Steppingblocks

Steppingblocks User Conference

Student Success & Academic Advising

March 6, 2024

Agenda

- Who is Steppingblocks?
- How We Do It
- Steppingblocks Solutions
- Importance of Student Success Resources
- Challenges for Student Success
- How Steppingblocks Solutions Can Help
- Partner Guest Star: Dr. Jonikka Charlton
- Next Steps: Get Access & Learn More

Who is Steppingblocks?

Meet the nerds behind the data.

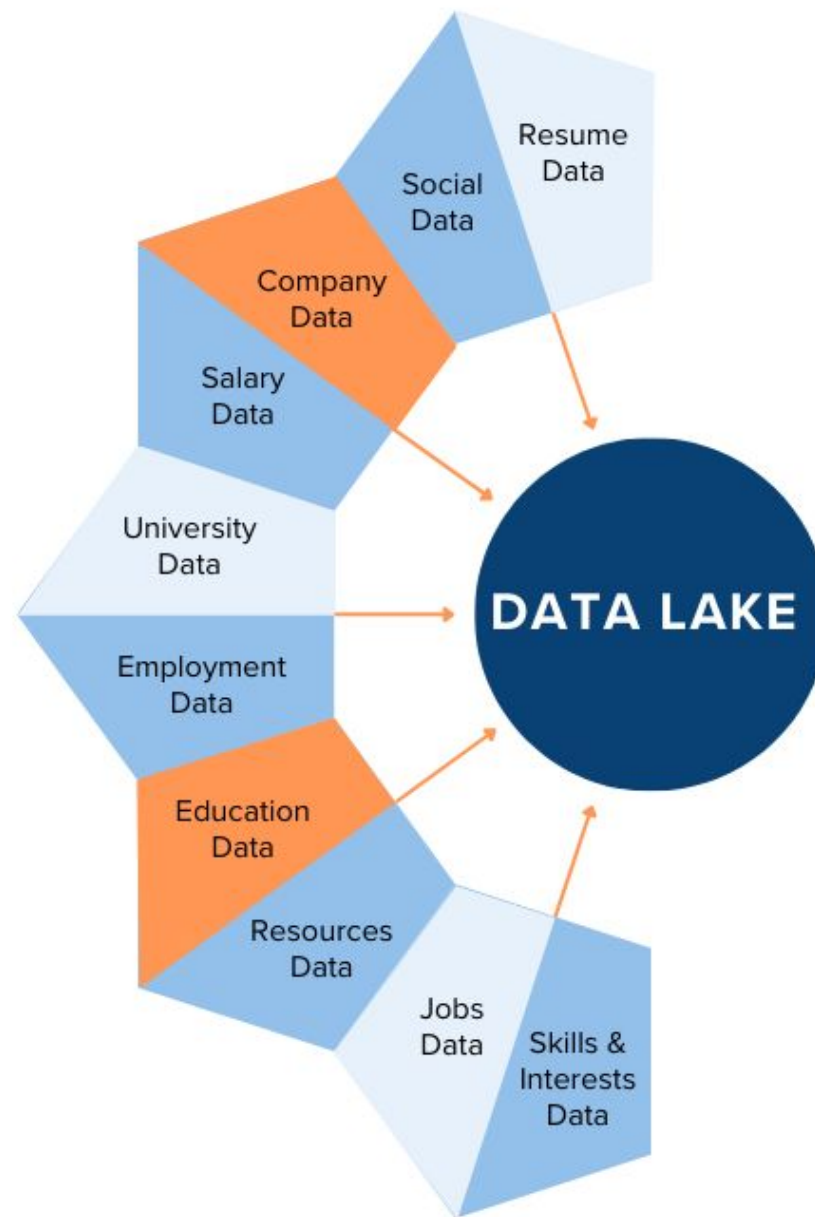## Carlo Martinez
Co-Founder & CIO

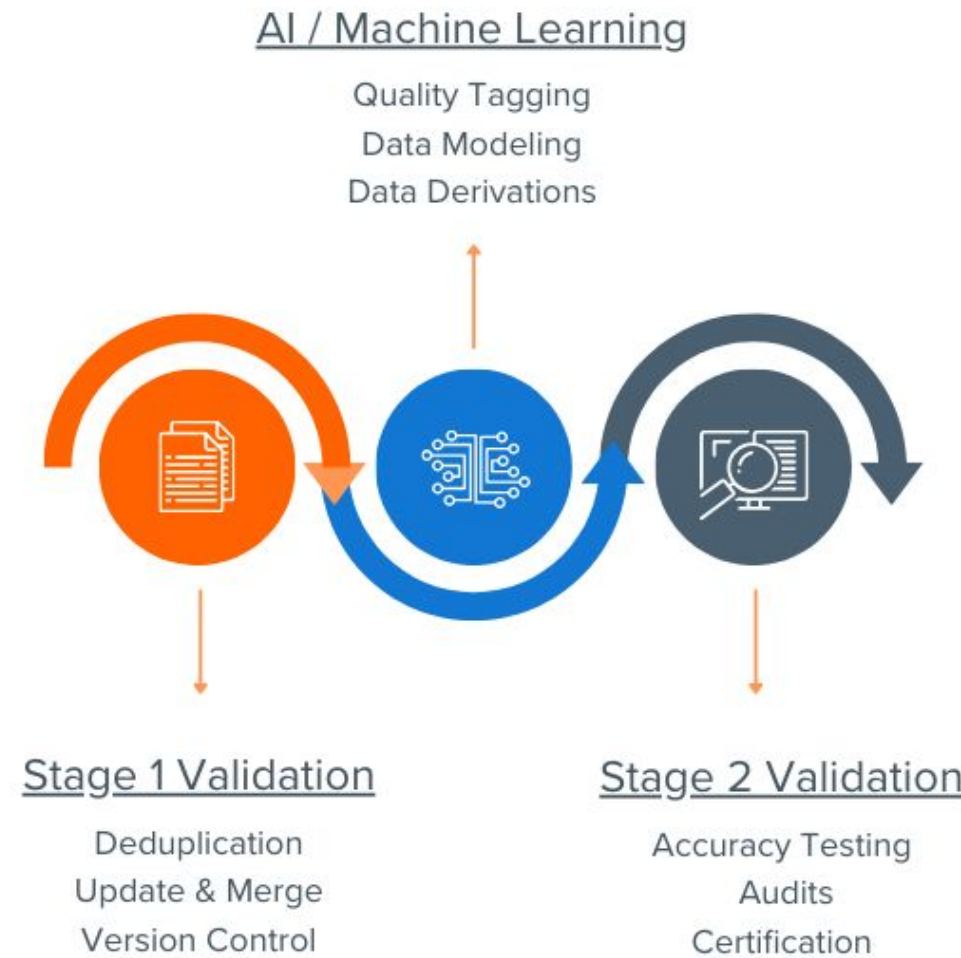
Rob Gannaway
Co-Founder & CEO

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**

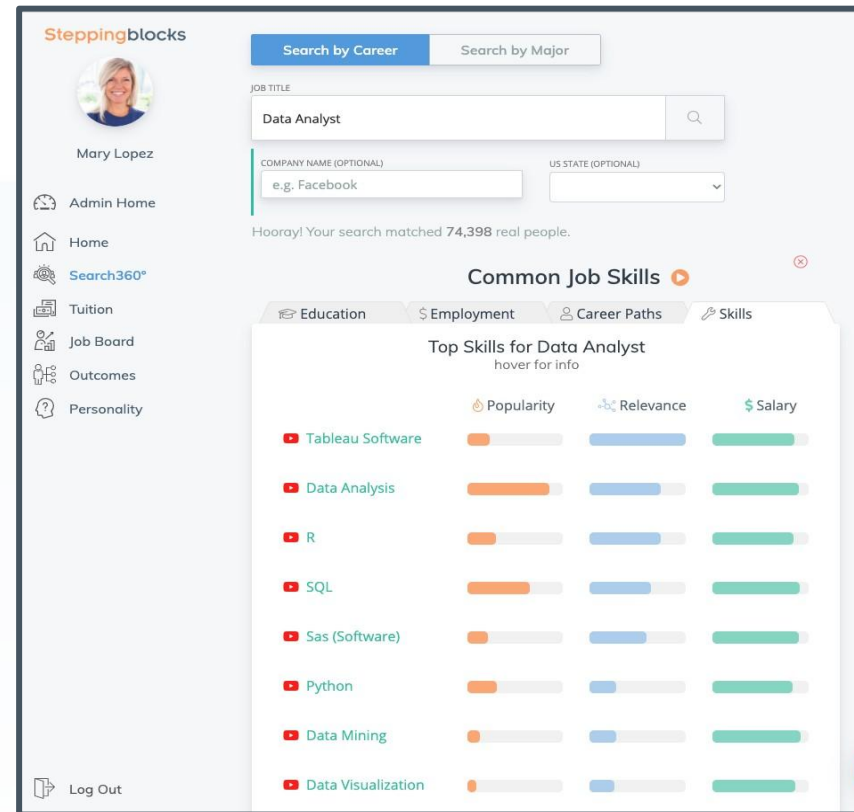**SAME DATA SERVICING ALL APPS**

130+ MILLION INDIVIDUALS

25+ Million
Companies

7,000+
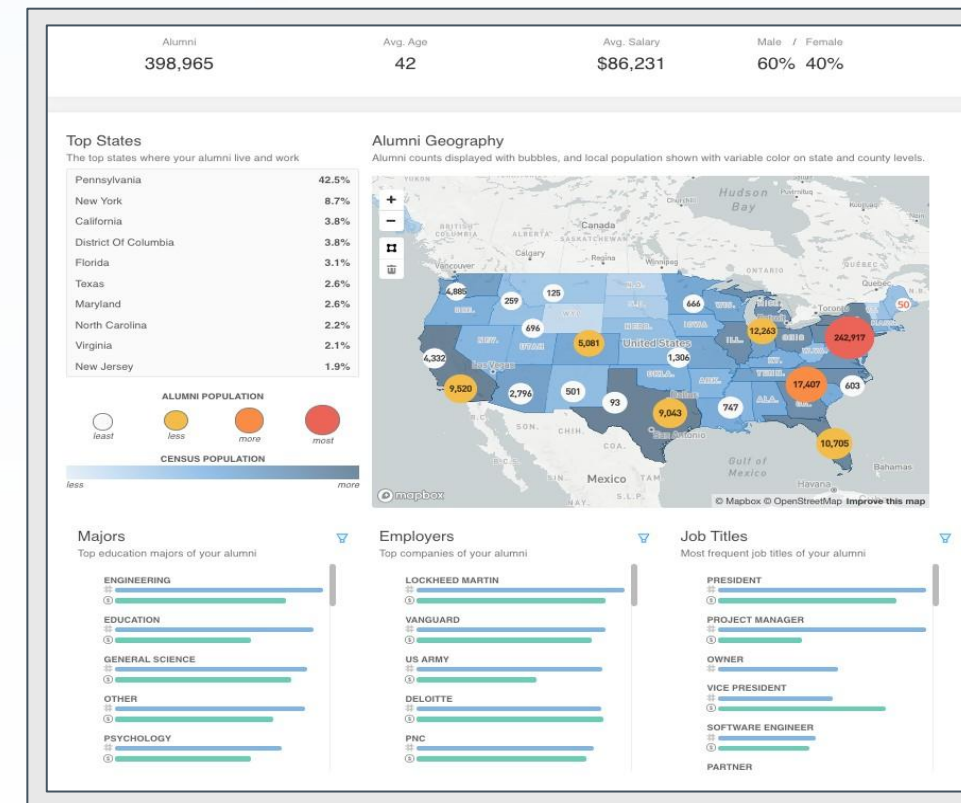Colleges/Universities

2023

Steppingblocks Solutions

Student-facing Platform

Digital Career Counselor

For Students, Career Services, and Academic Analysis

Graduate Outcomes + Graduate Explorer

Graduate Insights

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

Importance of Student Success Resources

Student populations are vastly different than they were in the past, which requires more personalized experiences and resources to cater to each individual student.

Academic advisors and other student success resources help students in making the best decisions for their goals and aspirations.

Supporting students through accessible resources leads to higher student retention, academic achievement, graduation rates, and overall rates of satisfaction for students.
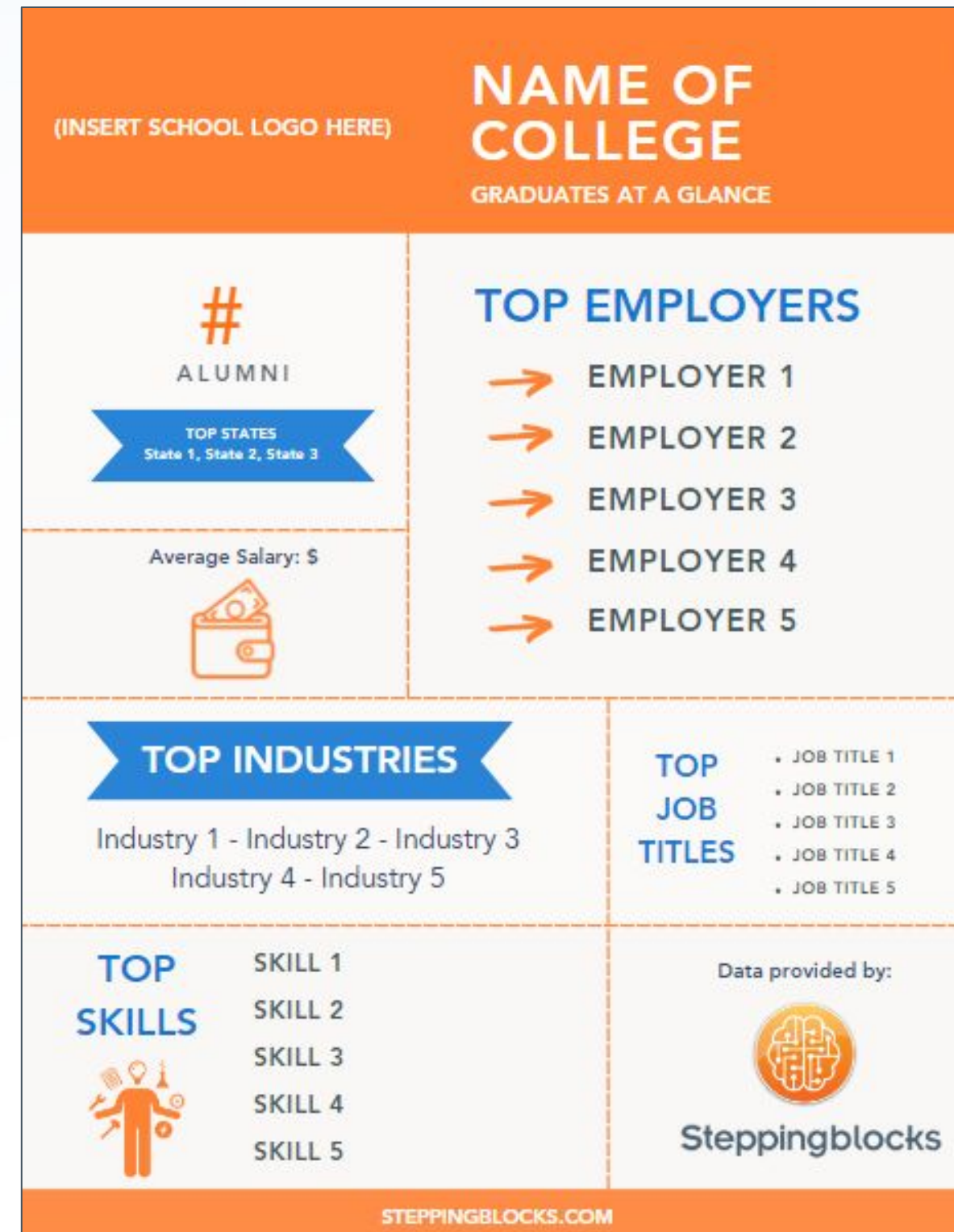
Challenges for Student Success

- The need to create an individualized advising/student success experience for each student.

- Not enough staff to create this personalized approach with most advisors and student success staff having large caseloads.

- Meeting students where they are at, and understanding each individual students' needs when it comes to support.

- Inadequate resources to provide students the support they do need to be successful.

How Steppingblocks Solutions Can Help

Graduate Insights

- Create one-pagers for majors/programs at your institution to showcase graduate outcomes to students
  - Gives students a place to start exploring their options

- Equips faculty and staff with information to help students make data informed decisions regarding their academic journey

- Allows faculty and staff to stay aware of hiring trends to share with students

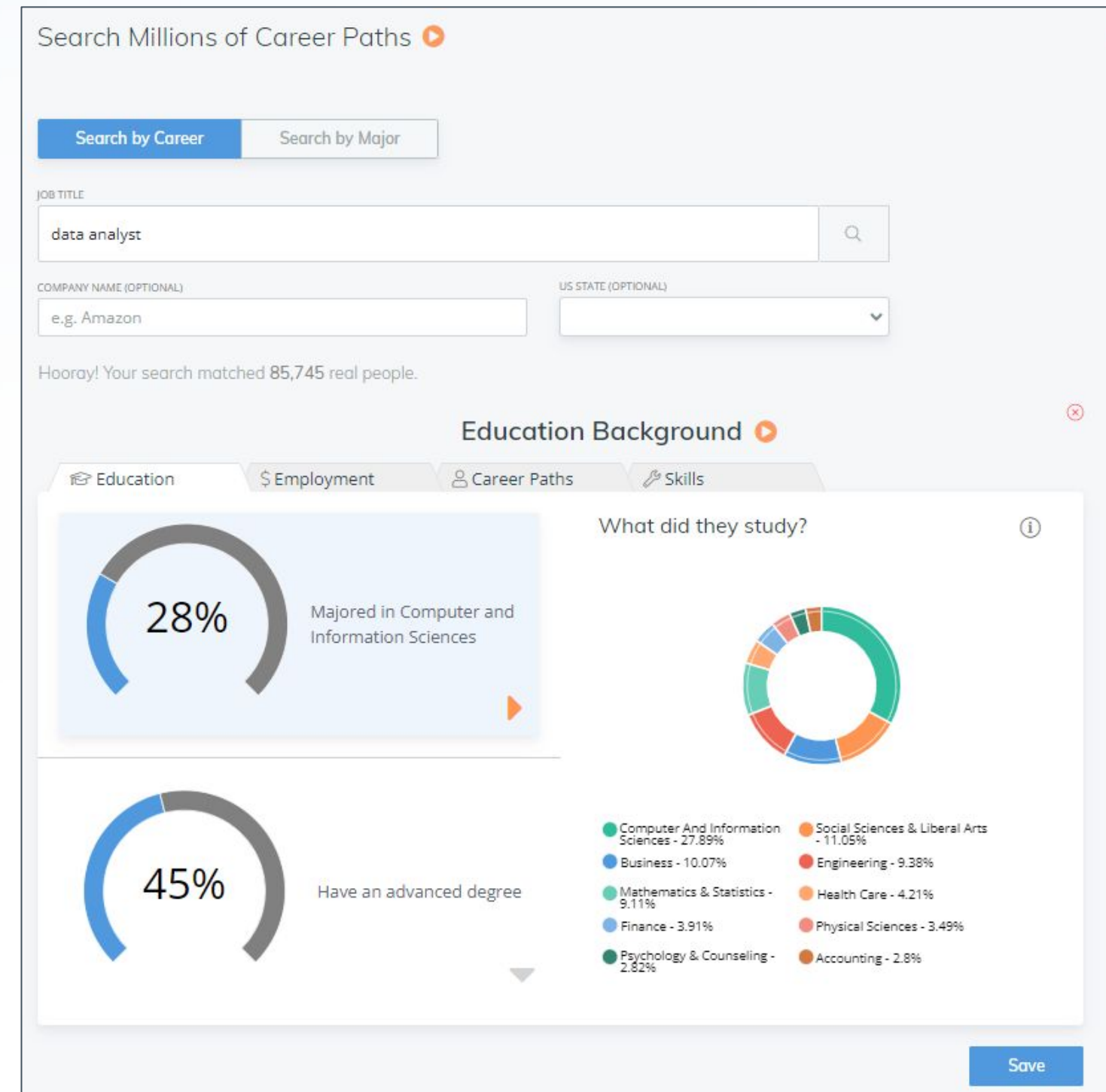[Click here to learn more about Use Cases for Graduate Insights](#)

How Steppingblocks Solutions Can Help

Digital Career Counselor

- Provides students with a 24/7 virtual resource, making it an accessible resource for students

- Students can see real graduate outcomes data, both for their institution and nationwide, so they can make data-driven decisions while they are in school

- Students can search by major or career path, personalizing their unique path

[Click here to learn more about Use Cases for Digital Career Counselor](#)

How Steppingblocks Solutions Can Help

Integrating Digital Career Counselor into advising sessions/conversations with students

- Gives Student Success staff and Academic Advisors insight into any program/major/career path

- Equips them with the data to have informed conversations with students wherever they are on their career journey

- Gives students a bigger picture on the "what can I do with my degree" question

Click here to learn more about Use Cases for Digital Career Counselor

Partner Guest Star: Dr. Jonikka Charlton

Senior Vice Provost for Student Success and Academic Affairs | University of Texas Rio Grande Valley

Institutional Goal: Transformative curriculum redesign for student success

- UTRGV students' favor pursuing employment locally after graduation
- (Mis)match between disciplinary degree outcomes and employer needs
- Capacity-building for faculty is needed
- Institutional infrastructure and framework redesigned to support student success-driven curricular redesign

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](#)