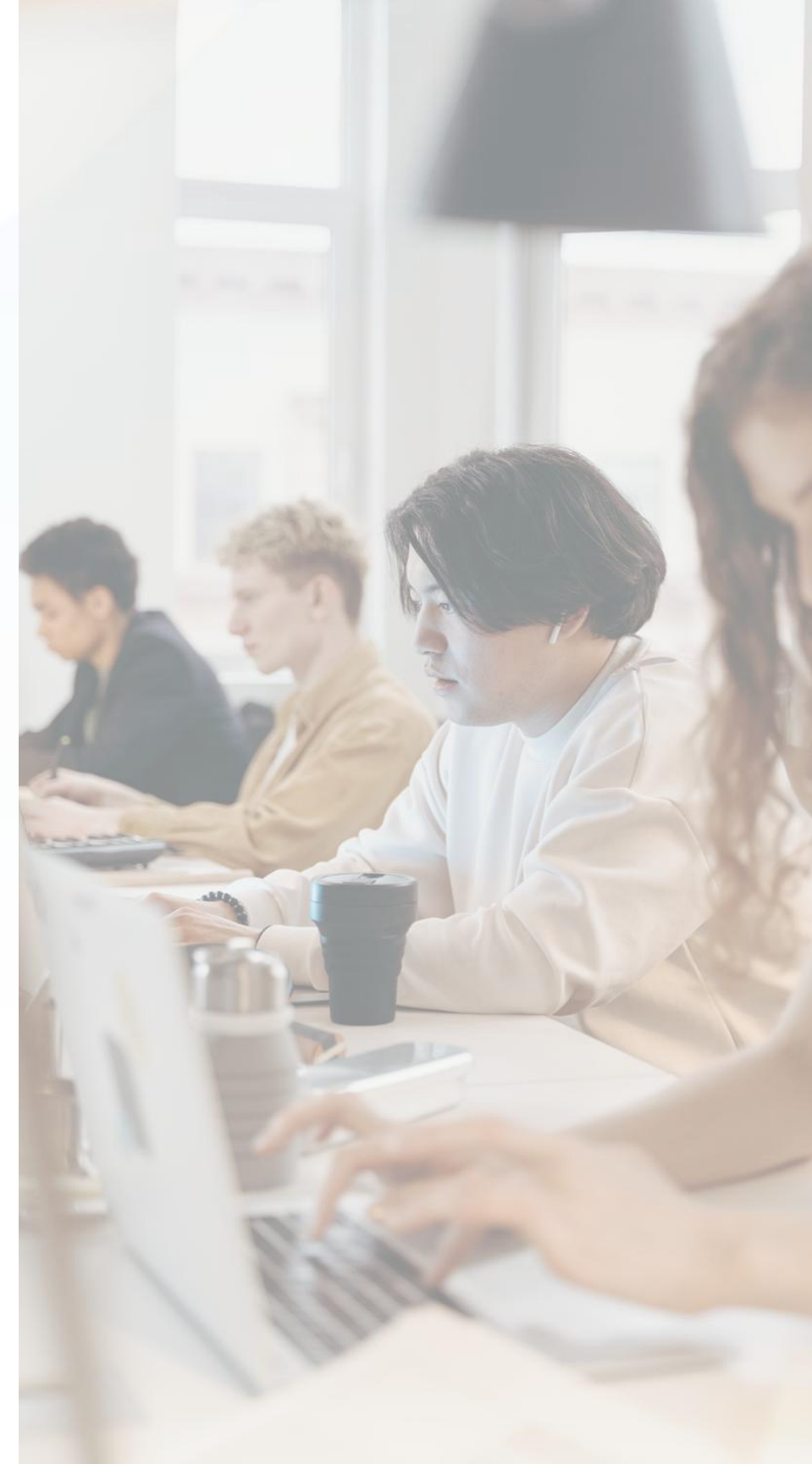# Steppingblocks

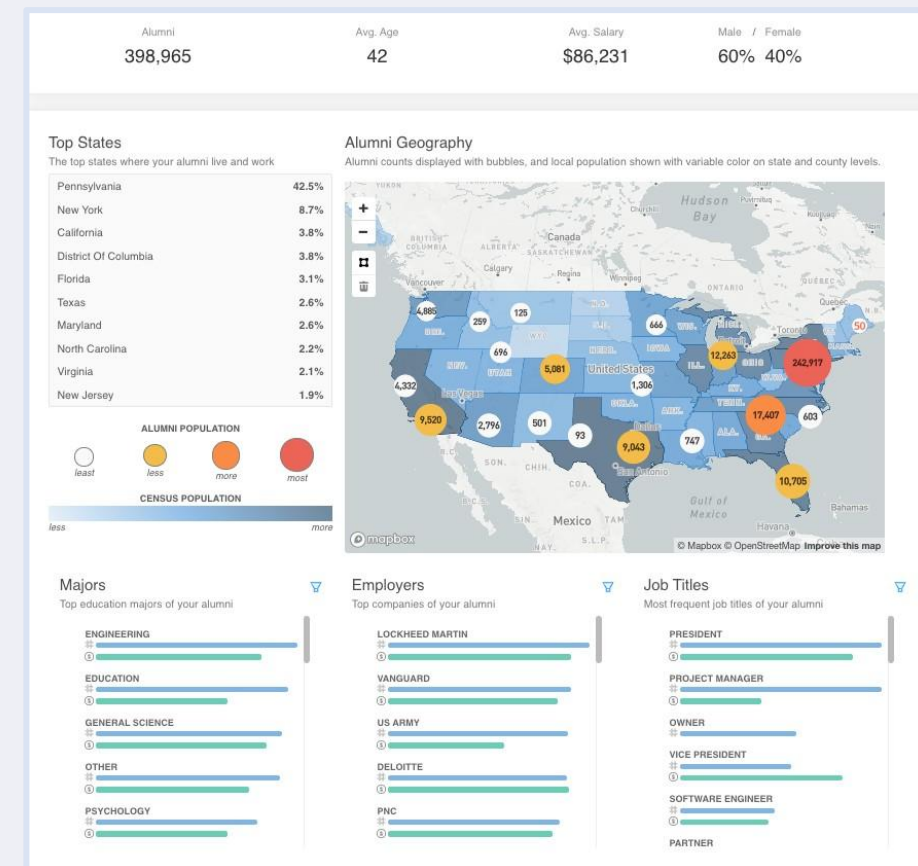# Steppingblocks Solutions Masterclass

User Conference

March 2025

Solutions Masterclass

Session Overview

- Introducing Steppingblocks
- How We Do It
- Solution Overview: Graduate Insights
- Solution Overview: Digital Career Counselor
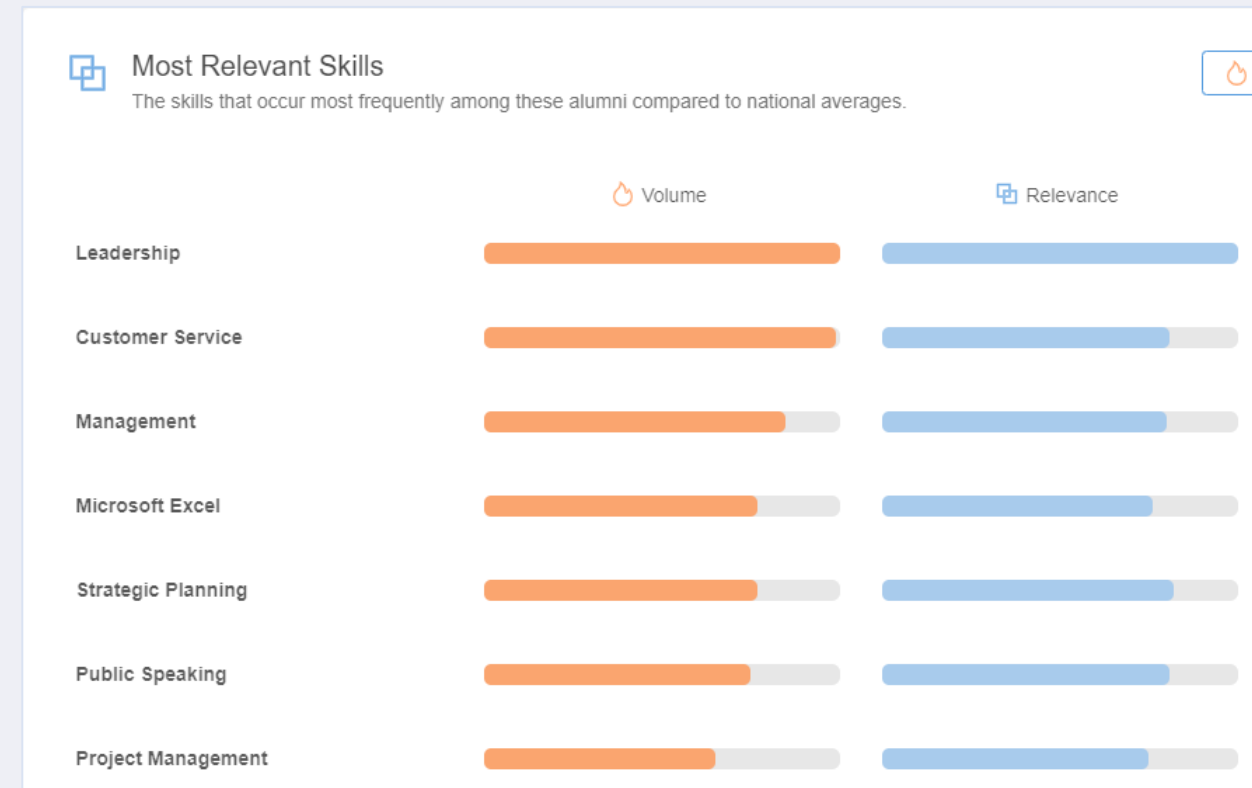- Resources & Next Steps

Who is Steppingblocks?

Our mission is to build career confidence for students and drive success for institutions.

How we can help:

- Data-driven tools to promote career readiness and institutional success.
- Comprehensive Solutions designed for students, faculty, staff, and campus leadership.
- Key Features allow you to explore alumni profiles, employer trends, average salaries, relevant skills, and more.

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

Volume   Relevance

Leadership
Customer Service
Management
Microsoft Excel
Strategic Planning
Public Speaking
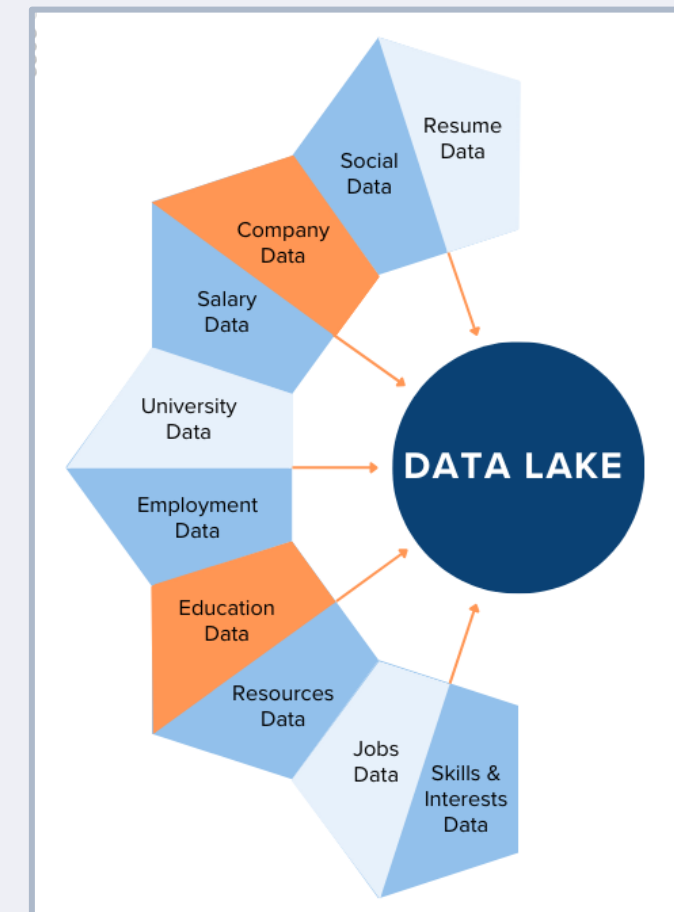Project Management

How We Do It

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.

How We Do It

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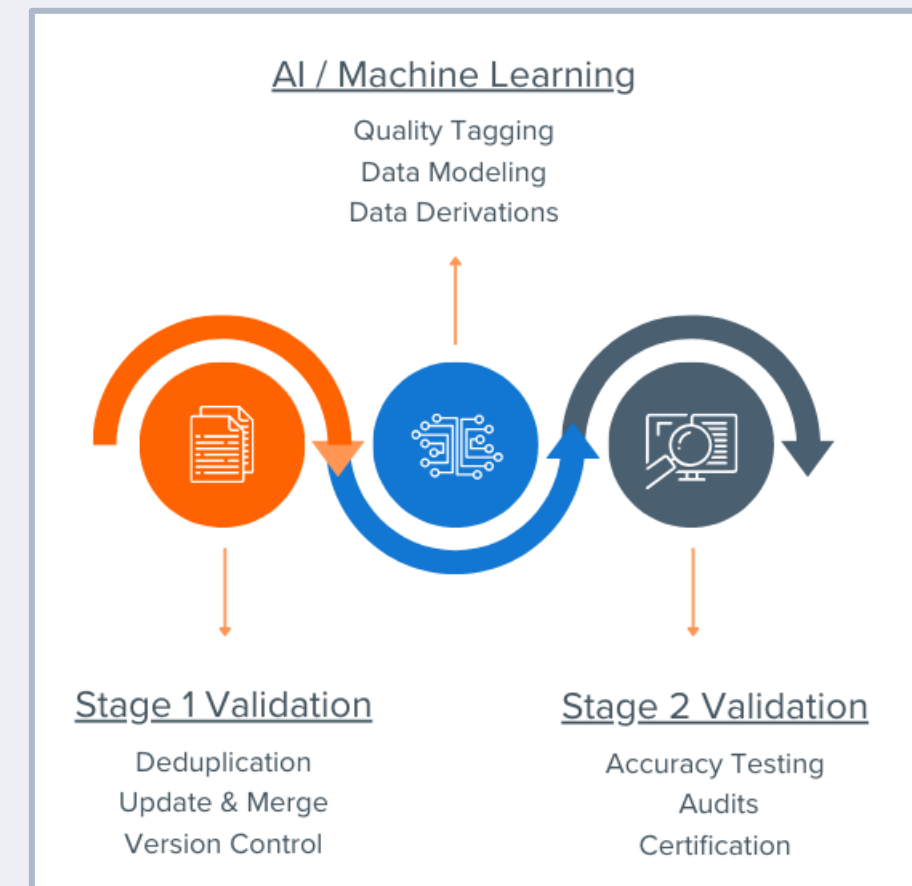
Phase Two: AI / Machine Learning

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

How We Do It

How does Steppingblocks generate graduate outcomes data?

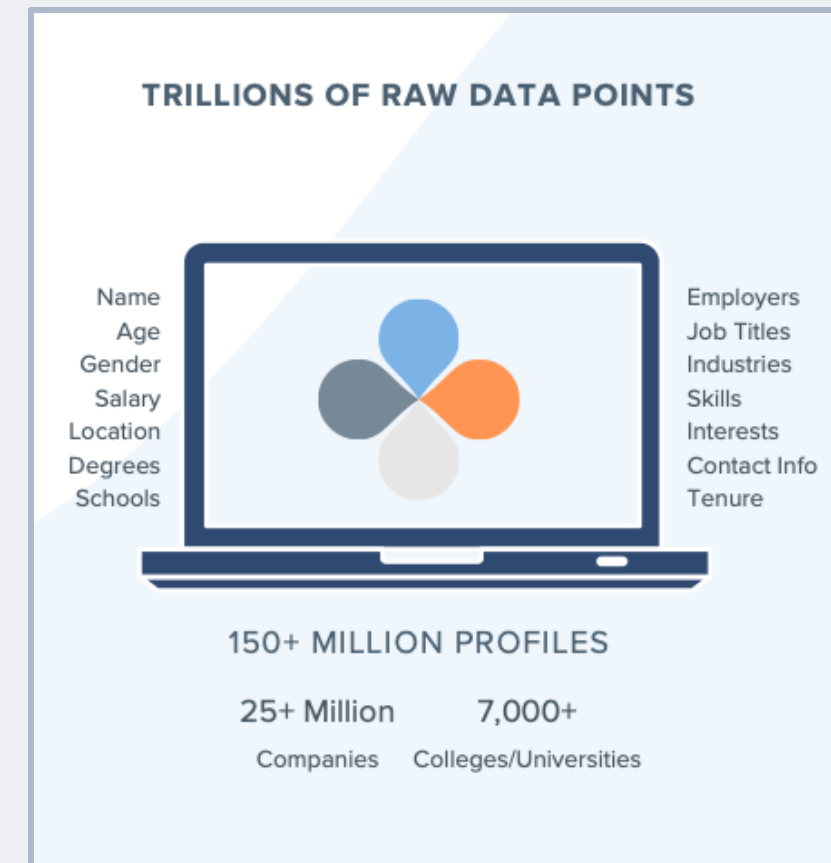## Phase Three: Accessing the Data

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)
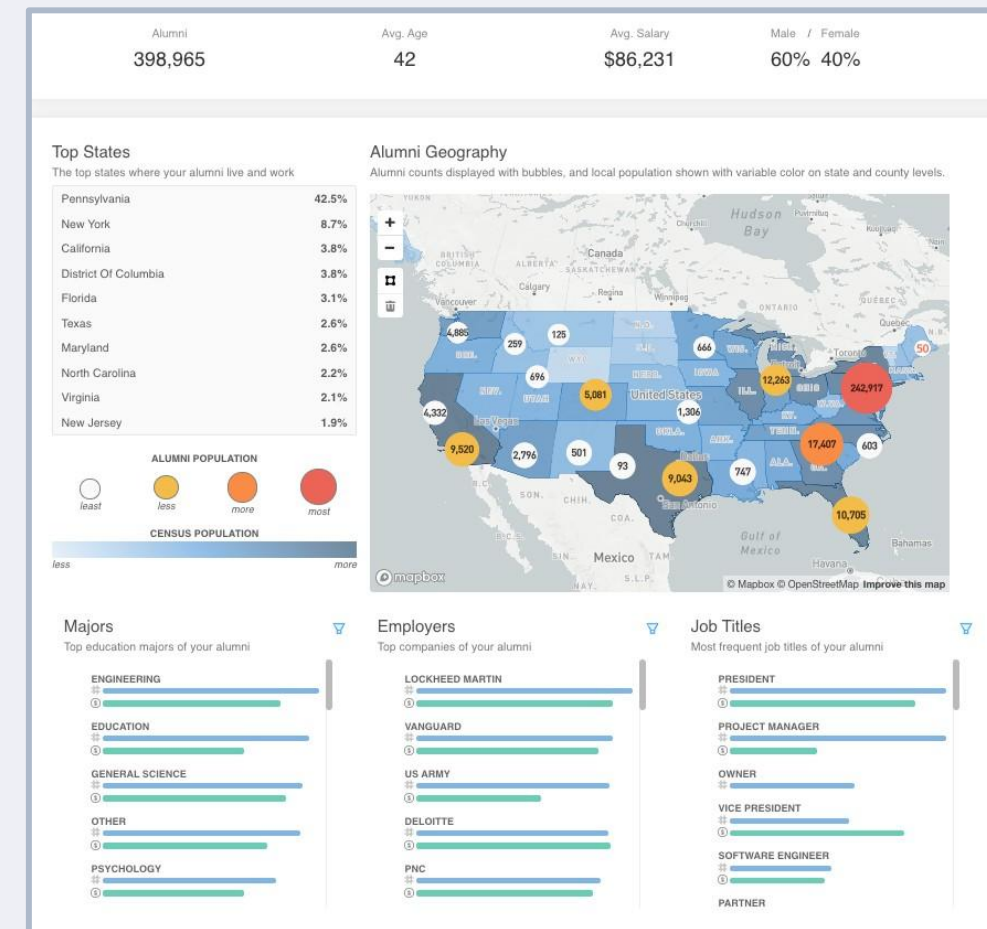
New data is available four times per year.

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

Use Cases: Graduate Insights

Maximize your graduate outcomes data

Graduate Insights

- Program Outcomes & Evaluation
- Accreditation ([eBook](#))
- Employer & Corporate Relations
- Career Development & Student Success
- Admissions & Enrollment
  - o [Case Study: Northern Illinois University](#)
- Marketing & Communications
  - o Example: [Georgia State University](#)
- [Graduate Insights Use Cases](#)

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?
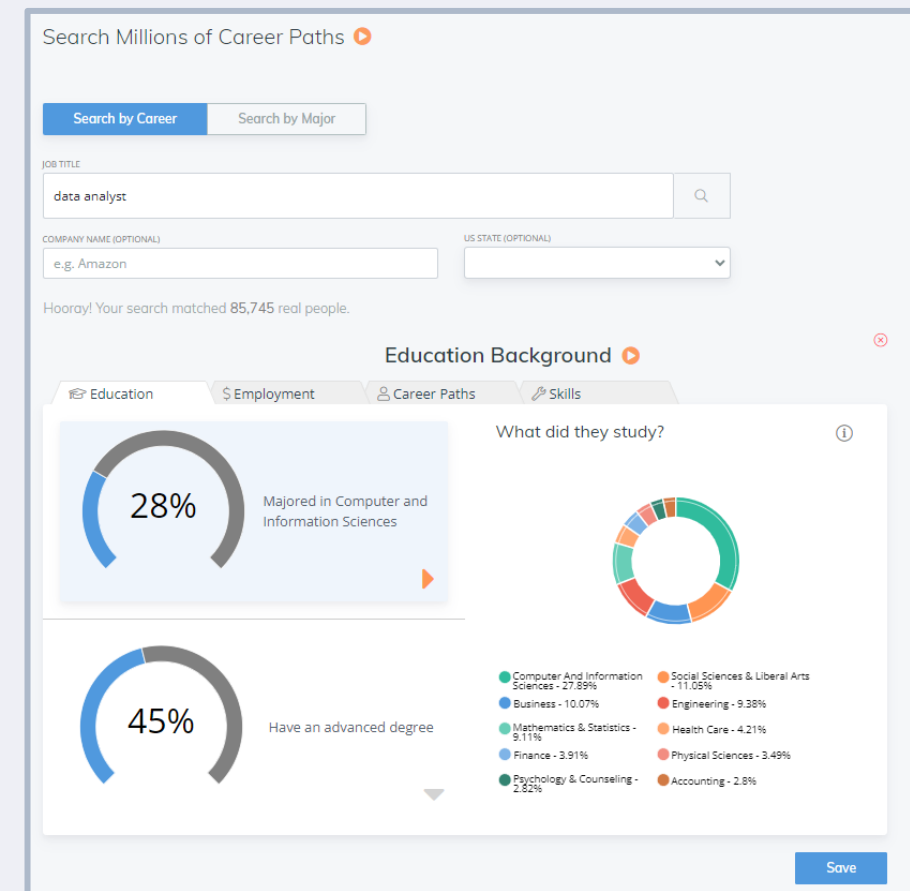THEY'VE GOT SKILLS!

Solution Overview: Digital Career Counselor

Empower your students to make data-driven career decisions

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
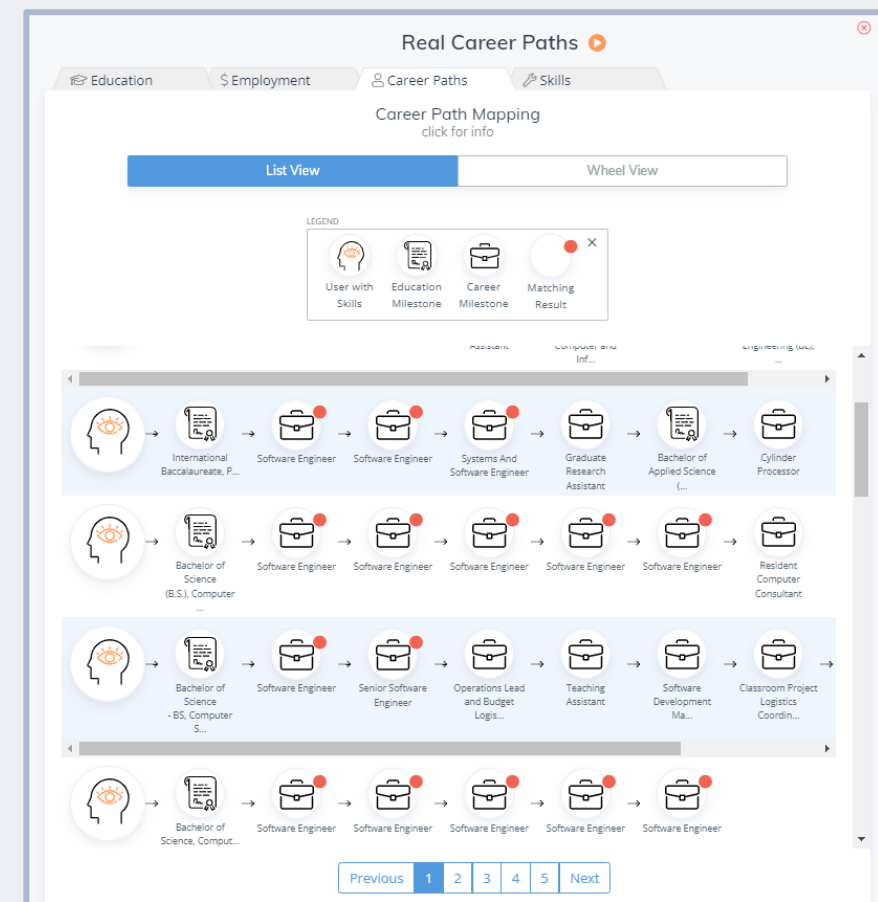- For students at any and every stage of their academic and career journey

Use Cases: Digital Career Counselor

Empower your students to make data-driven career decisions

Digital Career Counselor

- Curriculum Integration
  - [Curriculum Integration Guide](#)
  - [Case Study: Gordon State College](#)
- Advising Conversations
  - [Advising Guide](#)
- Rollout & Promotion
  - [Steppingblocks Student Promotion Resources](#)
  - [Case Study: The University of Alabama in Huntsville](#)
  - [DataU: The University of South Carolina](#)

Next Steps

Access 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](#)