Steppingblocks

Steppingblocks User Conference

Steppingblocks for Leadership

March 6, 2024

Agenda

- Who is Steppingblocks?
- How We Do It
- Steppingblocks Solutions
- Why Does Data Matter in Higher Education?
- Value-Added Insights for Multiple Stakeholders
- University Initiatives and Challenges
- Steppingblocks for Assessment
- Steppingblocks for Accreditation
- Steppingblocks for Recruitment/Retention
- Partner Guest Star: Rob Hale
- Partner Guest Star: Celeste Latham
- Next Steps: Get Access & Learn More

Who is Steppingblocks?

Meet the nerds behind the data.
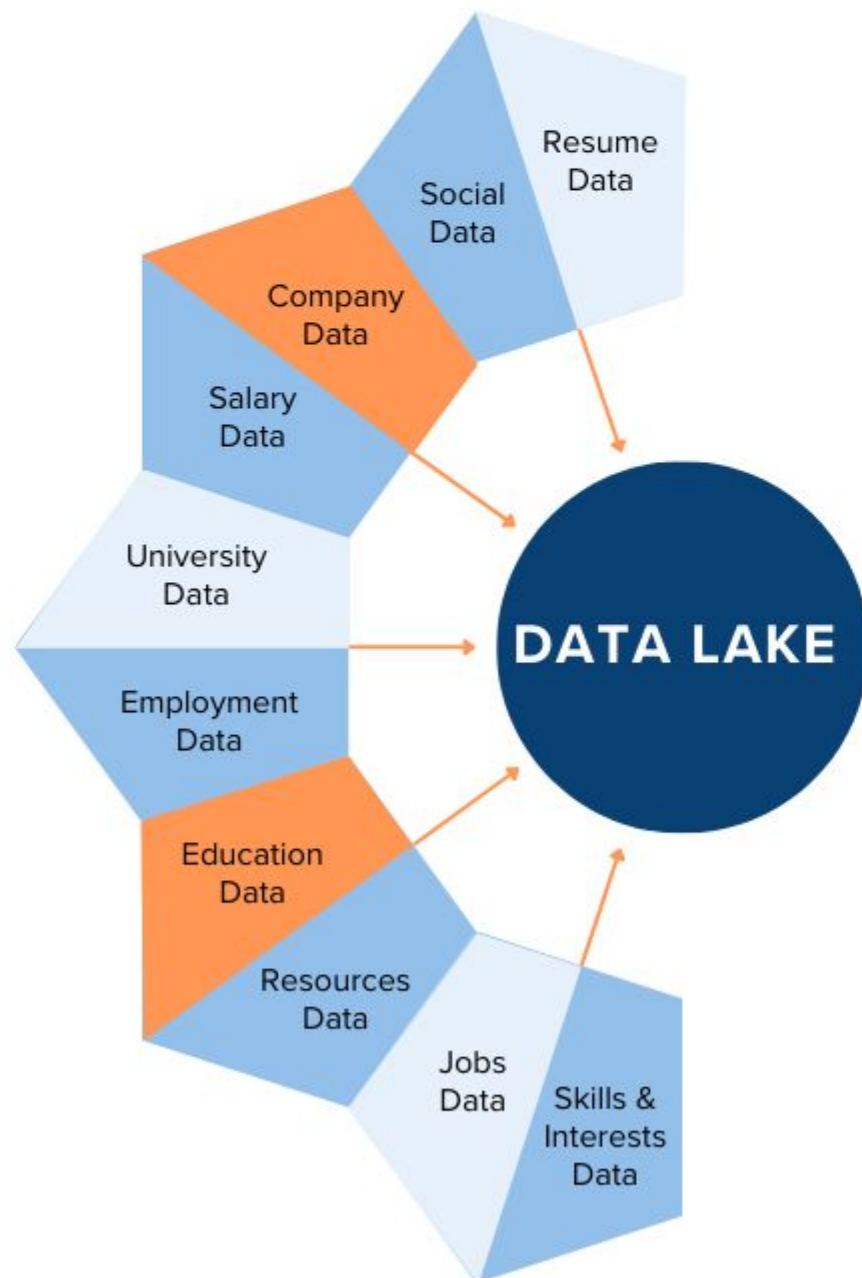

Carlo Martinez
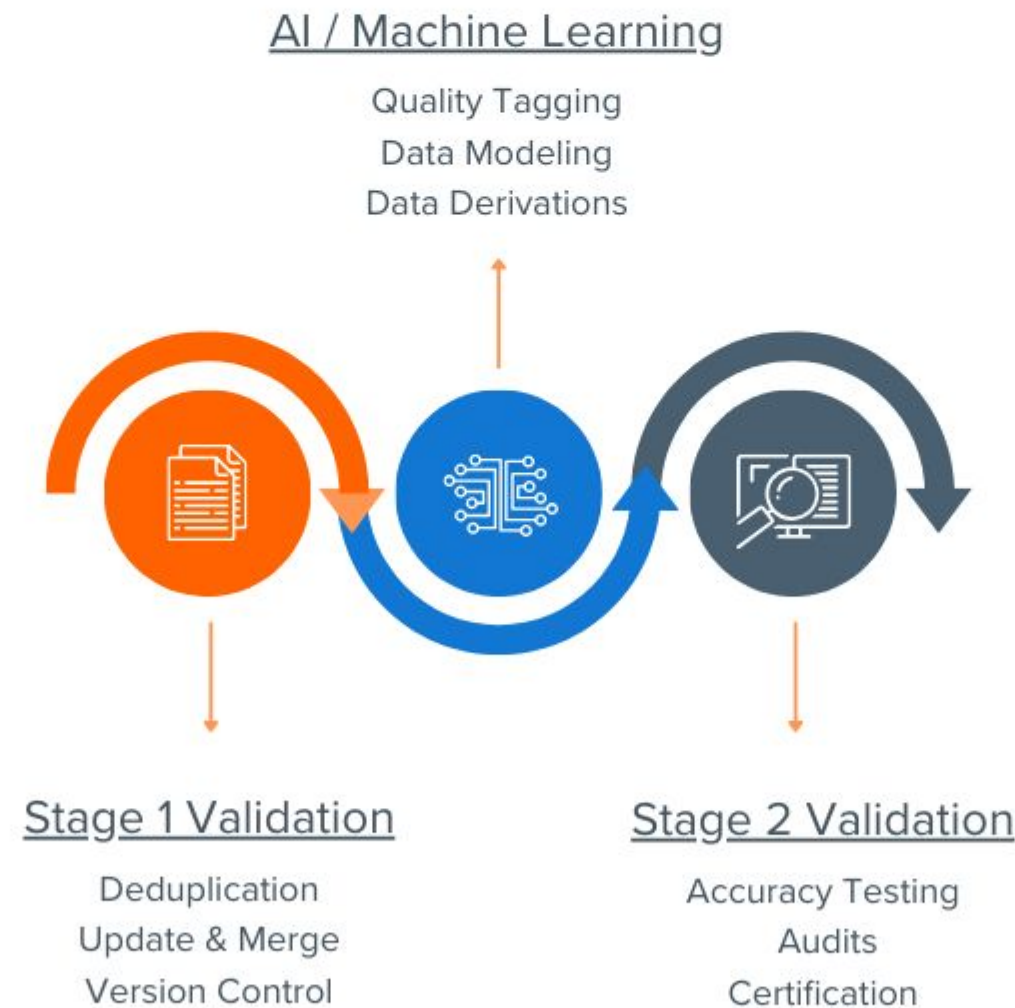Co-Founder & CIO

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**
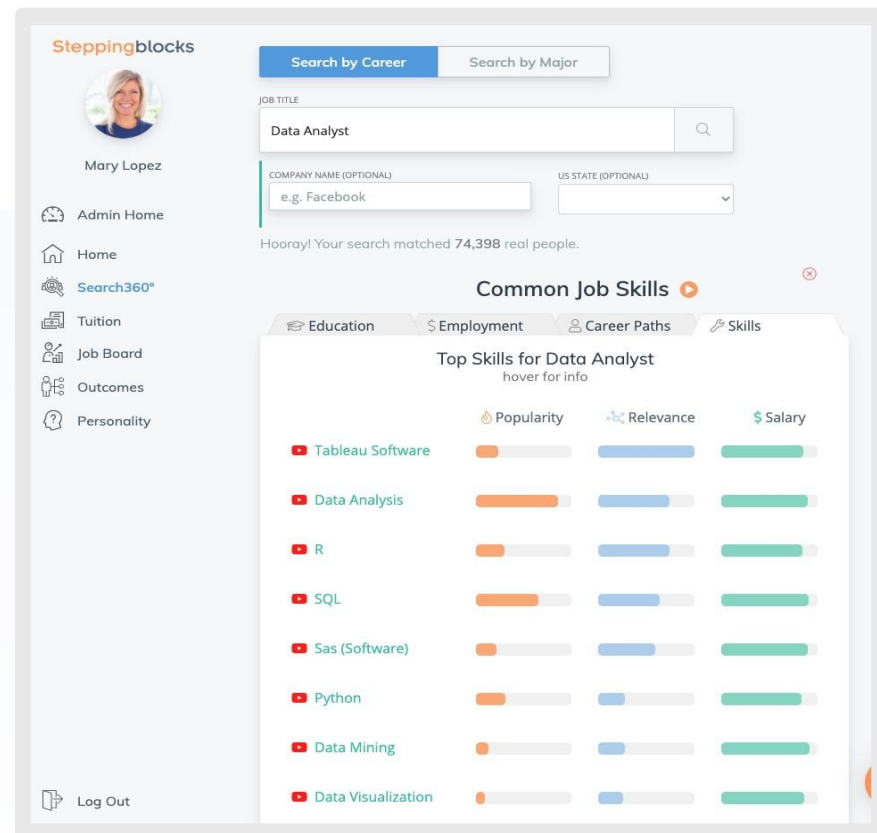
SAME DATA SERVICING ALL APPS
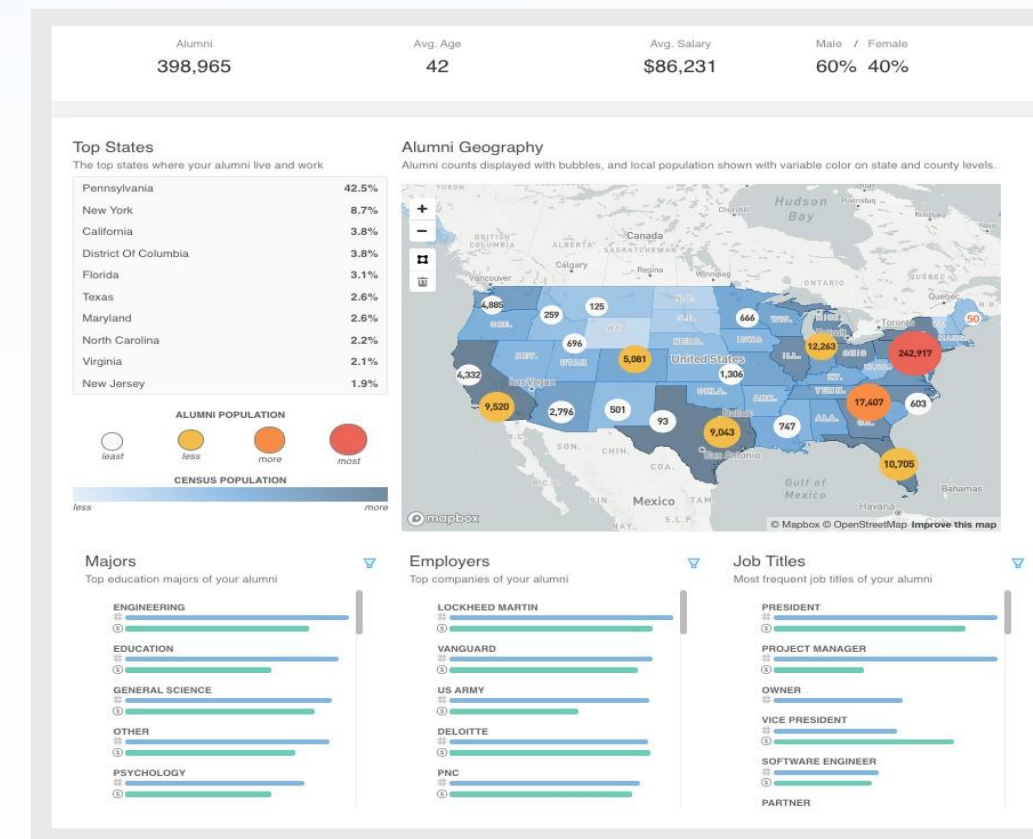
130+ MILLION INDIVIDUALS

25+ Million
Companies

7,000+
Colleges/Universities
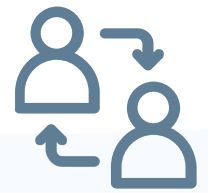
Steppingblocks Solutions

Student-facing Platform
Digital Career Counselor

For Students, Career Services,
and Advisors

Graduate Insights
Graduate Outcomes + Graduate Explorer

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

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 Stakeholders

Students

- Explore top employers for their school's alumni
- Identify the skills they need to be career-ready in their field
- Discover salary outcomes for desired job titles
- Explore career paths from real people to model their own unique journey

Universities

- Address Strategic Initiatives
- Explore outcomes for specific programs and majors
- Identify top employers of their graduates
- Use information such as average salary, employment outcomes, and top employers to demonstrate ROI
- Provide meaningful career services to current students and alumni
- Creating a data-centric culture

University Initiatives and Challenges

What are the strategic initiatives on your campus and how does our data help?

Student Success
Important for graduation rates, retention, student well-being, university culture, policy development

Relationship Development
Employers | Companies | Alumni
Important for shared governance, collaboration, outreach

Enrollment Management
Important for financial stability, resource availability, strategic planning

Budgetary Implications
Important for allocation, decision making, justification

Rankings and Metrics
Innovation and Improvement
Important for brand recognition, accreditation, government support, benchmarking

… and plenty more

Steppingblocks for Assessment

- Trends in Education
  - Provide insights into employer-demanded skills, identifying shifts in hiring patterns, and analyzing the destinations of graduates - aiding in predictive analysis and informing future initiatives
- University Initiatives
  - Supply robust and up-to-date data to connect faculty and leadership perspectives while fostering informed decision-making
- Budgets and Funding
  - Confirms or refutes the attainment of key performance indicators (KPIs), facilitating the creation of easily digestible proposals for state funding or other external partnerships - ensuring informed resource allocation around the institution
- University Rankings
  - Understand whether decisions have led to improvements
  - Identify areas for enhancement, confirm competitiveness against national data, and understand your brand recognition in the Higher Ed landscape

Steppingblocks for Accreditation

- Curriculum Development
  - Analysis to ensure alignment with evolving workforce demands and identifying essential skills students need for success - demonstrates adaptability and relevance in career preparation for students

- University Offerings
  - Graduate data analysis informs decisions such as adding new certificates, implementing name changes to majors, or realigning programs - ensures academic offerings remain relevant, responsive to industry needs, and the institution's educational quality

- Distinguish the Institution
  - Provides data that demonstrates how the institution's initiatives align with its mission, showcasing the institution's commitment to its goals

Case Study: Marshall University
Steppingblocks Accreditation eBook

Steppingblocks for Recruitment/Retention

Recruitment

- Staff/Faculty
  - Showcases institutional strengths in curriculum to attract top talent
- Donors
  - Use data to illustrate the positive outcomes of previous contributions to highlight impactful initiatives and demonstrate financial stewardship
- Students
  - Highlights career outcomes, preparation for potential graduate school attendance, renowned companies who hire from your university, and salary information for informed decision making

Retention

- Clear Communication
  - Can be used to show academic progress, success of support services, and building a sense of community for everyone on campus

Example: Georgia State

- Transparency for Outcomes
  - Use digestible data in marketing materials, online platforms, or newsletters to confirm commitment to student success - ensures accountability on the institution's stated goals

Example: University of South Carolina

Partner Guest Star: Rob Hale

Associate Provost for Faculty and Academic Excellence | Western Kentucky University

- Steppingblocks addresses challenges in understanding graduates' career trajectories by providing detailed and comprehensive information on their post-graduation activities.

- The data enables the university to track graduates' employment outcomes, ensuring accountability and demonstrating success to the state.

- Integrated into the Annual Progress Report (APR) process, Steppingblocks enhances data analysis capabilities and complements existing information, empowering department chairs and administrators to make informed decisions.

- The data offers insights into graduates' activities over multiple years, facilitating strategic planning and alumni engagement initiatives.

- Positive "kudos" from stakeholders highlights the platform's value in addressing a longstanding need within the university.

Partner Guest Star: Celeste Latham

Associate Vice President for Facilities and Resources | Northern Illinois University

By staying true to our University's mission and working together with our valued stakeholders, we devised a strategy centered on the following critical areas:

- Putting data in the hands of University Leadership
- Providing unparalleled guidance through our Advisors
- Equipping our students with the tools they need to succeed through Career Services
- Building strong bonds with our Foundation and Alumni

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](#)