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

AI / MACHINE LEARNING PROCESSING DATA ACQUISITION Resume Data AI / Machine Learning Social Data **Quality Tagging** Company Data Modeling Data **Data Derivations** Salary Data University Data DATA LAKE $\int \mathcal{O}$ Employment Data Education Data Stage 1 Validation Stage 2 Validation Resources

Deduplication

Update & Merge

Version Control

Data

Jobs

Data

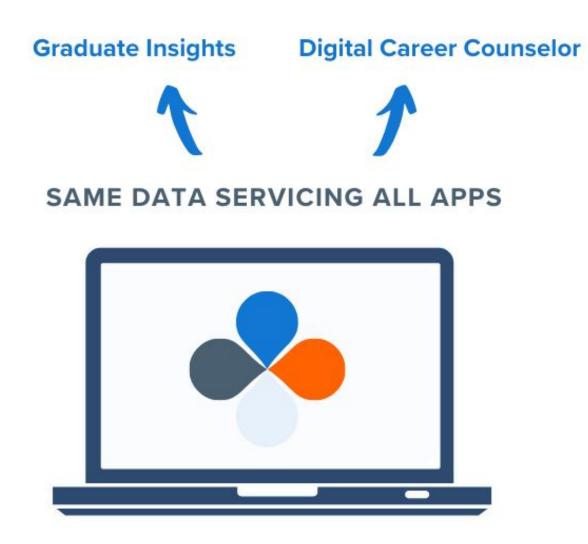
Skills &

Interests

Data

Accuracy Testing Audits Certification

REAL-TIME QUERY FULFILLMENT

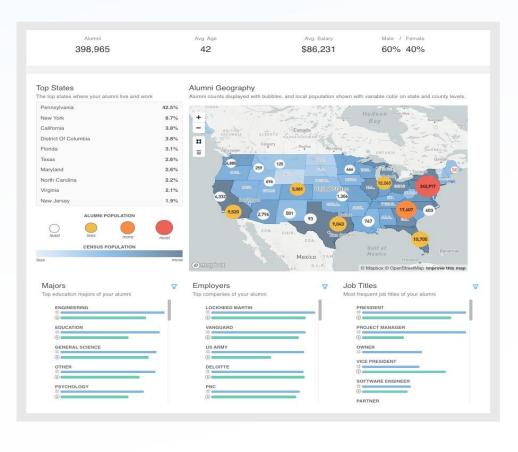


130+ MILLION INDIVIDUALS

25+ Million Companies 7,000+ Colleges/Universities

Steppingblocks Solutions

	Search by Career	Search by Major		
(3)	JOB TITLE			
	Data Analyst		Q	
Mary Lopez	COMPANY NAME (OPTIONAL)	US ST/	ATE (OPTIONAL)	
🖸 Admin Home	e.g. Facebook		8	·
1 Home	Hooray! Your search matched	74,398 real people.		
Search360°		Common J	ob Skills ဝ	6
គ្មី Tuition	ℰ Education \$Er			Skills
기 Job Board	Тс	op Skills for Data		
🛱 Outcomes		hover for info	>	
?] Personality		💩 Popularity	ം Relevance	\$ Salary
	Tableau Software			
	Data Analysis	_	_	
	💶 R	-		
	SQL	_	_	
	Sas (Software)	-		
	Python	-	-	_
	Data Mining	•		
Log Out	Data Visualization			



Student-facing Platform **Digital Career Counselor**

For Students, Career Services, and Advising

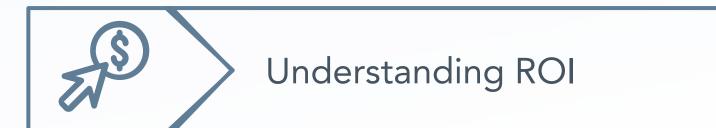
Graduate Insights

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

Graduate Outcomes + Graduate Explorer

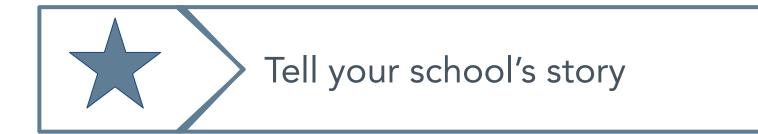
Why does Data Matter in Higher Education?







Keep up with the Competition





Quick Guide: Data Literacy 101

<u>Case Study:</u> <u>The Positive ROI of Graduate Outcomes Data</u>

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

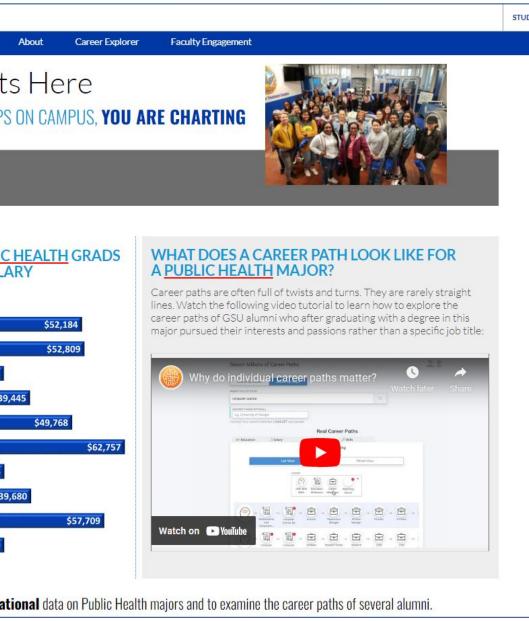




Use Case: Georgia State University

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

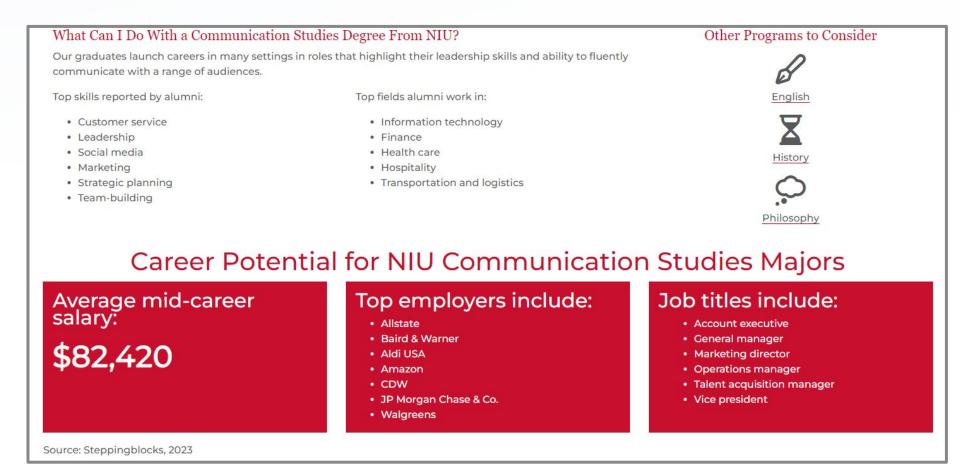
Select an industry below to explore how		OF GSU STUDENTS W	ITH A <u>PUBLIC HEALTH</u> DEG	REE.		reer Star YOUR FIRST STE PATH.
Government Administration	🌮 Education Management	🚺 Hospital & Health Care	🞓 Higher Education			
INDUSTRY GOVERNMENT					TOP EMPLOYE A	RS OF GSU <u>PUBL</u> ND AVERAGE SA
ADMINISTRATION					STATE OF GEORGIA	
			And A		CDC	
AVG. SALARY \$69.427			A fort i		CDC CHILDREN'S HEALTHCARE	\$32,98
\$69,427			The state			\$32,98
					CHILDREN'S HEALTHCARE	
S69,427 AVG. YEARS OF EXPERIENCE 8.7					CHILDREN'S HEALTHCARE EMORY HEALTHCARE GRADY HEALTH SYSTEM NORTHSIDE HOSPITAL	
\$69,427 AVG. YEARS OF EXPERIENCE 8.7 COMMON JOB TITLES Research Fellow, Communication					CHILDREN'S HEALTHCARE EMORY HEALTHCARE GRADY HEALTH SYSTEM NORTHSIDE HOSPITAL WALMART	
S69,427 AVG. YEARS OF EXPERIENCE 8.7 COMMON JOB TITLES					CHILDREN'S HEALTHCARE EMORY HEALTHCARE GRADY HEALTH SYSTEM NORTHSIDE HOSPITAL	



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







Northern Illinois University

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 <u>sc.edu/gradstats</u> (use your USC network username and password for single sign on).



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

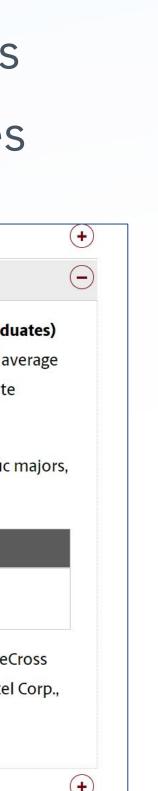
compensation upon graduation)

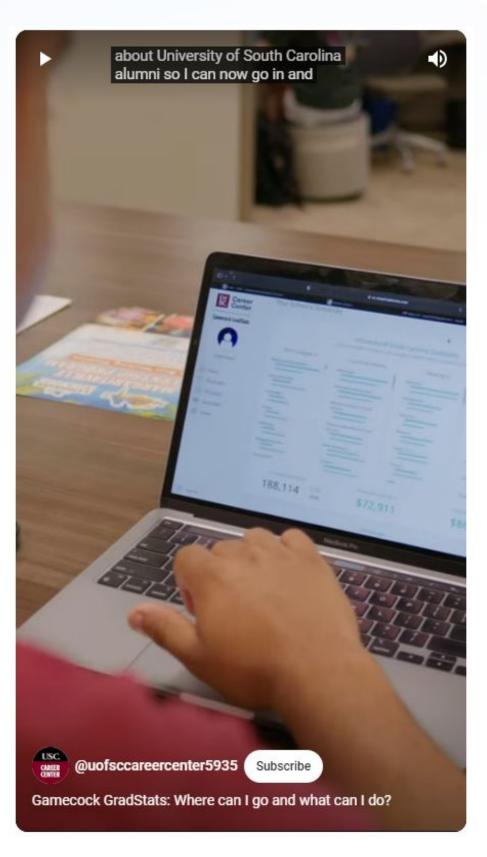
To see salary estimates at the 5-year mark and/or for specific majors, log into **<u>Gamecock GradStats.</u>**

Bachelors	Advanced Degree
\$94,038	\$112,082
(n=6,748)	(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.

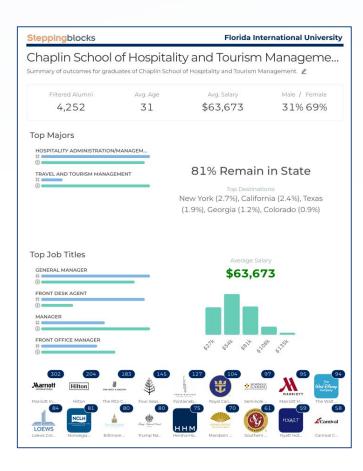
College of Hospitality, Retail and Sport Management



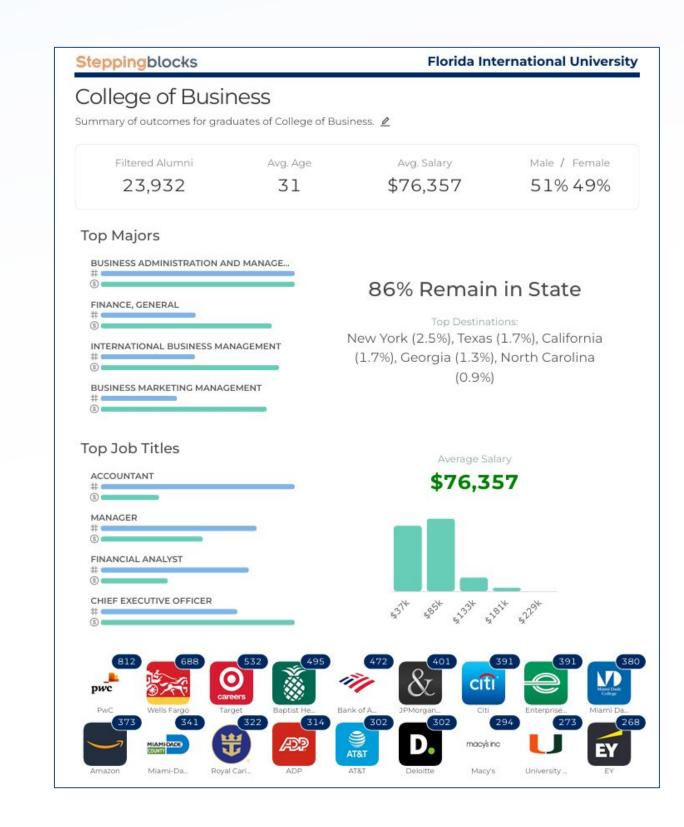


Use Case: Florida International University

- 1-page summary for each college
- Digital and printed
- Given out and linked to for prospective students and families



teppingblocks			ternational Unive
College of Engin			
Filtered Alumni	Avg. Age	Avg. Salary	Male / Female
9,281	31	\$79,809	80% 20%
Гор Majors			
INFORMATION TECHNOLOGY			
8		79% Remaiı	n in State
COMPUTER & INFORMATION SCIE	INCE	Top Destina	itions:
MECHANICAL ENGINEERING		California (3.6%), Texas	
# ()		(1.6%), Washington (1.5%	
CIVIL ENGINEERING		(1.0.0	1
Гор Job Titles		Average S	alarv
SOFTWARE ENGINEER	2	\$79,8	
§			
PROJECT MANAGER			
PROJECT ENGINEER			
3	_		-
ENGINEER	_	320 to 320 14 20 14 20	130 ⁴ 1163 ⁴
390 305	303 281	279 223	187
	Ultimate fortwall figure for		
Boeing Florida Po Lockhee	id Ultimate S Mia	Imi Da. Amazon Best E	125 IBM Florid
	Medtronic N	IG 🜔 🔟	₽ 🕖 🤇



Use Case: Florida International University

Recruit Graduate Students

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

ormation on your alumni.		
Current Position	Employer	Target Education (i)
Systems Integration Engineer 6 years	NTT DATA Services	Bachelors Degree Auburn University
Global Risk Management Director 3 years	Yardstick Management	Bachelors in Marketing Auburn University
Student Affairs Vice President 1 year	Millennium Health	Bachelors Degree Auburn University

Salary / Location

\$76k - \$118k

Plano, Texas

\$122k - \$191k Dallas, Texas

\$65k - \$102k Fairhope, Alabama

Digital Career Counselor For Students



Incoming Students

Possible to give access to incoming students

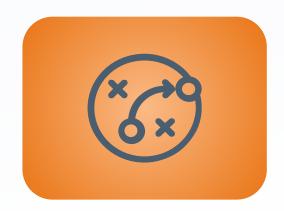
	Steppingblocks D Click any major, employer, job cat	OCC Demo Graduates egory, and/or skill to explore outco	omes.	CRESE
With a Degree in	I could be hired by	Working in	Skilled in	(i
Psychology	Lockheed Martin #	Management #	Customer Service	-
Healthcare	AdventHealth	Executive #	Leadership #	
Hospitality	Orange County Public Schools	Education #	Microsoft Excel	
Education 3	Orlando Health #	Health Care	Management #	
Marketing 3	Walt Disney World	Information Technology #	Public Speaking #	
Communications #	The Walt Disney Company # S	Engineering #	Sales #	
Finance 🔻	Universal Orlando Resort	Finance	▼ Social Media	



Transparency

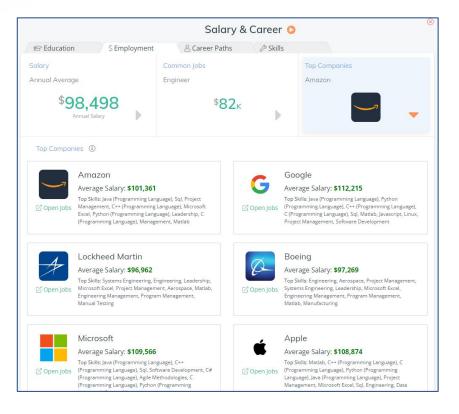
Steppingblocks data gives students transparency to graduate outcomes

Search by Career	Search by Major				
DB TITLE					
Data Analyst				Q	
OMPANY NAME (OPTIONAL)		US ST/	ATE (OPTIONAL)		
e.g. Amazon				~	
Hooray! Your search match	ned 74,248 real people.	Education	Background 🔉		
18 Education	\$ Employment	🔒 Career Paths	& Skills		
29%	Majored in Con Information Sci		What did they stud		i
46%	Have an advar	iced degree	Computer And Information Sciences - 29.32% Engineering - 9.9% Mathematics & Statistics - 8.99% Finance - 3.78% Psychology & Counseling - 2.28%	 Social Sciences & Liberal Arts - 10.59% Business - 9.18% Health Care - 4.15% Physical Sciences - 3.48% Biological Sciences - 2.81% 	



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 <u>conference webpage</u>
 - Share with others on campus!
- Learn more & ask questions
 - Visit our <u>Help Center</u>
 - <u>Contact a member of our Partner Success Team</u>

