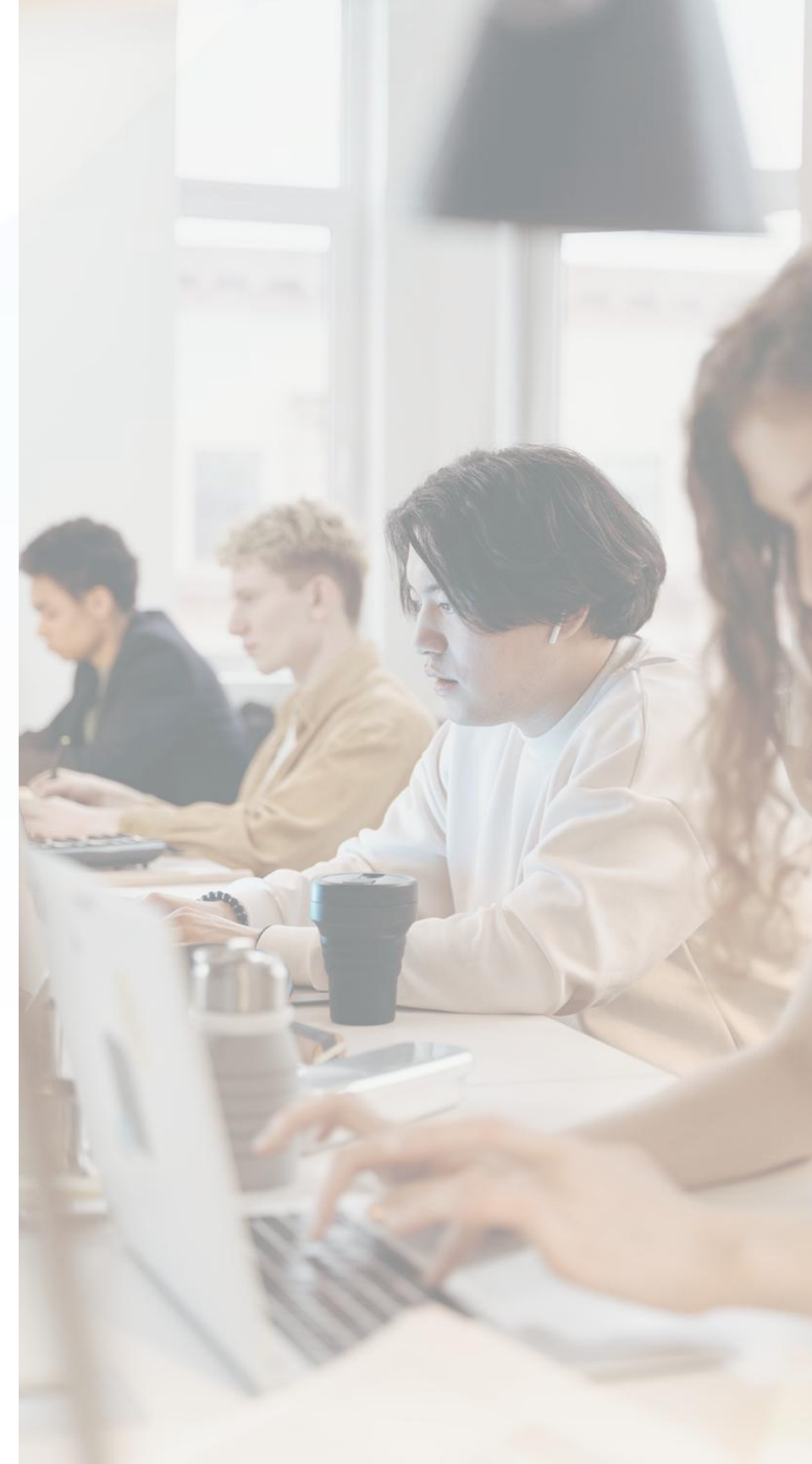# Steppingblocks

Outcomes Data Masterclass

User Conference

March 2025

Outcomes Data Masterclass

Session Overview

- Why do you need Outcomes Data?
- Data Fundamentals
- Understanding Steppingblocks Data
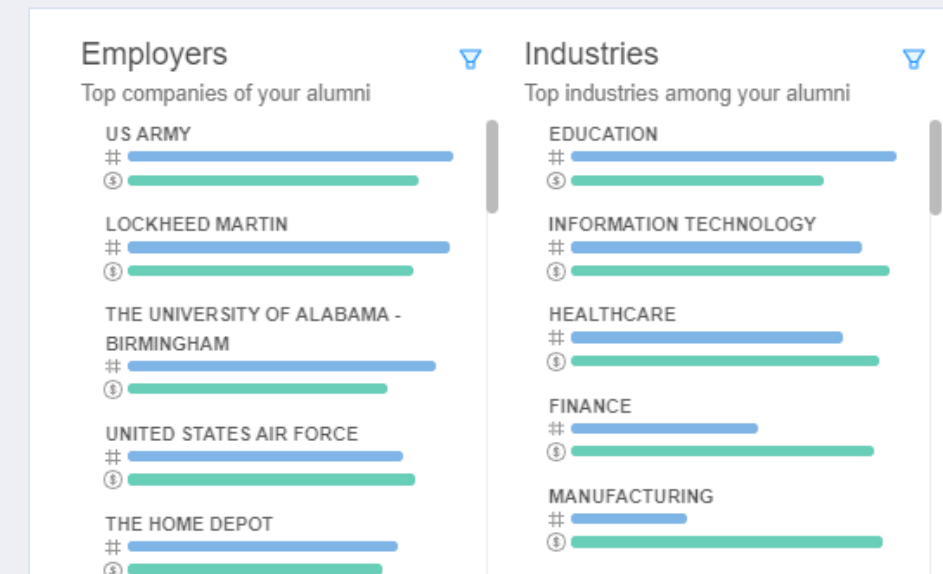- Solutions Overview
- Next Steps

Do you have specific questions about your data? Join our office hours to discuss.

Why Do You Need Outcomes Data?
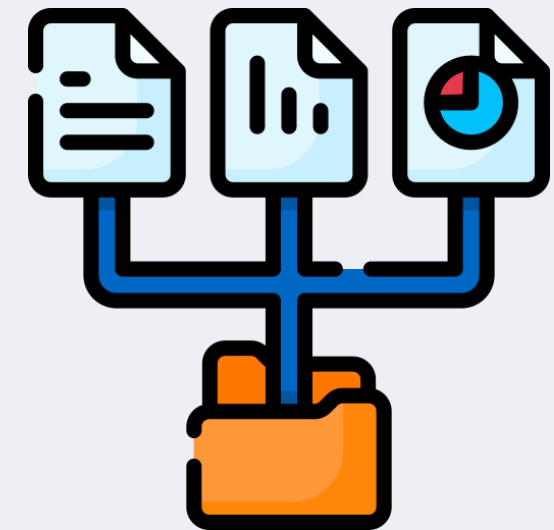
Data in Higher Education

- Increased emphasis for outcomes transparency (GE/FVT)
- Increased oversight and accountability
  - System-Level
  - State-Level
  - Federal
  - Accreditors
- Outcomes data is needed by a broad campus community
  - Assessment and program evaluation
  - Career readiness initiatives
  - Enrollment management

Employers
Top companies of your alumni

US ARMY
LOCKHEED MARTIN
THE UNIVERSITY OF ALABAMA - BIRMINGHAM
UNITED STATES AIR FORCE
THE HOME DEPOT

Industries
Top industries among your alumni

EDUCATION
INFORMATION TECHNOLOGY
HEALTHCARE
FINANCE
MANUFACTURING

Why Do You Need Outcomes Data?

Challenges

- Difficulty in gathering updated alumni data
- Siloing and data access challenges
- Low survey response rates
- Staff with varying levels of experience and bandwidth
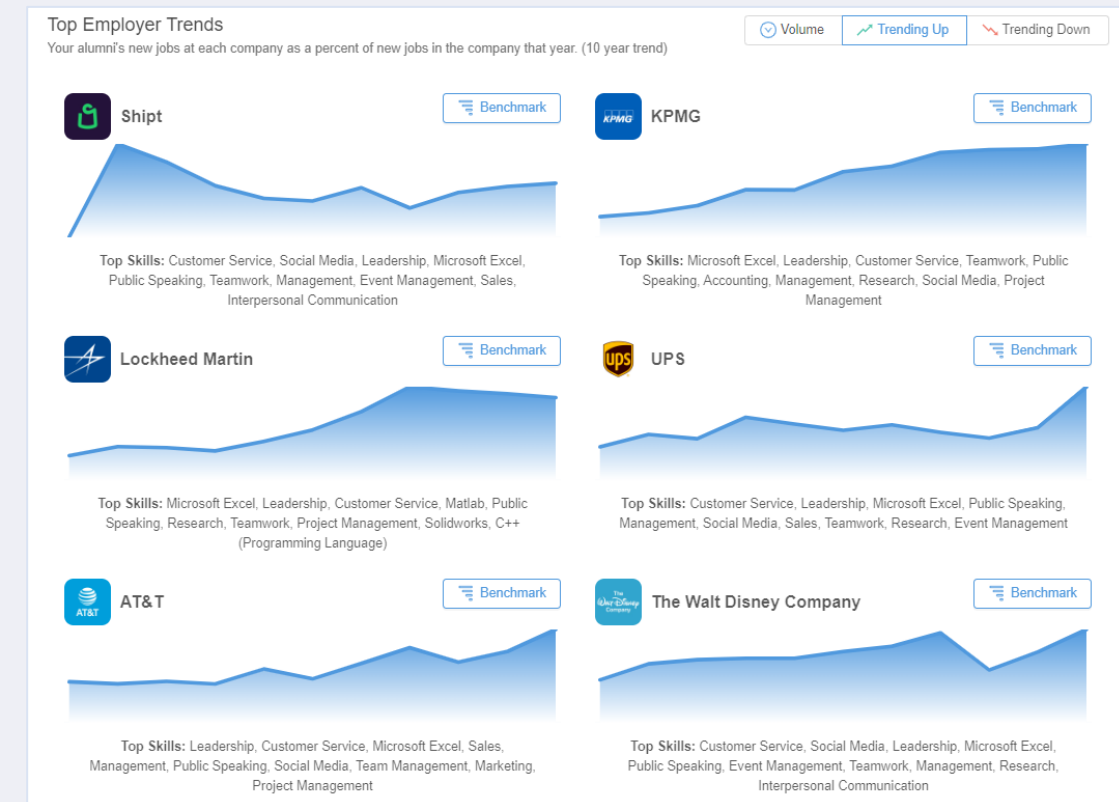- Transforming data into usable information for multiple reporting needs

Best Practice: Collaborating with other leaders on your campus to establish common approaches to data collection, sharing, and reporting.

Data Fundamentals

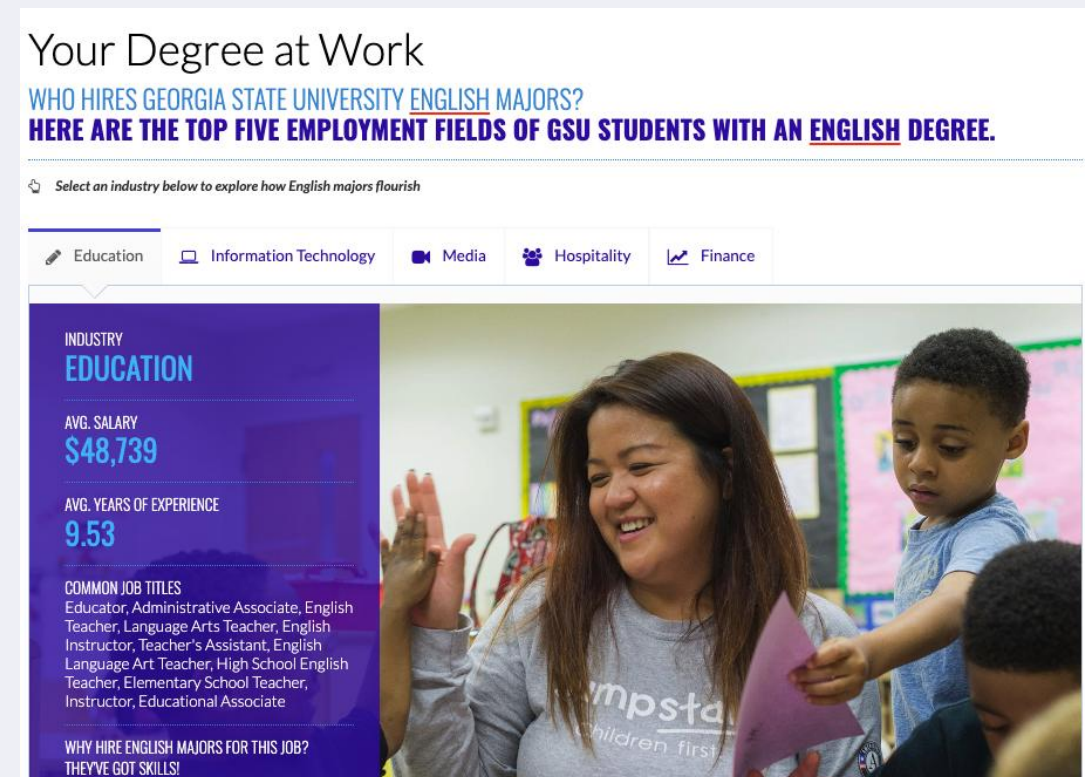## Core Concepts For Leveraging Data

- Data > Information > Insights
  - How does data drive decision-making?
  - What problems are you solving with data?
- Establish your Research Questions
  - What is the most meaningful way to tell your story?
- Frame your methodology and visualizations
  - Qualitative, Quantitative, Mixed-Methods
  - Leveraging appropriate data visualization techniques (graphs, charts, etc.)

Data Fundamentals

Core Concepts

- Target population
  - How are you defining who is in your population?
- Data Dictionary
  - What variables are you leveraging?
- Granularity
  - Are you leveraging aggregate or record-level data? How large is your sample?
- Triangulation
  - Leveraging multiple data sources to create balanced storytelling?

Data Fundamentals

Example

- Research Question: *What are the post-graduation outcomes for our engineering graduates?*
- Methodology:
  - *Quantitative: Demographic and firmographic data*
  - *Qualitative: Identify specific alumni who can share their story*
- Target population: *Bachelors Engineering graduates from 2015-2019*
- Data Dictionary: *Job titles, skills, industries, employers, average salary*
- Granularity: *Aggregate outcomes data for the 240 Engineering alumni from 2015-2019*
- Triangulation: *Leveraging Steppingblocks outcomes data alongside alumni stories*
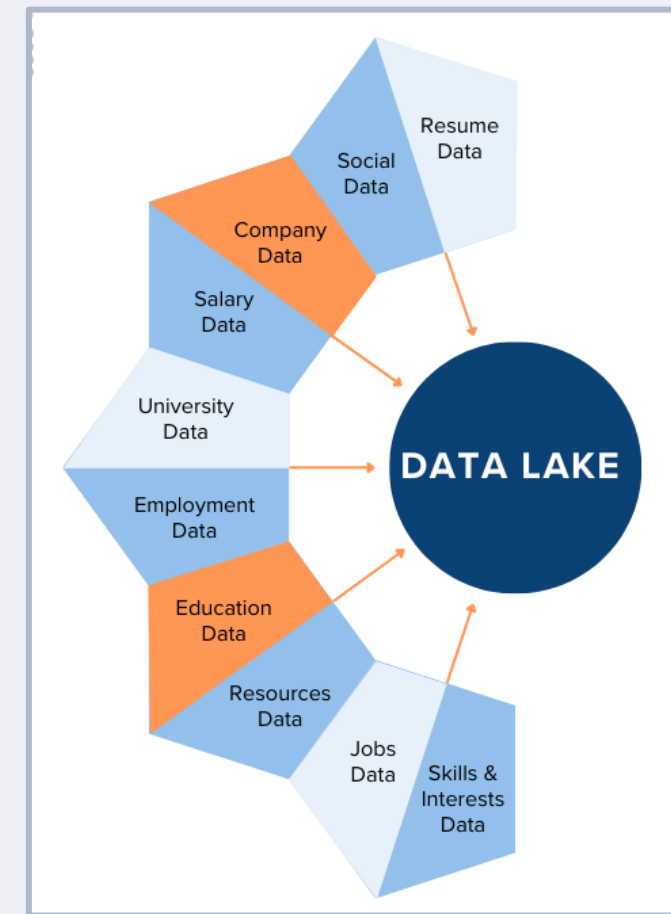
Understanding Steppingblocks Data

How does Steppingblocks generate graduate outcomes data?

Phase One: Data Acquisition

We acquire data from hundreds of publicly available online sources:

- Publicly posted resumes
- Public social media updates
- Public company data
- And more!

The result? Over 1 billion career milestones in our data.

Understanding Steppingblocks Data

How does Steppingblocks generate graduate outcomes data?
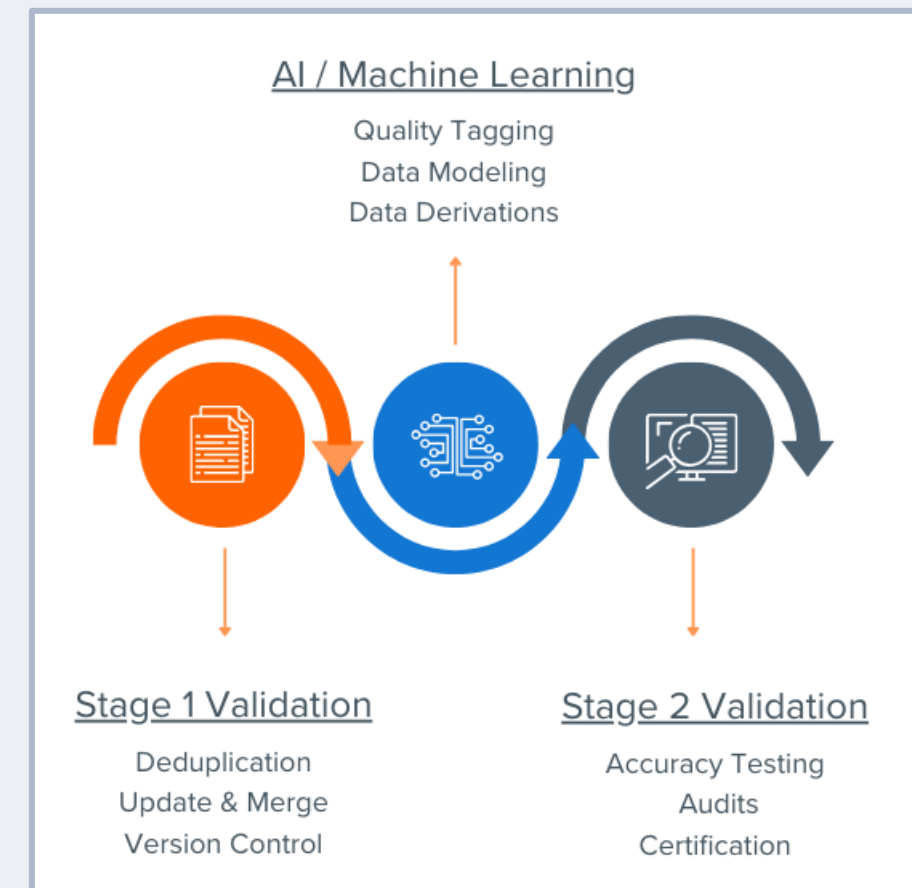
Phase Two: AI / Machine Learning

Making sense of the data

- Deduplicating, updating, and merging data points.
- Checking for the most recent version of the data.
- Flagging anything that seems incorrect or inconsistent.

Data Modeling & Data Derivations

- For example, deriving salary information.

After thorough accuracy testing and auditing by our team, the data is certified and ready for use by our partners.

AI / Machine Learning
Quality Tagging
Data Modeling
Data Derivations

Stage 1 Validation
Deduplication
Update & Merge
Version Control

Stage 2 Validation
Accuracy Testing
Audits
Certification

Understanding Steppingblocks Data

How does Steppingblocks generate graduate outcomes data?
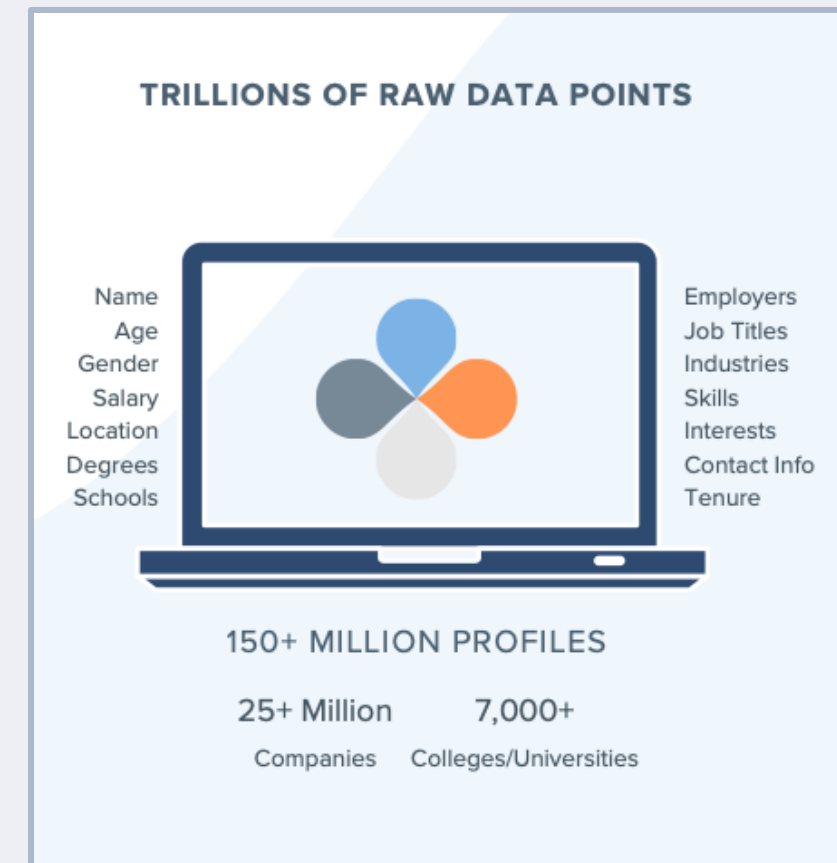
Phase Three: Accessing the Data

Data Coverage

- Over 150+ million individual profiles
- Approximately 90% of the active U.S. workforce

Platform Access:

- Graduate Insights (for university faculty / staff)
- Digital Career Counselor (for students)

New data is available four times per year.

TRILLIONS OF RAW DATA POINTS

Name
Age
Gender
Salary
Location
Degrees
Schools

Employers
Job Titles
Industries
Skills
Interests
Contact Info
Tenure

150+ MILLION PROFILES

25+ Million
Companies

7,000+
Colleges/Universities

Understanding Steppingblocks Data

How does Steppingblocks generate graduate outcomes data?
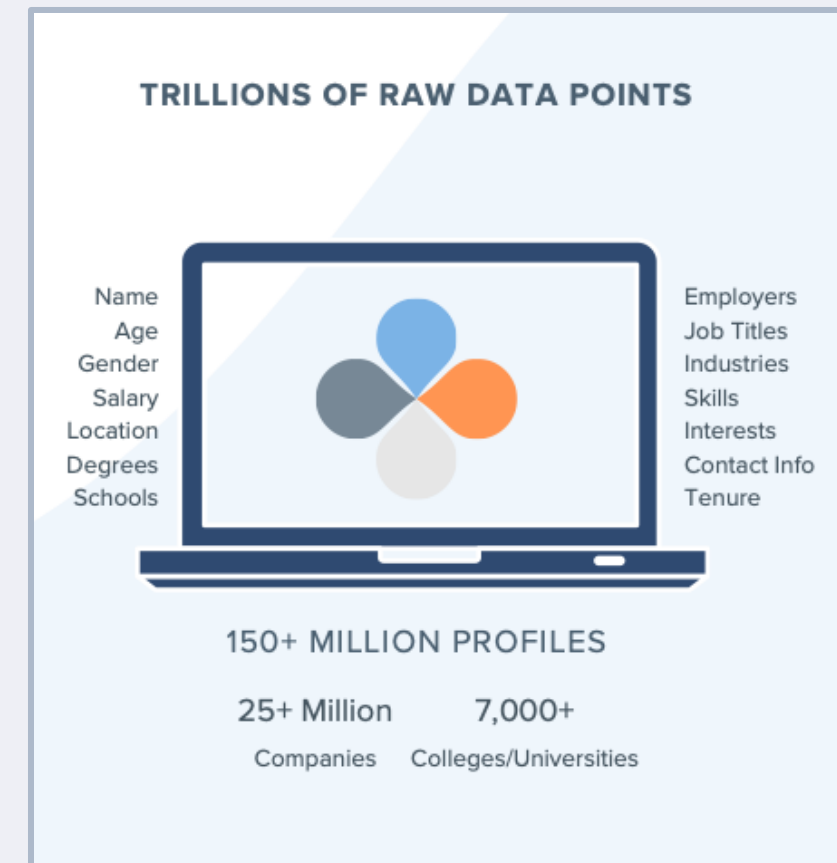
Phase Three: Accessing the Data

Data Coverage

- Over 150+ million individual profiles
- Approximately 90% of the active U.S. workforce

Platform Access:

- Graduate Insights (for university faculty / staff)
- Digital Career Counselor (for students)

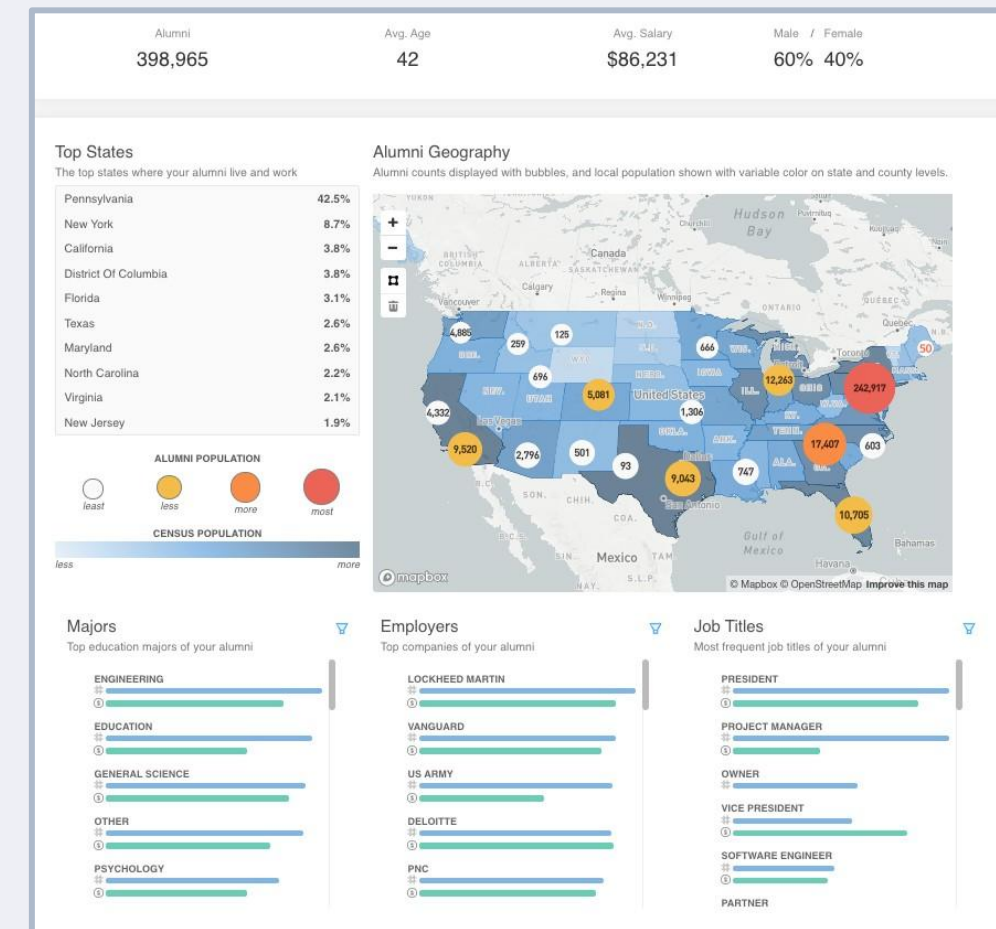New data is available four times per year.

TRILLIONS OF RAW DATA POINTS

Name
Age
Gender
Salary
Location
Degrees
Schools

Employers
Job Titles
Industries
Skills
Interests
Contact Info
Tenure

150+ MILLION PROFILES

25+ Million
Companies

7,000+
Colleges/Universities

Solution Overview: Graduate Insights

Explore in-depth alumni outcomes data

Graduate Insights

- Exclusive to Faculty & Staff
- Used by units across campus — University Leadership, Career Services, Student Success, Academic Affairs, Accreditation, Institutional Research, Enrollment Management, Marketing & Communications, and more!
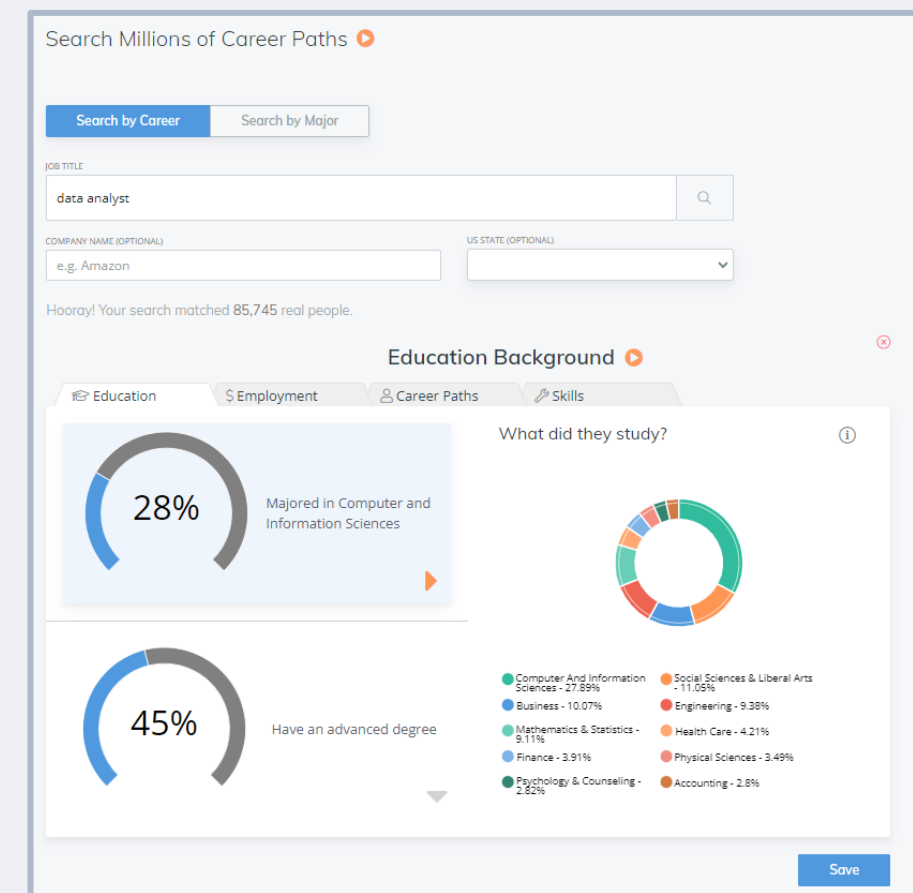- Invitation-only via your institution admin

Solution Overview: Digital Career Counselor

Explore in-depth alumni outcomes data

Digital Career Counselor

- Student-facing, but open to all faculty & staff
- Used primarily in the classroom and in advising conversations
  - First-year seminars
  - Career Exploration courses
  - Major-specific courses
  - Academic advising
  - Career advising
- For students at any and every stage of their academic and career journey

Next Steps

Reflection Activity

- What is the problem you are trying to solve? What is the specific question?
  - o Are you exploring or validating?
- What is the right dataset (target population) that will help you solve this problem?
- How can you leverage Steppingblocks to solve this problem?
  - o Graduate Insights Dashboards
  - o Exported Datasets
  - o Other

Do you have specific questions about your data? Join our office hours to discuss.

Next Steps

Explore your data

- Digital Career Counselor: Single Sign On / email
- Graduate Insights: Invitation only by university administrator

Check out our other conference sessions

- [Visit our conference webpage](#)
- Share with others on campus

Learn more and ask questions

- [Visit our Help Center](#)
- [Contact a member of our partner success team](#)