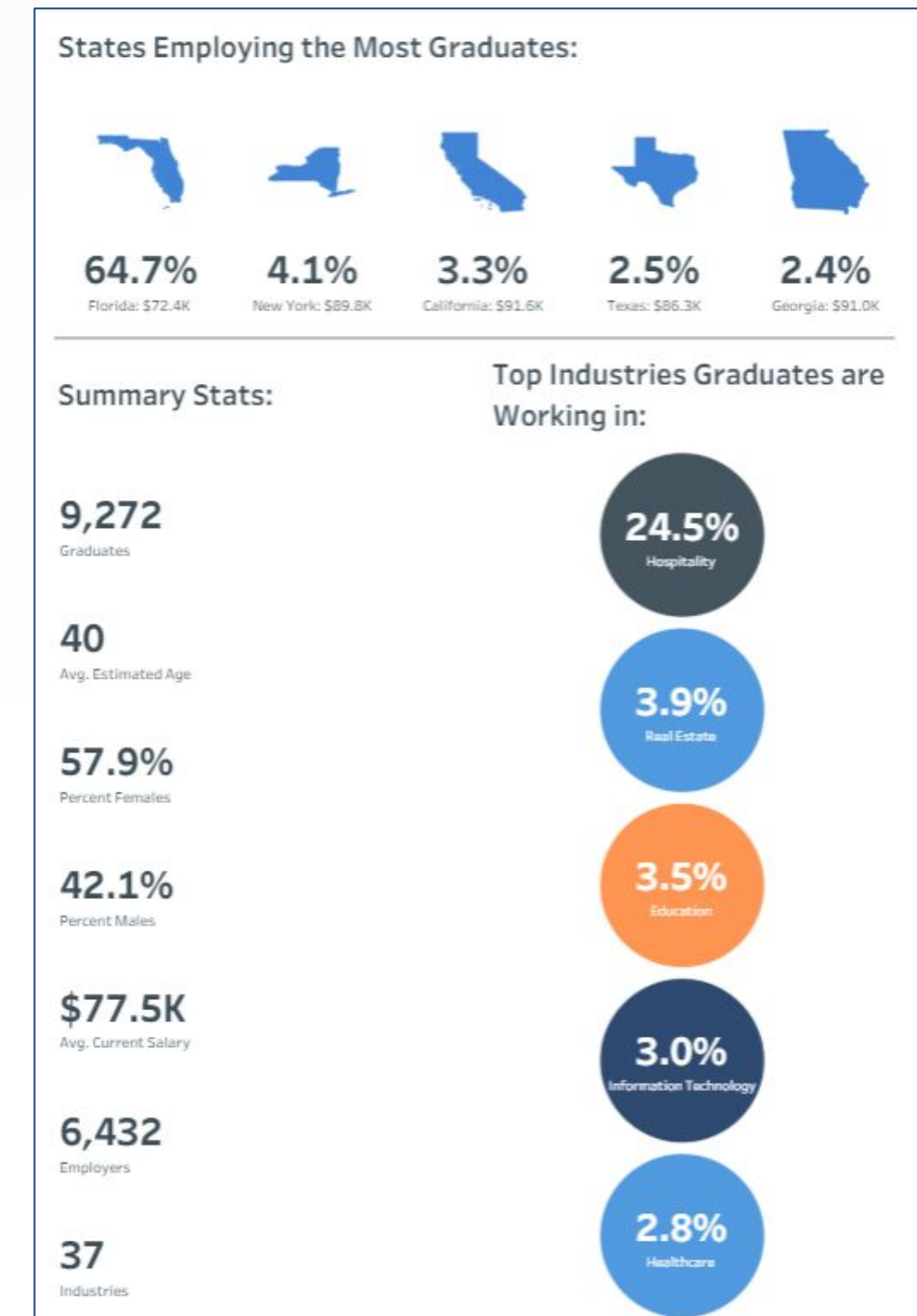
 Amanda Kallach  
Sep 20, 2023 2:36:48 PM • 1 min read



**Atrium Health**

# Use Case: Storytelling

- Supplement alumni newsletters/magazines with aggregated outcomes data
  - Ex: Which companies are hiring more alumni over the past 10 years?
- Include interesting alumni facts for anniversary celebrations of specific colleges
  - Ex: FIU 50th anniversary of the College of Hospitality
- Showcase success stories of new programs/fundraising campaigns
  - Ex: Number of graduates working in the Industry or as Executives





# 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](#)

