**Steppingblocks**

# Steppingblocks User Conference

## Steppingblocks for Enrollment Management

March 7, 2024

# Agenda

- Who is Steppingblocks?
- How We Do It
- Steppingblocks Solutions
- Why does Data Matter in Higher Education?
- Challenges and Opportunities
- Use Case: Georgia State University
- Partner Guest Star: Sol Jensen
- Use Case: University of South Carolina
- Use Case: Florida International University
- Digital Career Counselor for Students
- Next Steps: Get Access & Learn More

# Who is Steppingblocks?

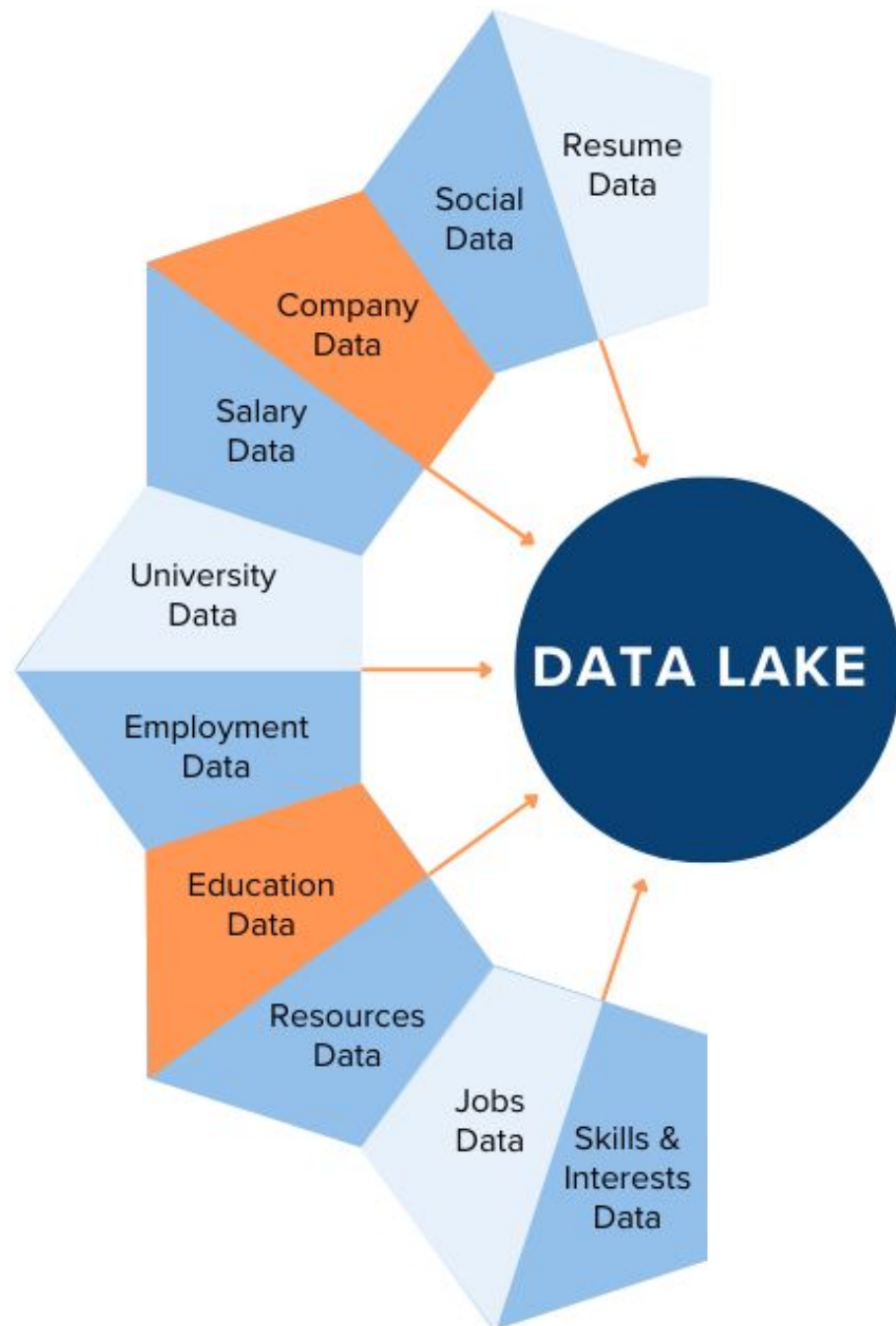Meet the nerds behind the data.

**Carlo Martinez**
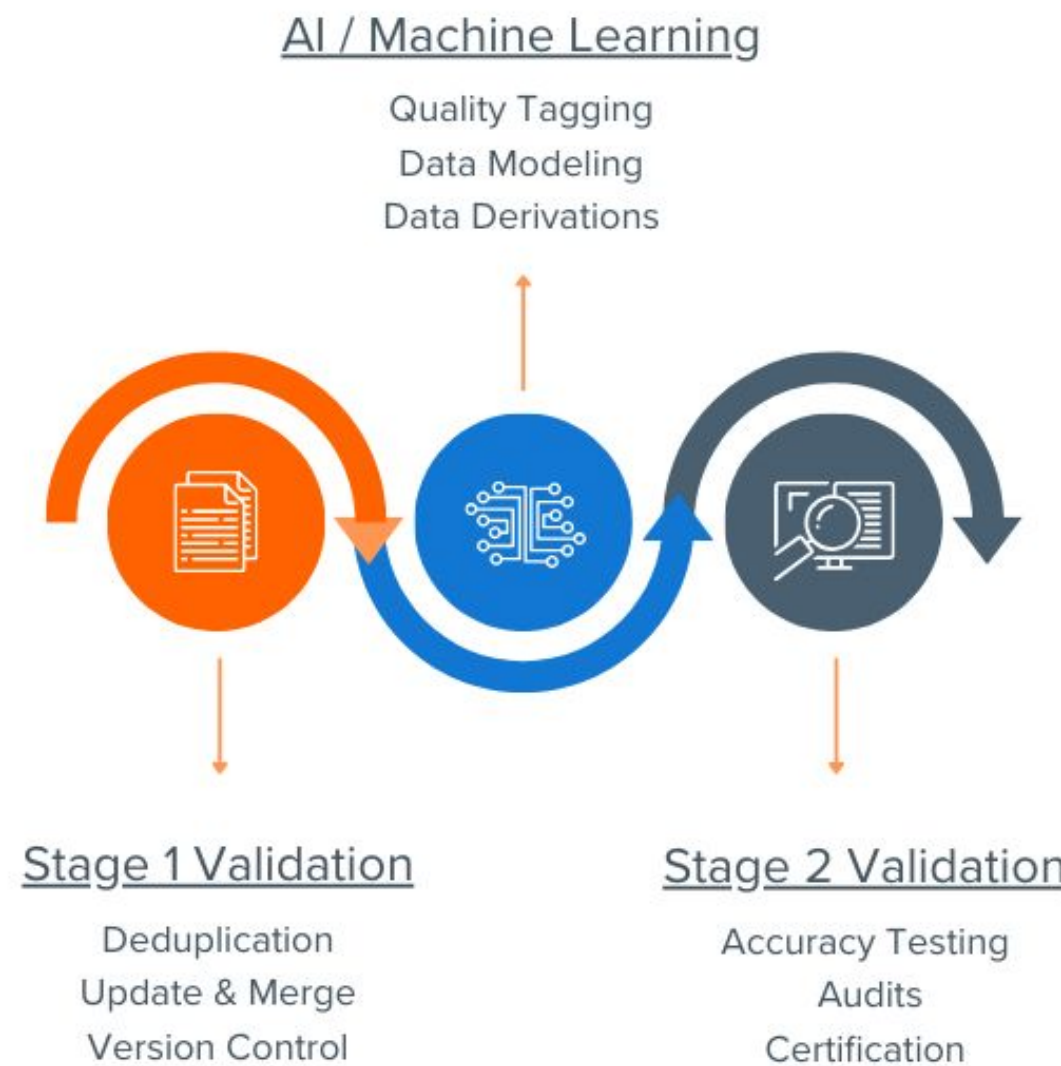Co-Founder & CIO

**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

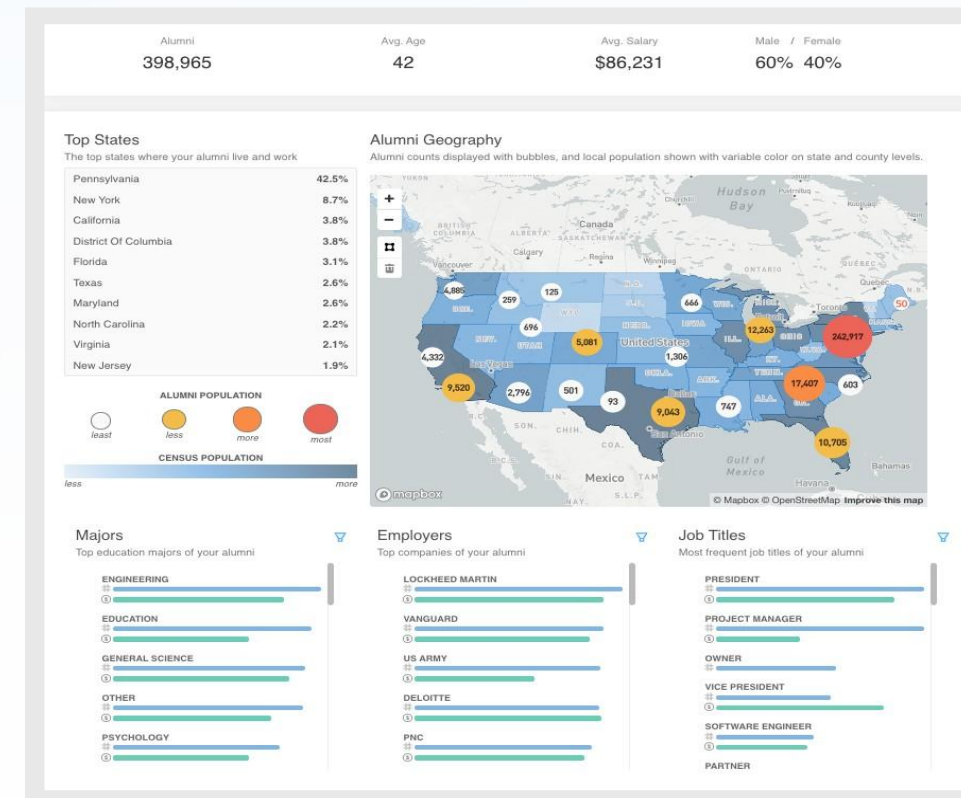# Steppingblocks Solutions
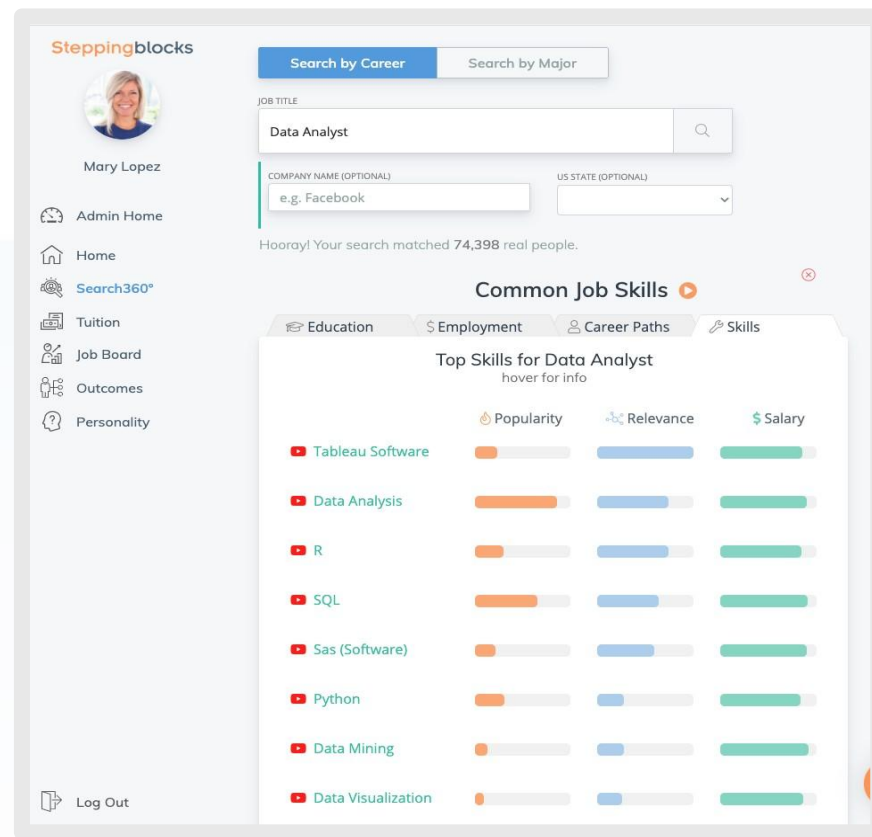


**Student-facing Platform**

**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

# Challenges and Opportunities

- Attract Potential Students & Increase Enrollment
  - Sharing graduate outcomes with prospective students, including job titles, salary estimates, and more - by major
  - Shows transparency and gives prospective students confidence with your knowledge of outcomes
  - Humanize the outcomes with real alumni profiles

- Promote University Brand
  - Use data storytelling to share with students their potential career outcomes and alumni highlights
  - Unique data and platforms to stand out vs. competition

# Use Case: Georgia State University

- College to Career webpage for every major
- Accessible by current and prospective students

# Partner Guest Star: Sol Jensen

Sol Jensen | Vice President for Enrollment Management, Marketing and Communications | Northern Illinois University

- Need for graduate outcomes data for some time

- Begun integrating the data into various materials

  - Physical flyers - one per college

  - All academic landing pages have been updated

- Focus for the future: grad school enrollment & alumni events



**What Can I Do With a Communication Studies Degree From NIU?**

Our graduates launch careers in many settings in roles that highlight their leadership skills and ability to fluently communicate with a range of audiences.

Top skills reported by alumni:

- Customer service
- Leadership
- Social media
- Marketing
- Strategic planning
- Team-building

Top fields alumni work in:

- Information technology
- Finance
- Health care
- Hospitality
- Transportation and logistics

**Other Programs to Consider**

English

History

Philosophy

**Career Potential for NIU Communication Studies Majors**

Average mid-career salary:

**$82,420**

Top employers include:

- Allstate
- Baird & Warner
- Aldi USA
- Amazon
- CDW
- JP Morgan Chase & Co.
- Walgreens

Job titles include:

- Account executive
- General manager
- Marketing director
- Operations manager
- Talent acquisition manager
- Vice president

Source: Steppingblocks, 2023

Northern Illinois University

NIU

# Use Case: University of South Carolina

- Gamecock GradStats with promotional videos
- Graduate Outcomes by College on webpages

## Log In to Gamecock GradStats

Activate or log in to your **Gamecock GradStats** account via **sc.edu/gradstats** (use your USC network username and password for single sign on).

**UNIVERSITY OF South Carolina**

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**College of Education** ⊕

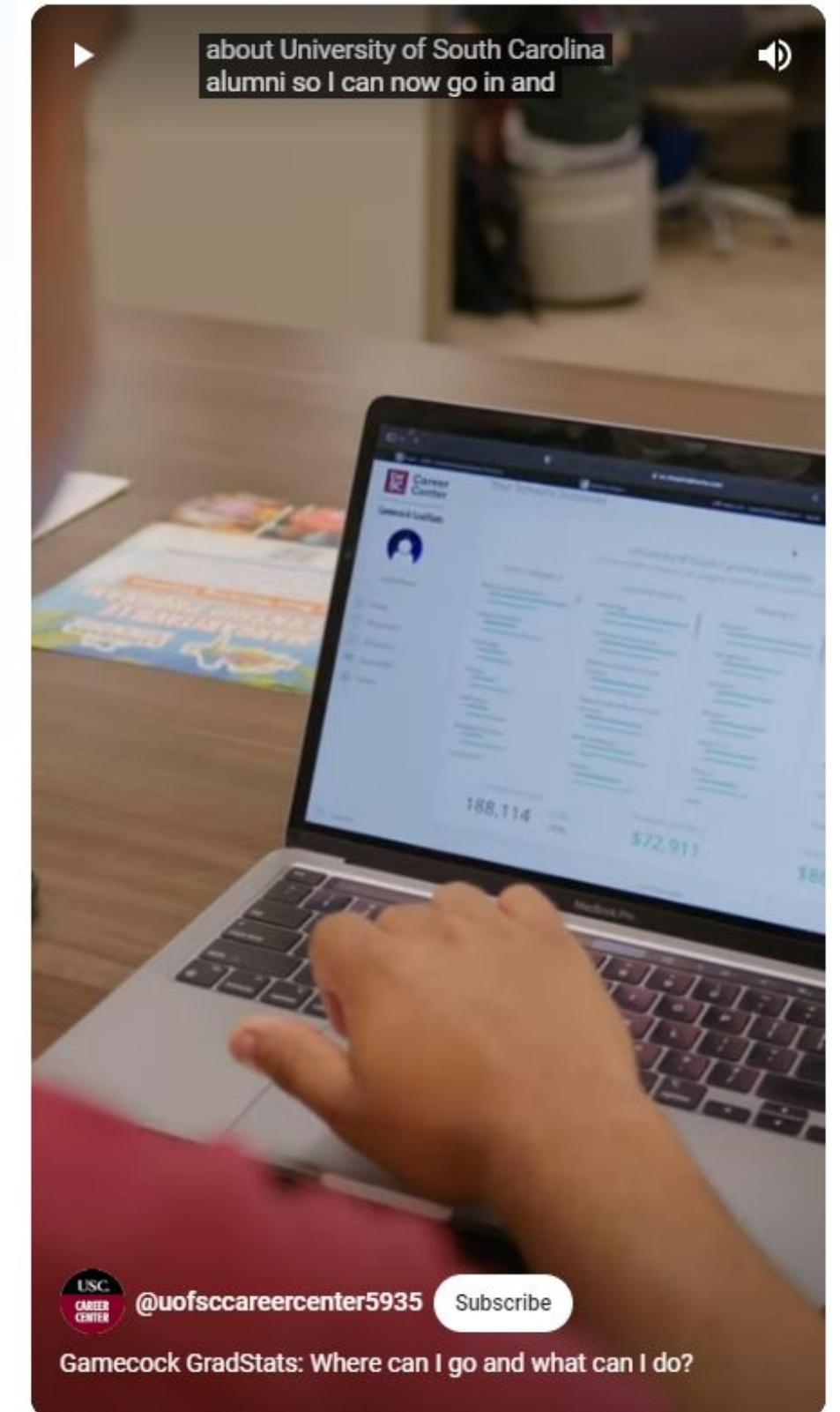**College of Engineering and Computing** ⊖

**Average estimated salary for graduates (n = number of graduates)**

(n = number of graduates; salary data reflects an estimated average salary of alumni with a digital footprint and does not indicate compensation upon graduation)

To see salary estimates at the 5-year mark and/or for specific majors, log into **Gamecock GradStats.** ⬀

| Bachelors | Advanced Degree |
|---|---|
| $94,038 (n=6,748) | $112,082 (n=2,080) |

**College Top Employers:** Duke Energy, Dominion Energy, BlueCross BlueShield SC, Boeing, Savannah River Nuclear Solutions, Intel Corp., Amazon, Capgemini, Bank of America.

**College of Hospitality, Retail and Sport Management** ⊕

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about University of South Carolina alumni so I can now go in and

@uofsccareercenter5935    Subscribe

Gamecock GradStats: Where can I go and what can I do?

# Use Case: Florida International University

- 1-page summary for each college
- Digital and printed
- Given out and linked to for prospective students and families
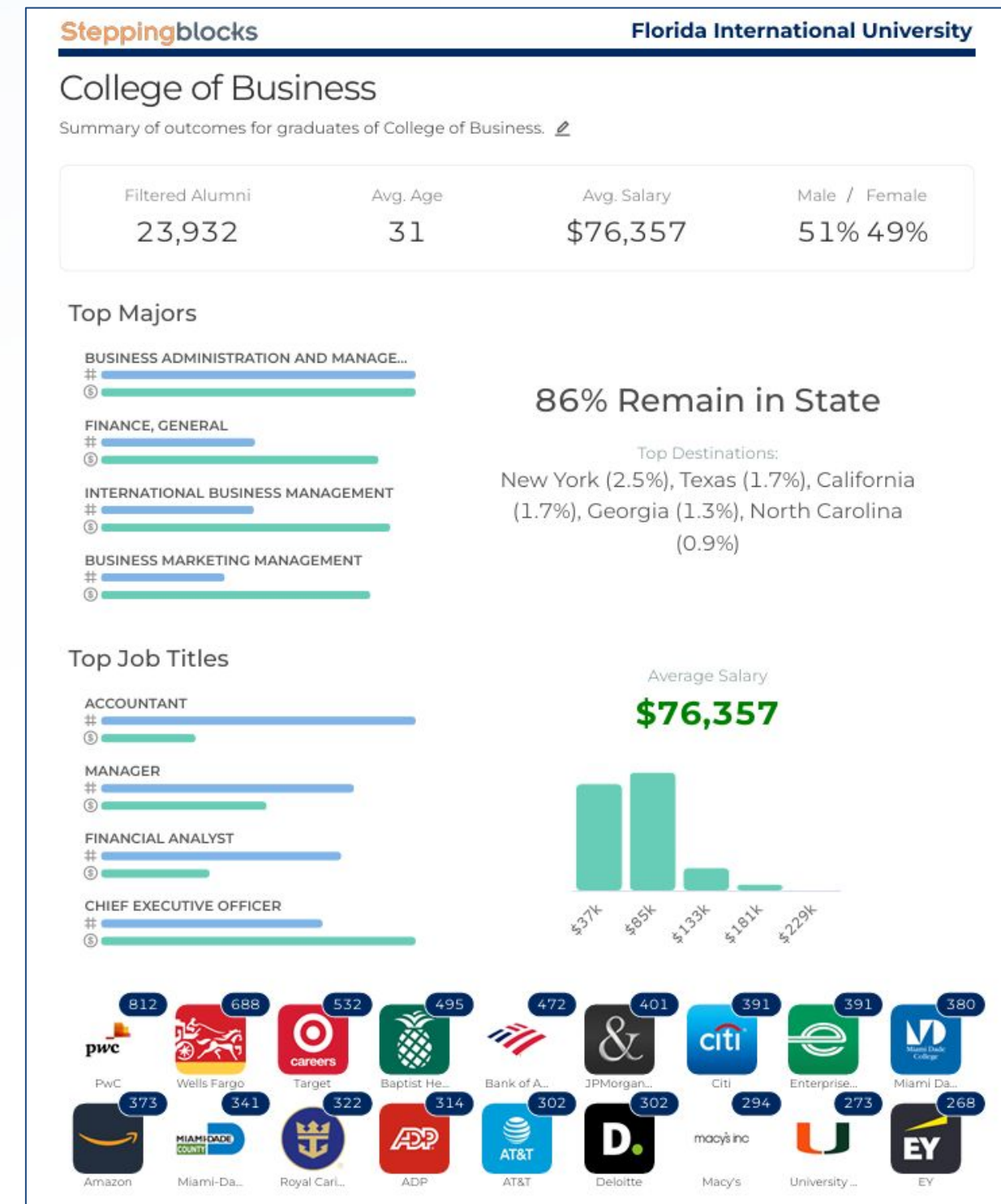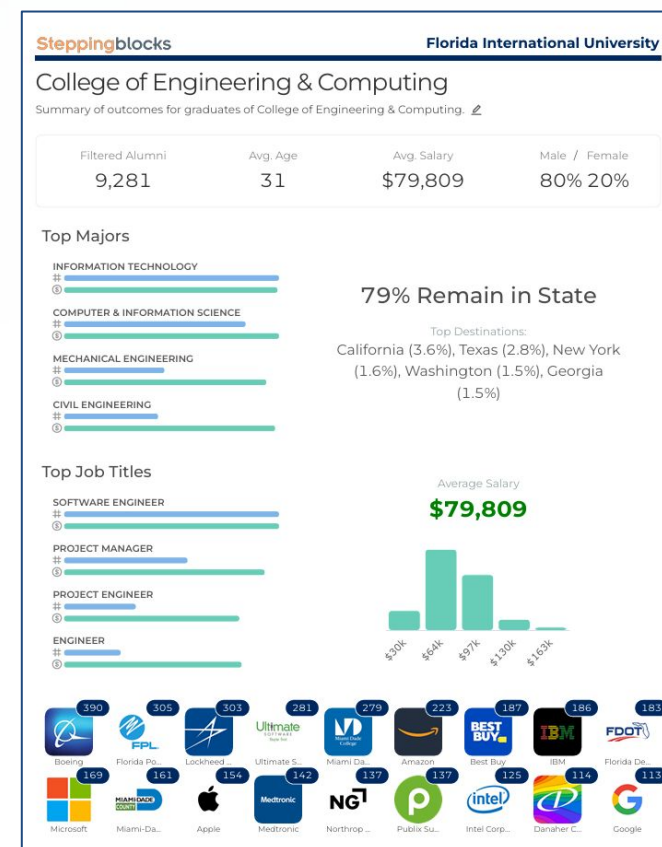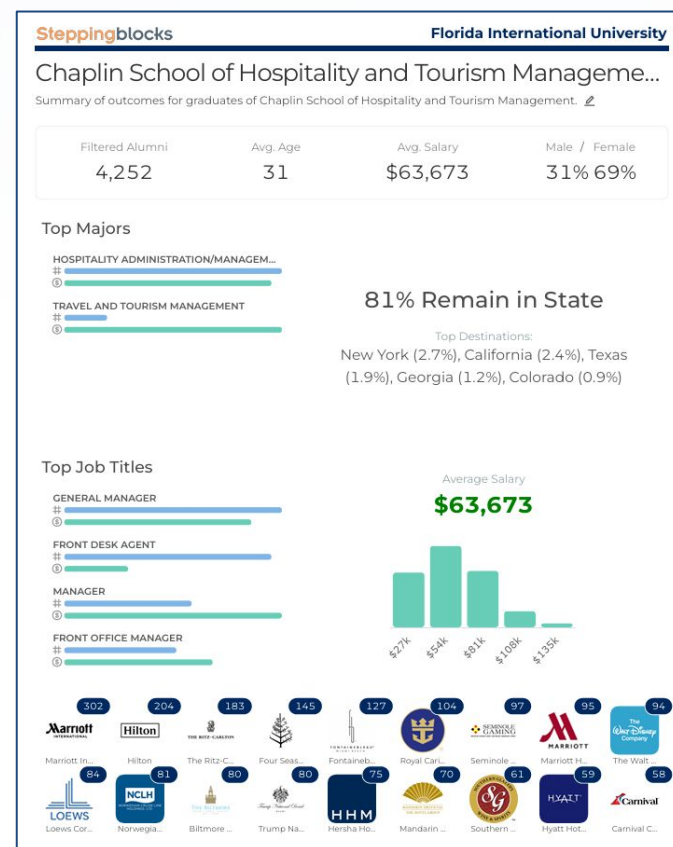
# Use Case: Florida International University

Recruit Graduate Students
- Review groups of recent graduates to recruit for graduate school
- Address underemployment metrics



| Current Position | Employer | Target Education ⓘ | Salary / Location |
|---|---|---|---|
| Systems Integration Engineer<br>6 years | NTT DATA Services | Bachelors Degree<br>Auburn University | $76k - $118k<br>Plano, Texas |
| Global Risk Management Director<br>3 years | Yardstick Management | Bachelors in Marketing<br>Auburn University | $122k - $191k<br>Dallas, Texas |
| Student Affairs Vice President<br>1 year | Millennium Health | Bachelors Degree<br>Auburn University | $65k - $102k<br>Fairhope, Alabama |

ormation on your alumni.

# Digital Career Counselor For Students

## Incoming Students

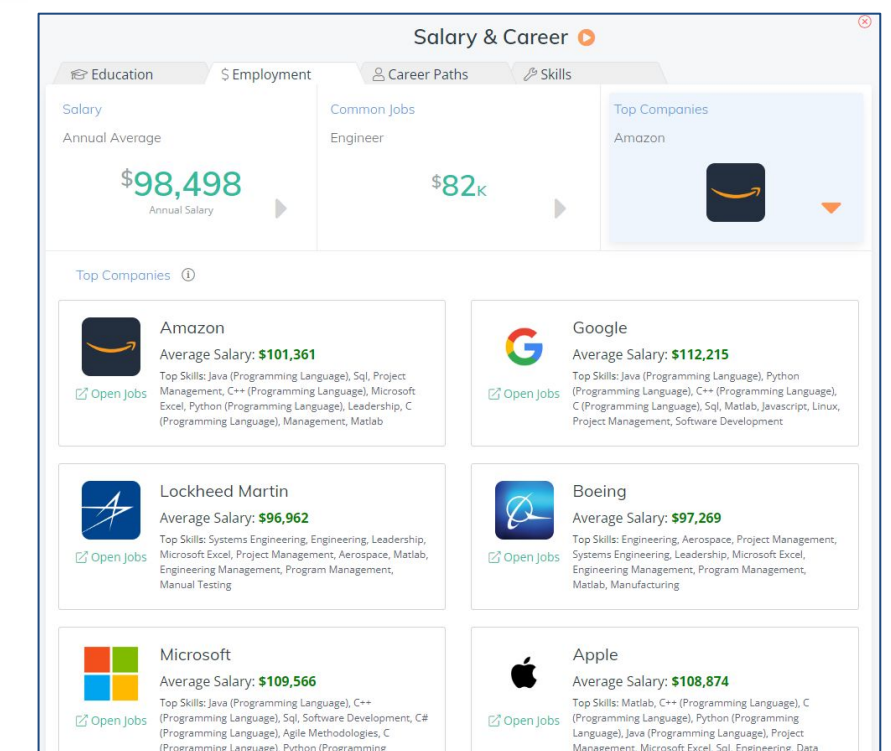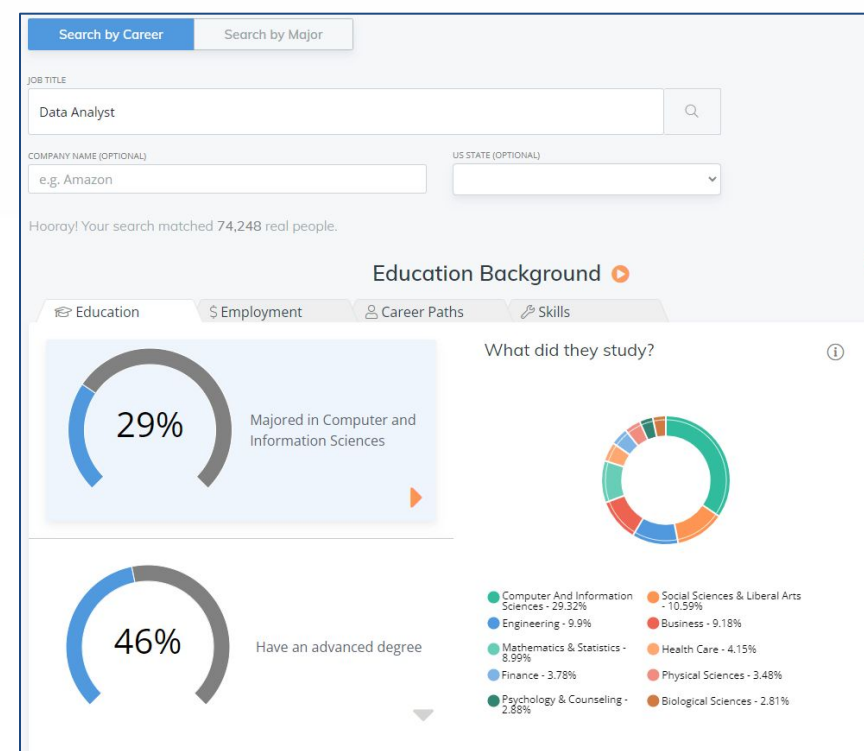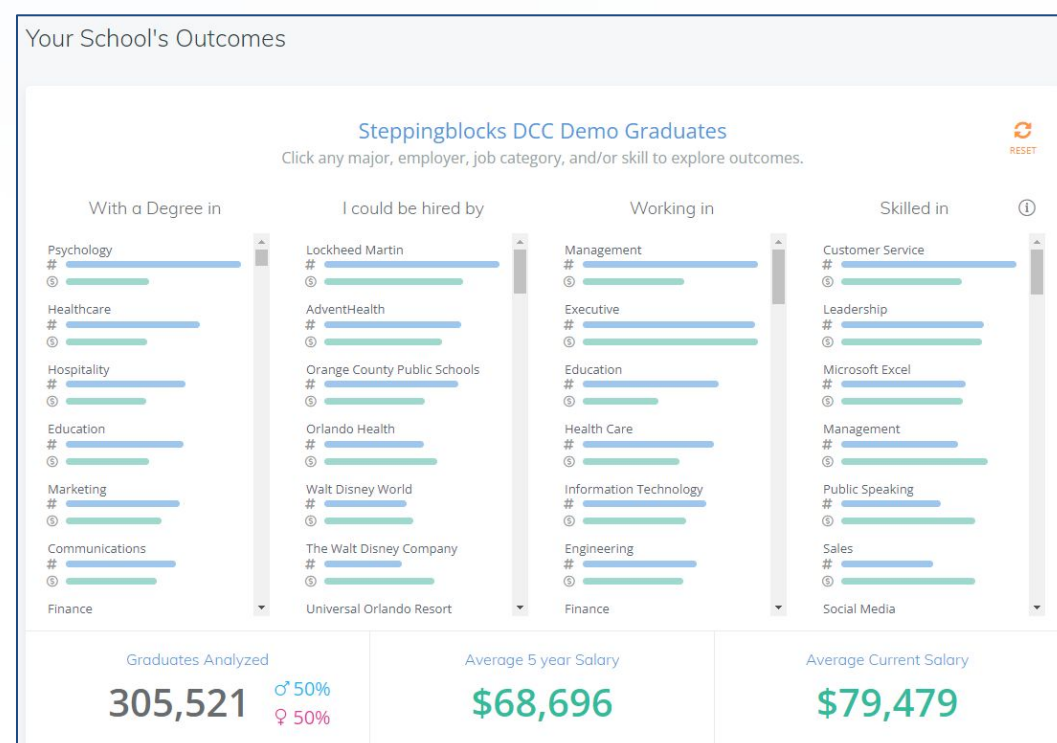Possible to give access to incoming students

## Transparency

Steppingblocks data gives students transparency to graduate outcomes
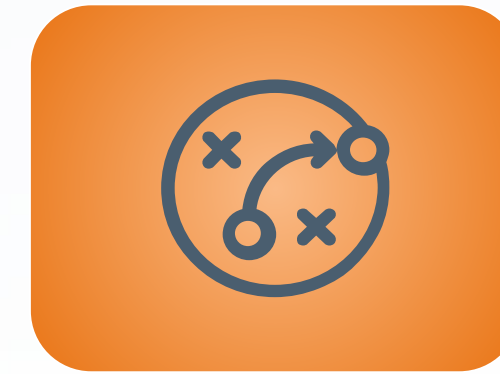
## Career Readiness

Market this platform as providing Career Readiness resources to students

# 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](#)