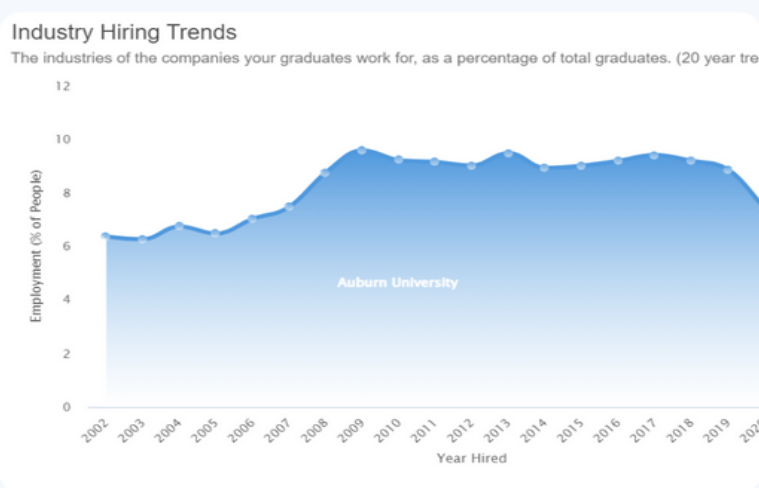


## Maximizing Graduate Insights for Admissions & Marketing

Graduate Insights is the premier tool to explore your graduate outcomes data. With Steppingblocks, you can view alumni outcomes, including salary information, job titles, industries, and more. This information is extremely valuable in telling the story of your institution with prospective students, families, and the public as a whole.

There are two dashboards within Graduate Insights: Graduate Outcomes and Graduate Explorer.

### Graduate Outcomes



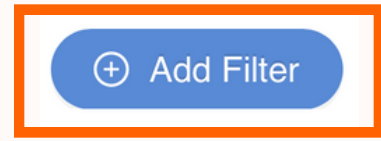
In Graduate Outcomes, users can view alumni information such as location, top employers, job titles, industries, skills, and more. Filters are available to further narrow down the alumni data.

### Graduate Explorer

Current Position	Employer	Target Education	Salary / Location	Contact Info
Software Engineer	EMC Technology	Masters in Computer Science Auburn University	\$75K - \$118K Harrison, West Virginia	<a href="#">G</a> <a href="#">Q</a> <a href="#">E</a>
Realtor 4 years	Long & Foster Companies Insure	Certificate Degree Auburn University	\$54K - \$99K Washington, District of Columbia	<a href="#">G</a> <a href="#">Q</a> <a href="#">E</a>
Commercial Director 6 years	FMC Corporation	Masters in Agriculture Auburn University	\$114K - \$178K Memphis, Tennessee	<a href="#">G</a> <a href="#">Q</a> <a href="#">E</a>
Quality Engineer 15 years	Prime Wheel Corporation	Masters in Industrial Engineering Auburn University	\$74K - \$116K Los Angeles, California	<a href="#">G</a> <a href="#">Q</a> <a href="#">E</a>
Client Service And Consulting Manager	TDSS	Bachelors in Finance Auburn University	\$49K - \$77K Ottawa, Alabama	<a href="#">G</a> <a href="#">Q</a> <a href="#">E</a>

Graduate Explorer offers the same interactive map and data as Graduate Outcomes, but with more filter options, as well as record-level data including alumni names, contact info, majors, employment history, estimated salary, and more.

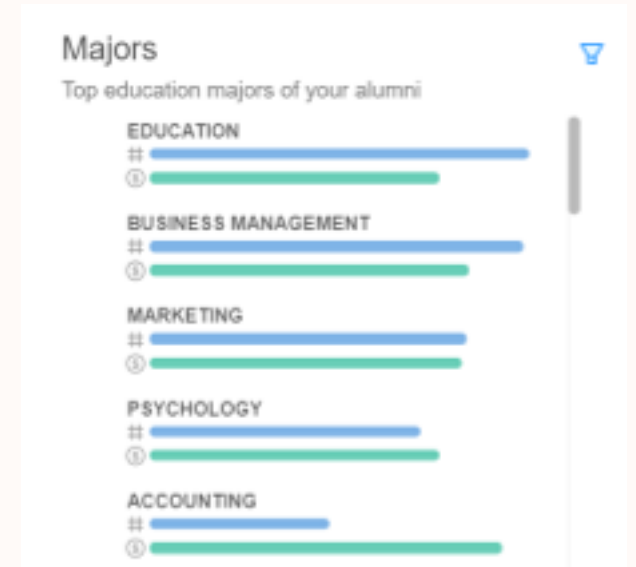
### Filter by Major or College to View Outcomes for Academic Progress



In Graduate Outcomes, utilize the filters to explore alumni outcomes for graduates from specific majors or colleges. Either choose the major using the "add filter" tool in the top righthand corner of the page, or click on a major listed in the first column on the main dashboard to filter the data, and to see top employers, job titles, and salary information for each major.

This feature is great for:

- Major-specific or college-specific storytelling
- Marketing requests specific to a major or college



### Highlight Salary Information of Your Graduates

Prospective students and families want to know that their educational investment in your institution will pay off. In both Graduate Outcomes and Graduate Explorer, use the filter button to narrow down the data by major, college, degree level, and/or graduation year to view outcomes.

This feature is great for:

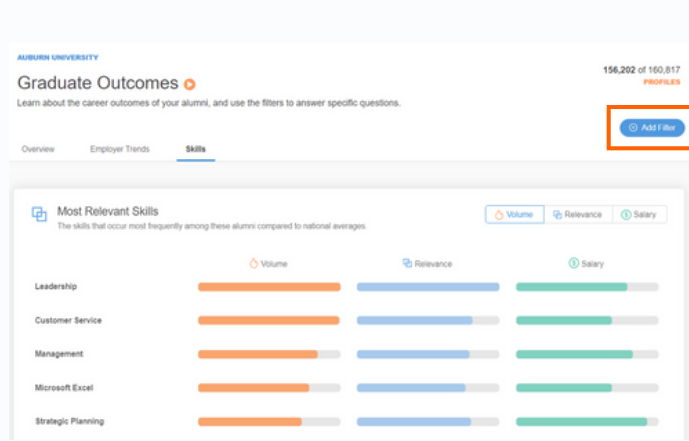
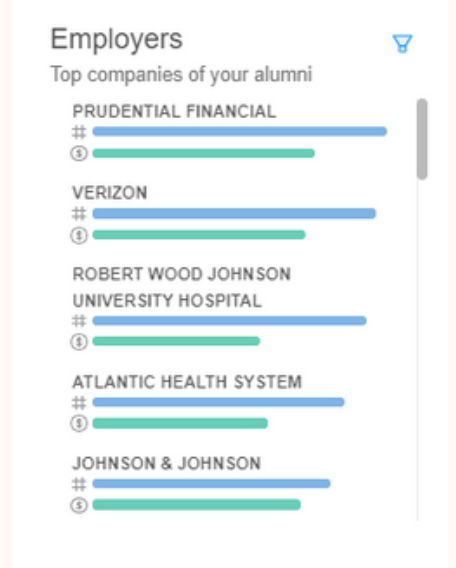
- Demonstrating the Return on Investment of your programs, colleges, and/or institution as a whole.

### Highlight Your Graduates' Top Employers

With both Graduate Outcomes and Graduate Explorer, you can filter the data to view the top employers for a specific major, college, graduation year, and more.

This feature is great for:

- Highlighting your school's strong and unique employer relationship
- Demonstrating the Return on Investment of your programs, colleges, and/or institutions as a whole



### Share Your Graduates' Top Skills

In Graduate Outcomes, you can view a full breakdown of your graduates' top skills, and filter the data by major, school, degree level, and grad year. Just click the "Skills" tab in Graduate Outcomes, and then filter as needed.

This feature is great for:

- Demonstrating the unique and valuable skills your institution provides to help students become career-ready

### Highlight Outcomes by Location

Use the map feature in Graduate Explorer to identify the top locations of your graduates. You can even use the "States" or "Cities" filter in Graduate Explorer to further explore the data by location.

This feature is great for:

- Highlighting the top areas of your alumni gravitate to after graduation. This is especially useful if you're looking to demonstrate that many of your graduates stay in-state post-graduation.

