



Welcome to the Digital Career Counselor!

Steppingblocks Overview of Digital Career Counselor Platform for Students

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Steppingblocks

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Meet the Team



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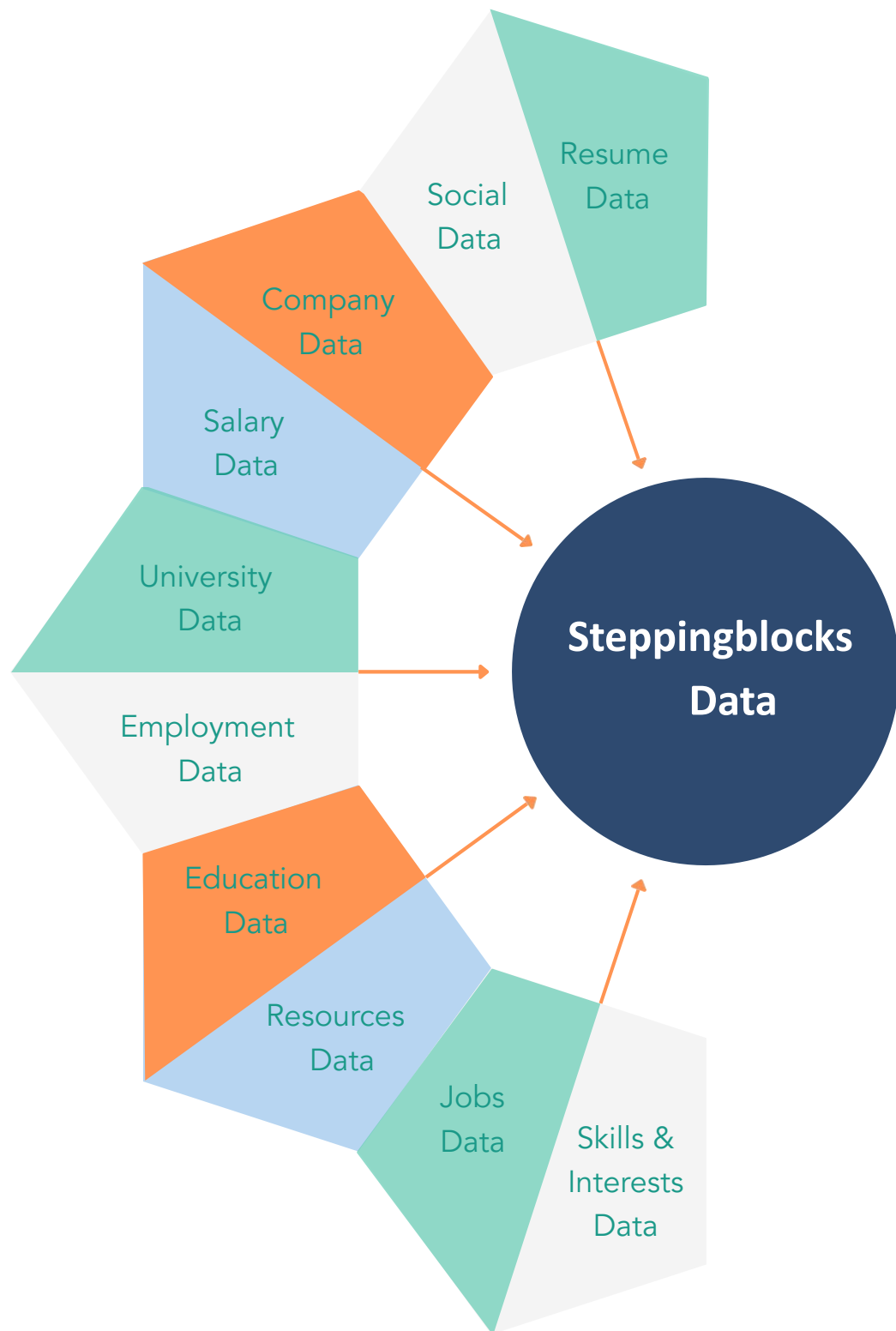


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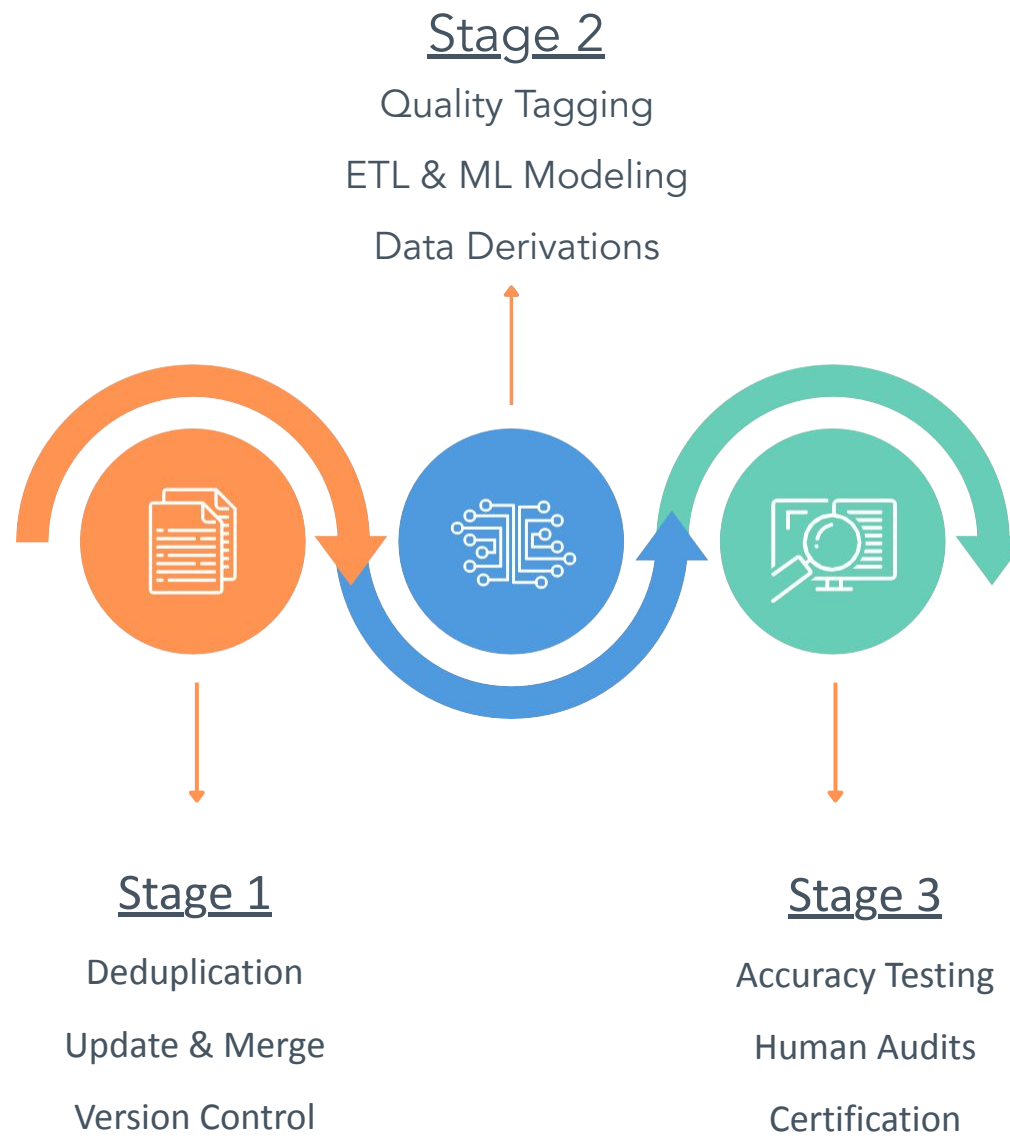
Agenda

- Overview of Steppingblocks data
- High Level Demo
- Determining your Use Cases
- Best Practices
- Promotion & Rollout
- Scaling & Implementation
- Help & Support

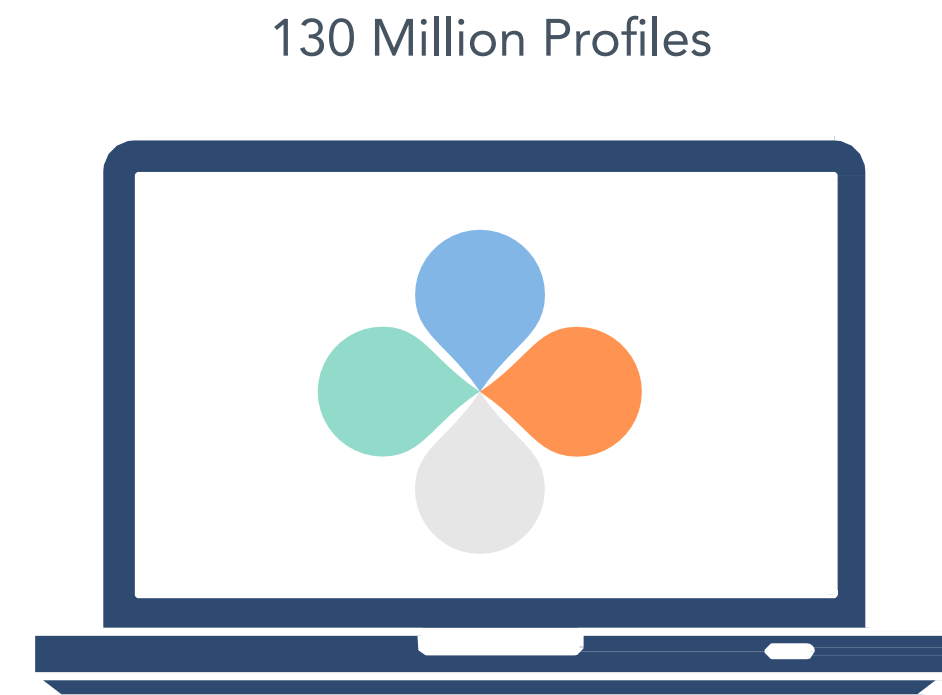
DATA ACQUISITION



DATA PROCESSING



INSTANTANEOUS APPLICATION DATA



25+ Million
Companies

7,000+
Colleges/Universities

Demo

Student Platform Digital Career Counselor

For Students, Career Services, Classrooms, Advising,
and Academic Analysis

Steppingblocks

Search by Career | Search by Major

JOB TITLE
Data Analyst

COMPANY NAME (OPTIONAL)
e.g. Facebook

US STATE (OPTIONAL)

Hooray! Your search matched 74,398 real people.

Common Job Skills

Education | Employment | Career Paths | Skills

Top Skills for Data Analyst
hover for info

	Popularity	Relevance	Salary
Tableau Software	Low	High	High
Data Analysis	Medium	High	High
R	Low	Medium	High
SQL	Medium	Medium	High
Sas (Software)	Low	Medium	High
Python	Low	Low	High
Data Mining	Low	Low	High
Data Visualization	Low	Low	High

Log Out

Determine Your Use Cases

- Ask Yourself:
 - *What are your students' unique needs when it comes to career preparation?*
 - *How can you leverage data to promote career readiness among students?*
 - *Where are the opportunities to incorporate career readiness into the student experience?*
 - *How can students benefit from accessing career data?*

- As you get ready to use Digital Career Counselor, make a plan for how to roll out and scale the platform

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

Best Practices & Resources

Digital Career Counselor

*Best Practice:
Integrate Digital
Career Counselor
into the Curriculum*



Steppingblocks

- Integrate Digital Career Counselor into the Curriculum
 - We've seen schools have the most success with Digital Career Counselor when they use it in the classroom, and provide meaningful activities to help students reflect and explore.

- Can be used in any course for any student level
 - Most commonly used in first year exploration or career readiness courses
- Steppingblocks Resource: eBook: [Incorporating Digital Career Counselor into Curriculum](#)
 - Includes assignment suggestions with learning objectives and materials for each module within Digital Career Counselor
 - Assignments are open to modification to fit your unique needs
- Partner Case Study: University of Maryland Global Campus
 - Article: [University of Maryland Global Campus](#)

Best Practices & Resources

Digital Career Counselor

*Best Practice:
Incorporate Digital Career Counselor into Advising Conversations*

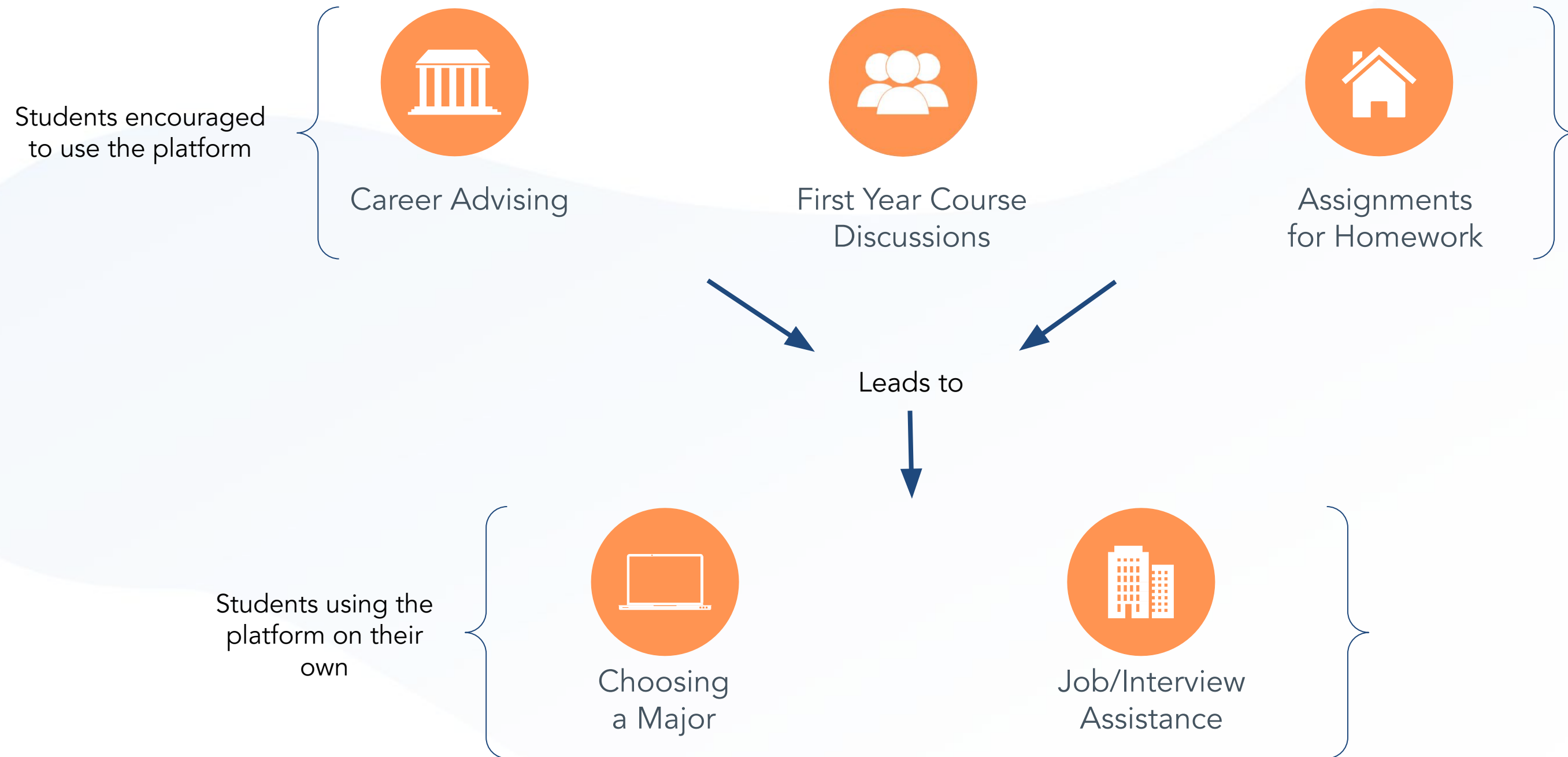


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- Incorporate Digital Career Counselor into Advising Conversations
 - Schools also report success with the platform when they include it in advising conversations with students.

- Create a more robust advising conversation
 - Give students access to data that can help them explore and make informed decisions
 - Empower advisors with access to data and information on a wide range of career fields and paths
- Steppingblocks Resource: eBook: [Maximize the Digital Career Counselor in Advising](#)
 - Includes information on how to use Digital Career Counselor to meet the different needs of your students, whether they're just starting out or getting ready to graduate
 -
- Partner Case Study: [University of Memphis](#)

Ways to Engage DCCC with Students



Promotion & Rollout

Promotion Strategy: Marketing

➤ Steppingblocks Resources:

- Flyer Templates
- Promotional Video
- Email Templates
- Infographics



Discover the ultimate solution for your career exploration journey with Steppingblocks' Digital Career Counselor! This platform puts your own personal career counselor at your fingertips 24/7, offering fully interactive dashboards to support you every step of the way.

Gain insight into outcomes for alumni of your school, empowering you to make informed decisions when planning your future! you can take your career exploration to the next level, and achieve your goals with confidence.

Explore career path matches by job title or major from a database of 135M+ professionals

Take a personality test to match interests & traits with real career journeys

Explore salaries, top employers, and job categories to gain a deeper understanding of what your future career could look like

Personalize your home page with content based on your own unique and personal interests

Insert your school's login information here

➤ Create your own!

- Flyers
- Social Media posts
- Emails
- Videos

➤ Partner Case Study: [Atlanta Metropolitan State College](#)



Promotion & Rollout

Promotion Strategy:
Add Steppingblocks
to your website

- Add Steppingblocks to your website
 - We strongly recommend schools add an overview of Steppingblocks to their website, as well as a link to login

Home > Career Services > An Introduction to Steppingblocks

Digital Tools To Help You Prepare For Your Career

Steppingblocks

What careers and industries can my degree lead to? What salary can I expect upon graduation? The data in Steppingblocks can help answer these questions.

Steppingblocks is an online career exploration platform. Students, faculty, and staff have access to a 20-question personality assessment, a career path explorer, an institutional outcomes explorer, and a tuition analyzer. You can access Steppingblocks using your University of Memphis Single Sign-On (SSO) information by visiting memphis.steppingblocks.com.

LOG IN TO STEPPINGBLOCKS

New To Steppingblocks?

Take a **guided tour** of the student platform.

Become a Steppingblocks Super User by watching a few **short videos**.



Steppingblocks

Promotion & Rollout

Promotion Strategy:
Add Steppingblocks
to your website

- Add Steppingblocks data to your website
 - Use the tool to add data information to your website, and encourage students to explore further

Your Degree at Work

WHO HIRES GEORGIA STATE UNIVERSITY ENGLISH MAJORS?

HERE ARE THE TOP FIVE EMPLOYMENT FIELDS OF GSU STUDENTS WITH AN ENGLISH DEGREE.

Select an industry below to explore how English majors flourish

Education

Information Technology

Media

Hospitality

Finance

INDUSTRY

EDUCATION

AVG. SALARY

\$48,739

AVG. YEARS OF EXPERIENCE

9.53

COMMON JOB TITLES

Educator, Administrative Associate, English Teacher, Language Arts Teacher, English Instructor, Teacher's Assistant, English Language Art Teacher, High School English Teacher, Elementary School Teacher, Instructor, Educational Associate

WHY HIRE ENGLISH MAJORS FOR THIS JOB?
THEY'VE GOT SKILLS!



Promotion & Rollout

Promotion Strategy: Classroom Presentations

- Present to students in their classrooms
 - Demo the platform to students and encourage them to take advantage
 - Have students pull up Digital Career Counselor on their laptop/phone and follow along
 - Can be a 10-15 minute overview or a full class block with activities

- Can present to students in other settings as well
 - Orientation sessions
 - Student club/organization meetings

Promotion & Rollout

Promotion Strategy: Faculty & Staff Trainings

- Introduce faculty & staff to the platform
 - Host a demo
 - Invite the Partner Success team to help!

- Encourage incorporation
 - Curriculum integration
 - Advising conversations

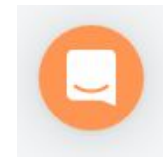
Steppingblocks Resources

- [Steppingblocks University of Alabama System Page](#)
 - Introductory Videos
 - Links to Resources
 - Webinar Recordings
- [Help Center](#)
 - How-to articles
 - Links to resources such as eBooks, videos, case studies, and more
 - Inspiration for use cases
- [DataU Series](#)
- [Case Studies](#)
- Digital Career Counselor Monthly Usage Reports
- Monthly Newsletter: Steppingblocks Spotlight

Need Assistance? Contact Us

Chat

Inside the platform there is a chat feature in Digital Career Counselor. The chat feature suggests articles from the Help Center to help with many problems, but Steppingblocks will respond to unique questions during normal business hours.



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 as needed.

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Questions?

