Steppingblocks

Digital Career Counselor

Supporting data-driven career exploration for students

USG Implementation
November/December 2022

- December 8th from 2-3pm
- December 13th from 2-3pm

Topics We Will Cover Today

➢ What is Steppingblocks?
➢ Understanding our data
➢ Digital Career Counselor (DCC) Demo
➢ Use Cases & Best Practices
➢ Help & Support

Steppingblocks Team

Jacob Bonne
Analytics Consultant
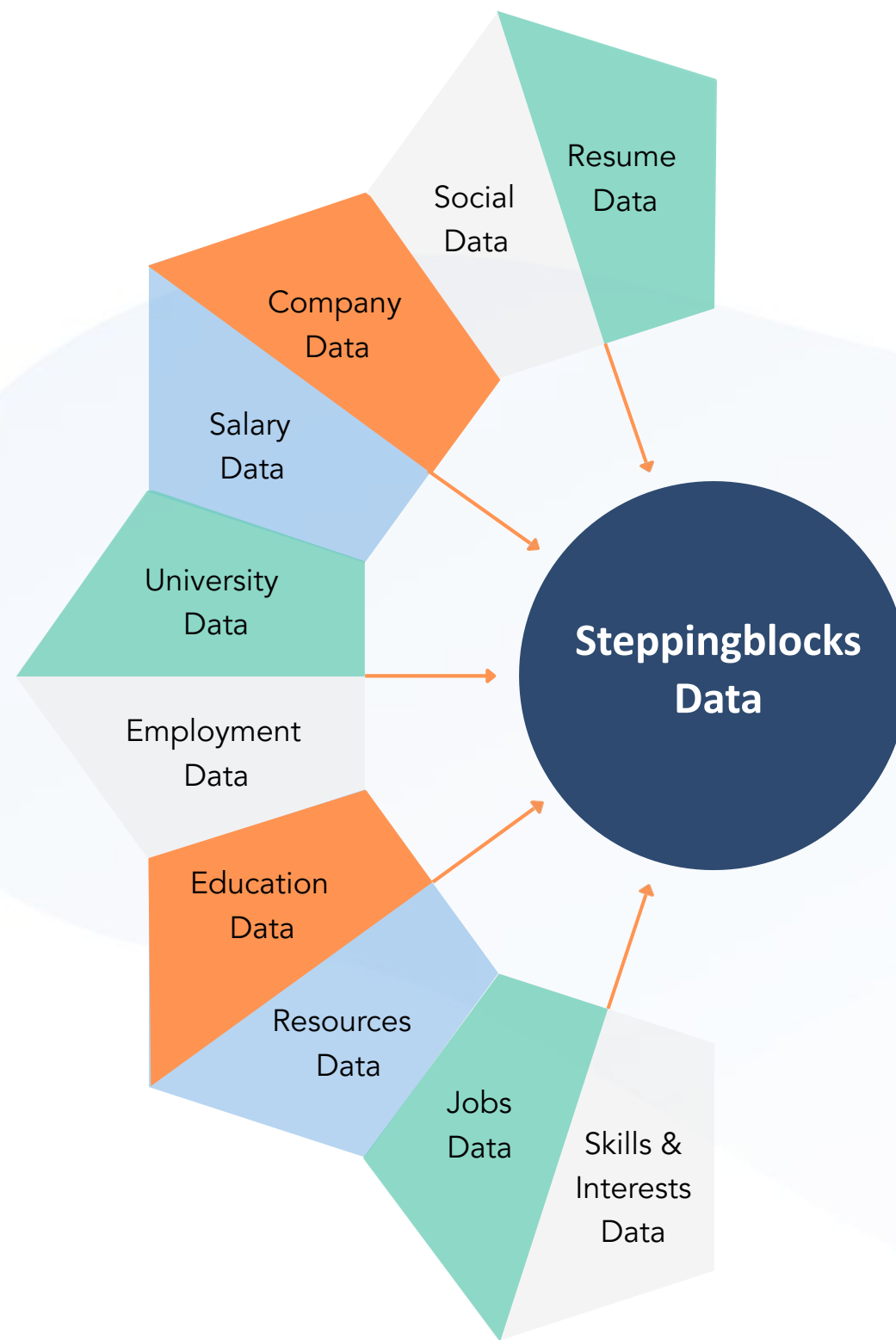Jacob@Steppingblocks.com

Johanna Jacobi
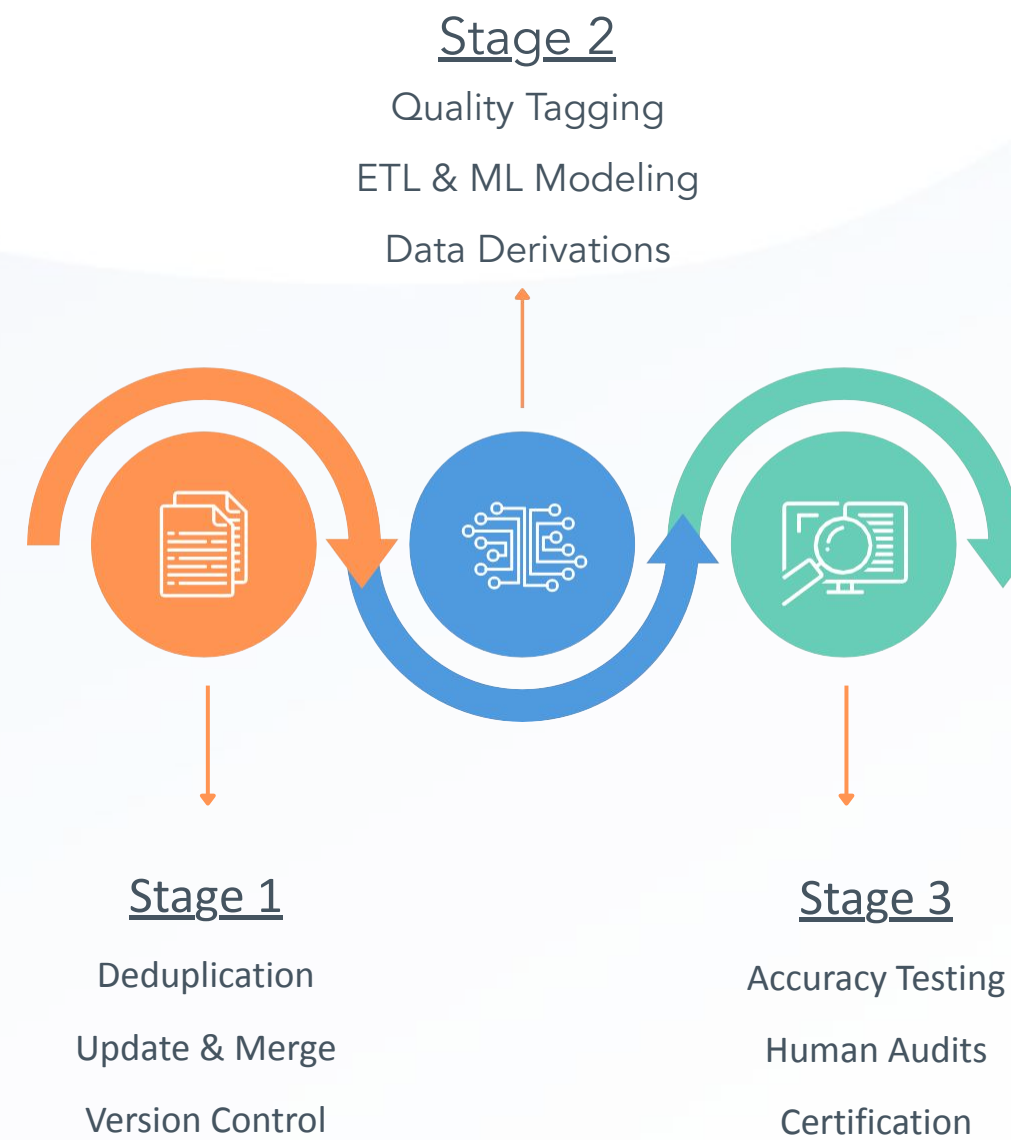Director of Client Services
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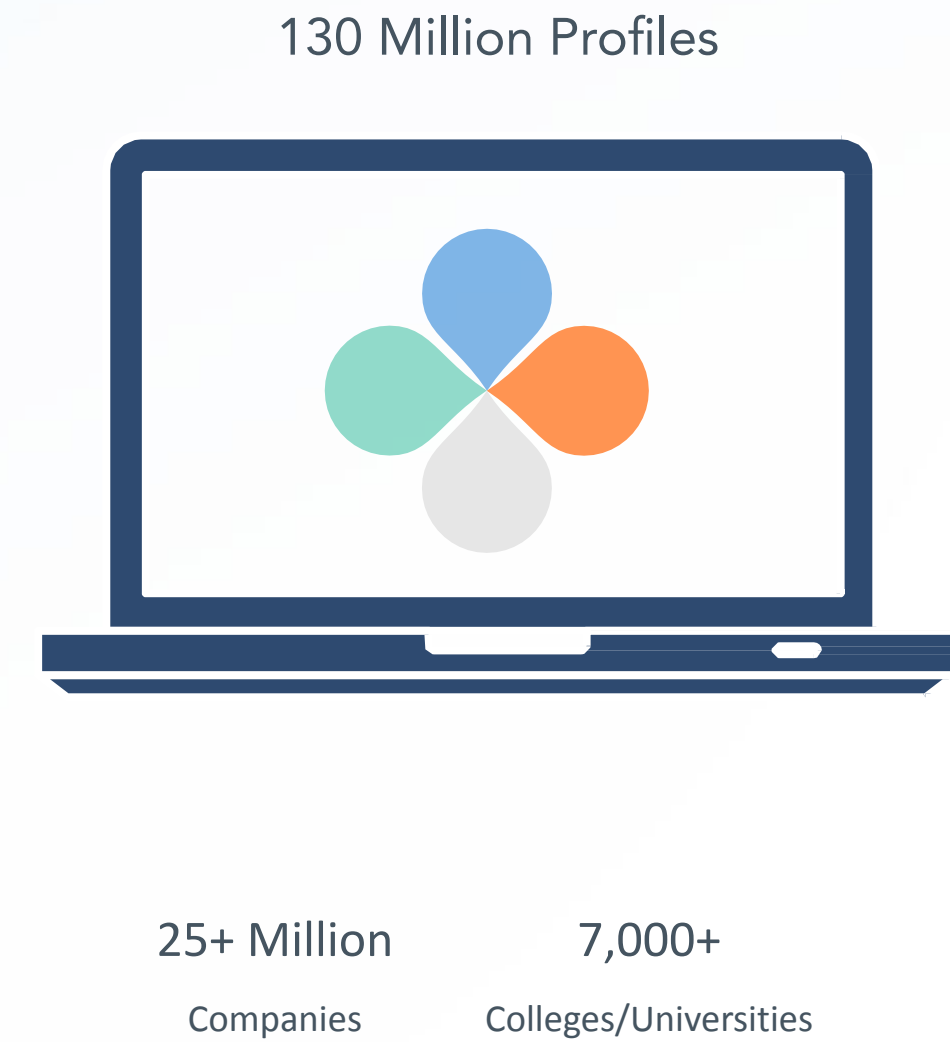Brian@Steppingblocks.com

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

Steppingblocks Demo

Student Platform

Digital Career Counselor

For Students, Career Services and Academic Analysis

Partner Use Cases

Learn more about [partner use cases](#) in our Help Center

Example: Georgia State University

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!

"With your tools, we've had a significant drop over the last five years in the number of students changing majors… it means that more students are graduating with less debt. It means fewer students are running out of aid before they finish any degree program and hence drop out without a degree."

- Dr. Timothy Renick, National Institute for Student Success

Example: Augusta University

Strategy or activity	Infuse Momentum into Career Engagement
Summary of Activities	Career Services launched Steppingblocks in August of 2019 as a software platform that can help students tie a personality assessment to career and major options, coupled with deep analytics on the career ladders of real Augusta University graduates from those disciplines. Students can assess the pathways of Augusta University alumni as an additional means of determining their academic plan based on career interests/abilities.
Outcomes/Measures of progress	At the close of FY 2020, 533 students created an account on the Steppingblocks platform and 82% of the students completed the personality career assessment component. The system shows that 48% of the users return to access the platform repeatedly for additional insights. Given this is a completely voluntary system and rollout, we are pleased with the fact that almost half of the users continue to harness the power of the data mining in the system.
Lessons Learned and Plans for the Future	Healthcare, science, technology and education are the top common interests in students using the system. Top majors searched include healthcare, business and psychology. Students spend the majority of their time in the platform exploring careers and educational pathways. Aggregate data from the assessment analysis indicates the top 5 personality types of students align most with introversion, sensory strengths and a feeling vs. thinking framework. This was particularly helpful in learning how to create virtual content in light of COVID-19 challenges. Our fall 2020 virtual programming focused on designing content using these core traits to celebrate the individual, attract an emotional connection to the purpose/content and deliver a strong sense of structure to the content in a very tangible, applied manner.
Changes because of COVID-19	No alternative arrangements were required due to the pandemic

Example: University of Maryland Global Campus

READ TIME 5 MINS | Student Engagement Career Services

How UMGC Career Services Grew Student Engagement by 347%

Written by
Erin King

The future of Career Services and Student Success depends on decentralization.

In 2019, the University of Maryland Global Campus (UMGC) had over 294,000 worldwide course enrollments — online. The idea that an attractive brick-and-mortar career center would drive student engagement and success was impractical. By necessity, they designed a model that aligned with the widespread shift in learning. The result is a meaningful career development strategy students actively engage

Example: West Virginia University

Ways to Engage DCC with Students

Students encouraged to use the platform

Career Advising

First Year Course Discussions

Assignments for Homework

Leads to

Students using the platform on their own

Choosing a Major

Job/Interview Assistance

Required for Rollout: Website

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**.
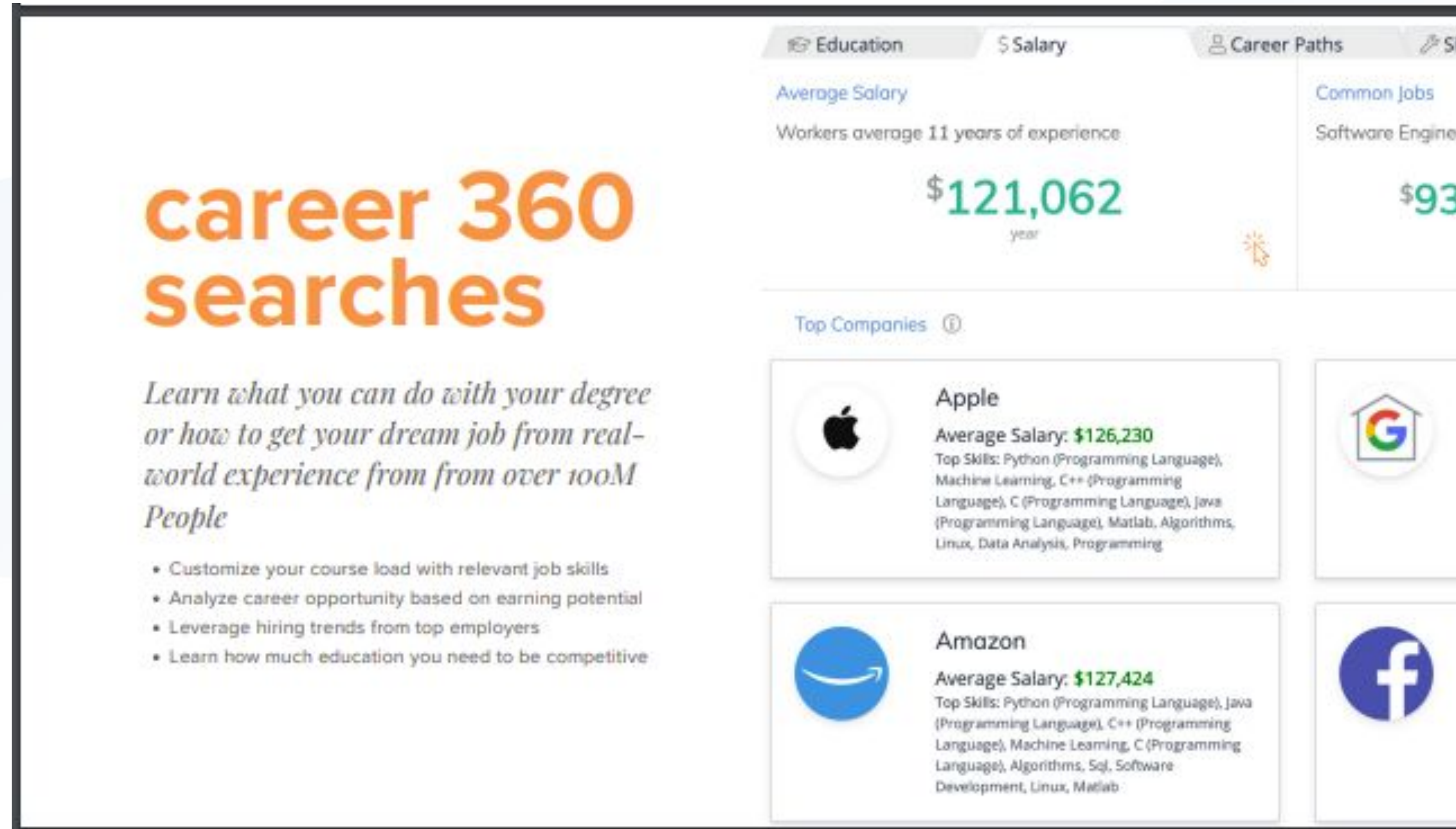
LOG IN TO STEPPINGBLOCKS

New To Steppingblocks?

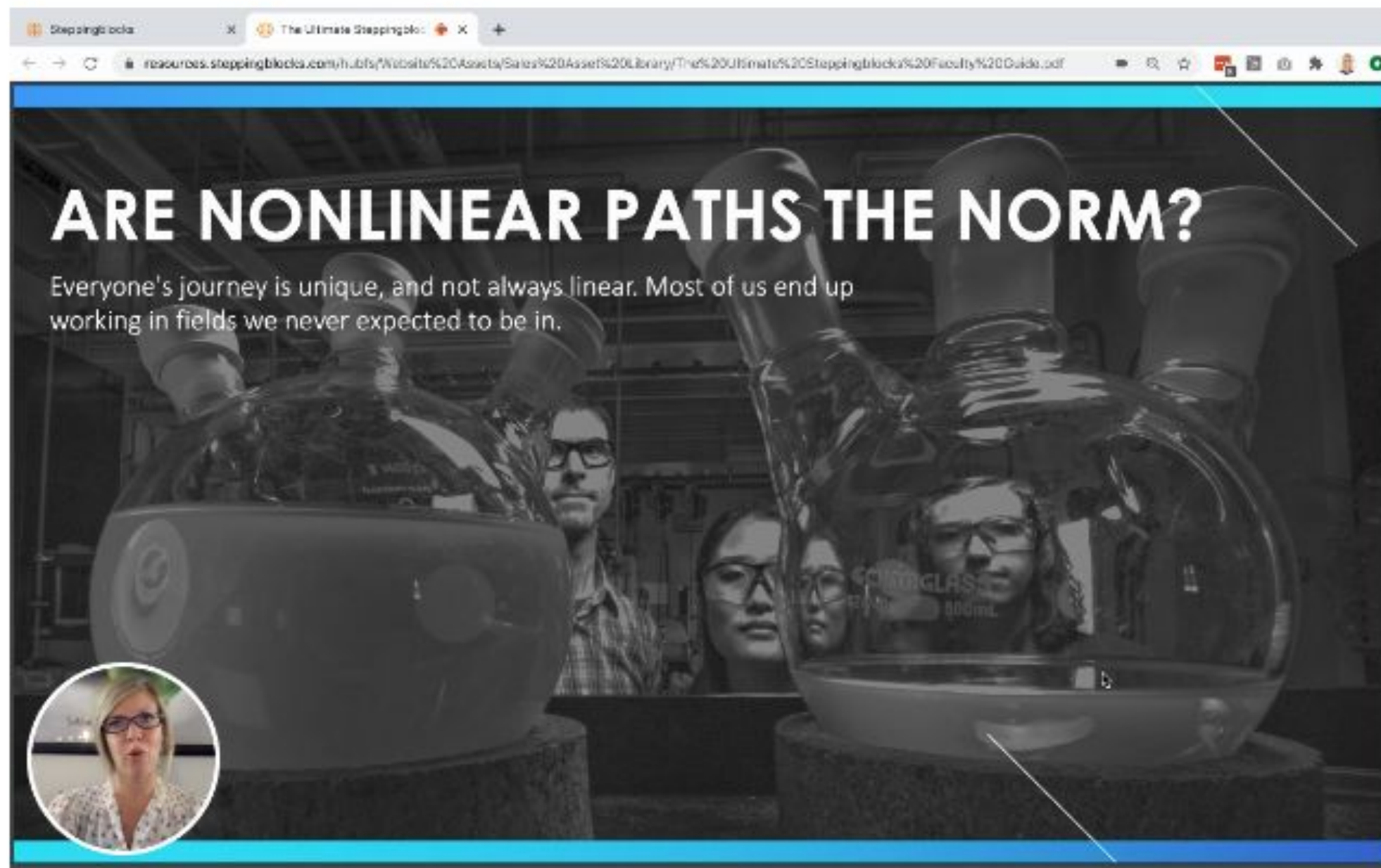Take a **guided tour** of the student platform.

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

Required for Rollout: Newsletter & Email Distribution

Required for Rollout: Faculty & Staff Training

The Ultimate Faculty Training Guide

Required for Rollout: Social Media Outreach

why is college so expensive... #college #collegeadvice #studentloans #financialaid #student

Recommended for Rollout: Curriculum Incorporation

Steppingblocks

EXAMPLE COURSE ASSIGNMENTS

Steppingblocks Assignment #1

Login to Steppingblocks using your university single sign on information. Click on the Search360 tool on the left-hand navigation bar. Under "Search by Career" type in the name of an occupation you are interested in achieving in the future and choose one of the Job Titles provided. For the job title you chose, click on the "Career Paths" tab. Choose three different career paths and analyze the career progression. Answer the following questions:

1. What did you learn about the career paths of these individuals?
2. Would you say that their career paths were logical and linear, or did they have an indirect path?
3. What might be your first step in achieving a similar career path?

Steppingblocks Assignment #2

Login to Steppingblocks using your university single sign on information. Click on the Outcomes tool on the left-hand navigation bar. In the Outcomes tool, first start by selecting a major from the first column of the tool. Use the Outcomes tools to answer the following questions:

1. What is the average 5-year salary for the major that you chose?
2. What are the top three companies that hired our graduates in this major?
3. What are the top three skills that our graduates in this major report having?
4. What skills would you like to focus on in order to achieve a job in this major?

AUGUSTA UNIVERSITY

F/SYE

Augusta University / F/SYE / INQR 1000 FAQs

INQR 1000 FAQs

General Information

What is INQR 1000?

INQR 1000 is a one credit hour, seminar course designed to engage first and second year students in the discovery, exploration and analysis of ideas. There are two types of INQR 1000:

Option A: Designing your Life	Option B: Discipline-Based
A semi-structured curriculum designed to encourage students to move beyond a job title and work toward uncovering their purpose.	A topic-driven seminar which uses active learning strategies to emphasize the importance of asking questions in the process of learning.

Georgia Tech

Center for Teaching and Learning

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Teaching with Technology Resources

Home

We develop resources to help you leverage technology affordances to teach effectively and efficiently, no matter whether you are teaching face-to-face, hybrid, or online. These resources are available in Canvas Commons for you to directly import into your courses. You can preview them before you import them. They are by default unpublished. You can customize them before you make them available to your students.

We are actively developing new content based on faculty's greatest needs. If you have ideas about what resources could be useful for you and your colleagues, please let us know.

Resources Available in Canvas Commons

Need Assistance? Helpful Resources

USG Specific Resource Page

Visit the USG 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

Connect via Email

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

Jacob Bonne - Jacob@Steppingblocks.com

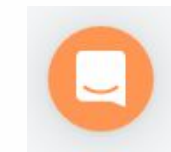Johanna Jacobi - Johanna@Steppingblocks.com

Brian Waldron - Brian@Steppingblocks.com

Help Center

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

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

Questions?