Digital Career Counselor:
Helping Students Become Career-Ready

One major responsibility of colleges and universities is making sure that their students are career-ready. The National Association of Colleges and Employers (NACE) has set forth 8 key career readiness competencies that students should be developing during their higher education journey. Steppingblocks' Digital Career Counselor is a great tool that not only empowers students to explore their career options, but also provides them with opportunities to develop their career readiness competencies.

Here's how students can develop each competency by using the Digital Career Counselor:

NACE Competency	Digital Career Counselor Tool
Career & Self-Development	• When students explore the data on different job titles, majors, skills, employers, etc., they are engaging in professional learning • With the data from Digital Career Counselor, students can begin to make a plan for their career and self-development
Communication	• With their personality assessment results, students can better understand and articulate their skills and interests • Students can gather skills data, which can then help them articulate their skills to future employers in written and verbal communication materials
Critical Thinking	• As students evaluate the career data and use the data to inform their own career decisions, they are engaging in critical thinking • Students may see that critical thinking is a top skill in their desired career field, and be prompted to develop and articulate their critical thinking skills
Equity & Inclusion	• With the Search 360 tool, students can learn more about employers that engage in equity and inclusion work • When they identify employers of interest, students can learn about employers' top skills, salaries, and more
Leadership	• As students learn more about themselves through the personality assessment, they will learn more about their leadership style and tendencies • Students may see that leadership is a top skill in their desired career field, and be prompted to develop and articulate their leadership skills
Professionalism	• Exploring the data allows students to learn more about possible career paths, and learn more about what professionalism means in different career fields • Students can see the variations of top skills and salaries at different employers, and appreciate the differences in work environments and industries
Teamwork	• After identifying their top skills in Digital Career Counselor, students can recognize how those skills function in a team setting, and how they may complement team members • Students may see that teamwork is a top skill in their desired career field, and be prompted to develop and articulate their skills in teamwork
Technology	• By engaging with Digital Career Counselor, students are learning to leverage a new form of technology, and are increasing their adaptability to new tools • The skills data in Digital Career Counselor helps students identify the prominent technology skills of their desired field

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