

Steppingblocks

Use Cases for Institutional Leaders

Leveraging Steppingblocks to Further Strategic Initiatives

USG Implementation
November/December 2022

- December 9th from 10am-11am
- December 14th from 10am-11am



Topics We Will Cover Today

- Understanding our Data
- Solutions Overview
 - Graduate Insights
 - Digital Career Counselor (DCC)
- Use Cases & Strategies
- Help & Support

Steppingblocks Team



Jacob Bonne
Analytics Consultant
Jacob@Steppingblocks.com

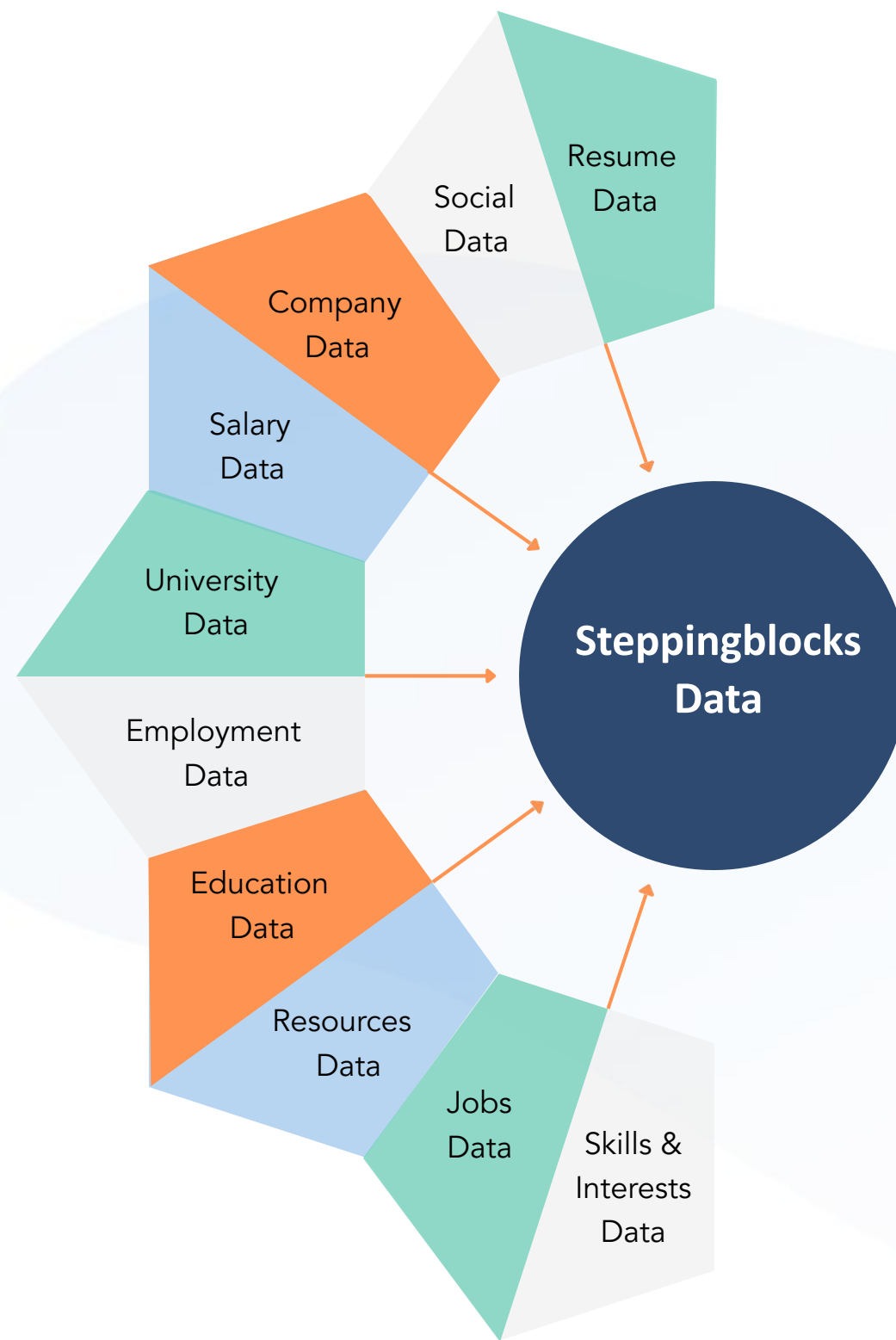


Johanna Jacobi
Director of Client Services
Johanna@Steppingblocks.com

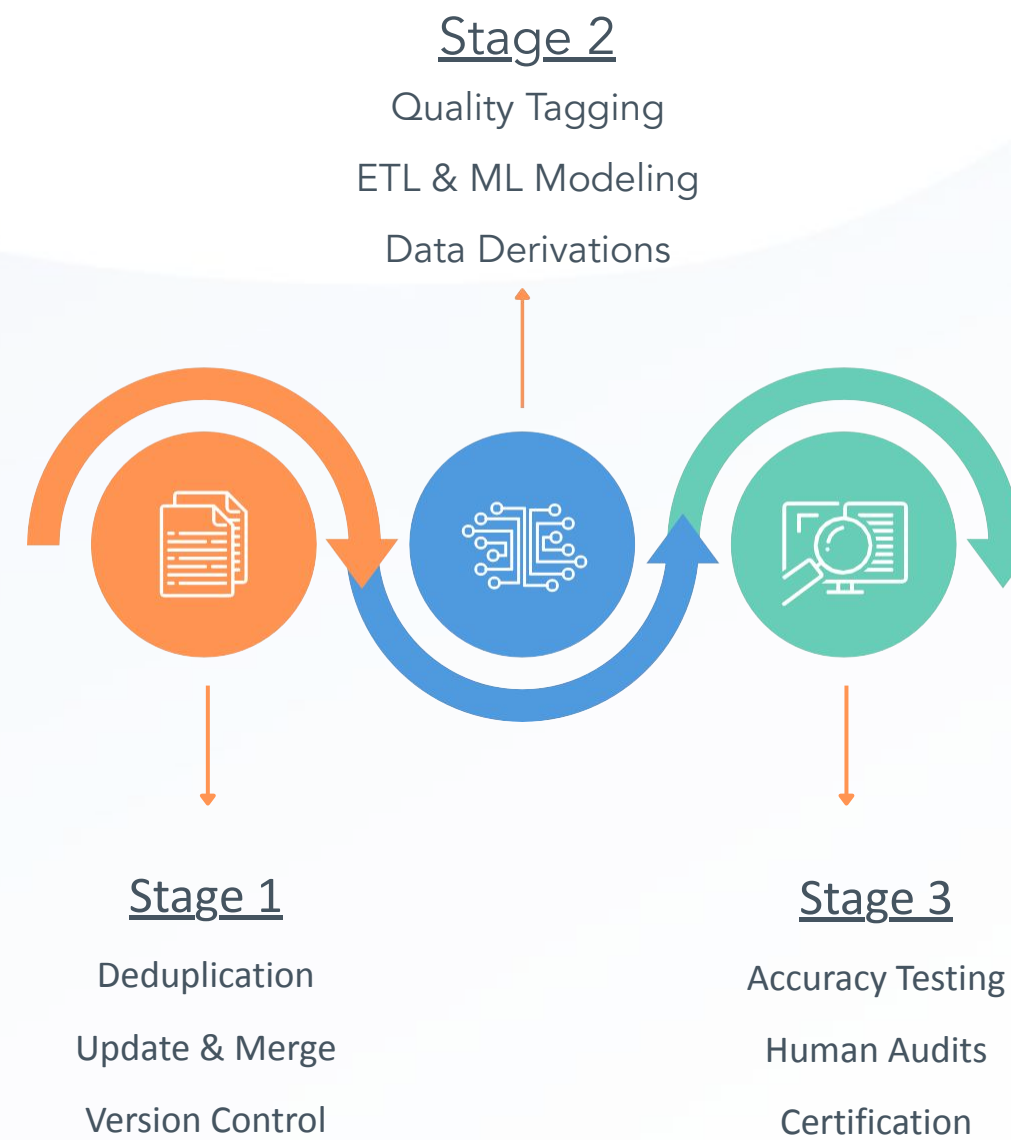


Brian Waldron
Client Success Specialist
Brian@Steppingblocks.com

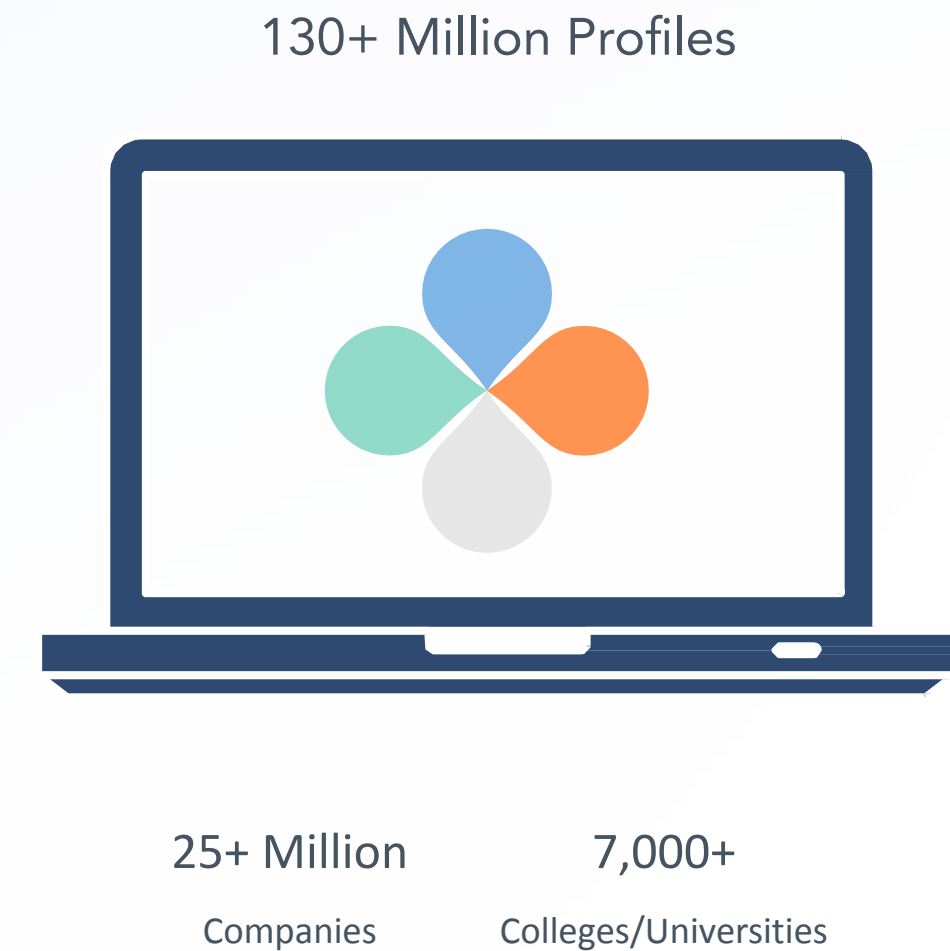
DATA ACQUISITION



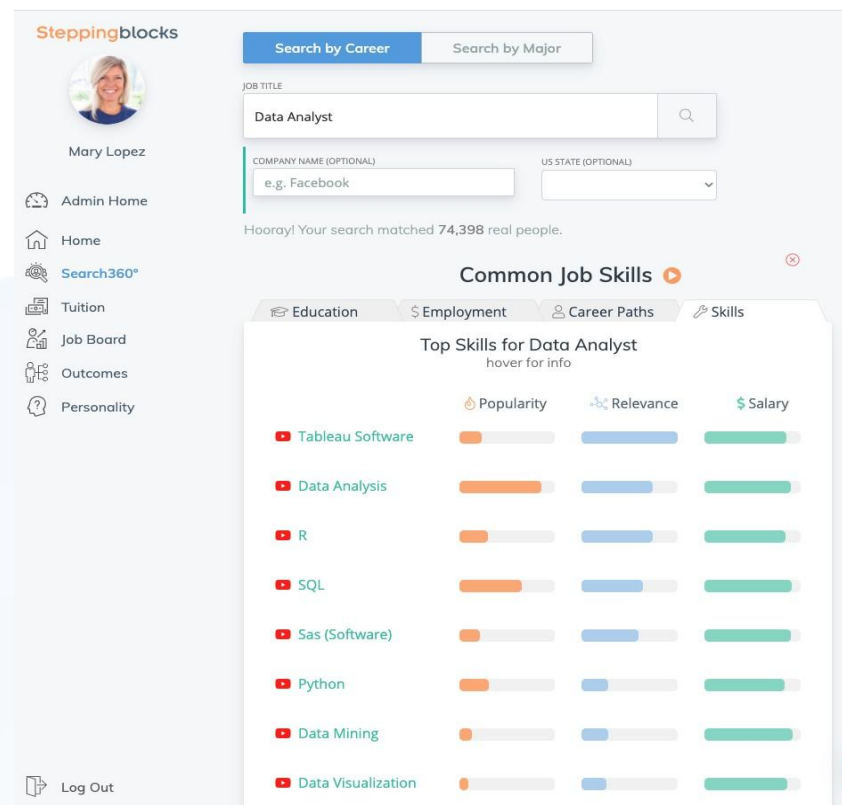
DATA PROCESSING



INSTANTANEOUS APPLICATION DATA

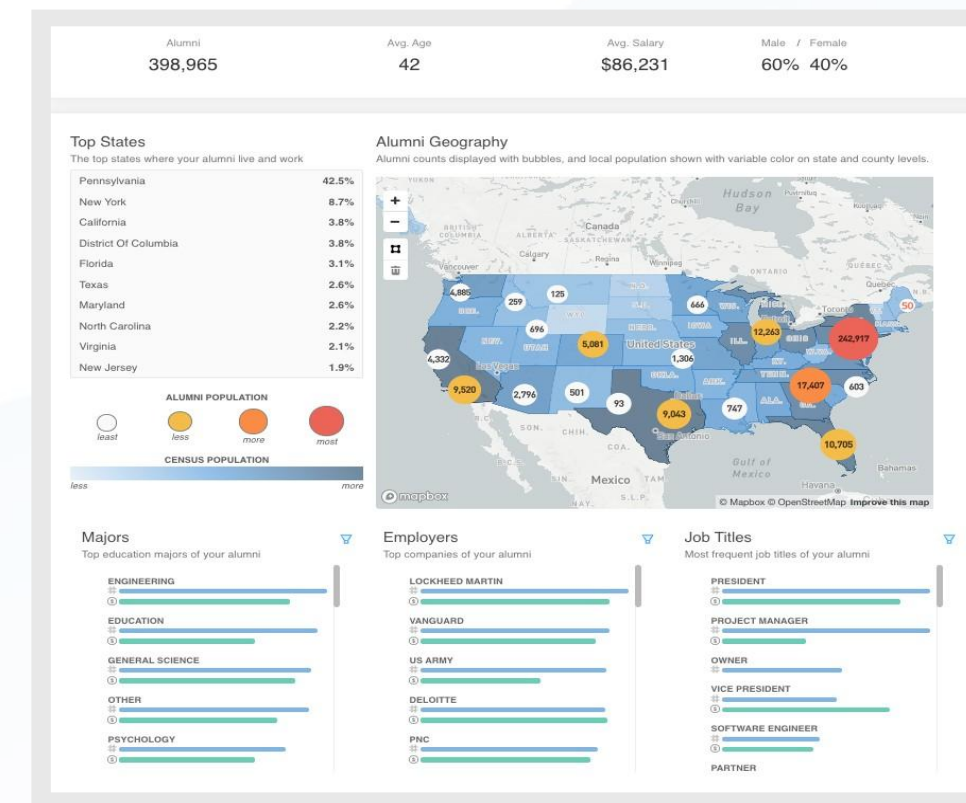


Steppingblocks Solutions



Digital Career Counselor

For Students, Career Services
and Academic Analysis



Graduate Insights Graduate Outcomes + Graduate Explorer

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

Strategy: Explore Graduate Outcomes

Challenge: Beyond first destination, how are your students progressing in their careers?

- Generate a report using major and graduation year filters
- Identify top employers for particular programs
- Compare outcomes across geographic or demographic factors

Accreditation, compliance, and reporting

Example: *Who are the top employers of accounting graduates?*

Example: University of Wisconsin Madison

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.



Example: Florida International University

FLORIDA INTERNATIONAL UNIVERSITY

Graduate Explorer

Learn about the career outcomes of your alumni, and use the filters to answer specific questions.

8,425 of 201,901 PROFILES

View & Filter

Graduate Data

Majors: 1

Add Filter

Clear All Filters

Alumni Geography

Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.

Summary Stats

Summary of the selected alumni population.

Alumni	8,425	Avg. Salary	\$79,806
Veterans	93	Avg. Years Experience	16
Masters Degrees	1,665	Doctorate Degrees	3

♂ 43%

♀ 57%

Employers

Top companies of your alumni

MARRIOTT INTERNATIONAL	100%
HILTON	100%
FOUR SEASONS HOTELS AND RESORTS	100%
NORWEGIAN CRUISE LINE HOLDINGS LTD.	100%
AMERICAN EXPRESS	100%

Industries

Top industries among your alumni

HOSPITALITY	100%
REAL ESTATE	100%
EDUCATION	100%
INFORMATION TECHNOLOGY	100%
HEALTHCARE	100%

Job Titles

Most frequent alumni job titles

GENERAL MANAGER	100%
MANAGER	100%
OWNER	100%
CHIEF EXECUTIVE OFFICER	100%
DIRECTOR OF OPERATIONS	100%

Skills

Most popular alumni skills

CUSTOMER SERVICE	100%
HOSPITALITY MANAGEMENT	100%
HOSPITALITY	100%
EVENT MANAGEMENT	100%
MANAGEMENT	100%

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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

- BUSINESS ADMINISTRATION AND MANAGE...
[Bar] ① [Bar]
- FINANCE, GENERAL
[Bar] ③ [Bar]
- INTERNATIONAL BUSINESS MANAGEMENT
[Bar] ③ [Bar]
- BUSINESS MARKETING MANAGEMENT
[Bar] ③ [Bar]

Top Job Titles

- ACCOUNTANT
[Bar] ① [Bar]
- MANAGER
[Bar] ③ [Bar]
- FINANCIAL ANALYST
[Bar] ③ [Bar]
- CHIEF EXECUTIVE OFFICER
[Bar] ① [Bar]

86% Remain in State

Top Destinations:
New York (2.5%), Texas (1.7%), California (1.7%), Georgia (1.3%), North Carolina (0.9%)

Average Salary

\$76,357

Salary Range	Count
\$37k	~100
\$85k	~150
\$133k	~50
\$181k	~20
\$229k	~10

Top Employers

Employer	Count
PwC	812
Well's Fargo	688
Target	532
Baptist He...	495
Bank of A...	472
JPMorgan...	401
Citi	391
Enterprise...	391
Miami Da...	380
Amazon	373
Miami-Da...	341
Royal Cari...	322
ADP	314
AT&T	302
Deloitte	302
Macy's	294
University ...	273
EY	268

Strategy: Explore Skills

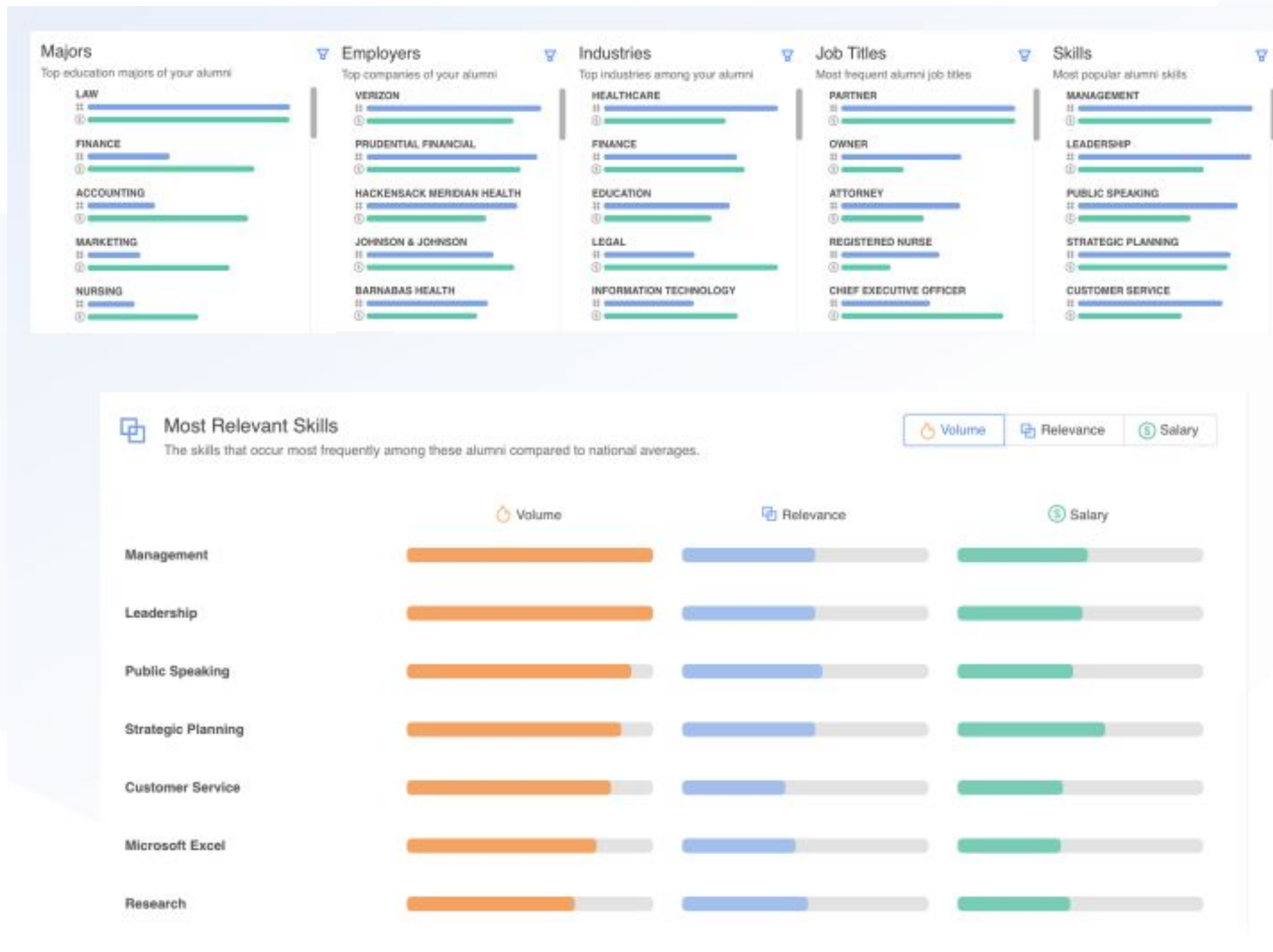
Challenge: In order to be successful, students must gain valuable skills (tangible and intangible). What are these skills and where are the deficits?

- Generate a report of top skills by major using graduation year filters for comparison
- Where are skills gaps for your crucial employers?

Program Review, Post-Graduation Success


Example: *Which skills are leading to the highest salaries for students?*

Example: Seton Hall University



Example: The University of Memphis

THE UNIVERSITY OF MEMPHIS



Graduate Outcomes

Learn about the career outcomes of your alumni, and use the filters to answer specific questions.

1,055 of 95,671
PROFILES

Majors: 2

Grad Years: 12


Add Filter

Clear All Filters

Overview

Employer Trends

Skills



Most Relevant Skills

The skills that occur most frequently among these alumni compared to national averages.

Volume

Relevance

Salary

	Volume	Relevance	Salary
Legal Research	<div></div>	<div></div>	<div></div>
Legal Writing	<div></div>	<div></div>	<div></div>
Public Speaking	<div></div>	<div></div>	<div></div>
Research	<div></div>	<div></div>	<div></div>
Westlaw			<div></div>
Litigation			<div></div>
Civil Law (<div></div>
Court			<div></div>

Westlaw

Westlaw is an online legal research service for lawyers and legal professionals in the United States and the United Kingdom, and is a product of Thomson Reuters. In addition, it provides proprietary database services. Information resources on Westlaw include more than 40,000 databases of case law, state and federal statutes, administrative codes, newspaper and magazine articles, public records, law journals, law reviews, treatises, legal forms and other information resources. Most legal documents on Westlaw are indexed to the West Key Number System, which is West's master classification system of U.S. law. Westlaw supports natural language and Boolean searches. Other significant Westlaw features include KeyCite, a citation checking service, which customers use to determine whether cases or statutes are still good law, and a customizable tabbed interface that lets customers bring their most-used resources to

Strategy: Support Career Exploration

Challenge: Students need access to resources to make data-informed decisions. How can you equip students with outcomes data to support their journey?

- Train faculty and staff to be able to direct students to real outcomes data they can use.
- Incorporate the Digital Career Counselor into courses for students.

Time-to-Degree, Major Changes, Graduation Rates

Example: A student might ask a career advisor or faculty member “*How does my chosen major lead to future career success?*”

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 with the text 'Campstar children first' on it. 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: The University of Memphis



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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?

Strategy: Help Students Secure Jobs/Internships

Challenge: How can students gain the knowledge and skills necessary to be ready for their career after graduation? How can they highlight these skills in interviews?

- Encourage students to explore demanded skills early and often.
- Encourage students to review Digital Career Counselor before interviews.

Student Employment Metrics, Post-Graduation Success

Example: *A student asks an advisor, "I have an interview tomorrow for my dream job. What do I need to know to ace the interview?"*

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

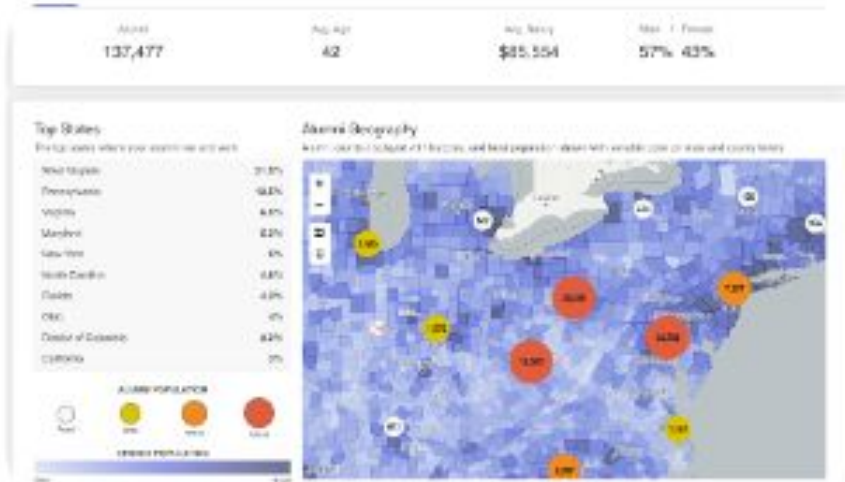
Example: West Virginia University

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



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?

