Welcome to Steppingblocks!

Steppingblocks Kick-Off Meeting for Campus Implementation Leads

7/31/2023

Steppingblocks

Steppingblocks

Meet the Team

Jacob Bonne, Ed.D.
Partner Success Manager
Jacob@Steppingblocks.com

Brian Waldron
Partner Success Specialist
Brian@Steppingblocks.com

Amanda Kallach
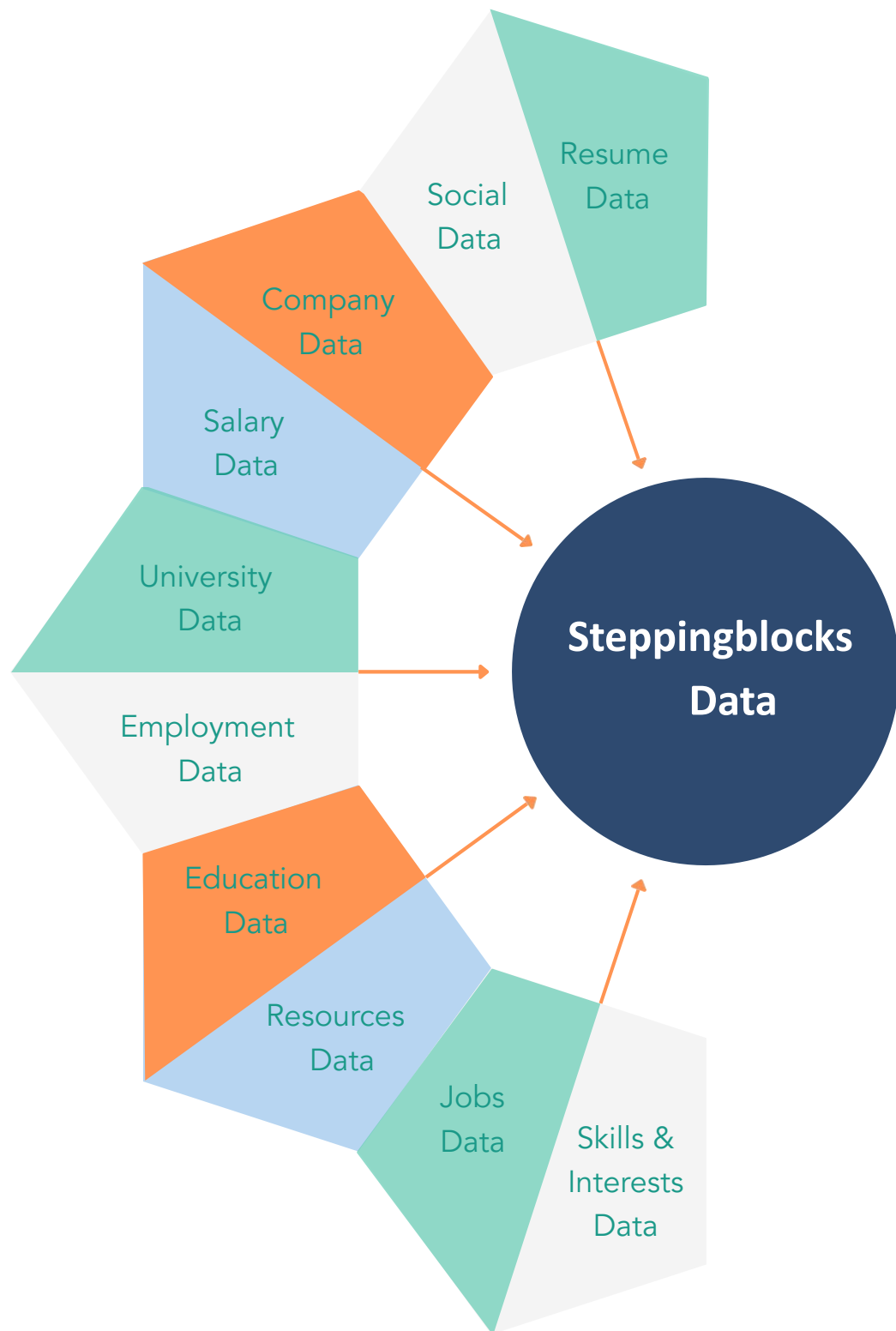Partner Success Associate
amanda@Steppingblocks.com

Richelle Hurley
Partner Success Associate
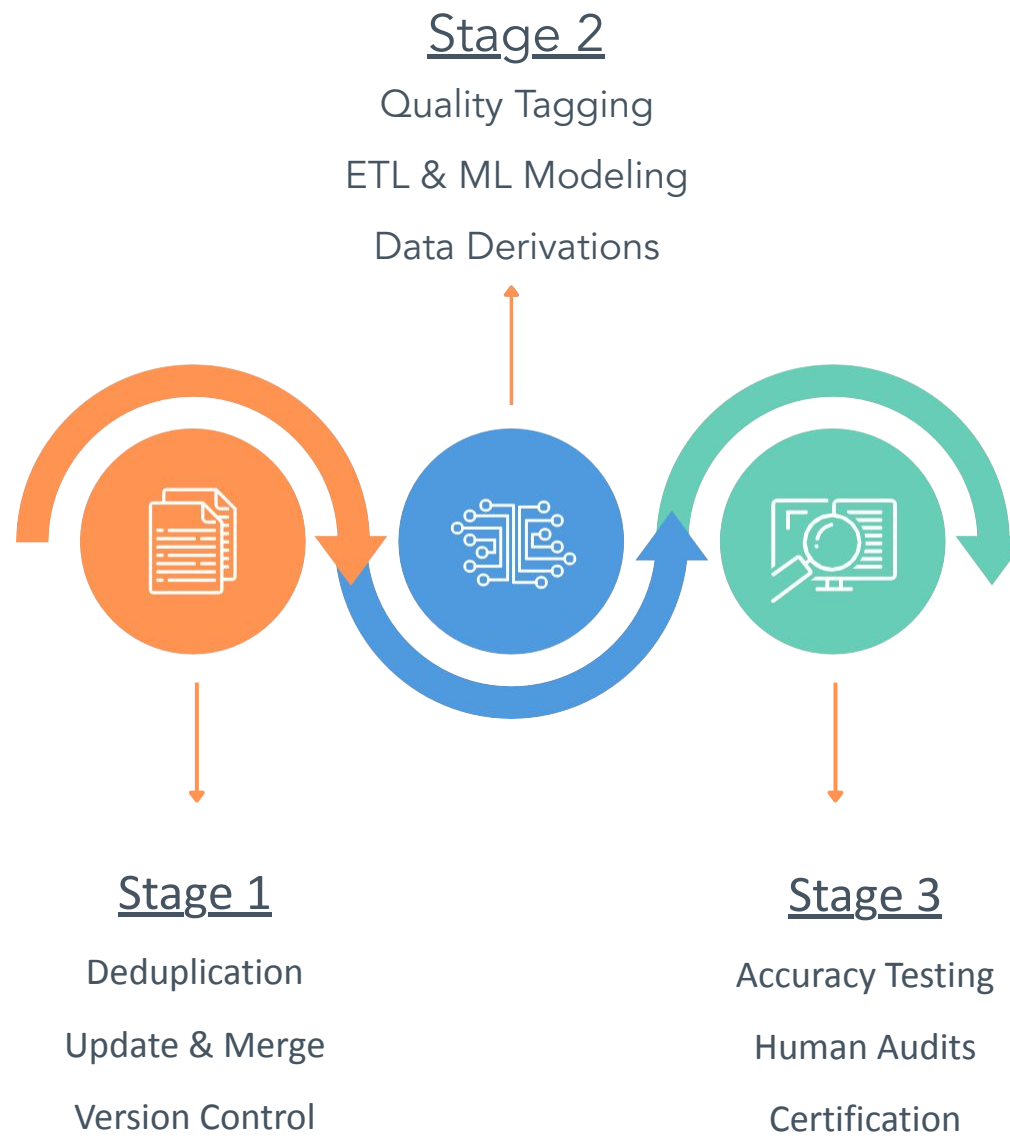Richelle@Steppingblocks.com

Agenda

➢ Overview of Steppingblocks data

➢ High Level Demo:
  ○ Graduate Insights → University Staff and Faculty
  ○ Digital Career Counselor (DCC) → Students

➢ Determining your Use Cases

➢ Best Practices
  ○ Graduate Insights & Digital Career Counselor

➢ Rollout & Implementation
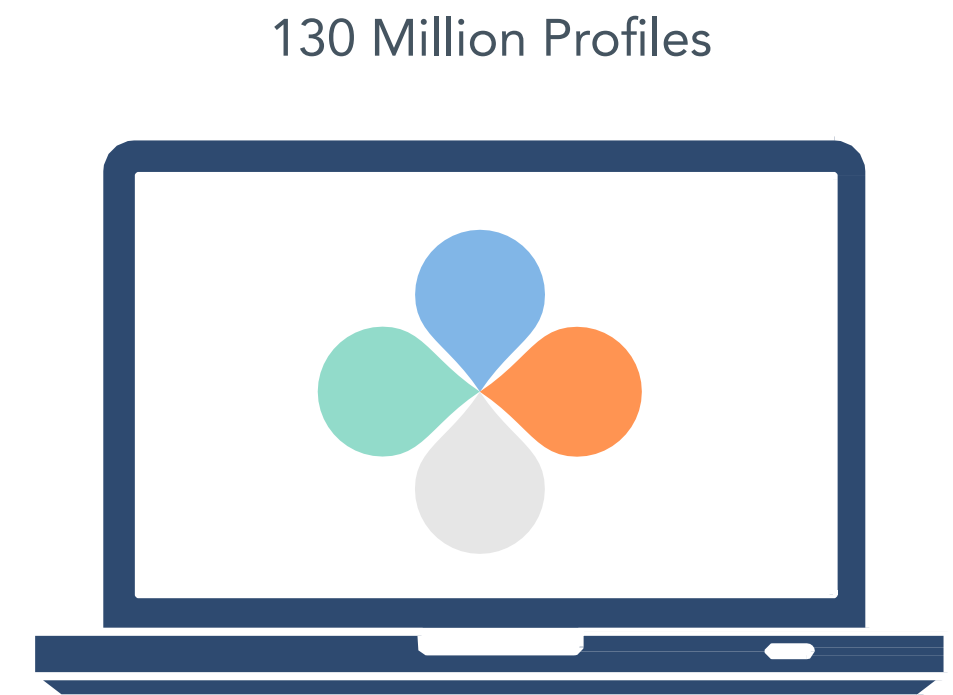 ○ Graduate Insights & Digital Career Counselor

➢ Help & Support

University of Alabama System

Steppingblocks

DATA ACQUISITION

Resume Data

Social Data

Company Data

Salary Data

University Data

Employment Data

Education Data

Resources Data

Jobs Data

Skills & Interests Data

Steppingblocks Data

DATA PROCESSING

Stage 2

Quality Tagging

ETL & ML Modeling

Data Derivations

Stage 1

Deduplication

Update & Merge

Version Control

Stage 3

Accuracy Testing

Human Audits

Certification

INSTANTANEOUS APPLICATION DATA

130 Million Profiles

25+ Million
Companies

7,000+
Colleges/Universities

UNIVERSITY of Alabama System

steppingblocks

Demo

Student Platform
<u>Digital Career Counselor</u>

For Students, Career Services, Classrooms, Advising, and Academic Analysis
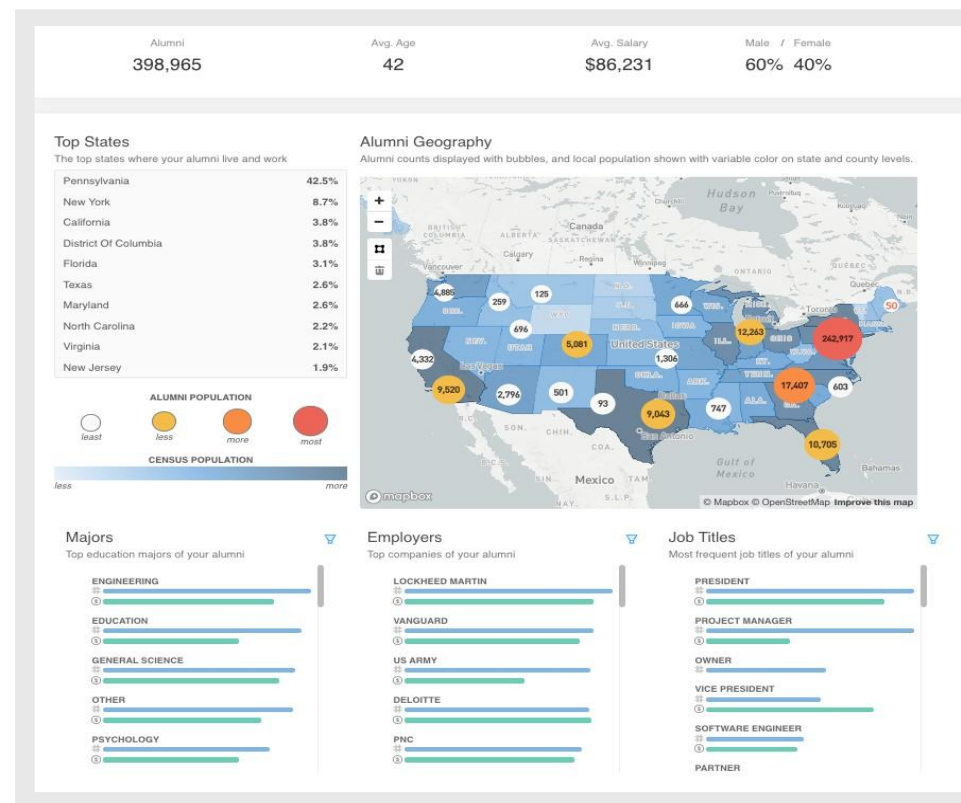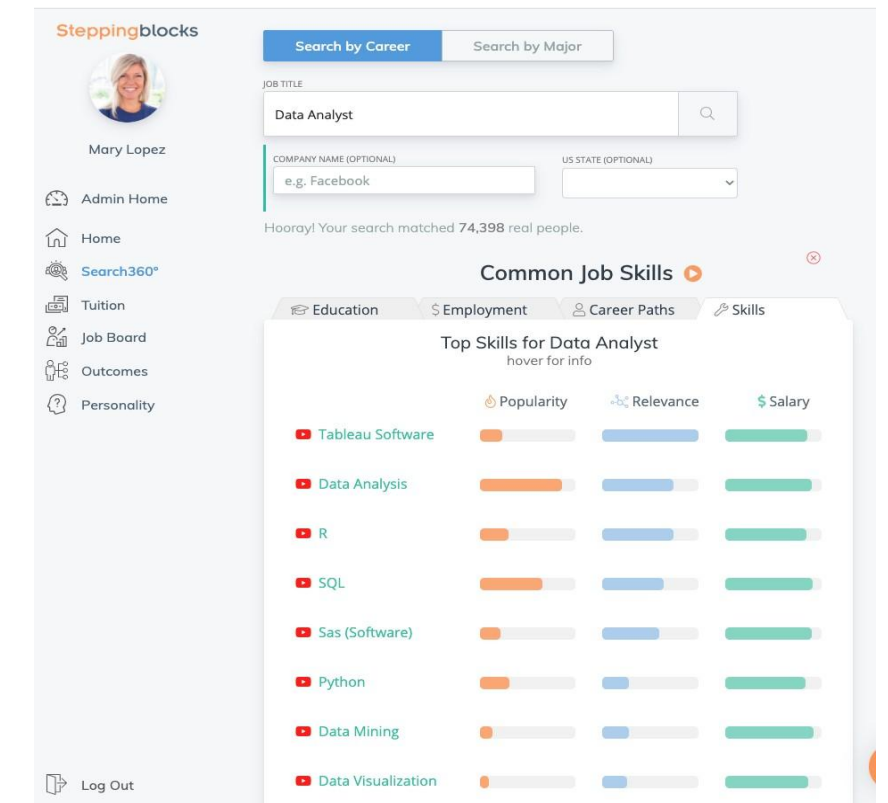
Graduate Outcomes + Graduate Explorer
<u>Graduate Insights</u>

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

University of Alabama System

Steppingblocks

Determine Your Use Cases

➤ Ask Yourself:
  ○ *How can you leverage data to meet your departmental and/or institutional goals?*
  ○ *What are questions you have that data can help answer?*
  ○ *How can you use data to support previous, current, and future students?*
  ○ *How can students benefit from accessing career data?*

➤ As you get ready to use the platforms, make a plan for how to leverage the data

➤ Who else on campus could benefit from accessing this data?

➤ Consider our recommended best practices and use cases from our partners

University of Alabama System

Steppingblocks

Best Practices & Resources

Graduate Insights

Best Practice: Leverage the platform across campus

University of Alabama System

Steppingblocks

➤ Share the love!
  ○ The data housed within Graduate Insights holds immense value and versatility. Our partners have seen remarkable achievements by identifying diverse use cases across multiple offices throughout the campus community. By effectively distributing it among a wide array of faculty and staff members, the platform has demonstrated success and impact in various departments across campus.

➤ Some examples of how our partners are leveraging Graduates Insights are…
  ○ Using Graduate Insights for Accreditation and Reporting Efforts by…
    ■ Generating Data to meet performance funding metrics
    ■ Generating skills based or other reports to supplement assessment efforts
    ■ Click here to download an eBook guide on how to use Steppingblocks to support Accreditation efforts

  ○ Using Graduate Insights for Academic Program Insights by…
    ■ Exploring the top employers of recent graduates (or other parameters)
    ■ Filtering data by salary to understand what skills correlate with the highest ROI
    ■ Exploring industries where alumni are working

  ○ Using Graduate Insights for Admissions and Recruitment by…
    ■ Developing programs or major webpages (like this one at Georgia State University) that highlight alumni outcomes
    ■ Generating transparent alumni outcomes reports

➤ To explore more Use Cases for Graduate Insights click here

Implementation & Rollout

Recommended Next Steps for Graduate Insights

➤ Determine Use Cases
  ○ Strategize with your teams on who would benefit from the Graduate Outcomes data housed in Graduate Insights
  ○ Click here to explore some Use Cases from our other partner institutions

➤ Explore the Platform
  ○ Begin exploring and familiarizing yourself with the Platform. Click around, add filters, and see how you can manipulate the data!
  ○ Click here to download an eBook guide on how to use Graduate Insights

➤ Invite others to the Platform
  ○ Any Admin can give or remove access
  ○ Users invited one by one via email directly through Graduate Insights

➤ Set up further Training Sessions
  ○ Once you've explored, set up follow up training sessions/Q&A sessions with the Partner Success Team

University of Alabama System

Steppingblocks
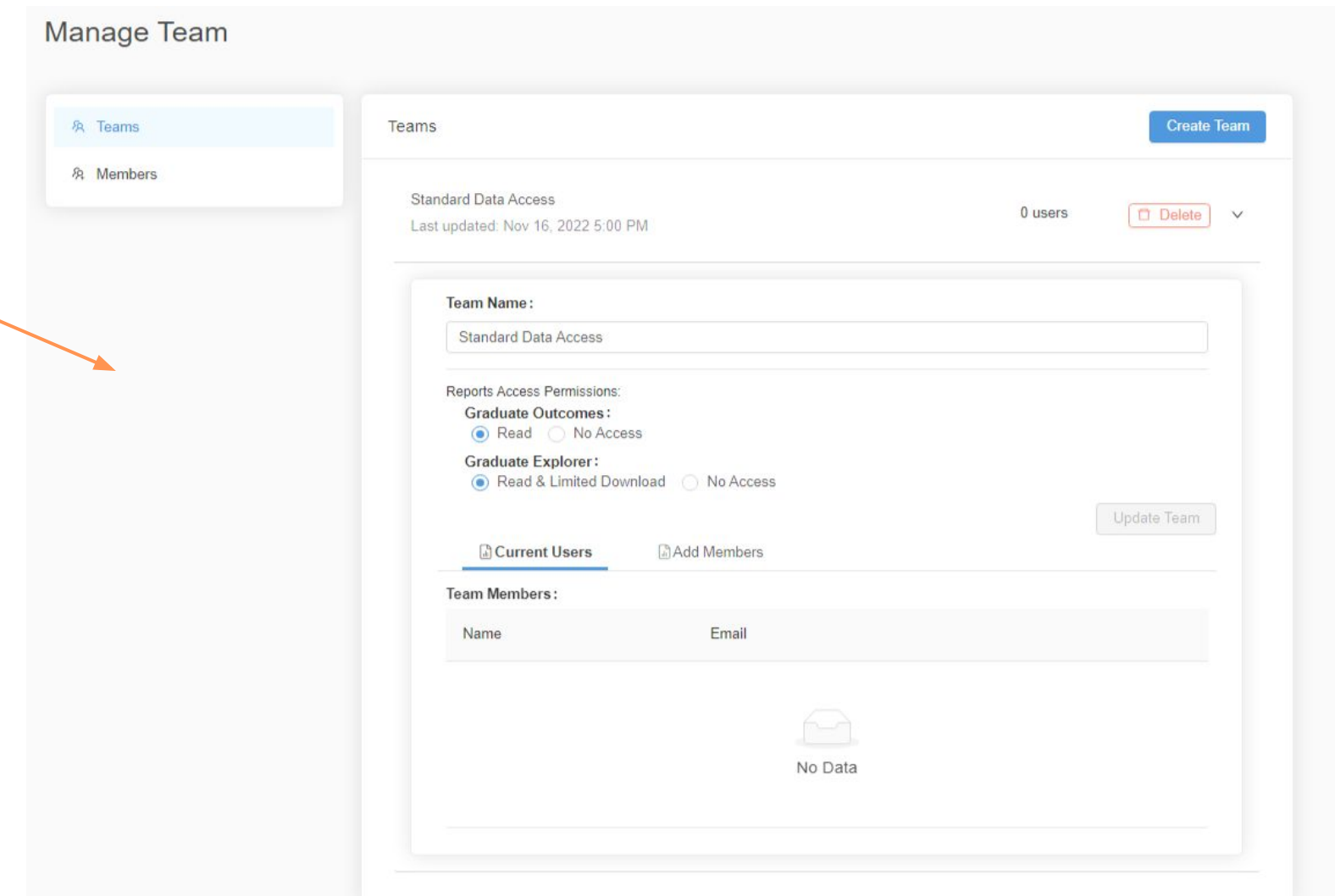
Best Practice: Make the platform as accessible as possible to students

➢ Make the platform accessible to students
  ○ We've seen schools have the most success with Digital Career Counselor when they use it in conversations with students, and provide students with incentives to explore the tools.

─────────

➢ Integrate the platform into the curriculum
  ○ University of Maryland Global Campus
  ○ eBook: Incorporating Digital Career Counselor into Curriculum

➢ Leverage Digital Career Counselor in advising conversations
  ○ University of Memphis
  ○ eBook: Maximize the Digital Career Counselor in Advising

➢ Add data & easy access to the platform on your website
  ○ Georgia State University

UNIVERSITY of Alabama System

Steppingblocks

Implementation & Rollout

Recommended Next Steps for Digital Career Counselor

University of Alabama System

Steppingblocks

➤ Marketing & Promotion
- Check out our flyer templates
- Use our promotional video
- Email your students with our email templates
- Add Digital Career Counselor to your website

➤ Encourage Students to Explore
- Utilize our classroom integration guide & activities
- Maximize Digital Career Counselor in Advising

➤ Train Staff
- Learn how to navigate the platform
- Browse our Help Center articles
- Request a training session with the Partner Success team

Summary

Thank you for joining us today! We hope this was helpful in kickstarting your rollout of Steppingblocks on campus!

As a reminder, today we covered…

Resources to Support Rollout

Considering Your Use Cases

Preparing for Launch!

University of Alabama System

Steppingblocks

Sign Up For Training!

Share these dates with all campus users to assist with onboarding!

University of Alabama System

Steppingblocks

Visit the Resource Hub:
https://resources.steppingblocks.com/uas

Graduate Insights Training:

For any faculty / staff member who will need access to the dashboards or record level data

IR, Accreditation, Career Center, Alumni Relations, etc.

Digital Career Counselor Training

For any faculty / staff member who will be sharing the student-facing platform on campus

Career center staff, advisors, etc.

Need Assistance?
Helpful Resources

Chat

Inside the platform there is a chat feature in both Graduate Insights and DCC. The chat feature suggests articles from the Help Center to help with many problems, but unique questions can be asked and responded to

University of Alabama System

Steppingblocks

UAS Specific Resource Page

Visit the UAS specific resource page for helpful links and resources on many topics, including where our data comes from, a DCC launching toolkit, and links to specific Help Center articles

Help Center

Find articles specific to DCC or Graduate Insights with training suggestions for basic searches, use cases, and a troubleshooting FAQ

Connect via Email

Feel free to reach out via email to the Partner Success Team. This is the preferred method for discussing SSO, irregularities in the data, or additional trainings needed

Jacob Bonne - Jacob@Steppingblocks.com

Brian Waldron - Brian@Steppingblocks.com

Richelle Hurley - richelle@steppingblocks.com

Amanda Kallach - amanda@steppingblocks.com