Steppingblocks

Steppingblocks User Conference

Steppingblocks for Career Services

March 6, 2024

Agenda

- Who is Steppingblocks?
- How We Do It
- Steppingblocks Solutions
- The Quest for Career Readiness
- Steppingblocks for Career Services
  - Steppingblocks for "The Explorer"
  - Steppingblocks for "The Quest Seeker"
  - Steppingblocks for "The Treasure Hunter"
- Student Engagement: Best Practices
  - Partner Guest Star: Caitlin Fisher
  - Partner Guest Star: David Gribbin
- Steppingblocks for Employer Relations
- Steppingblocks for Outcomes Reporting
- Partner Guest Star: Abigail Craig
- Next Steps: Get Access & Learn More

Who is Steppingblocks?

Meet the nerds behind the data.

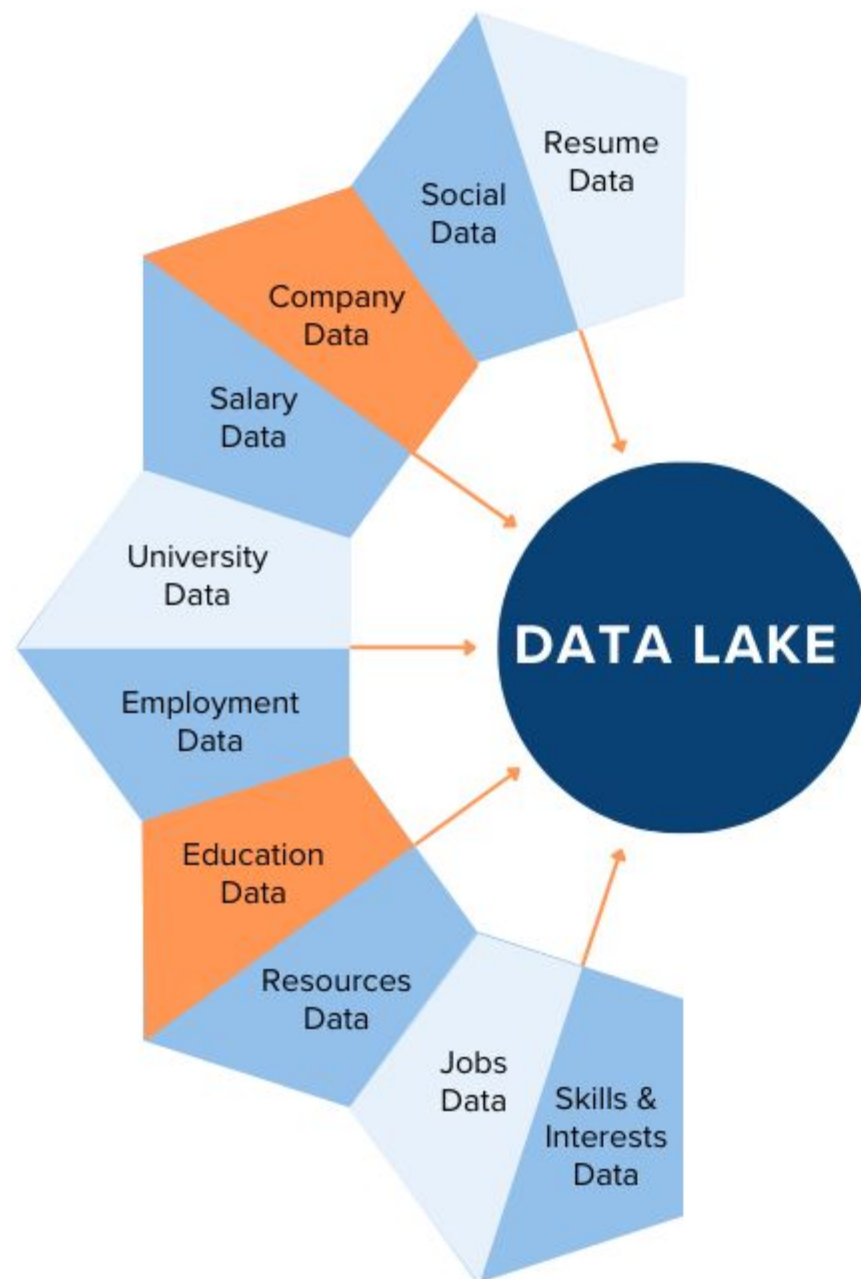### Carlo Martinez
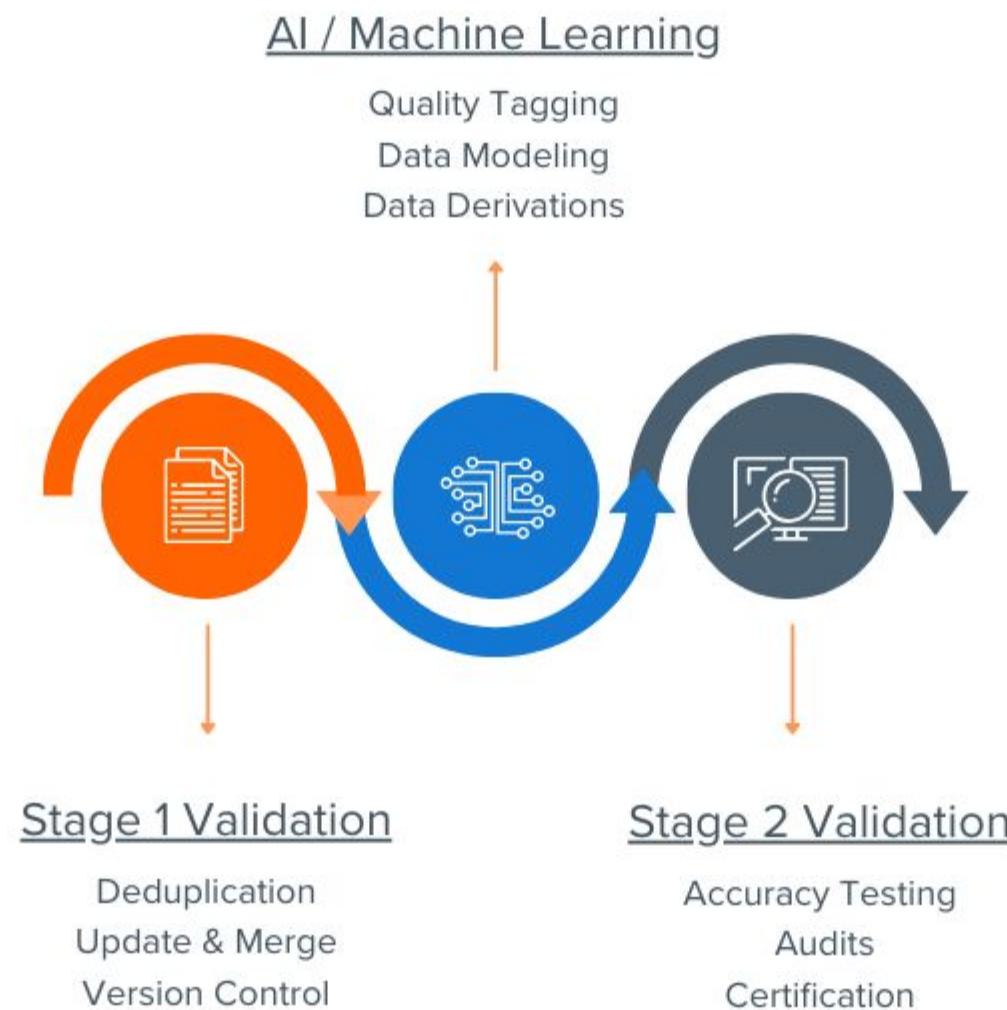Co-Founder & CIO

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

Resume Data
Social Data
Company Data
Salary Data
University Data
Employment Data
Education Data
Resources Data
Jobs Data
Skills & Interests Data

DATA LAKE

AI / MACHINE LEARNING PROCESSING

AI / Machine Learning
Quality Tagging
Data Modeling
Data Derivations

Stage 1 Validation
Deduplication
Update & Merge
Version Control

Stage 2 Validation
Accuracy Testing
Audits
Certification

REAL-TIME QUERY FULFILLMENT

Graduate Insights

Digital Career Counselor

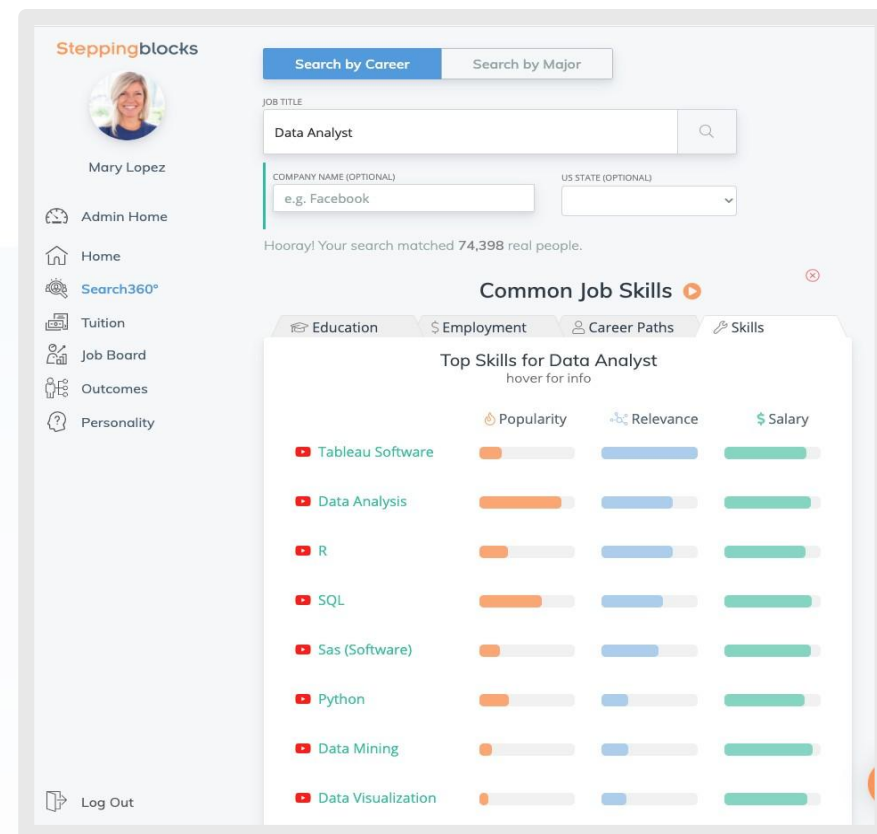**SAME DATA SERVICING ALL APPS**

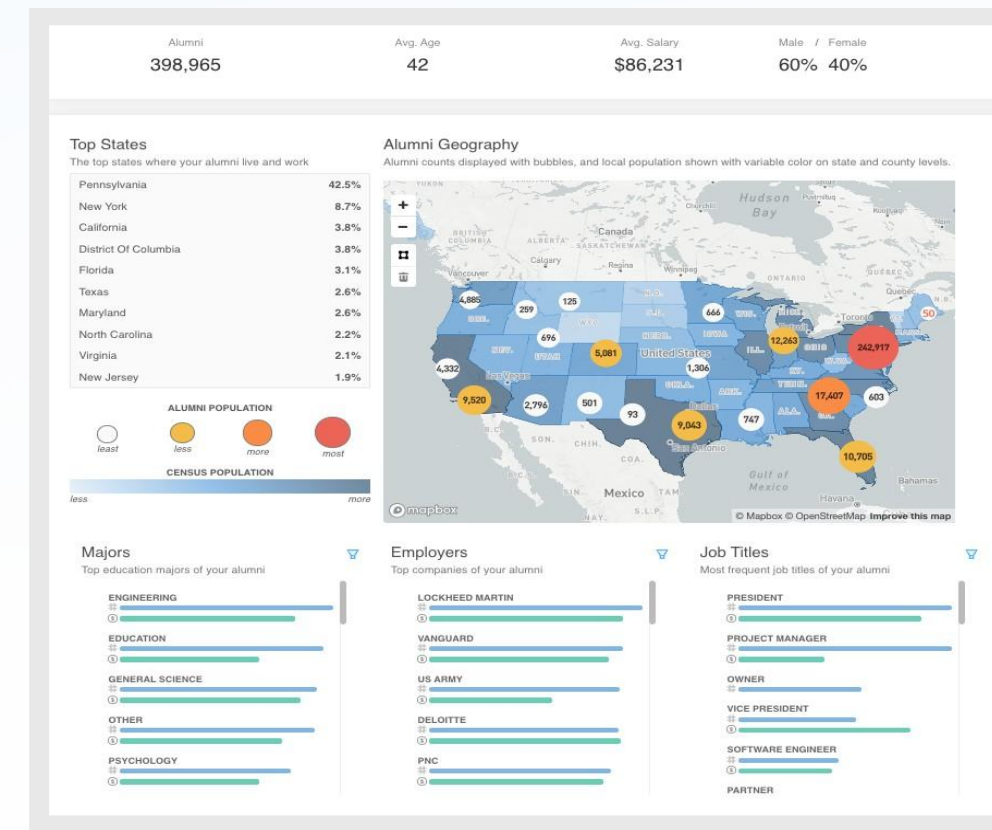**130+ MILLION INDIVIDUALS**

25+ Million
Companies

7,000+
Colleges/Universities

Steppingblocks Solutions

Digital Career Counselor

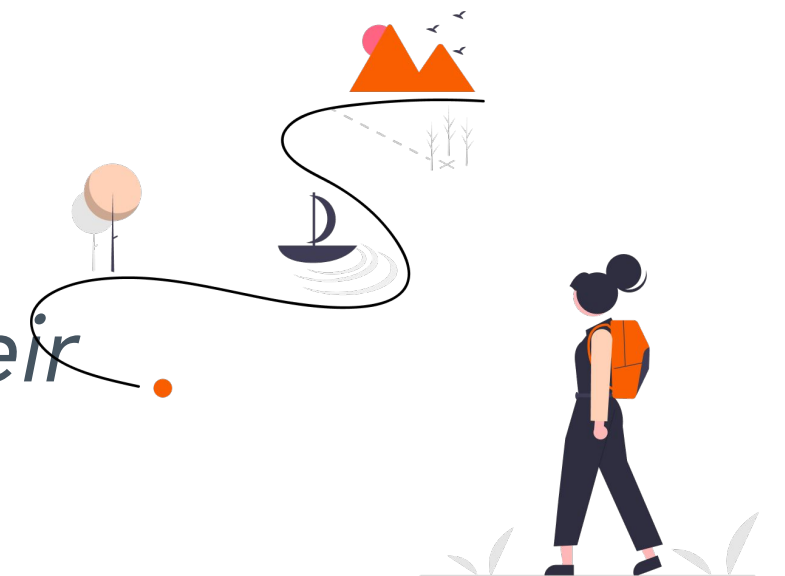For Students, Career Services, and Advising

Graduate Insights

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

The Quest for Career Readiness

Students and their Families want to know:

- How do I choose a major plan that aligns with my interests and desired career outcomes?

- What are career options for my degree?

- How do I ensure that I will get a job after graduation?

- What is the return on investment of my degree?

Institutions want to guarantee positive career outcomes for their students, applying additional pressure to Career Services
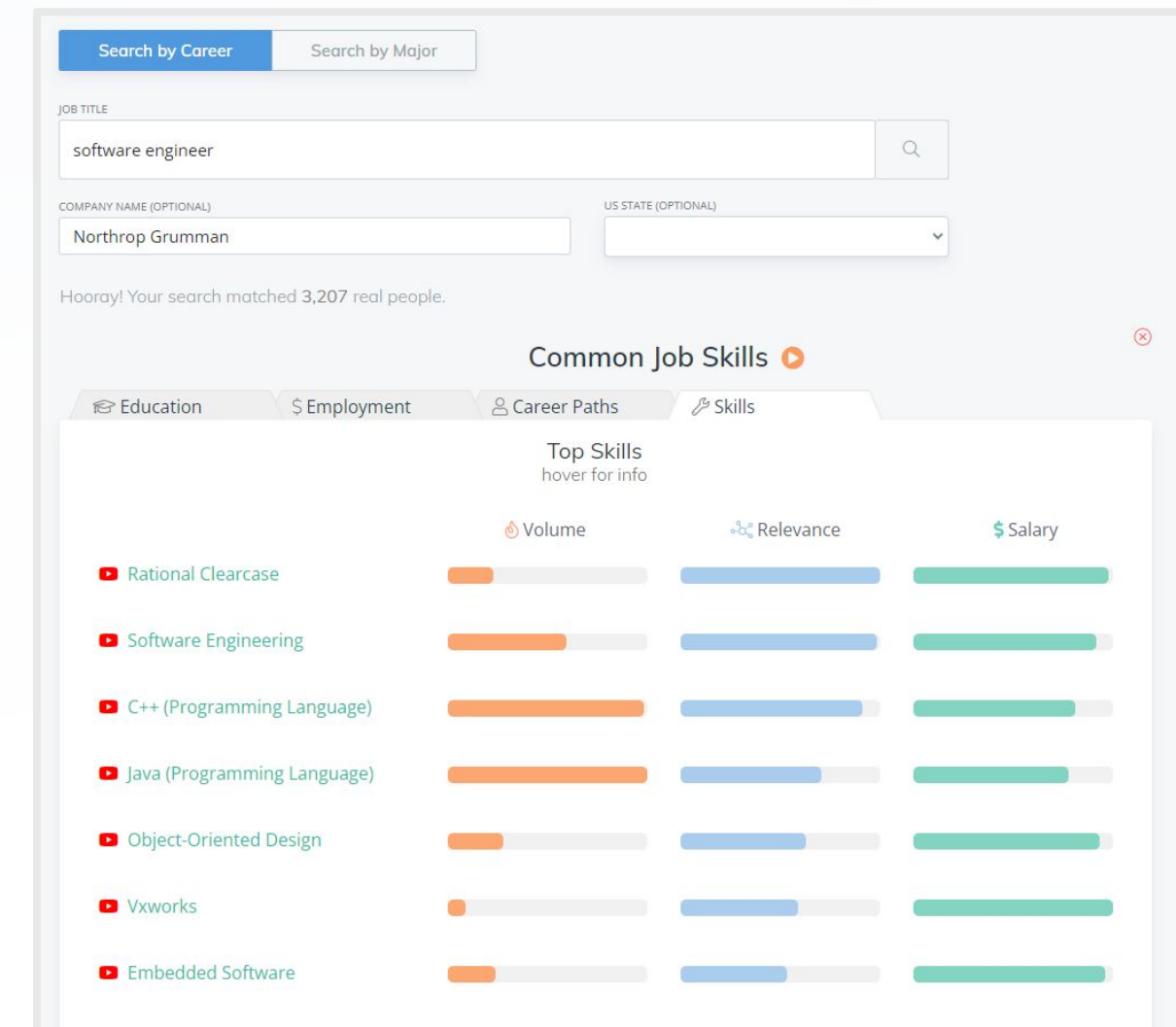
Steppingblocks for Career Services

Meeting Students Where They Are

With Steppingblocks, Career Services practitioners can:

- Support student career exploration through data
- Help students:
  - Develop a career plan
  - Develop and articulate their skills
  - Understand their desired industry and entry options
  - Identify Job/Internship opportunities
- Provide students with the data and tools they need to become career-ready

Steppingblocks for "The Explorer"

- Students who are learning about themselves and exploring their options
- Showing students possibilities and helping them explore the data
- First-year seminars and major exploration advising appointments

Data to Highlight:

- Outcomes by Major: Job Titles, Employers, and Salary
- Personality Assessment Data

Steppingblocks for "The Quest Seeker"

- Students who are exploring career paths, identifying necessary skills, and making a plan to pursue opportunities
- Help students craft their personalized plan
- Major-specific courses, career readiness courses/workshops, resume or internship search appointments

Data to Highlight:

- Top skills data by major, employer, job title, and/or industry
- Career paths - from alumni or others in our entire dataset

Steppingblocks for "The Treasure Hunter"

- Students who are learning more about their chosen field, developing their job search, and preparing for interviews
- Help students take action
- Senior seminars, career readiness courses/workshops, job search appointments, etc.

Data to Highlight:
- Top skills by job title or industry
- Top employers
- Salary information
- Jobs board in Digital Career Counselor

Student Engagement: Best Practices

- [Curriculum Integration](#)
  - First Year Seminars
  - Career Readiness Courses
  - Semester-Long Projects
  - Extra Credit Incentives (Ex: Baylor University)
- Classroom Presentations
- [Advising Conversations](#)
- Orientation (& other large-scale presentations)
- Student Marketing Materials
  - [Student Rollout & Promotion](#)

Partner Guest Star: Caitlin Fisher

Career Specialist, Office of Career Services | University of Memphis

- Implementation of Digital Career Counselor in first year seminar

- Connecting with faculty

- Student Feedback

- Tips & Tricks

- "Tiger Tale" - Student Example

Partner Guest Star: David Gribbin

Director of Strategic Planning and Institutional IR | East Georgia State College

- About EGSC:
  - Associate Degree dominant Institution
  - Provides point of access to the University System of Georgia (USG)
  - 2 chief measures of success: degree completion and/or transfer to other institutions (both within and outside of USG)
- EGSC students encouraged to use Digital Career Counselor:
  - Freshmen orientation course
  - Personalized invitation emails sent to all students
- Student use is monitored by disaggregating usage reports sent by Steppingblocks

EGSC Digital Career Counselor Usage

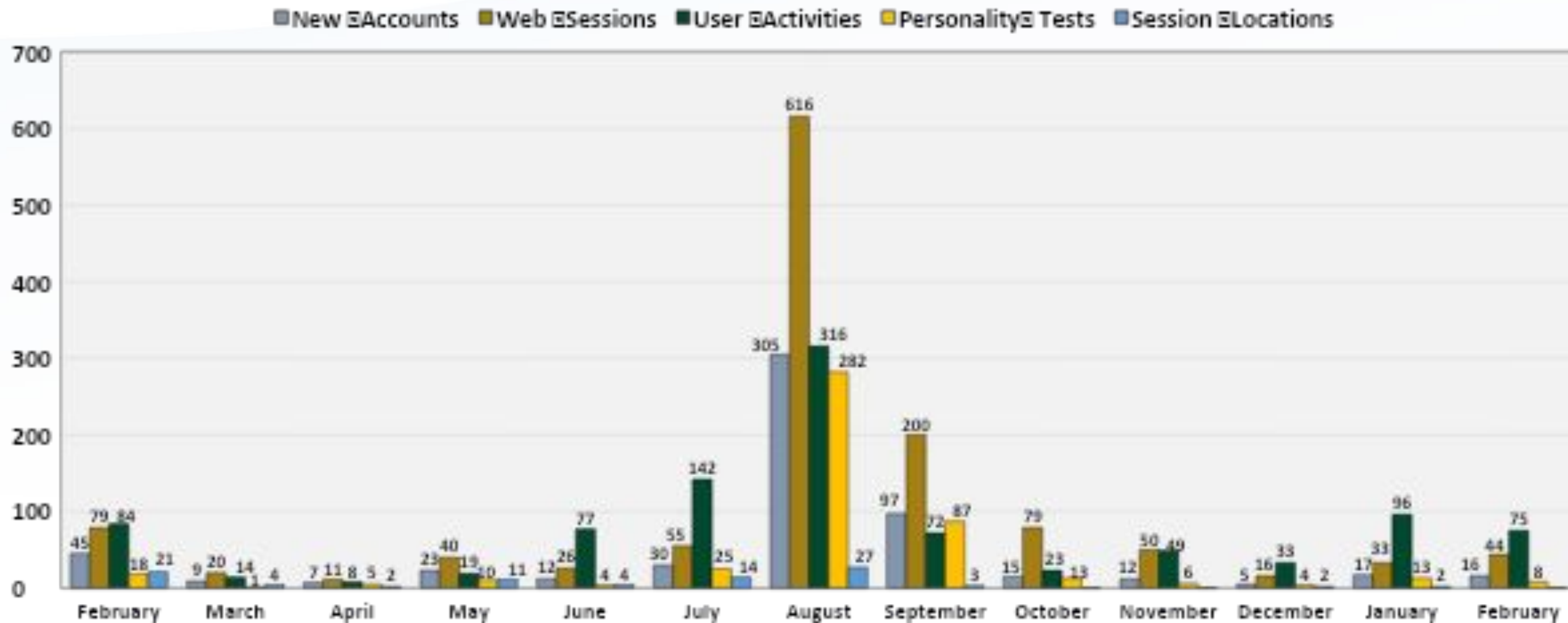## East Georgia State College DCC Usage - February 2023

| 45 Accounts | 79 Work Sessions | 84 User Activities | 18 Personality Tests | 21 Locations |

East Georgia State College DCC Usage - February 2024

| 593 Accounts | 1,269 Work Sessions | 1,008 User Activities | 476 Personality Tests | 90 Locations |

East Georgia
STATE COLLEGE®

Monthly Digital Career Counselor Usage

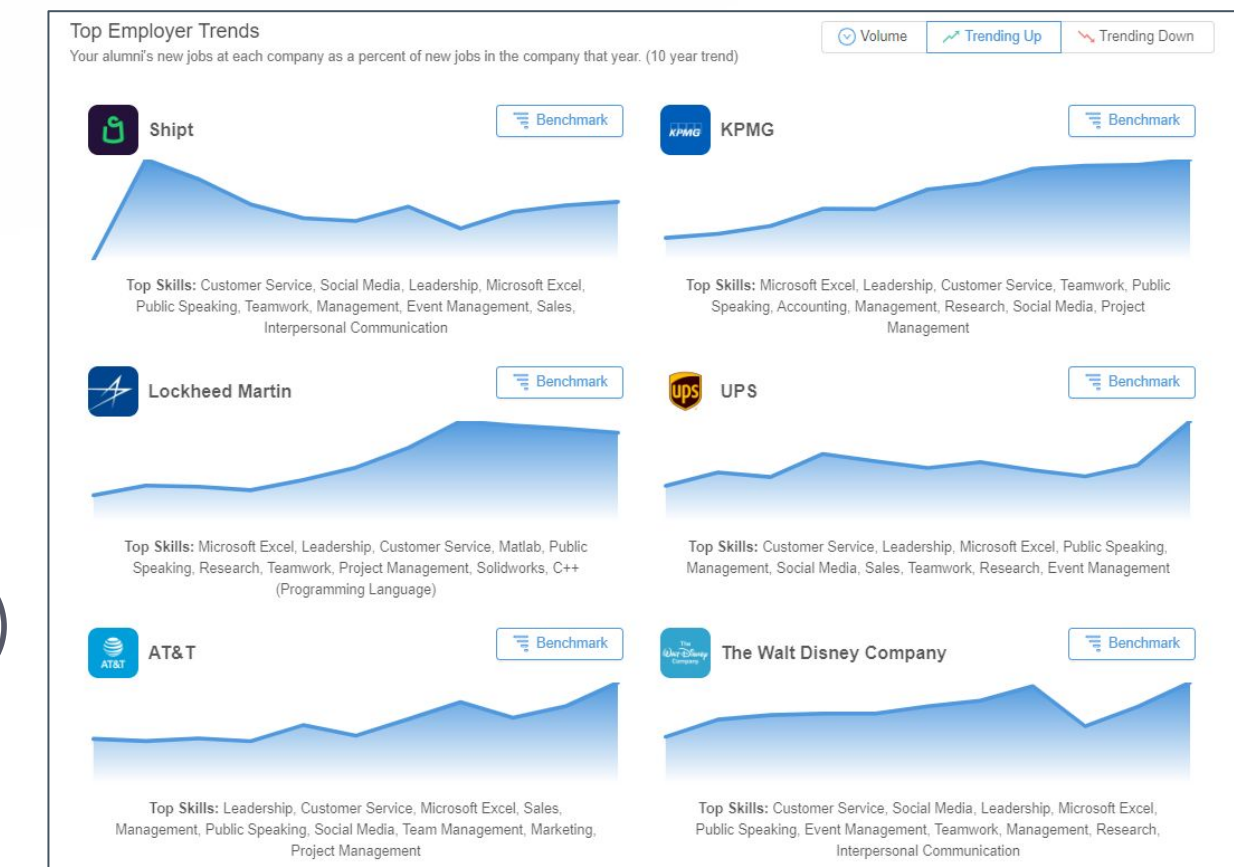EGSC Steppingblocks Digital Career Counselor (DCC) Usage thru February 2024
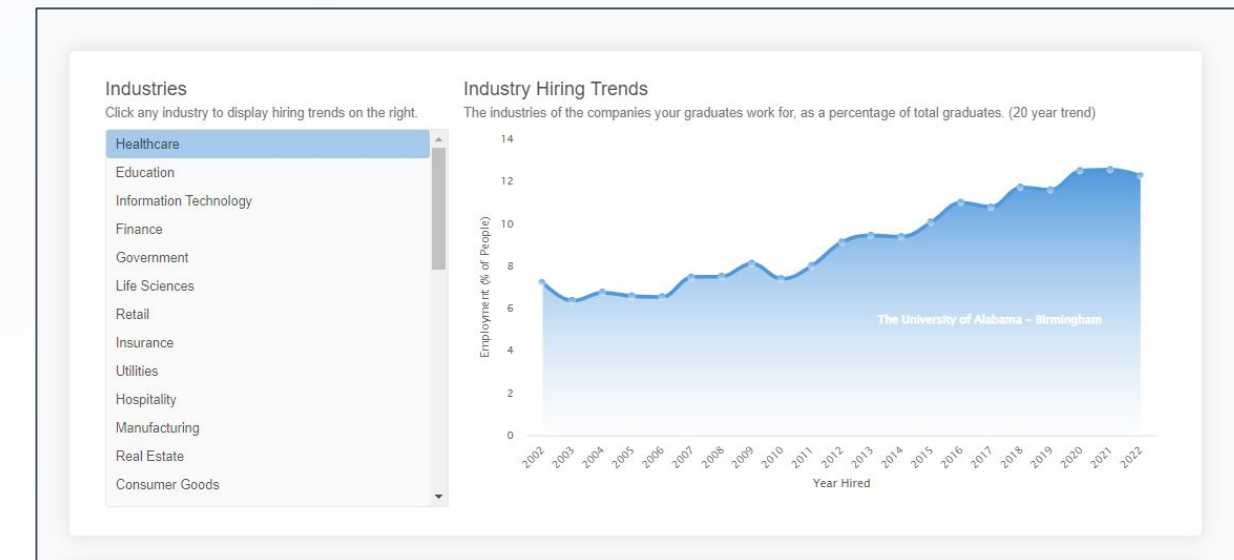
Steppingblocks for Employer Relations

Leveraging Data for Mutually Beneficial Partnerships

- What makes your graduates stand out?
- Who are your top employers?
- Who are un-tapped employers?
- How can you develop mutually beneficial relationships?
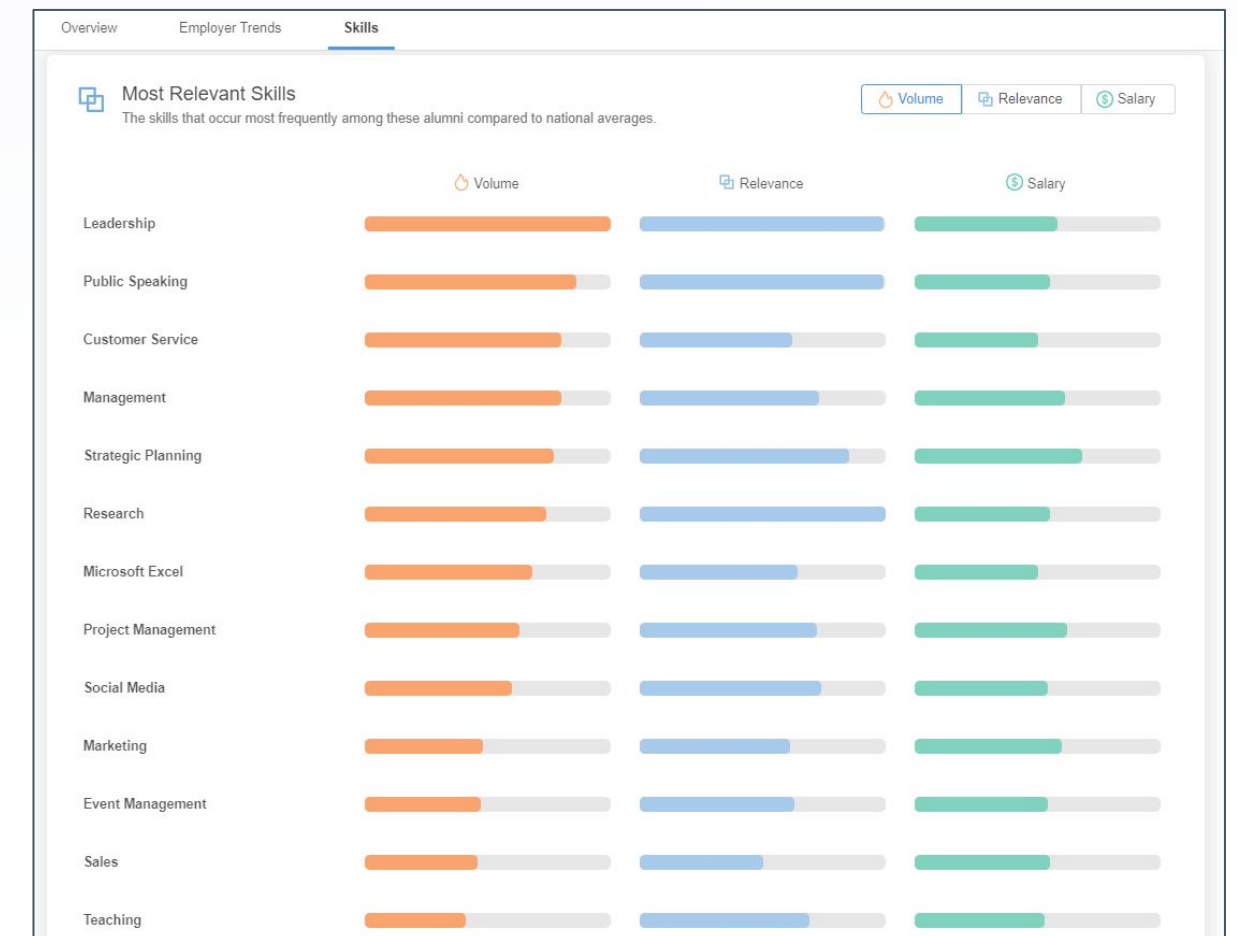 - Example: [Georgia Highlands College](#)

Data to Highlight:

- Top employers by program/college/major
- Employer trends
- Top skills of your graduates (by volume/relevance/salary)

Steppingblocks for Outcomes Reporting

- Compiling Program Outcomes & Reports
  - Faculty Collaboration
  - Program/Industry specific career programming
- "Second Destination" Data
- Career Services Marketing & Communication
  - University of South Carolina
  - Seton Hall University

Data to Highlight

- Outcomes by program/major/college (top employers, job titles, industries, skills, outcomes alignment to field of study)

Partner Guest Star: Abigail Craig

Assessment Specialist, Office of Career and Professional Development | Georgia Southern University

- Collaboration with Academic Departments

- University Marketing

- Internal Use & Identifying Top Alumni Employers

- Enhancing Employer Relationships

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](#)