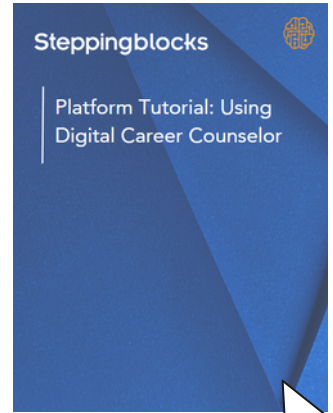


5

WAYS TO SCALE DIGITAL CAREER COUNSELOR



Steppingblocks' Digital Career Counselor platform is an excellent resource for students at every stage of their career journey! As our partner institutions have implemented Digital Career Counselor on their campuses, they have found these 5 strategies and accompanying resources to be the most effective in driving student engagement.



click here to view our guide to using the Digital Career Counselor platform

1

BRING DIGITAL CAREER COUNSELOR TO STUDENTS IN THE CLASSROOM

The most effective way to scale usage of Digital Career Counselor is by bringing the tool into the classroom:

- **Curriculum Integration:** adding Digital Career Counselor to the curriculum allows students to navigate the platform and reflect on the data in a structured way. Check out our [Guide to Integrating Digital Career Counselor into the Curriculum](#), and download customizable activities to use with your students!
- **Classroom Presentations:** Even a 10-30 minute presentation to students in the classroom can be a great introduction to Digital Career Counselor. Walk them through the tool, and encourage students to continue exploring the data after class.

Steppingblocks

Digital Career Counselor Incorporation eBook

Table of Contents

Page 2	What is Digital Career Counselor
Page 3	What you will find in this eBook
Page 4	Where Can You Incorporate Digital Career Counselor On Campus?
Page 5	Feeds Page Utilization Activity
Page 6	Compare and Contrast Personality Activity
Page 7	Outcomes Activity
Page 8	Search360 by Major Activity
Page 9	Search 360 by Career Activity
Page 10	Job Board Activity
Page 11	Quick Digital Career Counselor Activities
Page 12	Resources and Contact Information

CASE STUDY: UNIVERSITY OF MARYLAND GLOBAL CAMPUS

2

MAXIMIZE DIGITAL CAREER COUNSELOR IN ADVISING

Whether it's career advising or academic advising, the Digital Career Counselor is a great tool to use in 1:1 conversations with students.

- Check out our guide, [Maximizing Digital Career Counselor in Advising Conversations](#), which highlights the best ways to utilize Digital Career Counselor to meet the unique needs of your students.

Steppingblocks

DataU

Maximizing the Digital Career Counselor in Advising

Each university has its unique advising methods, and every student requires a personalized approach. So how can you guarantee that you are providing the best support to your students? This eBook serves as a comprehensive guide on utilizing the Digital Career Counselor from Steppingblocks to assist your students in their personal journey, ensuring that you are meeting them where they are.

Table of Contents

Page 2	What is the Digital Career Counselor? Why was it created? What does it do? How does it add value to students?
Page 3	How do we define "Advising"? Different types of advising students. How our partners are doing this work differently.
Page 4	Digital Career Counselor for the Explorer - The Square One Student
Page 5	Digital Career Counselor for the Map Maker - The I Know What I Don't Want Student
Page 6	Digital Career Counselor for the Quest Seeker - The Next Step Student
Page 7	Digital Career Counselor for the Forager - The Checking the Box Student
Page 8	Digital Career Counselor for the Treasure Hunter - The Endgame Student
Page 9	Digital Career Counselor for the Treasure Hunter - The Niche Interest Student
Page 10	Resources and Contact Information

CASE STUDY: WEST VIRGINIA UNIVERSITY

5

WAYS TO SCALE DIGITAL CAREER COUNSELOR



3

DEVELOP ACCESSIBLE MARKETING MATERIALS

Get creative and develop fun ways to market the platform to your students. These can include, but are not limited to:

- Flyers: download our [customizable flyer templates](#) and share with students!
- Social media posts: Instagram, Tik Tok, X, LinkedIn, etc.
- Videos: Utilize our [Digital Career Counselor promotional video](#)
- Email campaigns: use the templates in our [Student Launch Kit](#)

**CASE STUDY: ATLANTA METROPOLITAN STATE COLLEGE**

4

SHARE DATA & ENCOURAGE USAGE ON YOUR WEBSITE

Your university and department websites are great places to both showcase Digital Career Counselor data and to encourage students to log in and explore.

- Showcase your graduate outcomes by major or college
- Demonstrate to students the value of their education
- Direct students to Digital Career Counselor to learn more

**CASE STUDY: GEORGIA STATE UNIVERSITY**

5

PRESENT AT ORIENTATION & OTHER EVENTS

Presenting to students at orientation and other large-scale student events is a great way to efficiently introduce students to the Digital Career Counselor platform.

- Present to first-year students and provide a resource as they decide on their major and career path
- Present to upperclassmen and help them become career-ready

**CASE STUDY: UNIVERSITY OF MEMPHIS**

Want to learn more? Email a member of our Partner Success team or support@steppingblocks.com!