Steppingblocks

Platform Tutorial: Using Graduate Insights

Steppingblocks

Graduate Insights

Graduate Insights has a multitude of features that can support staff and faculty in making data-driven and informed decisions across their campus. This is Steppingblocks' comprehensive guide on the Graduate Insights Platform, and how to use all of its features!

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Why Graduate Insights?

As pressure mounts on higher education and doubts arise regarding the value of a college degree, universities nationwide are scrambling to find ways to articulate the importance of their programs in terms of students' return on investment post-graduation. Amidst this changing landscape, the job market is evolving rapidly, driven by technological advances and big data. The unique strengths and interests of individual students further complicate matters, prompting universities to ask how they can keep up with the dynamic nature of society and their student body, and make the right decisions for their past, present and future students. Fortunately, Steppingblocks has created the Graduate Insights platform to help universities do just that. Our platform provides a suite of powerful tools and data to support informed and intentional decision-making across all campus offices, helping institutions reach their unique missions and goals. With access to detailed alumni profiles, educational backgrounds, career paths, hiring trends, and more, our data is a valuable asset for institutions seeking to make the best decisions for their students and their campuses.

Graduate Insights: Platform Overview

The Graduate Insights Platform is completely interactive, so as you click on things and add filters you will see the data update in real-time

ACCOUNTING
#
$

MARKETING
#
$

FINANCE
#
$

Throughout the platform you will notice a green and blue bar system.

Blue = Volume of Alumni

Green = Average Salary

These bars are relative to each individual column

164,261 of 169,761
PROFILES

⊕ Add Filter

In the top right corner of the platform you will always see how many profiles you are analyzing, as well as the option to add filters to your data set

Alumni Geography
Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.
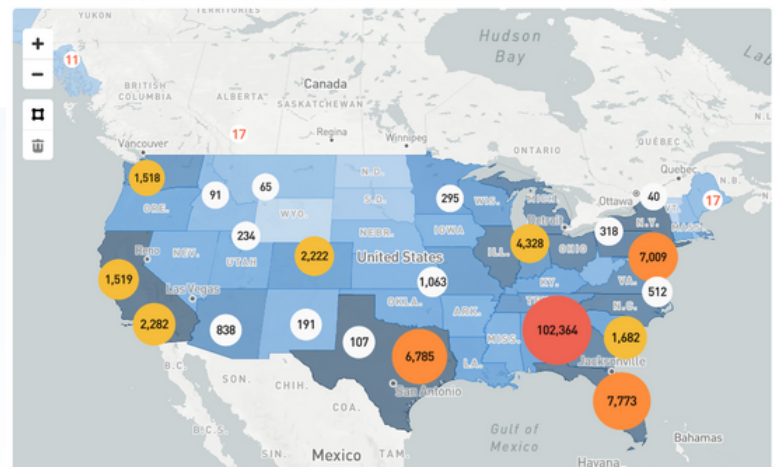
The Alumni Geography feature allows you to zone in on a certain part of the United States, and you can see at a glance how your data set of alumni are spaced out

# Graduate Outcomes
Overview Tab

There are 3 main features on the overview tab of graduate outcomes

General Overview

At the top of the page, you will get a general overview, which includes the number of alumni in the data set, average age of alumni, average salary of alumni, and the male to female breakdown of your alumni

Alumni	Avg. Age	Avg. Salary	Male / Female
164,261	43	$88,073	58% 42%

Alumni Geography
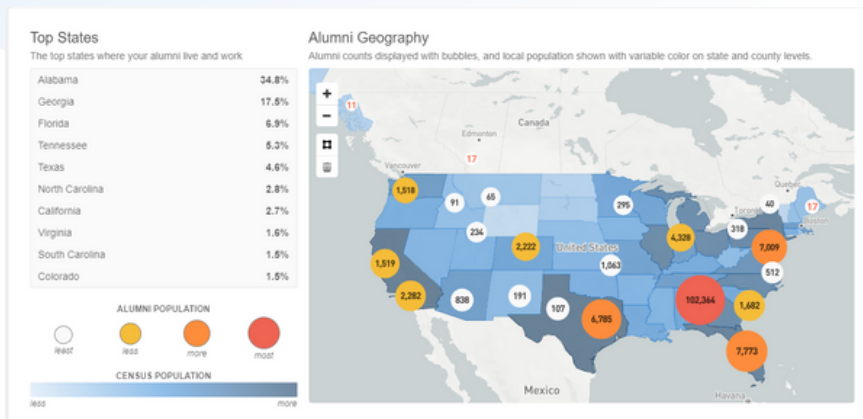
The alumni geography map shows you a breakdown of your alumni by WHERE they are working. You can explore a certain area of the map by using the box tool to highlight a certain area. When you highlight a certain area, you will see the numbers update!

Top majors, employers, and job titles

At the bottom of the page you can explore your alumni top majors, employers and job titles by volume (blue bar). These are interactive! So you can click on any of the majors, employers or job titles and filter your alumni based on more specific criteria.
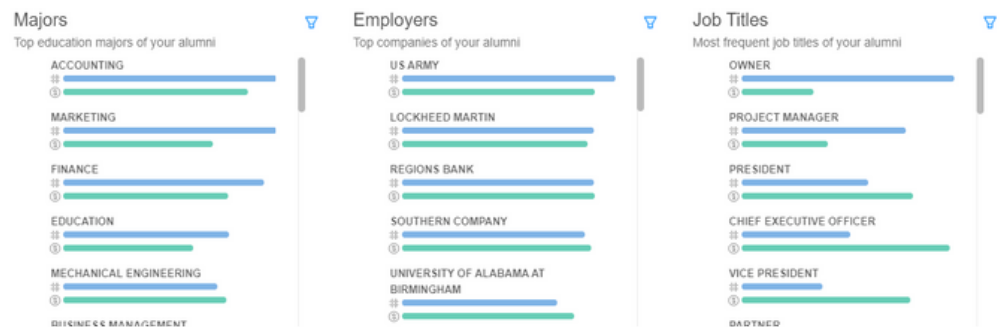
⊕ Add Filter

At any point you can use the 'add filter' button to further filter your alumni by categories such as colleges, degree levels, or grad years!

Graduate Outcomes
Industry and Job Function Trends

This tab lets you dive deep into what hiring trends look like for your alumni by both industry, job function, and hiring companies

Broken down by both industry and job function, you can explore what hiring trends have looked like generally over the last 20 years. By selecting any of the industry or job function features you can see what is trending up, or trending down when it comes to the hiring of your graduates
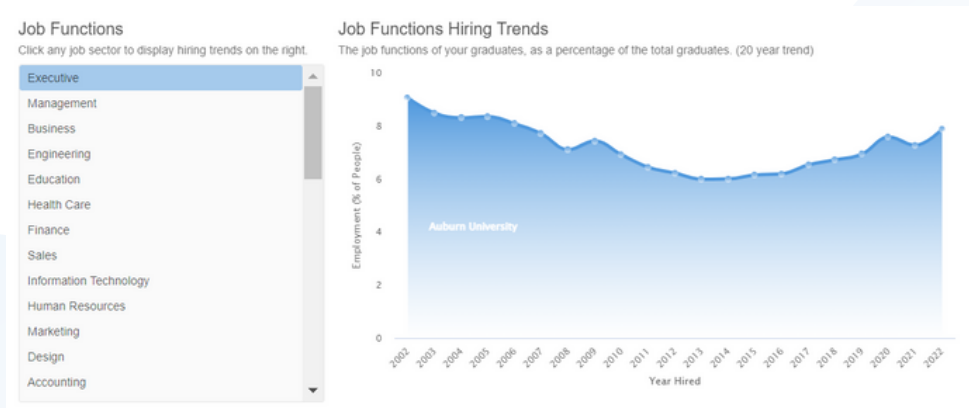
You can use the 'add filter' button to focus on a more specific group of alumni and their hiring trends

Steppingblocks
Pro Tip

You can use this data to help guide students when it comes to exploring industries and job functions. With this tool students can make informed decisions about their futures!

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Graduate Outcomes
Employer Trends and Benchmarking

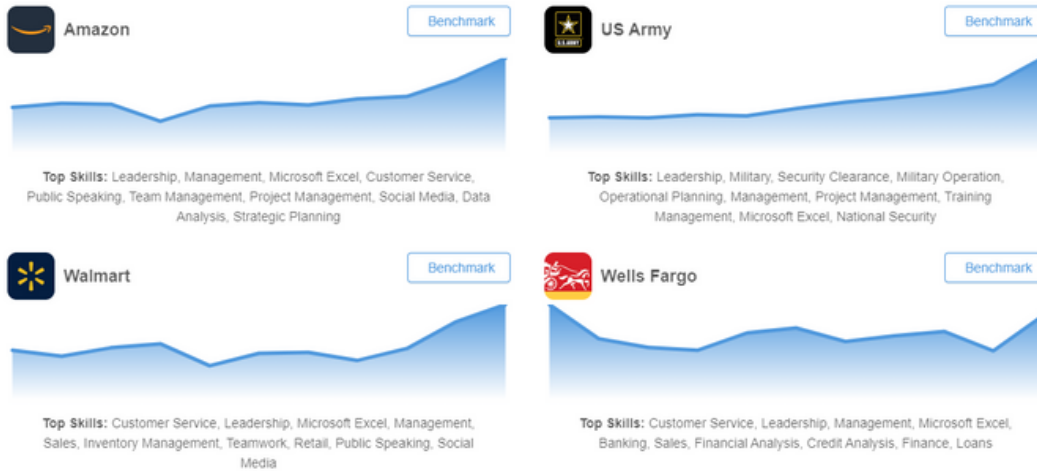The ability to see WHO is hiring your alumni and WHAT they are looking for is incredibly powerful information. With the employer trends tab you can explore who is hiring your graduates and the skills that correlate.

Top Employer Trends
Your alumni's new jobs at each company as a percent of new jobs in the company that year. (10 year trend)

⊙ Volume | ⬈ Trending Up | ⬊ Trending Down

Amazon — Benchmark

Top Skills: Leadership, Management, Microsoft Excel, Customer Service, Public Speaking, Team Management, Project Management, Social Media, Data Analysis, Strategic Planning

US Army — Benchmark

Top Skills: Leadership, Military, Security Clearance, Military Operation, Operational Planning, Management, Project Management, Training Management, Microsoft Excel, National Security

Walmart — Benchmark

Top Skills: Customer Service, Leadership, Microsoft Excel, Management, Sales, Inventory Management, Teamwork, Retail, Public Speaking, Social Media

Wells Fargo — Benchmark

Top Skills: Customer Service, Leadership, Management, Microsoft Excel, Banking, Sales, Financial Analysis, Credit Analysis, Finance, Loans

At the bottom of the page, you can see the top employers for your grads. You can organize this by volume of hires, what companies are trending up, and which companies are trending down by clicking on each respective button
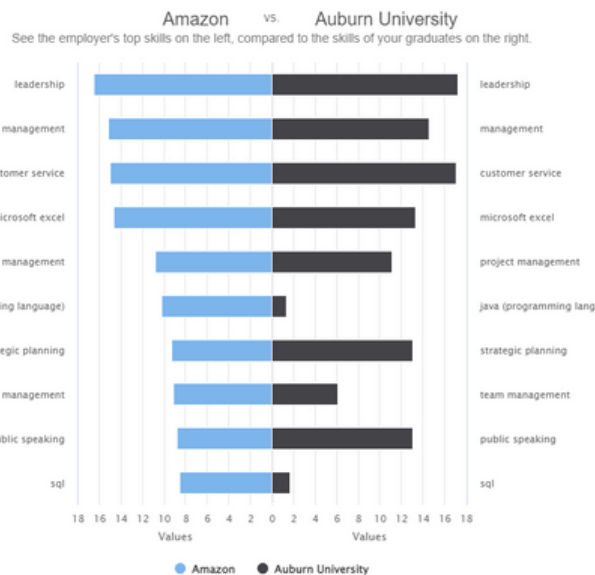
⊕ Add Filter

If you want to see what companies are hiring certain majors you can add a major filter using the add filter button

You can also explore hiring companies and benchmark the skills relevant to that company to the skills your alumni have. Click on the
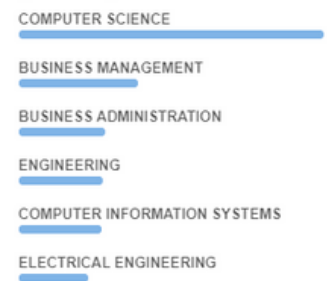
Benchmark

button, and you will see a chart for that company that looks like this!

Amazon vs. Auburn University
See the employer's top skills on the left, compared to the skills of your graduates on the right.

leadership
management
customer service
microsoft excel
project management
java (programming language)
strategic planning
team management
public speaking
sql

18 16 14 12 10 8 6 4 2 0 | 0 2 4 6 8 10 12 14 16 18
Values | Values

● Amazon ● Auburn University

Hiring by Major
Top majors hired by Amazon

COMPUTER SCIENCE

BUSINESS MANAGEMENT

BUSINESS ADMINISTRATION

ENGINEERING

COMPUTER INFORMATION SYSTEMS

ELECTRICAL ENGINEERING

You can also filter here by major, to see major specific and more technical skills that are being hired for or that are relevant to hiring companies!

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Pro Tip
This dashboard is extremely helpful in academic program and curriculum assessment. This data can help answer questions like "What may our curriculum be missing?" So you can start to make data-driven decisions about your programs!

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Graduate Outcomes
Skills Tab

On this tab you can see at a glimpse the top skills by volume, relevance, and highest salary return for your alumni

You can easily sort these skills by volume relevance or salary by clicking one of the buttons in the top right corner

Most Relevant Skills
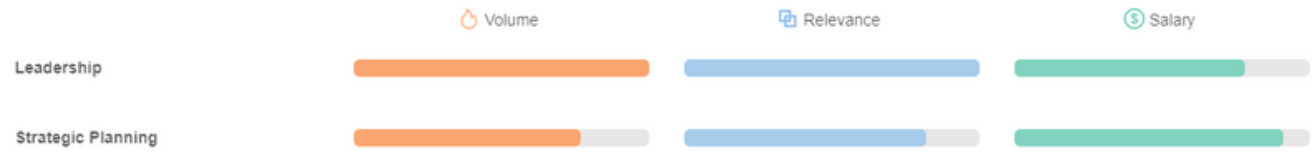The skills that occur most frequently among these alumni compared to national averages.

	Volume	Relevance	Salary
Leadership			
Customer Service			

Most Relevant Skills
The skills that occur most frequently among these alumni compared to national averages.

	Volume	Relevance	Salary
Leadership			
Strategic Planning			

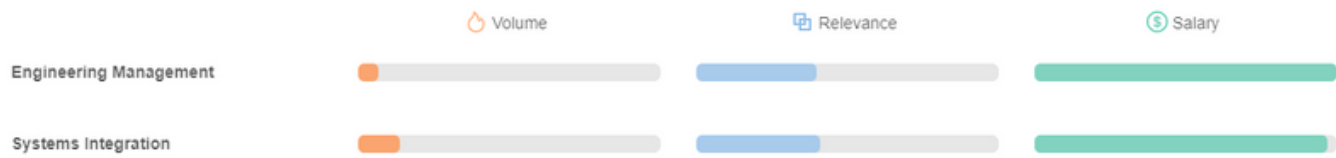### Most Relevant Skills
The skills that occur most frequently among these alumni compared to national averages.

	Volume	Relevance	Salary
Engineering Management			
Systems Integration			

⊕ Add Filter

If you want to see skills related to a specific major or other filter, you can always add a filter using the 'add filter' button in the top right corner!

Microsoft Excel ▶

Microsoft Excel is a spreadsheet developed by Microsoft for Windows, macOS, Android and iOS. It features calculation, graphing tools, pivot tables, and a macro programming language called Visual Basic for Applications. It has been a very widely applied spreadsheet for these platforms, especially since version 5 in 1993, and it has replaced Lotus 1-2-3 as the industry standard for spreadsheets. Excel forms part of the Microsoft Office suite of software.

Microsoft Excel
Strategic Planning
Public Speaking
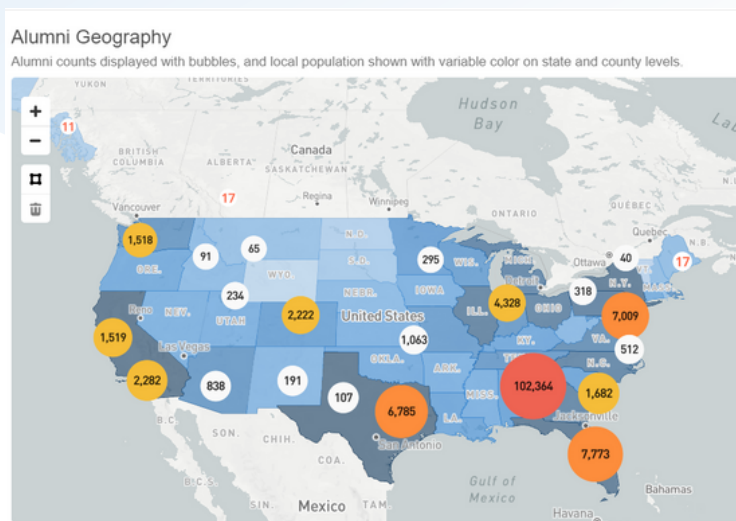Project Management

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Pro Tip

If you hover over a skill you will get a pop up with a description of the skill and a link to a video explaining the skill in more detail!

Graduate Explorer

Platform Overview

This platform allows you to filter your alumni to a more individual and specific level, and can actually explore individual alumni! This is an extremely helpful platform for advancement initiatives, as well as connecting students to past alumni.

This platform features the same alumni geography map that is completely interactive, but includes a much more detailed summary of statistics

Alumni Geography
Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.

Summary Stats
Summary of the selected alumni population.

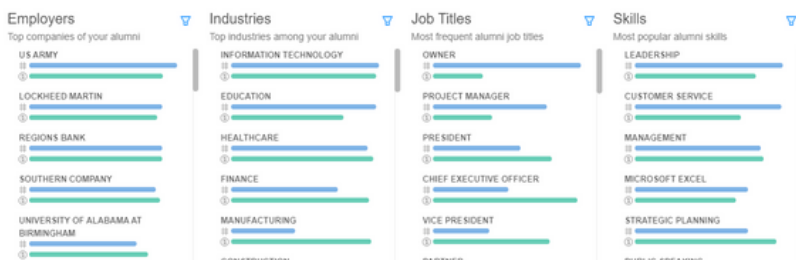|	
Alumni	Avg. Salary
164,261	$88,073
Veterans	Avg. Years Experience
7,153	17
Masters Degrees	Doctorate Degrees
21,856	7,056

58%	42%
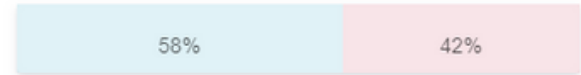
At the bottom of the page, you can see a breakdown of top employers, industries, job titles, and skills for your alumni. As previously mentioned, this is completely interactive, so as you click these will update!

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Pro Tip

There are much more specific filters in Graduate Explorer. Click on the 'add filter' button to explore filters such as ages, cities, incomes or genders to name a few!

Filters ✕

> Ages
> Cities
> Colleges
> Current Employers
> Current Job Categories
> Degree Levels
> Genders
> Grad Years
> Highest Degree Level Anywhere
> Incomes
> Industries
> Majors
> Military Status
> States

Employers
Top companies of your alumni

US ARMY
LOCKHEED MARTIN
REGIONS BANK
SOUTHERN COMPANY
UNIVERSITY OF ALABAMA AT BIRMINGHAM

Industries
Top industries among your alumni

INFORMATION TECHNOLOGY
EDUCATION
HEALTHCARE
FINANCE
MANUFACTURING
CONSTRUCTION

Job Titles
Most frequent alumni job titles

OWNER
PROJECT MANAGER
PRESIDENT
CHIEF EXECUTIVE OFFICER
VICE PRESIDENT
PARTNER

Skills
Most popular alumni skills

LEADERSHIP
CUSTOMER SERVICE
MANAGEMENT
MICROSOFT EXCEL
STRATEGIC PLANNING
PUBLIC SPEAKING

Graduate Explorer

Graduate Data

This page allows you to explore individual alumni and download contact information for more targeted and specific outreach as you build and nurture alumni relationships

Once you filter your desired group of alumni using the view and filter page of Graduate Explorer, you can navigate to the graduate data page and start to explore individual alumni

Alumni Data
View and download information on your alumni.

Alumni	Current Position	Employer	Target Education ⓘ	Salary / Location	Contact Info
	Vice President Of Marketing 4 years	National Sales Network (NSN) DC-Baltimore	@Auburn University	$200k+ Baltimore, Maryland	in G Q ✉ @kci1.com
	Pharmacy Manager	Southeast Health	Bachelors @Auburn University	$102k - $159k Dothan, Alabama	in G Q ✉ @samc.org
	Security Architect 2 years	Peloton Interactive	Bachelors @Auburn University	$113k - $177k Birmingham, Alabama	in G Q ✉ @halfaker.com
	Robotics Engineer 2 years	Robotic Research, LLC	Bachelors @Auburn University	$71k - $112k San Antonio, Texas	in G Q ✉ @auburn.edu

In the top right corner, you can click on this icon to download a CSV of the list of alumni you filtered to that you can utilize for things such as outreach, or advancement and fundraising initiatives.

$200k+
Est. Salary

4 years
Current Tenure

Skills
direct selling   obstetrics and gynaecology
hospital health services   marketing   ... Expand

National Sales Network (NSN) DC-B...
Size: 5 employees
Avg. Tenure: 3.4 years
Website: nsndcbaltimore.org
Industry: Consulting

Previous Education
Bachelors in Communications @ University of Alabama at Birmingham

Previous Employment
Territory Manager Medical Devices @Acelity
Territory Manager @Smart Pharmacy
Territory Sales Manager @Novartis
Account Manager @AT&T

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Pro Tip

You can click on individual alumni to explore more detailed information, such as their previous education and employment!

There are multiple people and offices that can utilize the Graduate Insights Platform for things like...

Admissions and Recruitment

Student Success and Career Exploration

Advancement Initiatives and Fundraising

Alumni Relationships

Academic Program Insights

Accreditation, Compliance and Reporting

There are endless opportunities for leveraging Graduate Insights for campus initiatives. To learn about and explore the ways that our partners have used this platform for their campuses click the Steppingblocks logo below to access our Graduate Insights Use Cases Help Center!

Resources and
Contact Information

Resources

Campus Launch Kit

CLICK HERE

Steppingblocks DataU Website

CLICK HERE

Steppingblocks Blog Website

CLICK HERE

Partner Success Team

At Steppingblocks, we greatly value the insights and ideas of our stakeholders. We warmly welcome any feedback or suggestions you may have. Whether you have comments or questions, please do not hesitate to contact any member of the Partner Success Team!

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