

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



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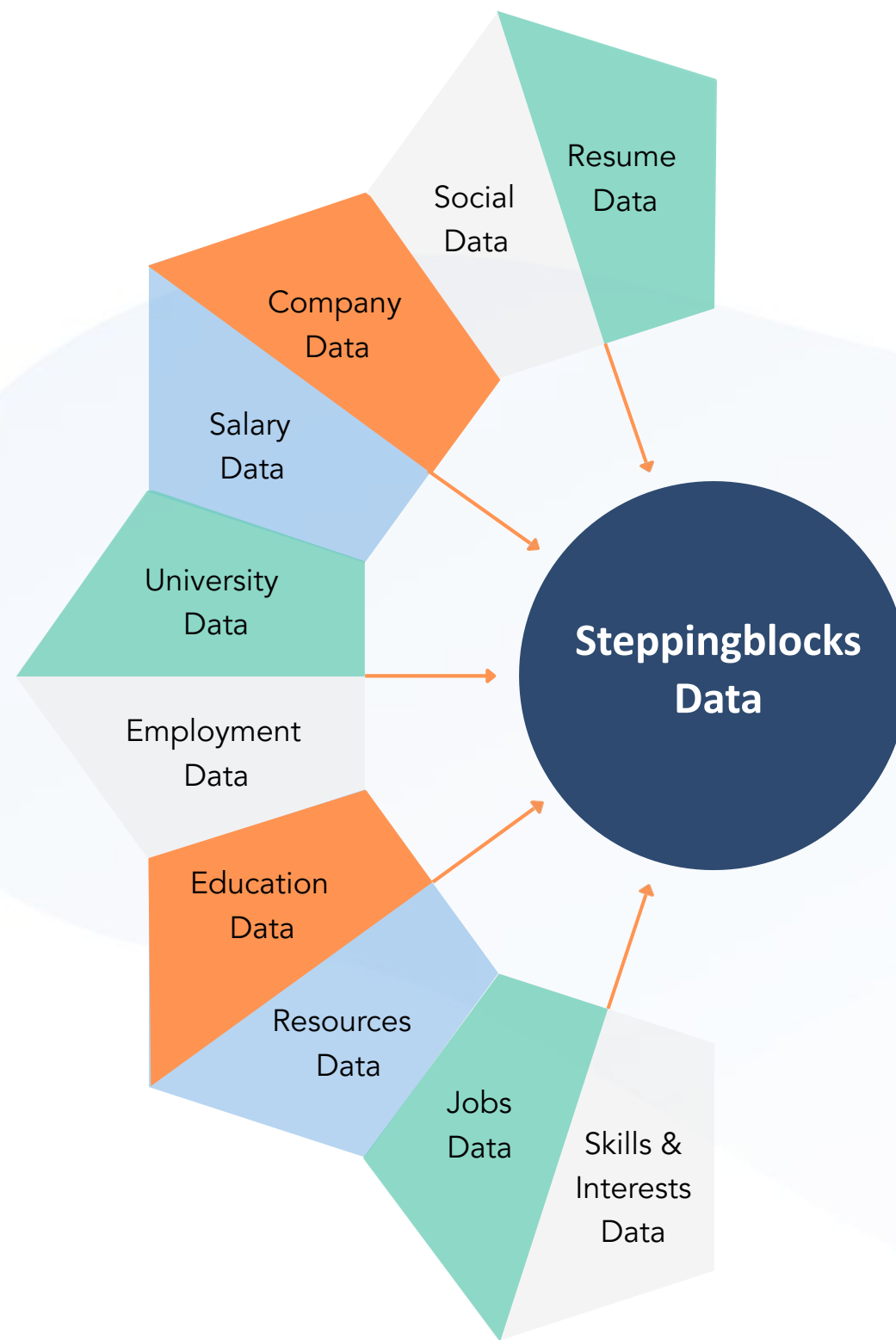


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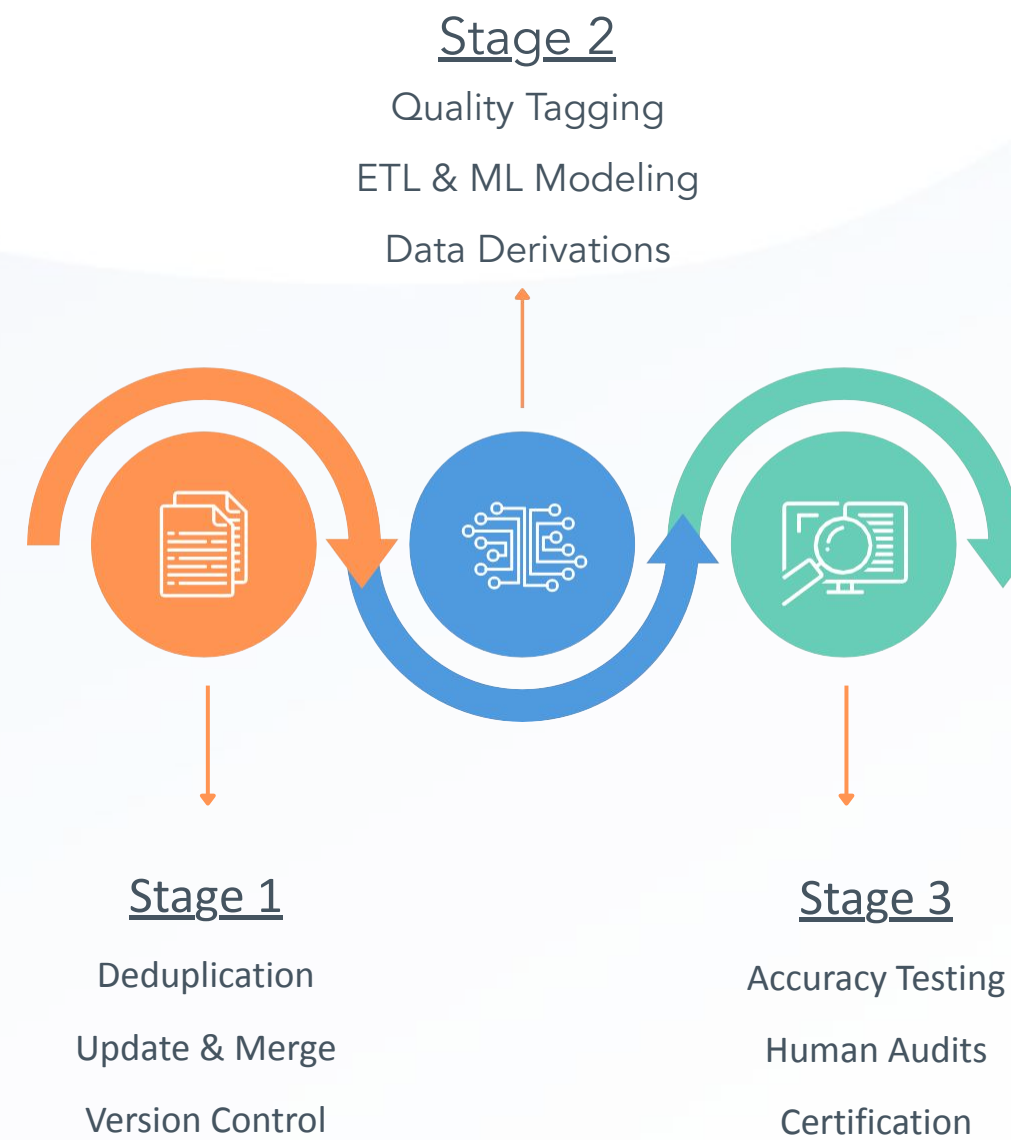


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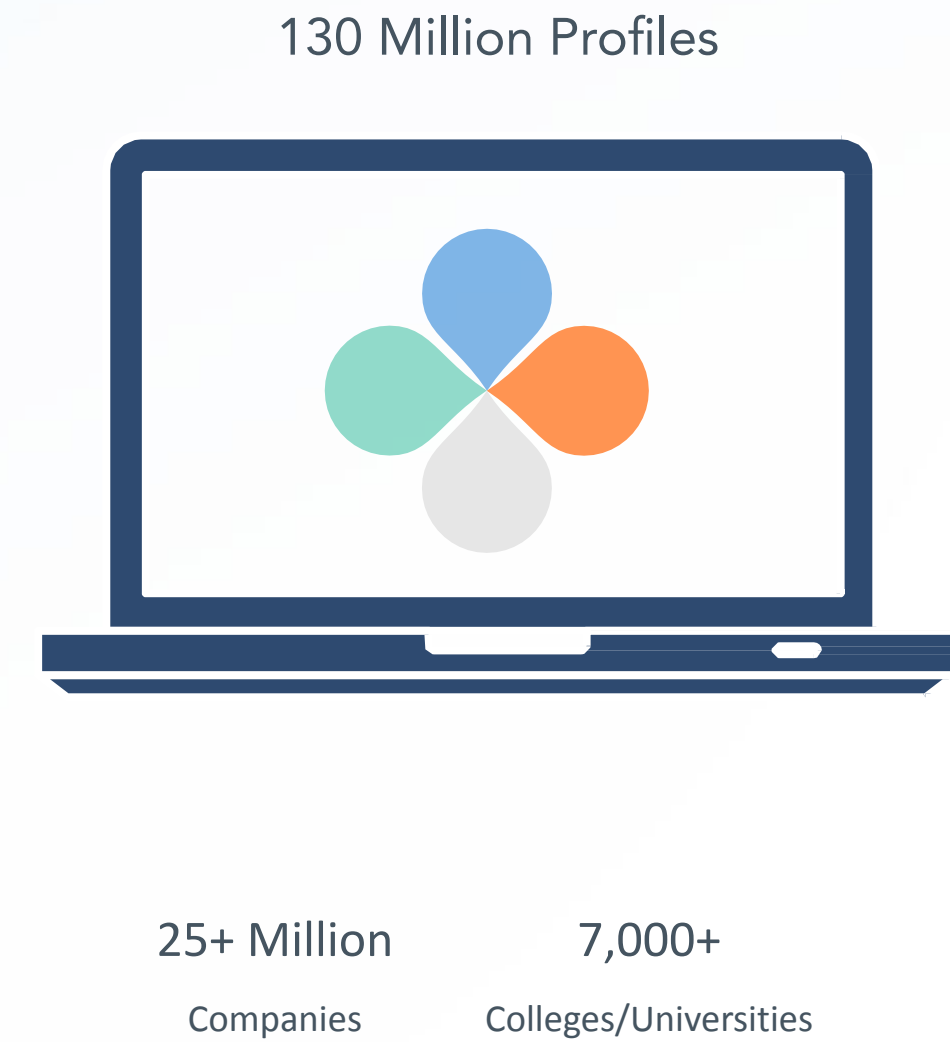
DATA ACQUISITION



DATA PROCESSING



INSTANTANEOUS APPLICATION DATA



Steppingblocks Demo

The screenshot displays the Steppingblocks Student Platform interface. On the left is a sidebar with the user's profile (Mary Lopez) and navigation links: Admin Home, Home, Search360°, Tuition, Job Board, Outcomes, and Personality. At the bottom of the sidebar is a Log Out button. The main content area features a search bar with two tabs: 'Search by Career' (selected) and 'Search by Major'. The 'JOB TITLE' field contains 'Data Analyst'. Below this, there are optional fields for 'COMPANY NAME (OPTIONAL)' (with the example 'e.g. Facebook') and 'US STATE (OPTIONAL)' (a dropdown menu). A message states: 'Hooray! Your search matched 74,398 real people.' Below the search results is a section titled 'Common Job Skills' with a play button icon. This section has four tabs: Education, Employment, Career Paths, and Skills (selected). The 'Skills' tab displays a list of 'Top Skills for Data Analyst' with a 'hover for info' instruction. Each skill is accompanied by three horizontal progress bars representing Popularity, Relevance, and Salary.

	Popularity	Relevance	Salary
Tableau Software	Low	Medium	High
Data Analysis	Medium	Medium	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

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



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!

A photograph of a woman with long brown hair, smiling and clapping her hands. She is wearing a grey sweatshirt that says 'Campstar children first'. A young boy in a blue shirt is standing next to her, looking down at a purple paper he is holding. They are in a classroom with colorful posters on the wall.

“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



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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

Steppingblocks

SOLUTIONS

ABOUT

RESOURCES

INSTITUTIONS

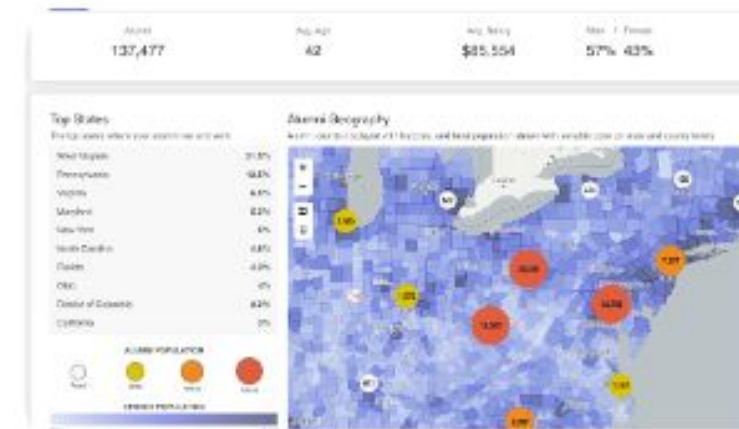
STUDENT LOGIN

READ TIME 24 MINS | [Career Services](#)

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



Written by
Dr. Jacob Bonne



S3 | E1 | [Dave Durham, West Virginia University](#)



Hire a Mountaineer: How WVU Supports Student Career Success



Ways to Engage DCC with Students



Required for Rollout: Website

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.

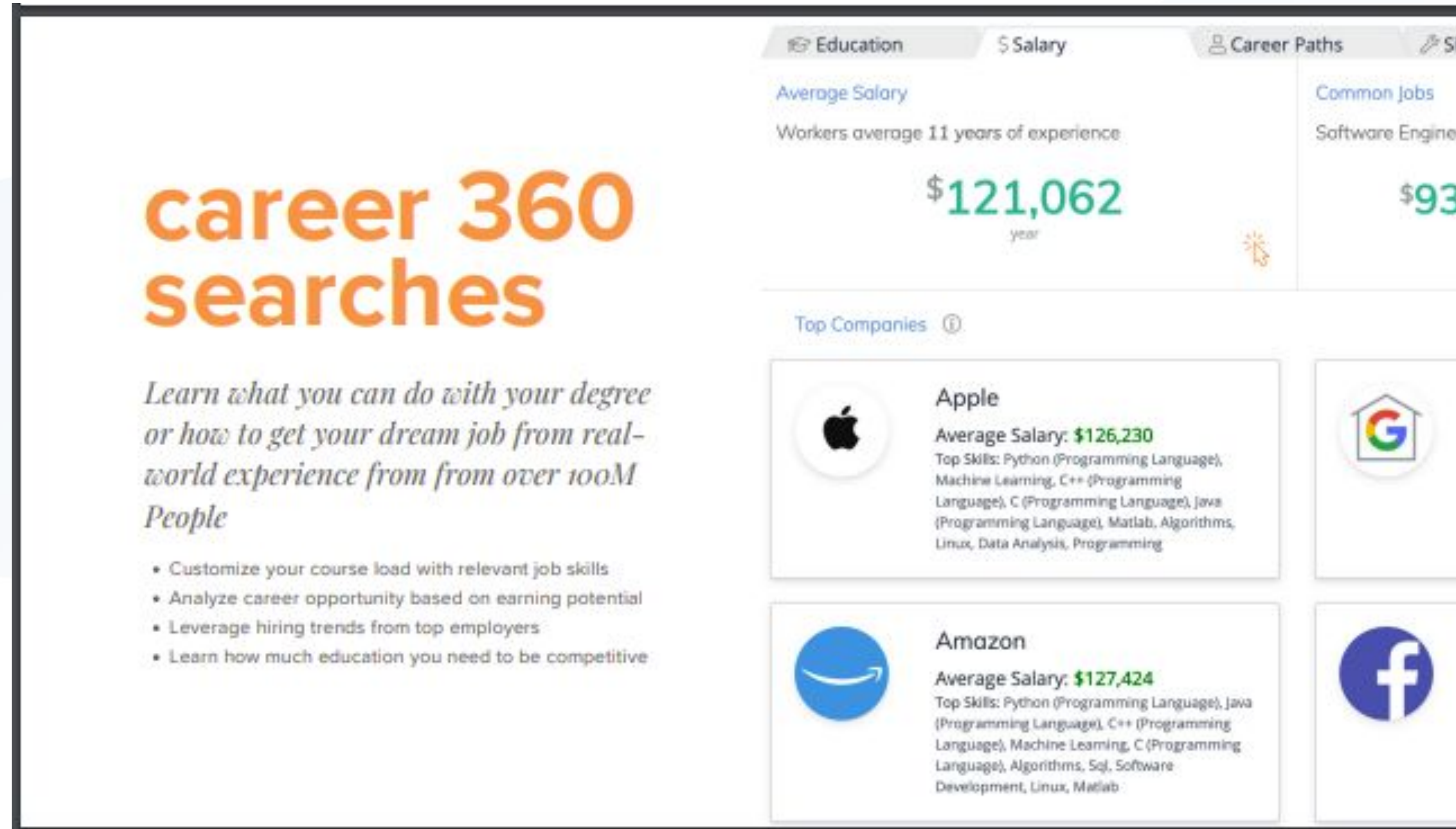
LOG IN TO STEPPINGBLOCKS

New To Steppingblocks?

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

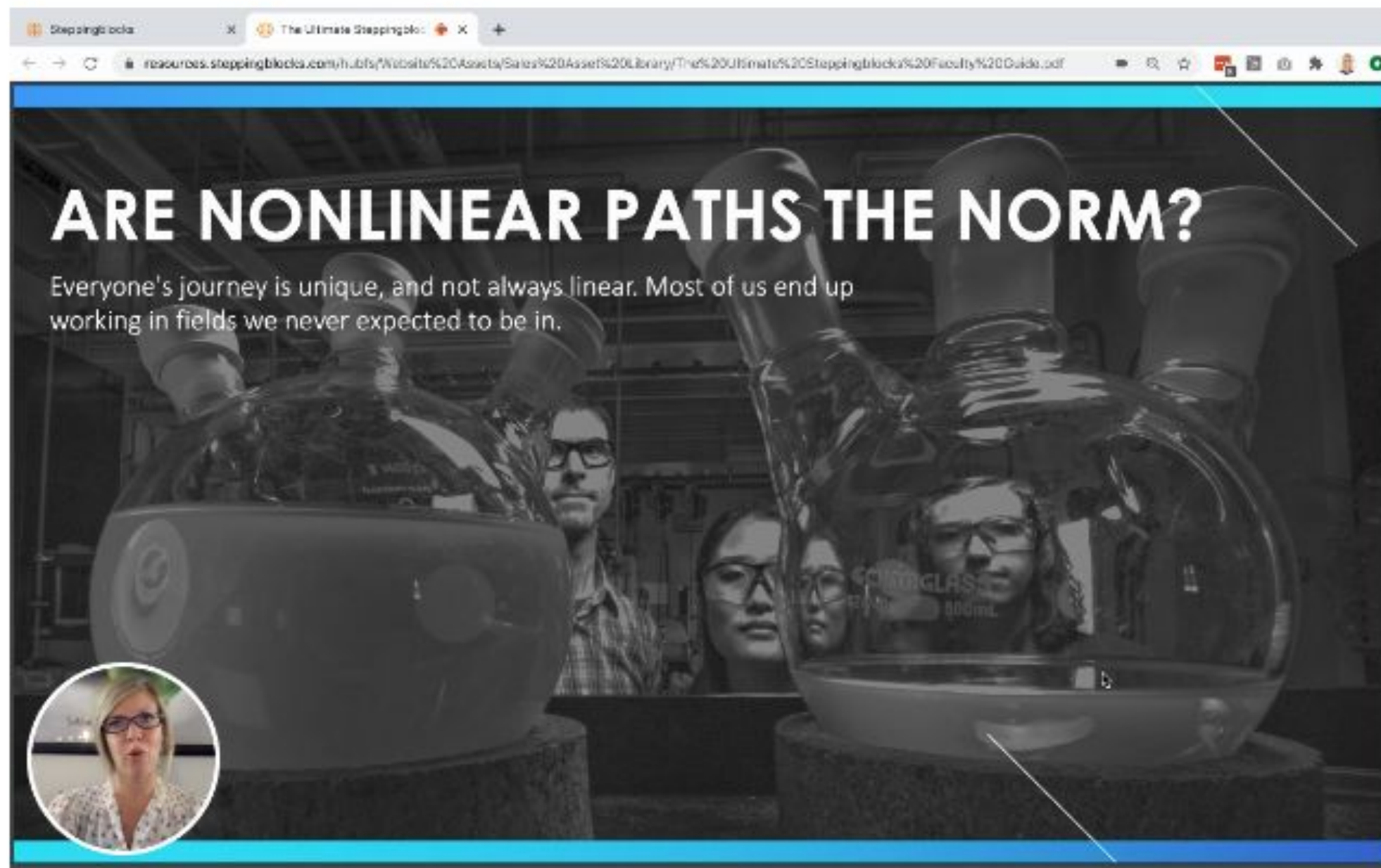
Become a Steppingblocks Super User by watching a few **short videos**.

Required for Rollout: Newsletter & Email Distribution



Required for Rollout: Faculty & Staff Training

The Ultimate Faculty Training Guide



Required for Rollout: Social Media Outreach

The screenshot displays a TikTok video of the Steppingblocks.com website. The website interface includes a 'College Search' section with dropdowns for 'US STATE' and 'COLLEGE/UNIVERSITY', and a text input for '4-YEAR TUITION' set to '\$ 36000'. Below this is a 'Student Loan Terms' section with sliders for 'INTEREST RATE' (set to 6%) and 'LOAN TERM' (set to 15 years), and a 'Save Search' button. The main content area shows a 'Total Costs' and 'Break-even Analysis' section. It lists: Total Investment: \$54,682; Interest Paid: \$18,682; Loan Amount: \$36,000; Interest Rate: 6.00%; Monthly Payment: \$304. A comparison states 'Same cost as: 10,317 Big Macs' with an image of a Big Mac. Below this is a 'Your Loan Amortization' graph showing two lines: one increasing (loan balance) and one decreasing (loan payments) over 15 years (YR1 to YR15). The TikTok video interface shows a play button, a progress bar at 00:07/00:38, the TikTok logo, the username @declassifiedcollege, and engagement metrics: 46.5K likes, 932 comments, and 2180 shares.

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?



F/SYE

Home Convocation Get Involved Stude

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.



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

MODULE
Remote Learning Student Guide
Undergraduate - Graduate
Chaohua Ou
153 views, 5 stars

QUIZ
CTL Start-of-Semester Survey
Undergraduate - Graduate
Chaohua Ou
449 views, 14 stars

ASSIGNMENT
Practice Quiz - Canvas New Quizzes
Undergraduate - Graduate
Chaohua Ou
0 views, 0 stars

QUIZ
Practice Quiz - Canvas Classic Quizzes
Undergraduate - Graduate
Chaohua Ou
0 views, 0 stars

QUIZ
CTL Survey for Early Course Feedback
Undergraduate - Graduate
Chaohua Ou
969 views, 10 stars

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

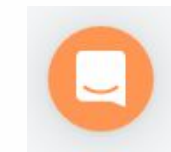
Brian Waldron - Brian@Steppingblocks.com

[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?

