

Steppingblocks

Steppingblocks User Conference

Steppingblocks for Institutional Research

March 6, 2024



Agenda

- Who is Steppingblocks?
- How We Do It
- Steppingblocks Solutions
- Why Steppingblocks Data?
- Triangulating Data to Tell Your Story
- Steppingblocks for Accreditation
- Steppingblocks for Curriculum Development
- Steppingblocks for Strategic Initiatives
- Steppingblocks for Grant & Funding Requests
- Creating a Culture Around Data
- Guest Star: Brian Morgan
- Next Steps: Get Access & Learn More

Who is Steppingblocks?

Meet the nerds behind the data.



Carlo Martinez
Co-Founder & CIO

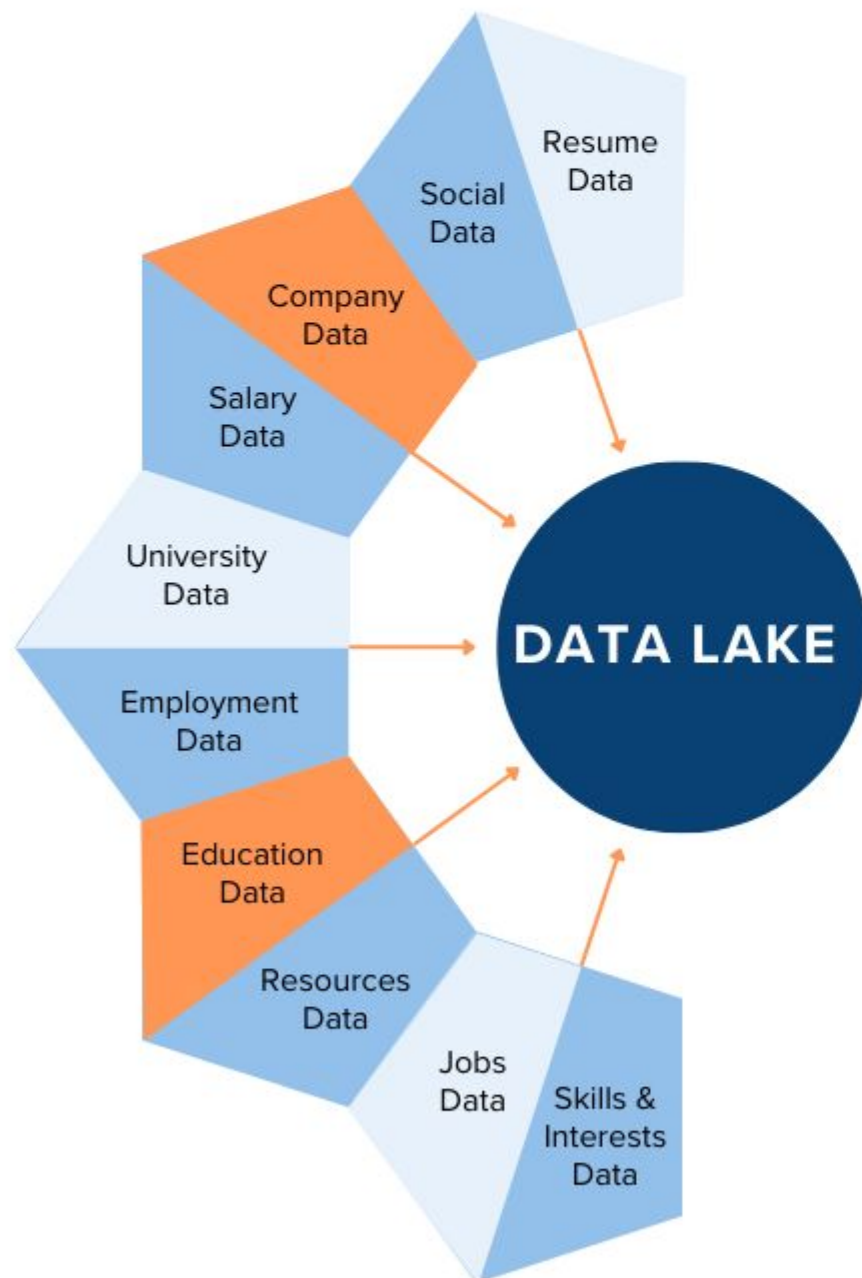


Rob Gannaway
Co-Founder & CEO

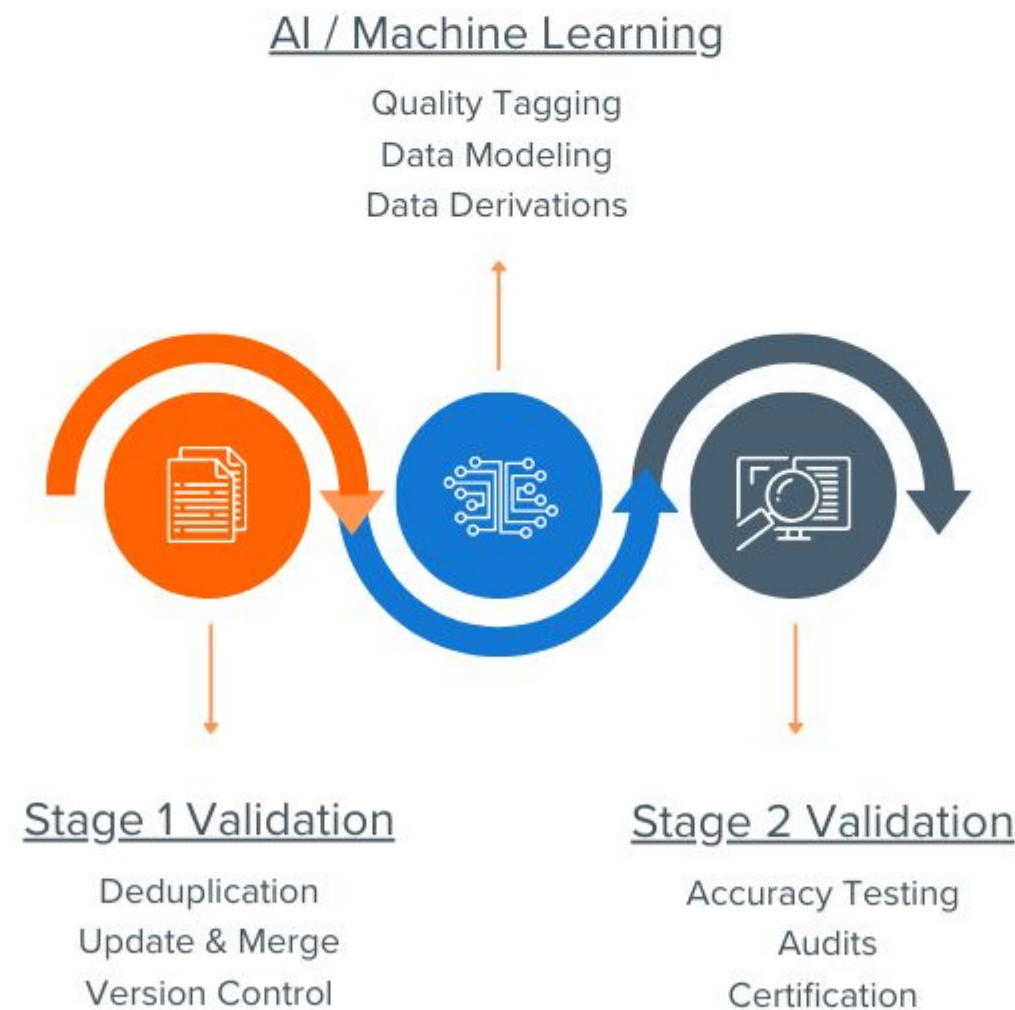
Steppingblocks provides students and universities with the data-driven tools they need to promote career readiness and institutional success. With solutions for students, faculty, staff, and campus leadership, Steppingblocks makes it easy to explore alumni profiles, employer trends, average salaries,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

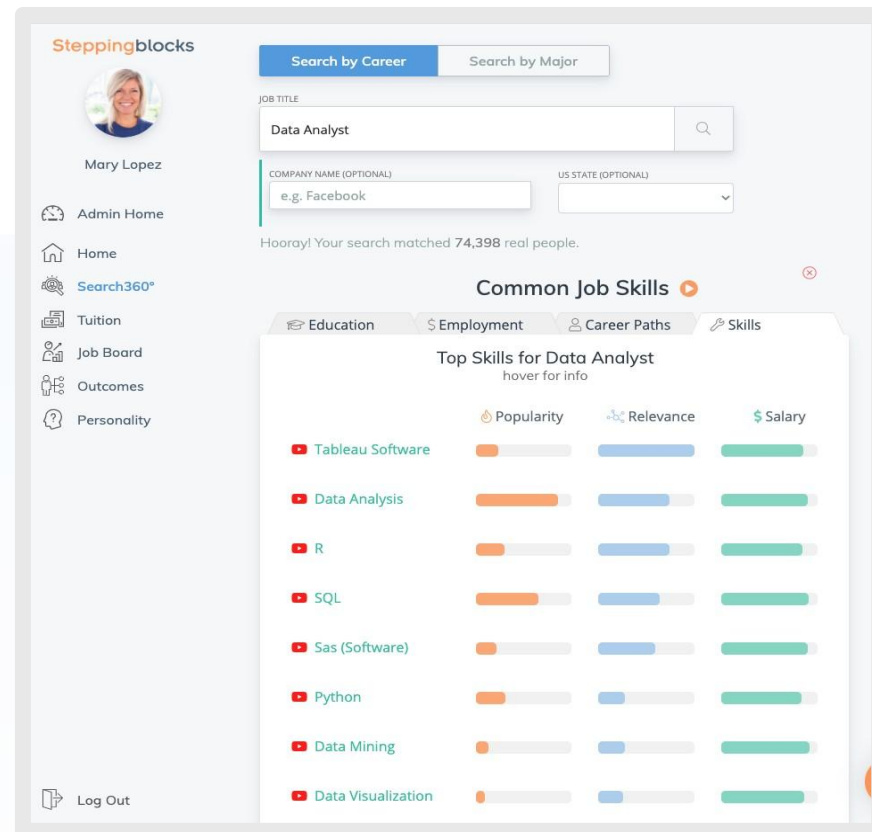


130+ MILLION INDIVIDUALS

25+ Million
Companies

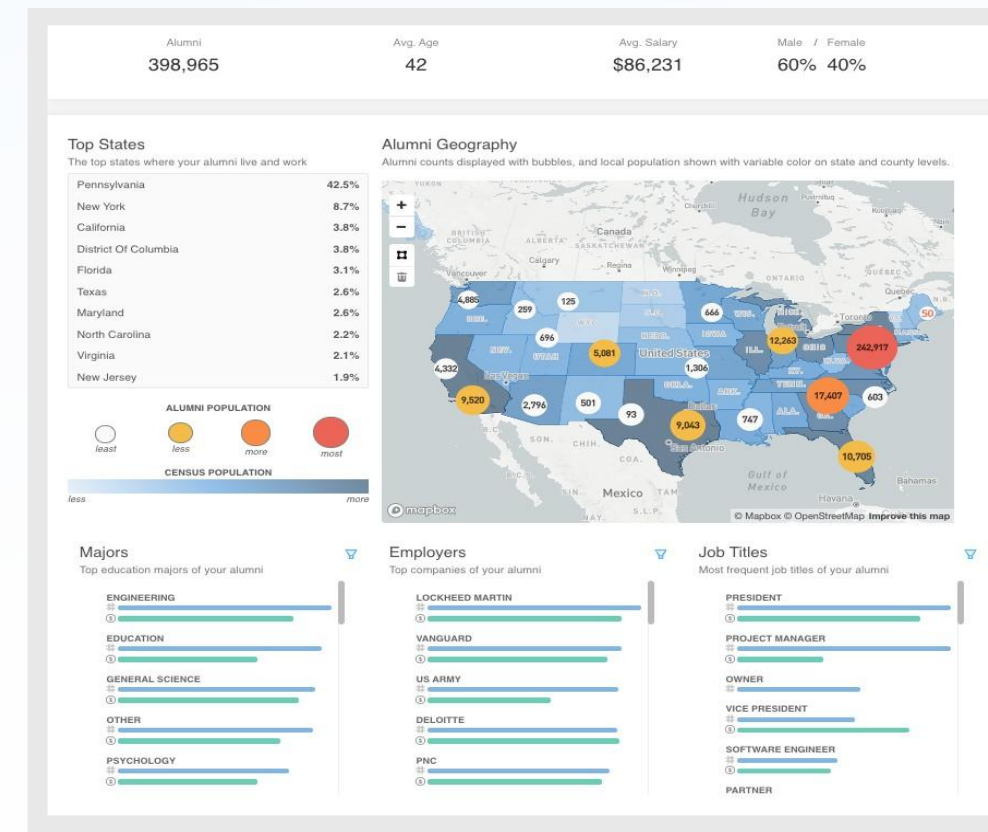
7,000+
Colleges/Universities

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

Why Steppingblocks **Data**?

Your Mission: Analyze data for institutional growth, stability, and quality.

Our Data: Helps you answer wide-ranging questions from across campus.

- Geographic
 - *Where are your students now?*
- Firmographic
 - *What industries are your graduates in? Who are your top trending employers?*
 - Build and strengthen relationships with top employers
 - *What skills are they looking for? What skills are missing from curriculum?*
- Demographic
 - *Who are you recruiting and retaining?*
 - Pinpoint specific groups for engagement

Triangulating Data to Tell Your Story

Example: How successful are graduates from our chemistry program?

- Steppingblocks Data
 - Graduate Outcomes of Chemistry majors: top employers, salary, job titles, locations, industries, skills, highest degree level earned, etc.
- Internal Data
 - Student academic outcomes
 - Student surveys
 - Student engagement on campus
- Qualitative & Quantitative Data



Leads to

- ☑ more robust storytelling
- ☑ A comprehensive understanding of your outcomes

Steppingblocks for Accreditation

Example: How are we fulfilling our institutional mission?

- Are students achieving the outcomes you expect?
 - What's the Return on Investment?
 - Is employment aligned with their field of study?
 - Is employment aligned with your institutional targets?
- Demonstrate Quality of Education
 - Program alignment with workforce needs and trends
 - Maintain competitiveness
- [Steppingblocks for Accreditation](#)
- [Case Study: Marshall University](#)



Steppingblocks for Curriculum Development

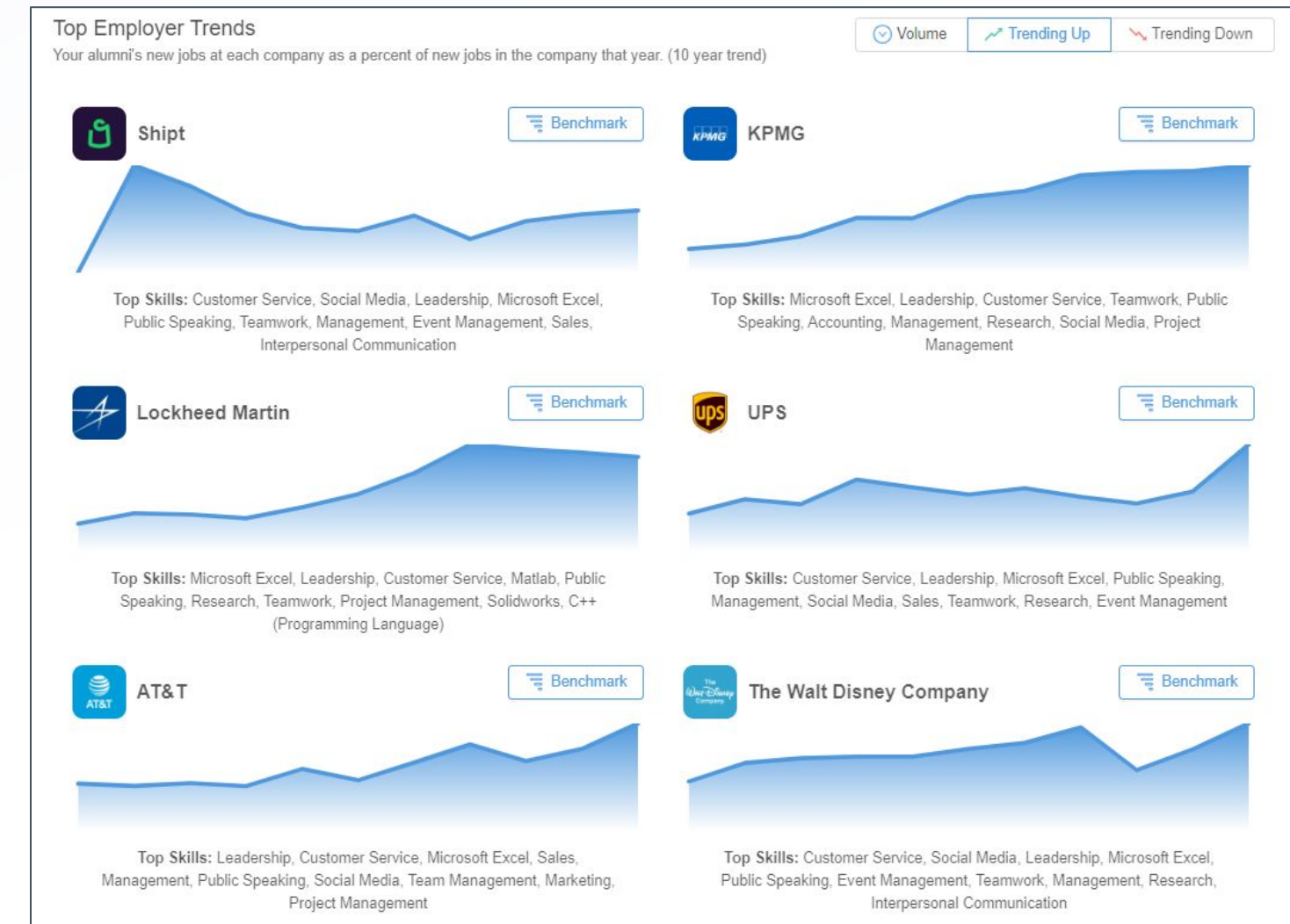
Example: How does our computer science program align with industry trends?

- Assessing program outcomes in collaboration with deans/faculty
- Identifying your graduates' top skills, top employers (and top skills at your top employers), top industries and trends
- Certificate programs
 - How can you recruit students for further education and better prepare them for the workforce?
- Parallel Pathways
 - Show students the multitude of options available

Steppingblocks for Strategic Initiatives

Example: How can we measure the success of our strategic initiatives?

- Establish baseline metrics
- Support large-scale campaigns
- Grow research programs & recruitment
- Corporate and Employer Relations
 - Student programs & partnerships
- Representation and DEI pillars
 - Closing gender gaps in STEM
 - Recruiting and graduating veterans



Steppingblocks for Grant & Funding Requests

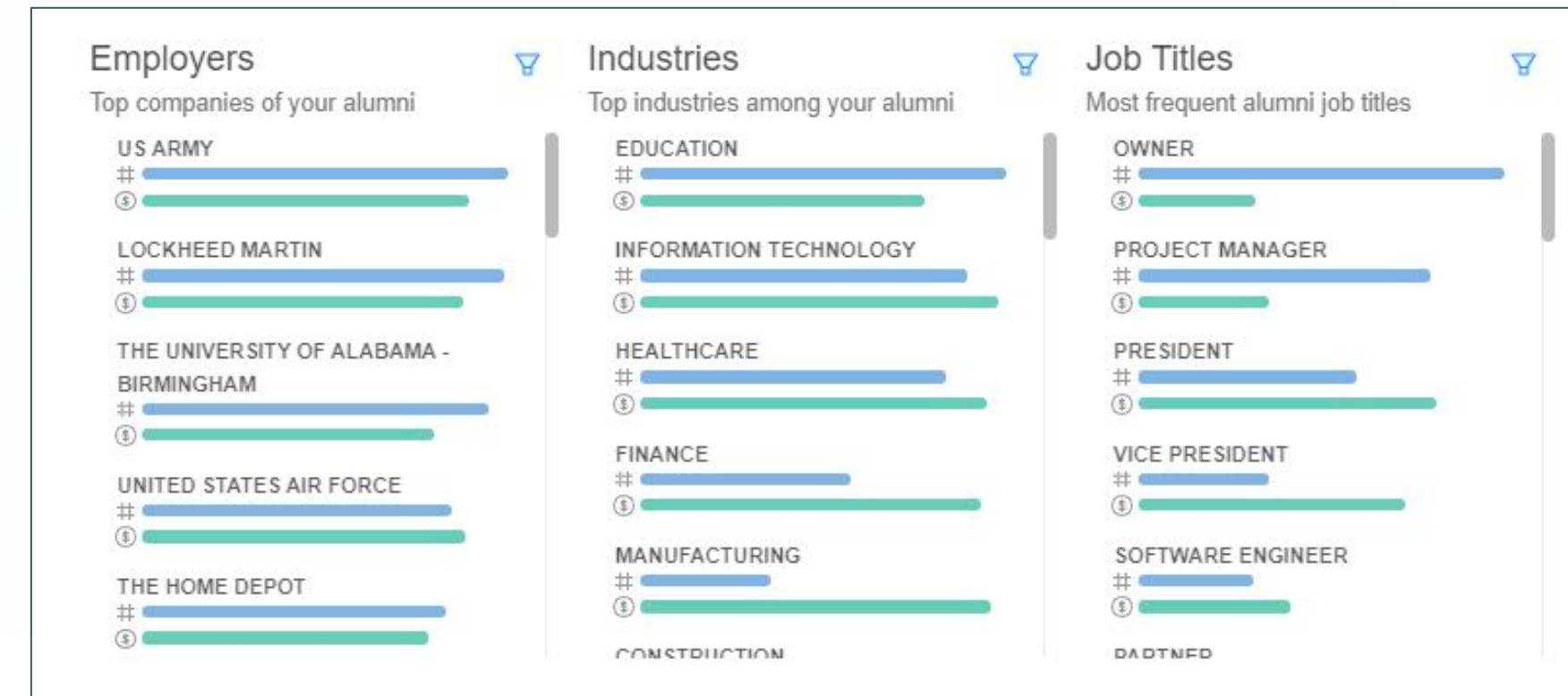
Example: Demonstrating graduate in-state retention for state funding

- Using geographic information in Graduate Insights to determine where students are going after graduation
 - If students are leaving the state, where are they going?
- Example: Union College of Union County, NJ
 - Compiling and reporting on 5-year graduation data to support grant funding initiatives
 - Outcomes by top 5 majors
 - Top industries, salary outcomes, employers

Creating a Culture **Around Data**

How can your faculty and staff better leverage data in their work?

- A strategic, data-centric approach across campus can lead to consistency and shared understanding of institutional narratives
- Use Steppingblocks Graduate Insights data as an example of how data can aid in institutional/programmatic storytelling



Partner Guest Star: Brian Morgan

Vice President for Institutional Research & Planning/Chief Data Officer | Marshall University

- Integration of Steppingblocks data with Banner data
- Sharing graduate outcomes data with our:
 - Foundation
 - Deans
- Prospective 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](#)

