# University of Alabama System

# Welcome to Steppingblocks Graduate **Insights!**

Steppingblocks Graduate Insights Training Webinar

August 2023

# **Steppingblocks** Meet the Team







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# Agenda

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> What is Steppingblocks? • Understanding our Data ➤ Graduate Insights Demo Graduate Outcomes & Explorer Determining your Use Cases > Units Using the Platform • Examples of Use Cases ➤ Help & Support

# DATA ACQUISITION

# DATA PROCESSING



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# INSTANTANEOUS APPLICATION DATA

#### 130 Million Profiles



25+ Million

7,000+

Companies

Colleges/Universities

## Demo

398,965	Avg. Age 42	\$86,231	60% 40%	
op States	Alumni Geography			
e top states where your alumni live and work	Alumni counts displayed with	bubbles, and local population sho	wn with variable color on state and o	county levels
Pennsylvania	42.5% YUKON		Hudson Polymitug -	55
New York	8.7% +	Contraction of the second	Bay - wa	Pag
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# Graduate Outcomes + Graduate Explorer <u>Graduate Insights</u>

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

# Determine Your Use Cases

# > Ask Yourself:

- and/or institutional goals?
- future students?
- $\succ$  As you get ready to use the platform, make a plan for how to leverage the data
- Consider our recommended best practices and use cases from our partners



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• How can you leverage data to meet your departmental

• What are questions you have that data can help answer? • How can you use data to support previous, current, and

• How can students benefit from accessing career data?

 $\succ$  Who else on campus could benefit from accessing this data?

# Graduate Insights Use Cases

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Some examples of how our partners are leveraging Graduates Insights are...

- Using Graduate Insights for Accreditation and Reporting Efforts by... Ο
  - Generating Data to meet performance funding metrics

  - support Accreditation efforts
- Using Graduate Insights for Academic Program Insights by... Ο
  - Exploring the top employers of recent graduates (or other parameters)

  - Exploring industries where alumni are working
- Using Graduate Insights for Admissions and Recruitment by... Ο
  - Developing programs or major webpages (like this one at Georgia State) <u>University</u> that highlight alumni outcomes
  - Generating transparent alumni outcomes reports
- To explore more Use Cases for Graduate Insights click here

Generating skills based or other reports to supplement assessment efforts Click here to download an eBook guide on how to use Steppingblocks to

Filtering data by salary to understand what skills correlate with the highest ROI

Utilization by Select Units

Graduate Insights



career coaching

# Institutional Research: Alumni outcomes analysis

Academic Affairs: Program review, accreditation, program development

Enrollment Management: Admissions and recruitment

Alumni Relations & Fundraising/Advancement: Targeting alumni based on specific parameters

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# Example: University of Wisconsin Madison



Academic Planning Course Planning Students Faculty & Staff Diversity

HOME / INSTITUTION OVERVIEW / POST-GRADUATION OUTCOMES

#### **Post-Graduation Outcomes**

Reporting of post-graduation outcomes, including earnings of graduates, is increasingly expected of colleges and universities nationwide. There is interest on the part of current and future students and their families, legislators, policy makers, and the general public about understanding the value of a college education. UW-Madison is participating in multiple efforts to evaluate newer and more comprehensive sources of earnings and other outcome information. Other kinds of student achievement and outcomes data are also available. (See the October 2021 APIR webinar, Data Resources for Graduate Outcomes and Alumni.)

#### **Steppingblocks**

<u>Steppingblocks</u> is a tool that provides information about graduate employment, location, salaries and earnings, skills, and other information related to alumni in the workforce. School/College and departmental units who can utilize this data in their work may fill out <u>this</u> <u>Google form</u> to request login access to Steppingblocks.

For information about how to use Steppingblocks data:

-view the December 2020 APIR webinar, <u>Data Resources for Graduate Outcomes and Alumni</u> -see the Steppingblocks blog post, <u>The 7-Step Play Book for Putting Graduate Outcomes Data</u> to Work

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# Examples of Steppingblocks Usage

- · Can be used to support student learning assessment and program review.
- Create an infographic summarizing outcomes data for your area of interest to help inform your audiences about the outcomes for your major.
- Use skill data to help students interested in career outcomes understand what skills are commonly developed by graduates.
- Create opportunities for connections between program/school/college and companies via alumni connections.
- Targeted alumni outreach based on where alumni are located.
- · Understanding career trajectories of alumni over time.
- Providing information in lieu of an alumni survey, supplemental information could be collected via contact with alumni.



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# **Example: Florida International University**

READ TIME 14 MINS | Career Readiness

# How to Diagnose Post-Graduation Health With Data



Written by Steppingblocks Team





Season 1 | Episode 4 | Dr. Jacob Bonne With Guest-Host Paden Goldsmith, FIU



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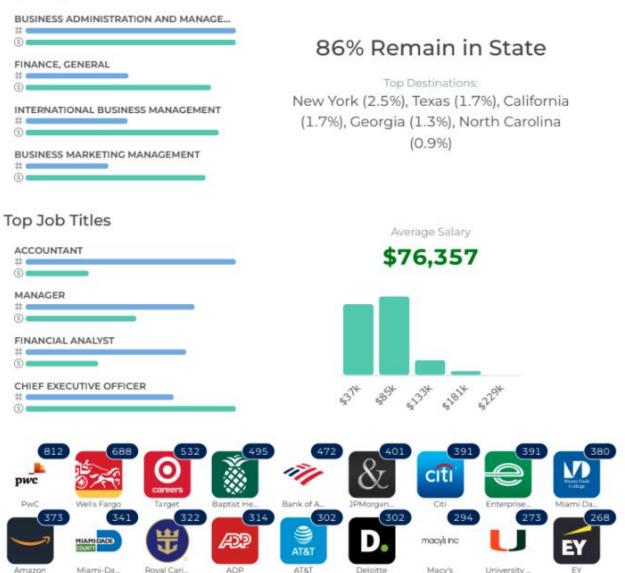
Florida International University

#### College of Business

Summary of outcomes for graduates of College of Business. 🖉

Filtered Alumni	Avg. Age	Avg. Salary	Male / Female
23,932	31	\$76,357	51% 49%

#### Top Majors



# Example: West Virginia University

**READ TIME 24 MINS | Career Services** 

# **Hire a Mountaineer: How West Virginia University Supports Student Career Success**



Written by Dr. Jacob Bonne



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#### S3 | E1 | Dave Durham, West Virginia University



Hire a Mountaineer: How WVU Supports Student **Career Success** 

137,477

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42

\$85,354

57% 43%

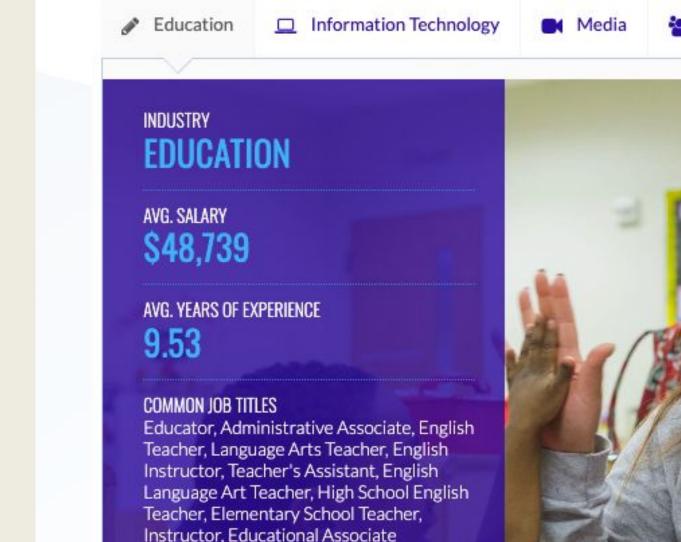
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# Example: Georgia State University

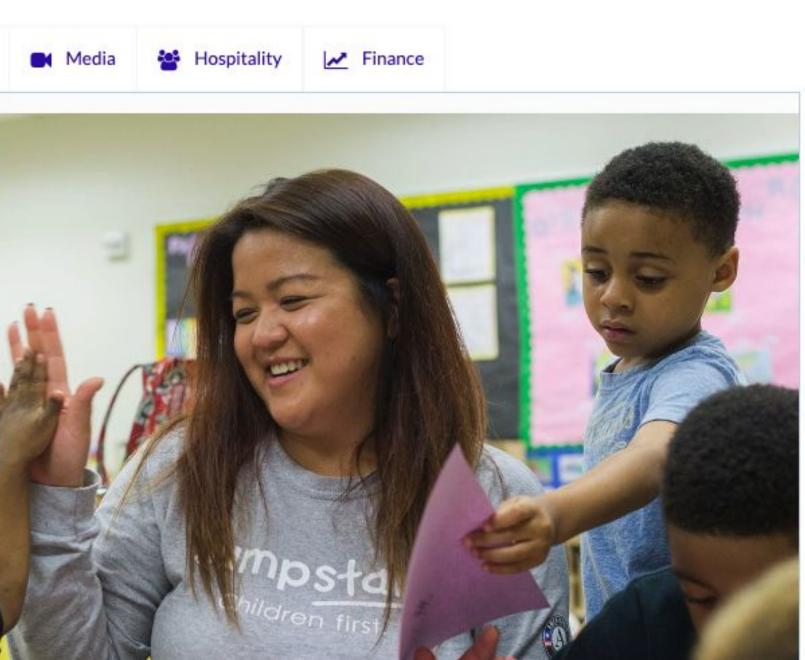
# Your Degree at Work

### WHO HIRES GEORGIA STATE UNIVERSITY <u>ENGLISH</u> MAJORS? Here are the top five employment fields of GSU students with an <u>English</u> degree.

Select an industry below to explore how English majors flourish



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



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# Best Practices To Maximize Use

Identify what you want to accomplish with the platform. What data do you want to collect? Who needs to see the data?

#### Brainstorm and Plan Use Cases

#### Find Others

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Identify who else could benefit from this data and share access with them. Develop a process to distribute / request access You might like to watch training videos, read through FAQs, or just jump in. Use the platform, understand what data there is and re-calibrate your use cases if necessary

#### Explore the Platform

#### Gather Needed Data

Run the reports and create the data output. Share as needed

# Need Assistance? Helpful Resources

### <u>Chat</u>

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

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### 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

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Amanda Kallach - <u>amanda@steppingblocks.com</u>