

Steppingblocks

# Steppingblocks User Conference

## Steppingblocks for Faculty

March 7, 2024



# Agenda

- Who is Steppingblocks?
- How We Do It
- Why does Data Matter in Higher Education?
- Value-Added Insights for Multiple Groups
- Steppingblocks Solutions
- Role of Faculty in Higher Education
- Best Practice: Academic Program Review
- Best Practice: Career Readiness
- Partner Guest Star: Betsy Hays
- Next Steps: Get Access & Learn More

# Who is Steppingblocks?

Meet the nerds behind the data.



Carlo Martinez  
Co-Founder & CIO

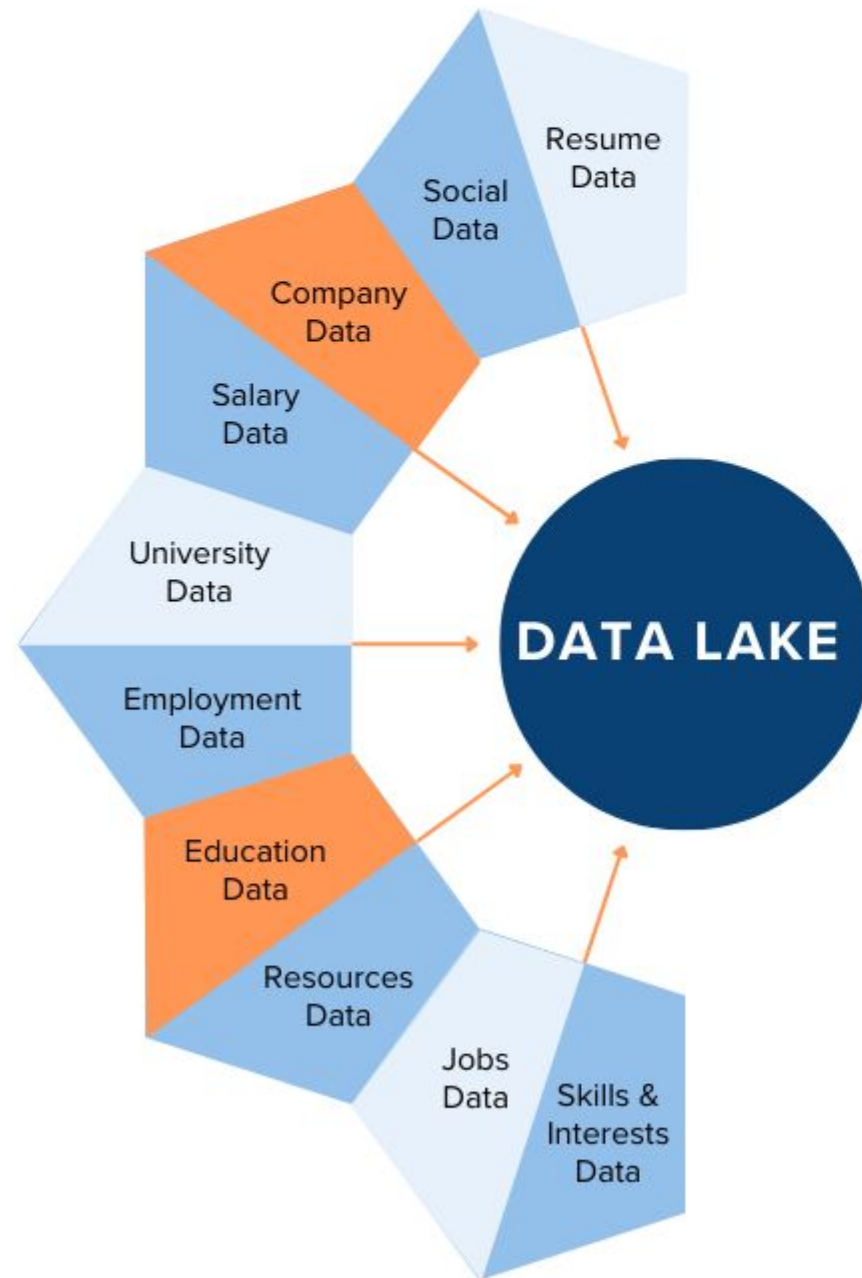


Rob Gannaway  
Co-Founder & CEO

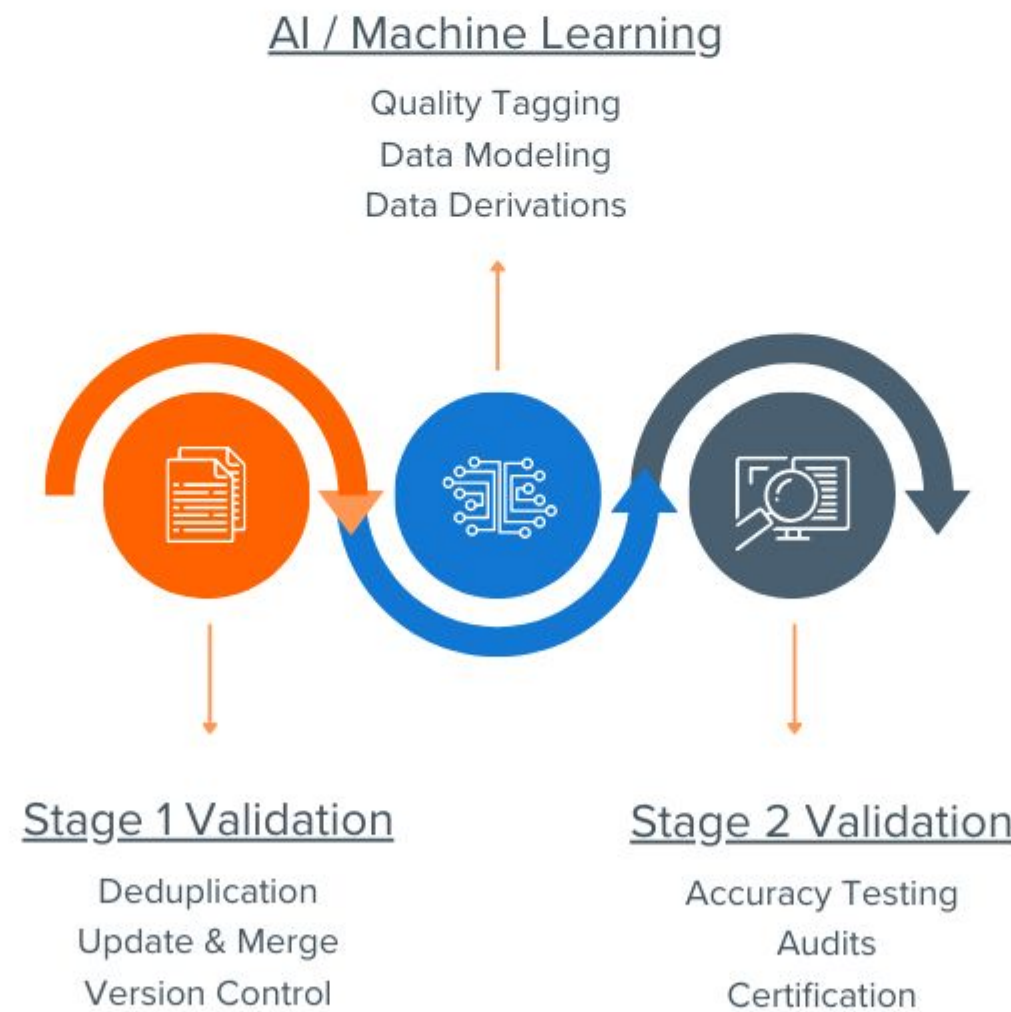
Steppingblocks provides students and universities with the data-driven tools they need to promote career readiness and institutional success. With solutions for students, faculty, staff, and campus leadership, Steppingblocks makes it easy to explore alumni profiles, employer trends, average salaries,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

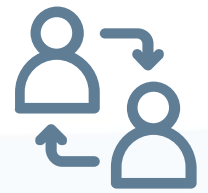


**130+ MILLION INDIVIDUALS**

25+ Million  
Companies

7,000+  
Colleges/Universities

# Why does Data Matter in Higher Education?



Transparency & Accountability



Understanding ROI



Keep up with the Competition



Storytelling



[Quick Guide: Data Literacy 101](#)

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

# Value-Added Insights for Multiple Groups

## Students

- Explore top employers for their major and institution
- Identify the skills they need to be career-ready in their industry and for their major's top employers
- Discover salary outcomes for desired job titles
- Explore career paths from real people to personalize their career decisions

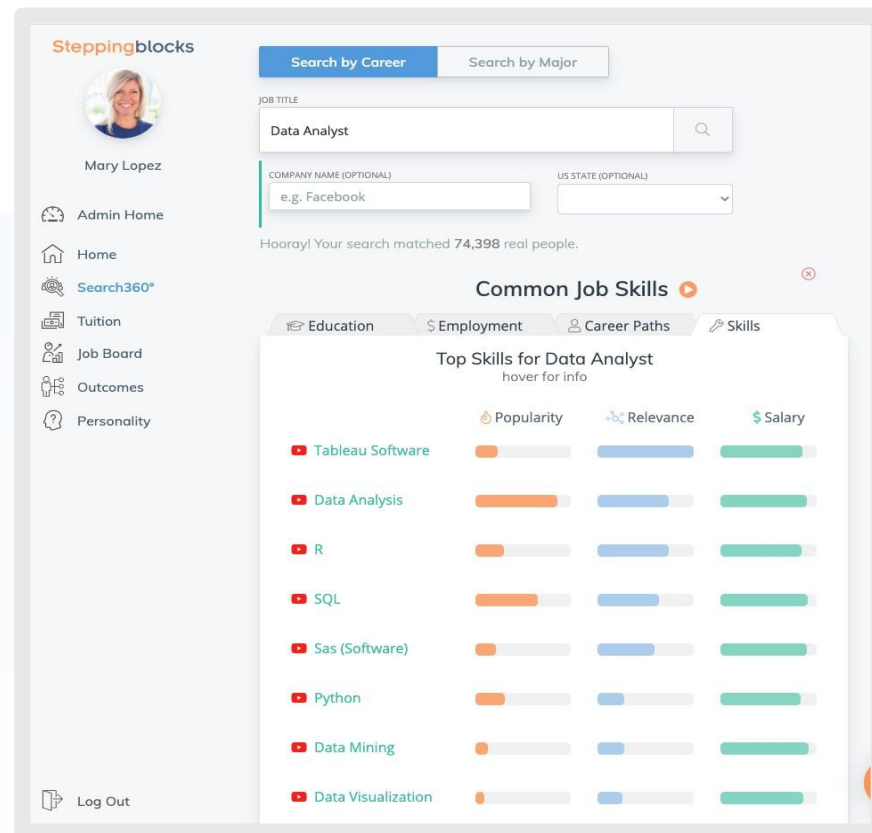


## Universities

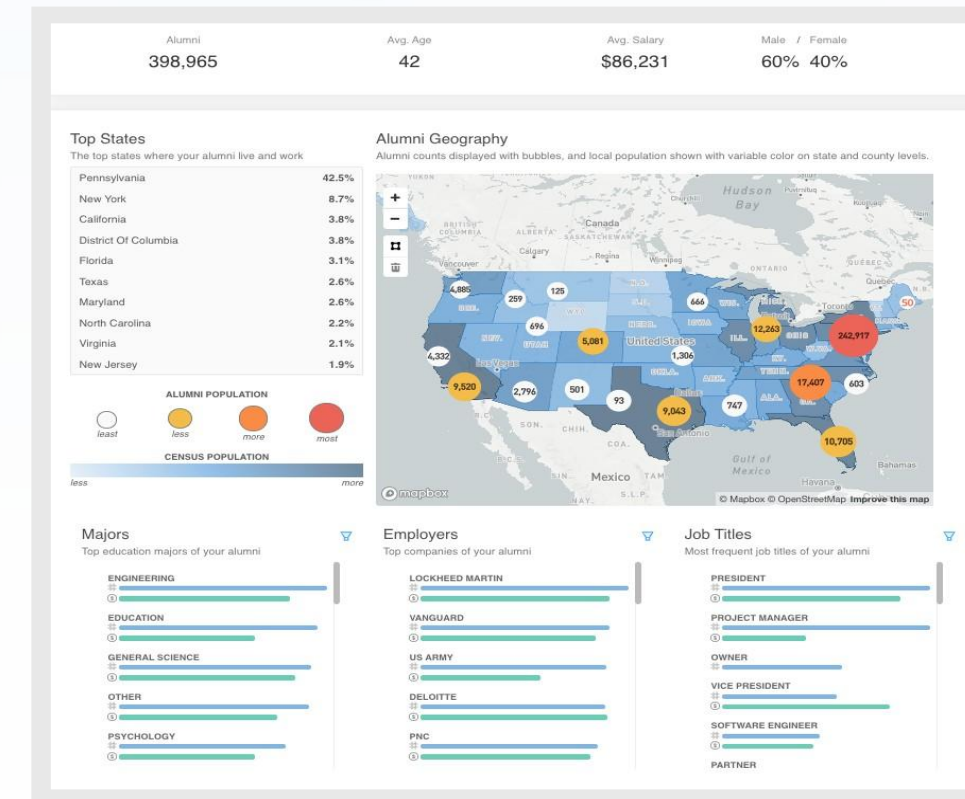
- Address strategic initiatives with real data
- Explore outcomes for specific majors; Identify top employers and trends by major
- Harness the data to make modifications
- Use information such as average salary, employment outcomes, and top employers to demonstrate ROI
- Provide meaningful career services to current students and alumni
- Create a data-centric culture



# 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

# Role of Faculty in Higher Education

Faculty members wear many hats at their university, including but not limited to:

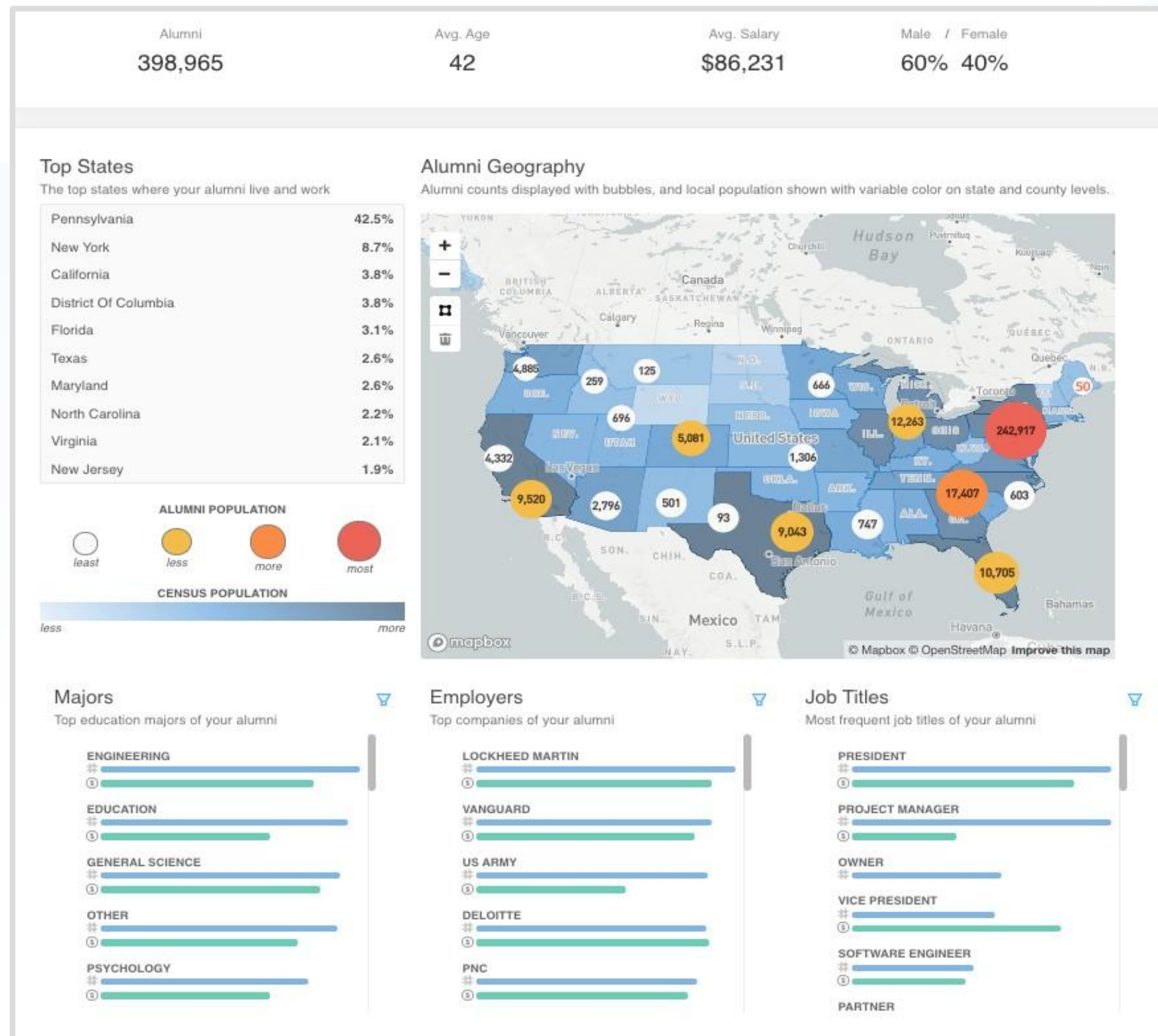
- Research
- Teaching
- Service
- Mentoring

Faculty members are also expected to:

- Have a pulse on the current job market/outcomes for their respective program or major
- Shift their teaching practices to align with needs of students (changes in the student population)
- Integrate and promote career readiness into their course curriculum



# Best Practice: Academic Program Review

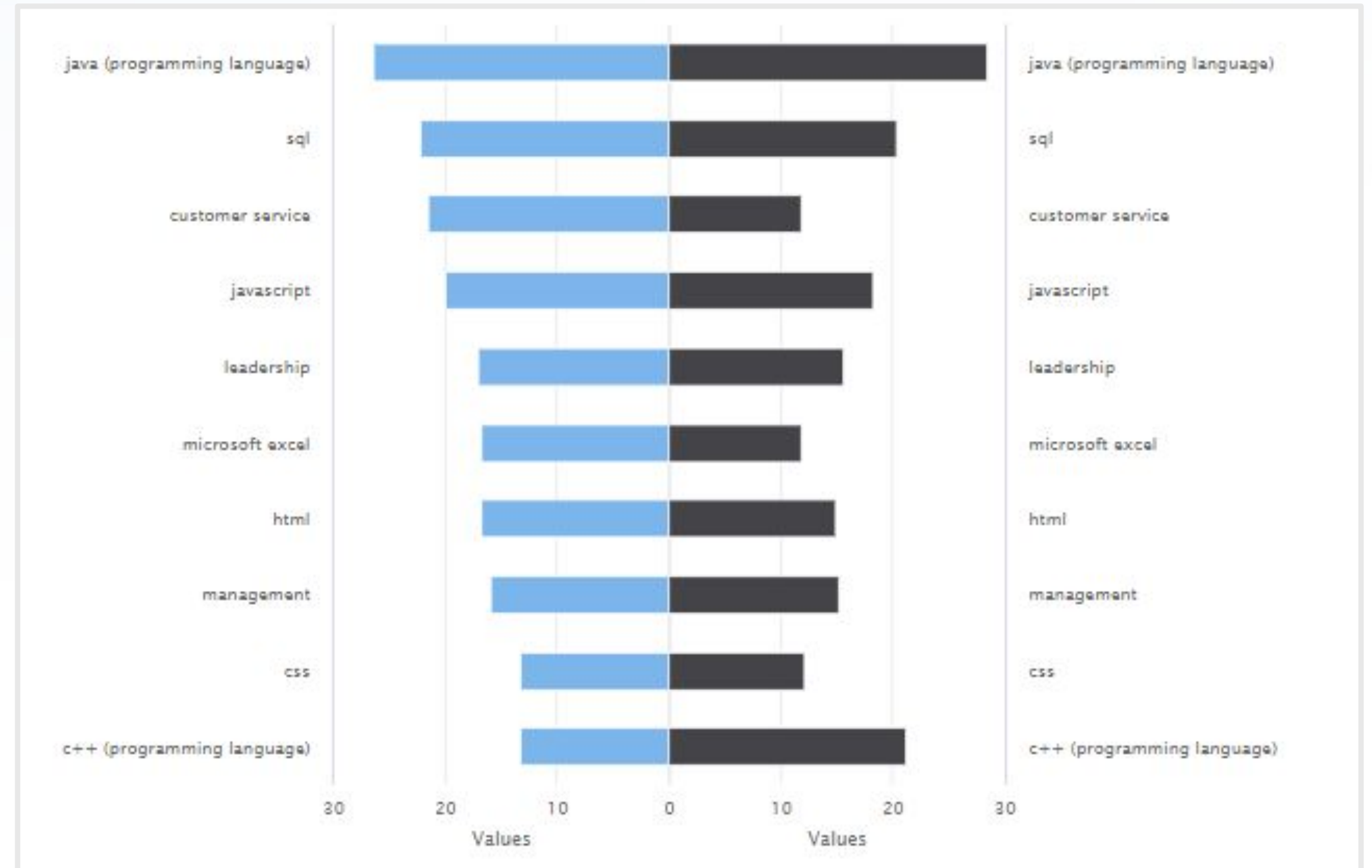


Graduate Insights  
Graduate Outcomes + Graduate Explorer

# Best Practice: Academic Program Review

## Skill Benchmarking

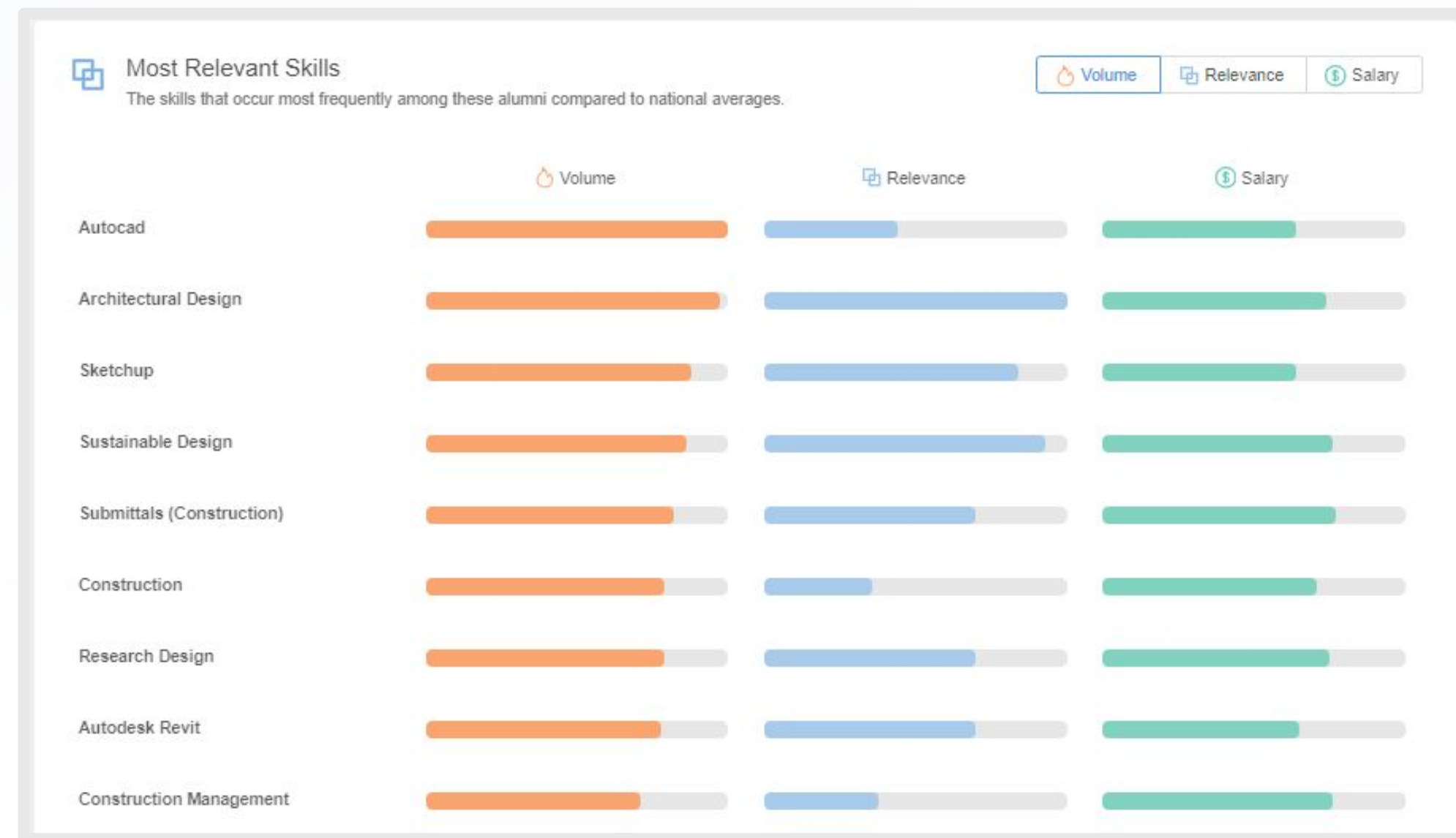
- Benchmark employer skills to alumni skills by major/program
  - How are students acquiring these skills? In class? On the job? Internships/co-ops?
- Is this an opportunity to adjust a course/program?
- Is this an opportunity to introduce a certificate program?



# Best Practice: Academic Program Review

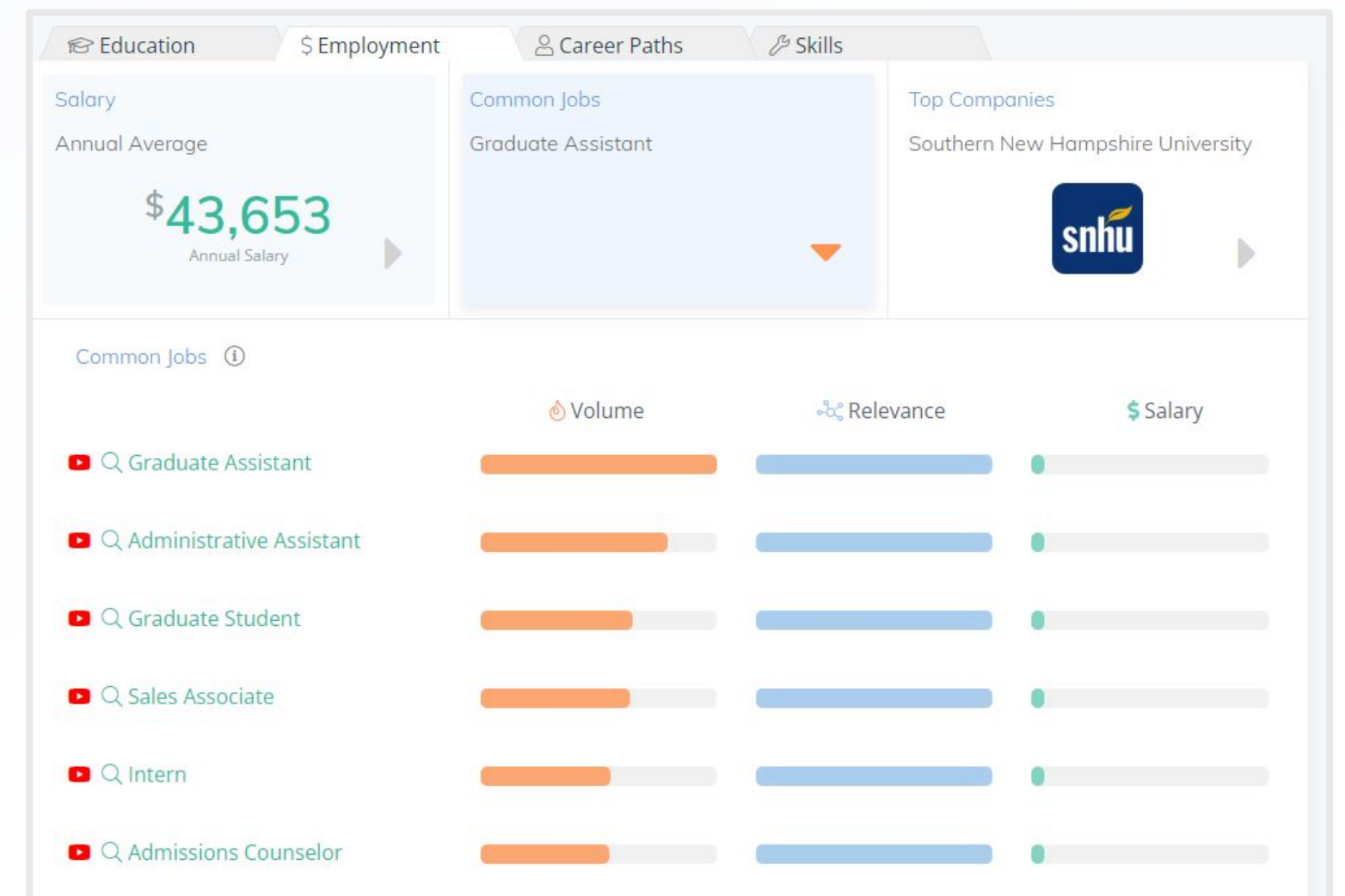
## Assessing Academic Programs / Courses

- Filter by major to see the top skills your alumni possess
  - Do these align with your coursework/programs?
  - What's missing, if anything?
- Filter by specific years to track skills gained in newly introduced certificates, courses, or credentials
- Understand which skills align with the highest salaries / ROI



# Best Practice: Career Readiness

- Integrate into Classroom Curriculum
  - Freshmen and Transfer Students
  - Capstones
  - Subject Area Courses
- Share the data with students so they can see how the skills they are learning can be applicable to their future career
- Direct students to the Job Board with nationwide job listings from hundreds of sources
- Provide personalized support for niche majors and career paths



# Partner Guest Star: **Betsy Hays**

Media, Communications and Journalism Department | Faculty Director for Career Readiness | California State University, Fresno



# 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](#)

