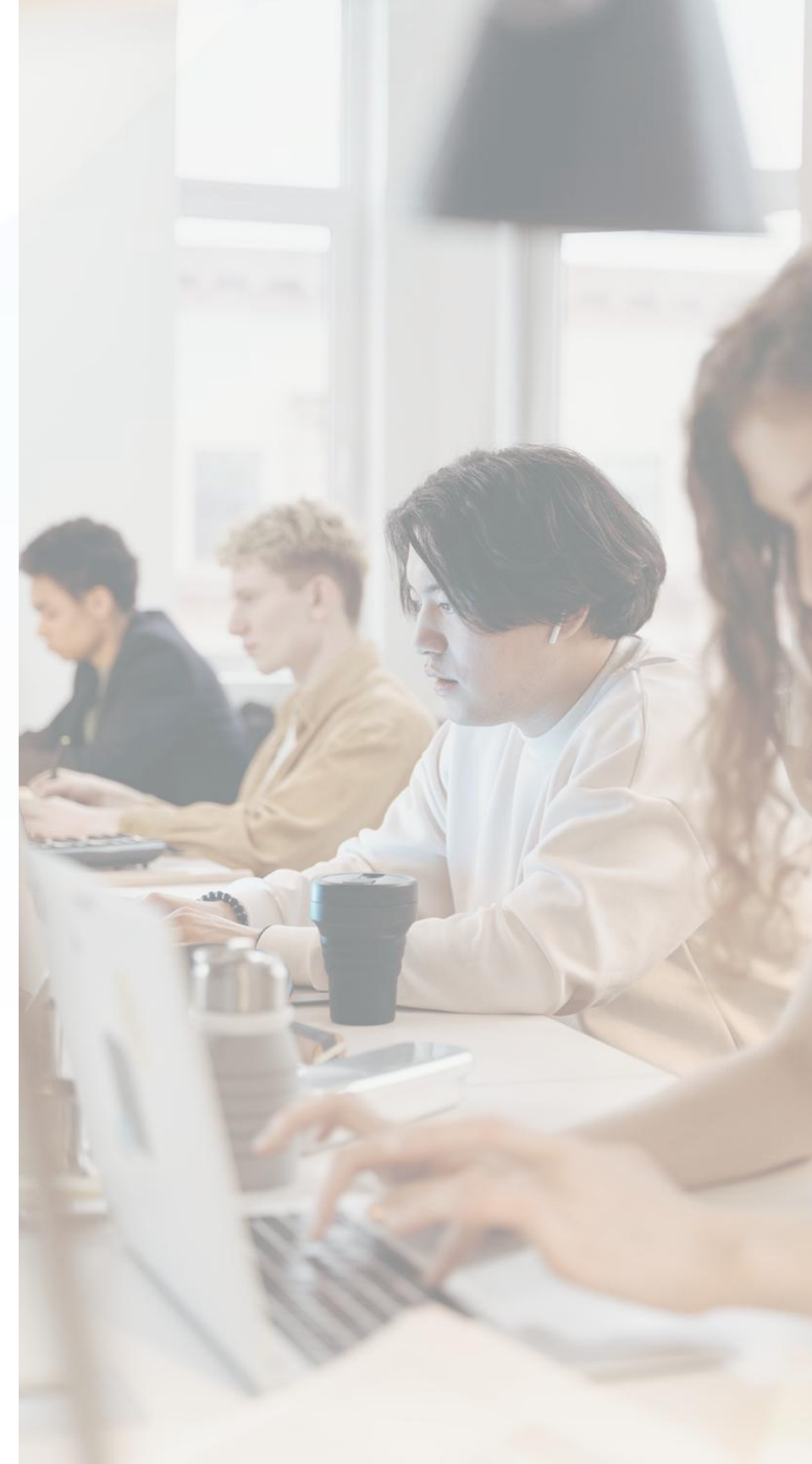




Outcomes Data for Program Review and Accreditation

User Conference
March 2025



Session Agenda

- Introducing Steppingblocks
- How We Do It
- Academic Program Review Overview
- Key Academic Program Review Metrics Aligned to Steppingblocks
- How to Download Reports
- Accreditation Changes
- Accreditation & Graduate Outcomes
- Next Steps

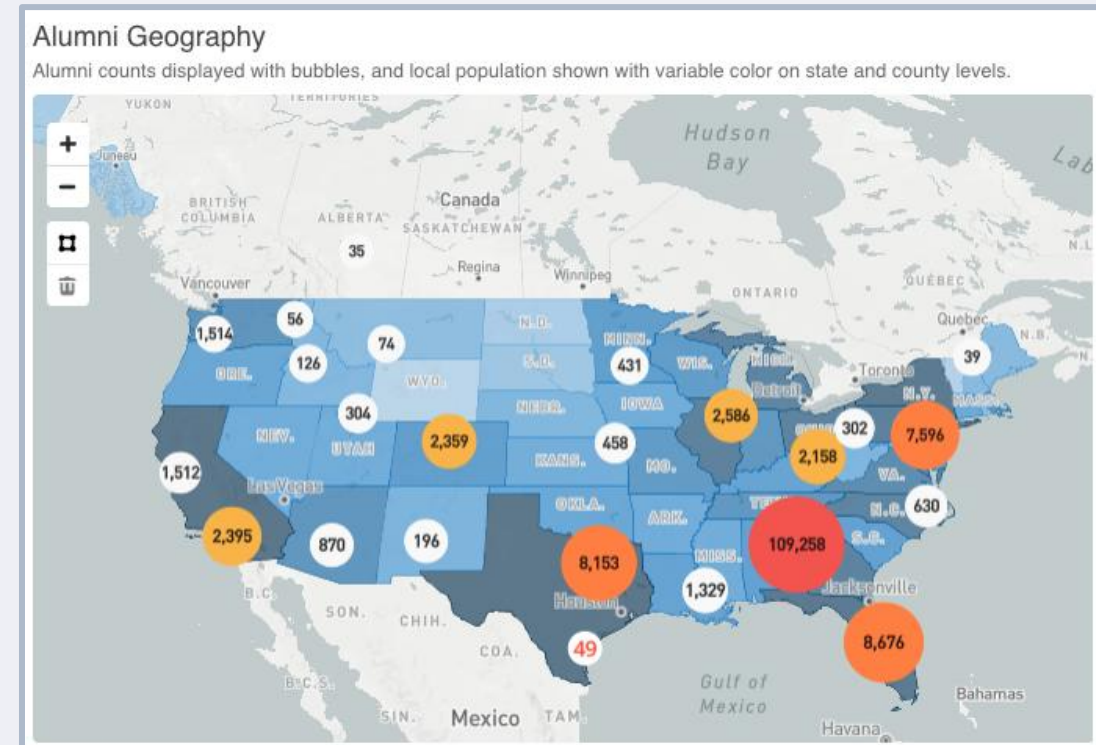


Who is Steppingblocks?

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.



How We Do It

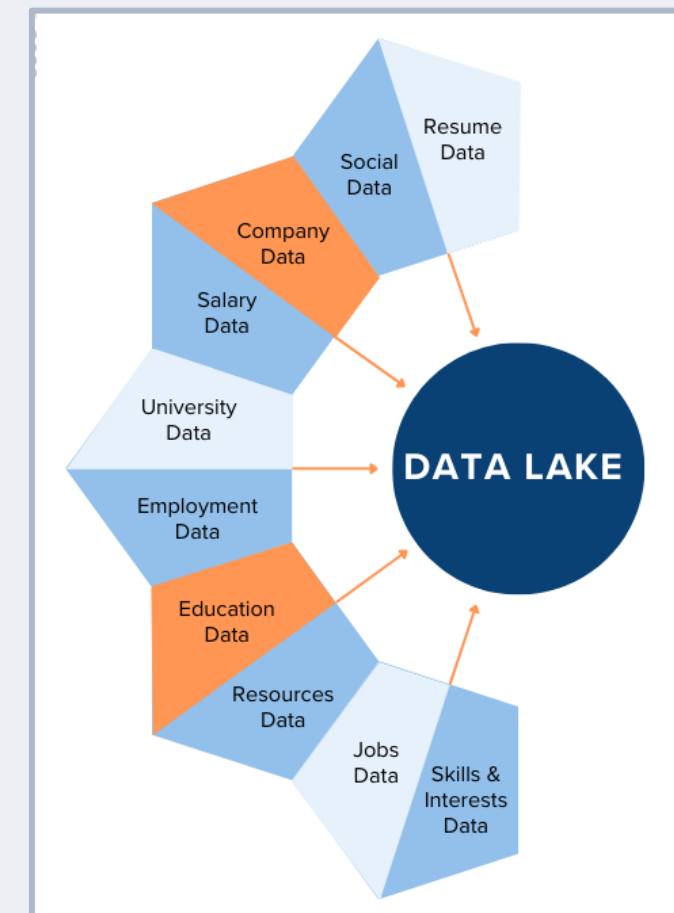
How does Steppingblocks generate graduate outcomes data?

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

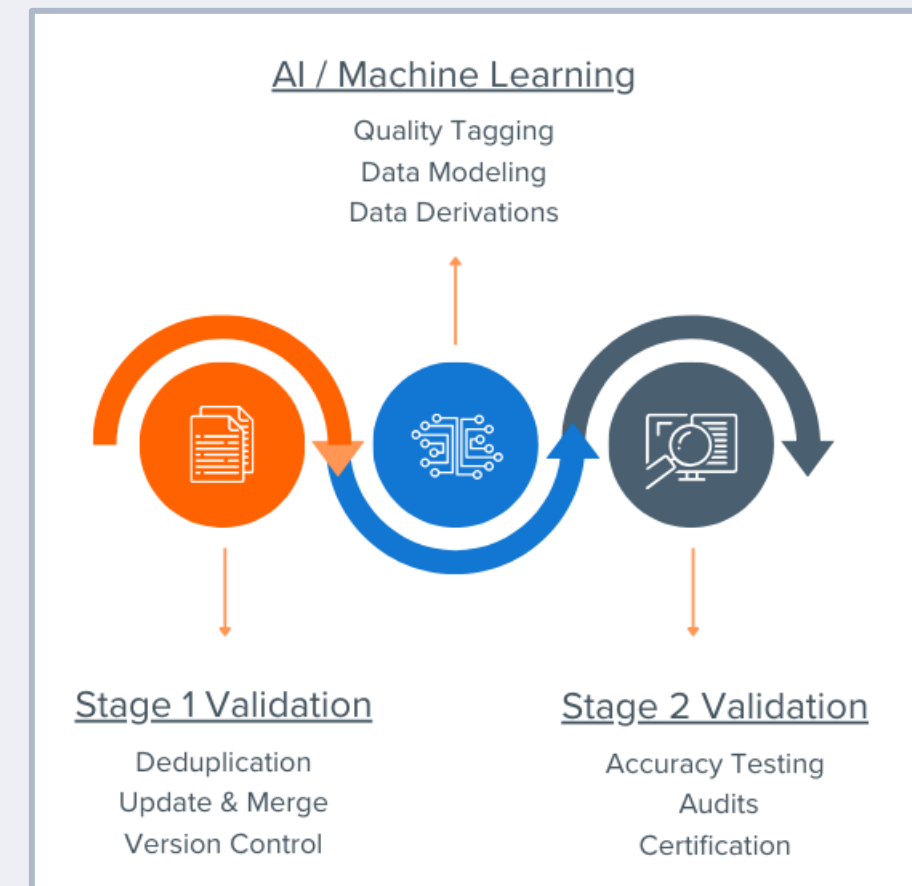
Making sense of the data

- 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.



How We Do It

How does Steppingblocks generate graduate outcomes data?

Phase Three: Accessing the Data

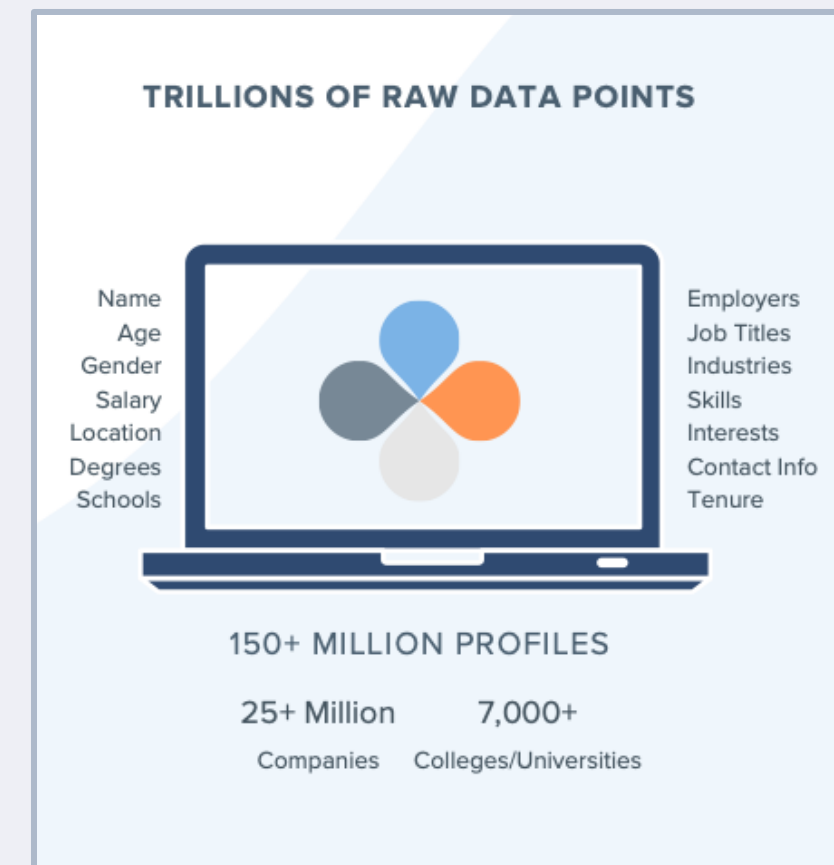
Data Coverage

- 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 released each quarter.



Academic Program Review Overview

Key Components

- Curriculum Assessment
- Faculty Qualifications
- Student Outcomes
- Resource Allocation
- Institutional Alignment

Challenges

- Accessing Data
- Collecting Data

Graduate Reports

View your alumni data in our interactive dashboards.



Graduate Outcomes

Find actionable insights on alumni locations, employment, salaries, and skills

Used by: Provosts, Deans, Career Services, Employer Relations, Institutional Research

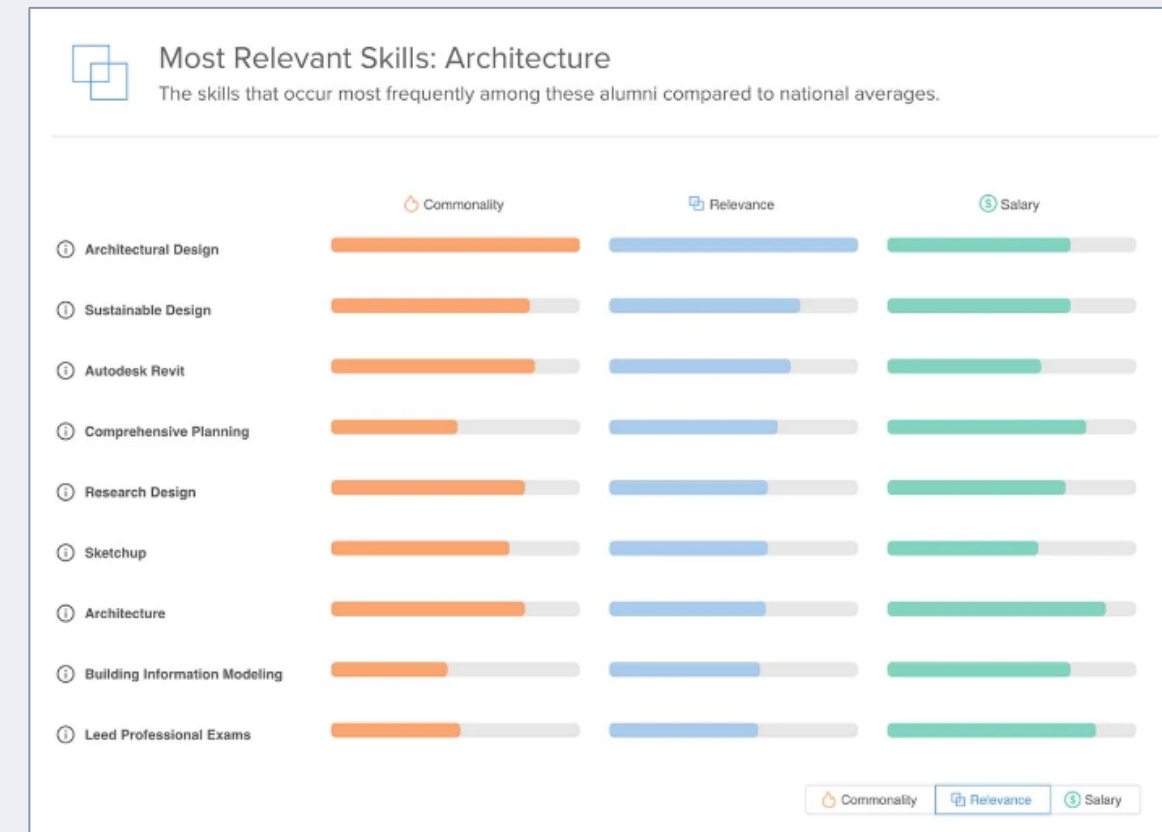


Academic Program Review Key Metric

Student Success and Learning Outcomes

Steppingblocks Alignment

- Skills data access
 - Utilize Skills data to assess if the skills reported by your graduates align with the learning outcomes of your programs.
 - Which skills are correlating with expected job titles and higher salaries?



Academic Program Review Key Metric

Workforce and Career Outcomes

- Migration Patterns
- Salary Data
- Industry Alignment
- Detailed data on alumni employment
 - Job Titles
 - Employers
 - Industries
 - Salary Trajectories
 - Skills

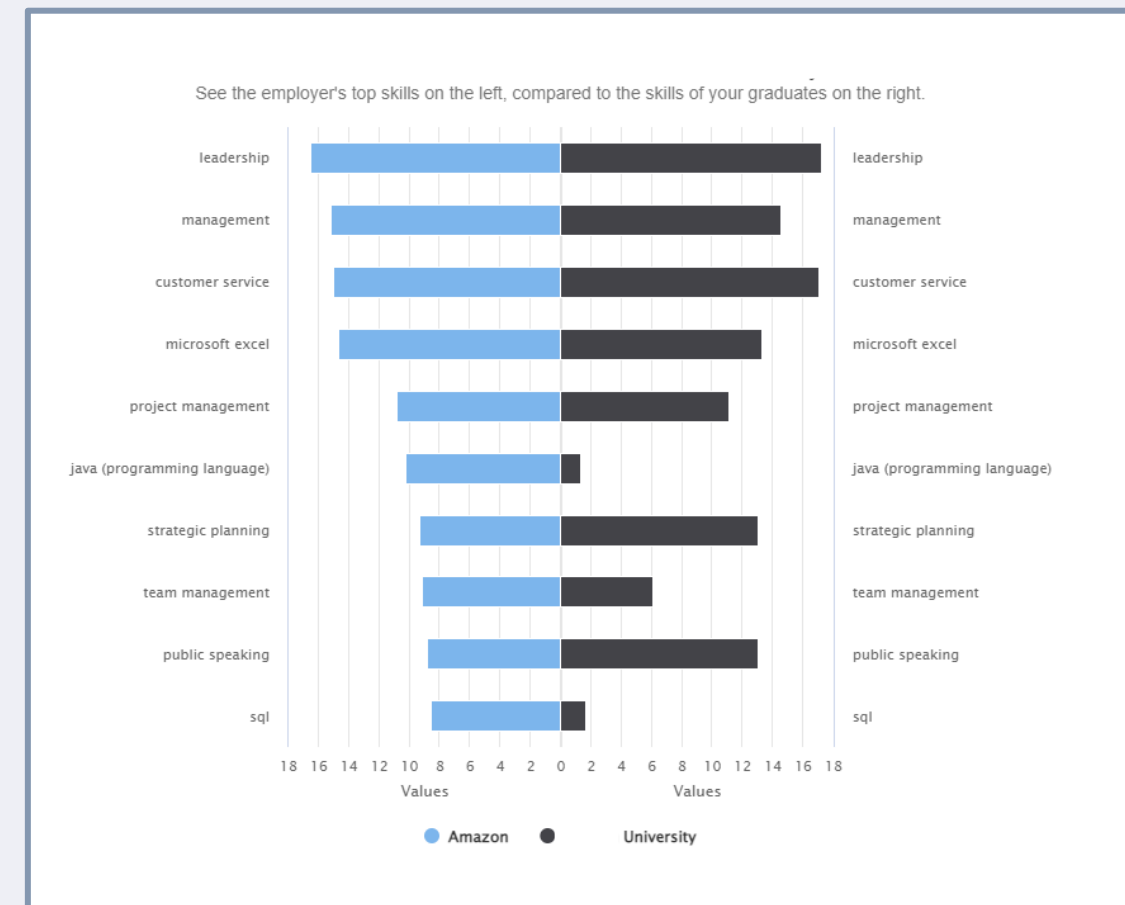


Academic Program Review Key Metric

Comparative and Benchmarking Metrics

Benchmark skills of graduates to skills at top employers

- Who are our top employers?
- Do the skillsets align?
- Are there skills gaps?
- How can a program be enhanced?
- How can we engage with the employer?




Academic Program Review Key Metric

Highlighting Alumni Success for Marketing/Enrollment

Share graduate outcomes data


- Highlight successful career paths of alumni
- Showcase graduate outcomes to current and prospective students

Entrepreneurship Majors Excel After Graduation

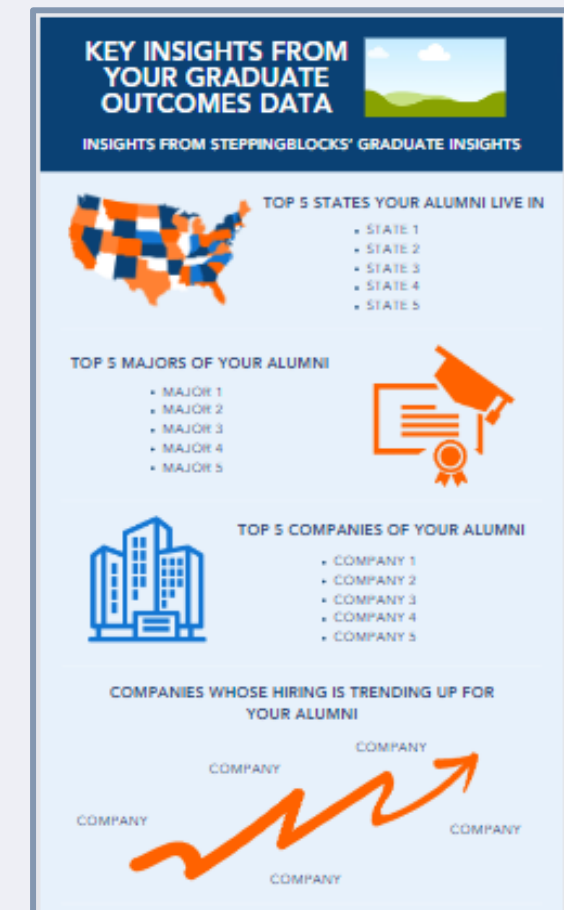


ASHLEY RICHARDSON B.S. ECONOMICS, MINOR IN ENTREPRENEURSHIP '17
Founder, CEO - MyTotem

"Ashley Richardson's entrepreneurial interests were sparked at Georgia State. She credits the various on-campus workshops for giving her the confidence to pursue her vision for MyTotem..."

Meet me on LinkedIn! 

"Entrepreneurship means the **fearless persistence** and **guts** to believe in and execute on your idea, even when the path is not clear."

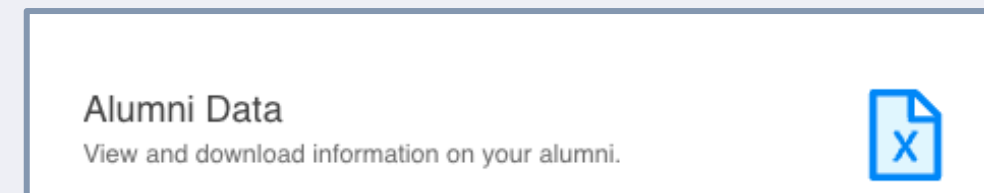
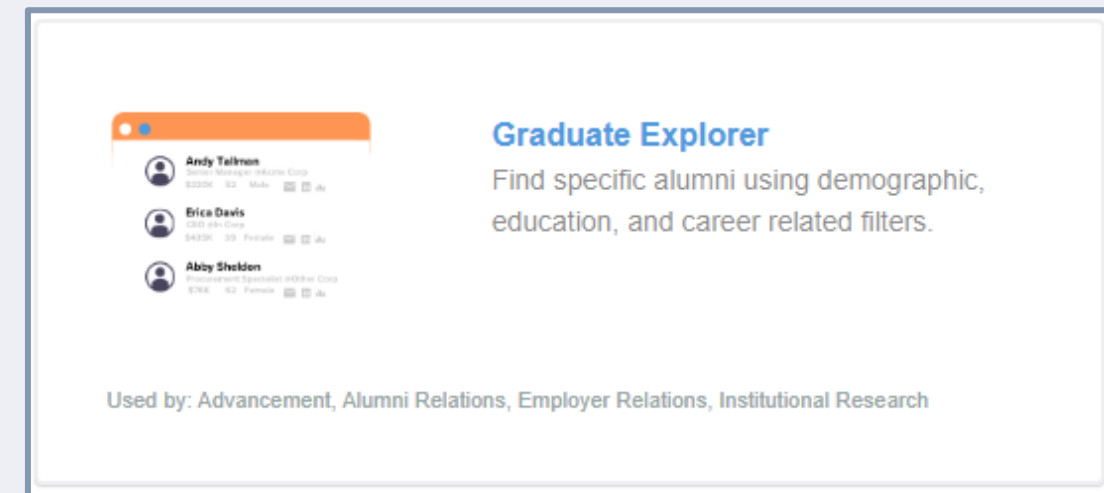


Download Reports

Graduate Explorer → Graduate Data Tab → Click on the blue CSV icon

Importance to Academic Program Review

- Ability to explore outcomes at the individual alumni level
- Ability to upload the report into other data visualization systems (such as Tableau or Power BI)
- Ability to utilize pivot tables to analyze specific graduate outcomes



Accreditation Changes

Accreditation is changing rapidly changing and incorporating outcomes metrics in response to consumer sentiment and political pressures



December 16, 2024

Uncertain Changes Loom at Accreditation Conference

October 10, 2023

North Carolina Forces Changes to Accreditation

A new law will require public institutions to change accreditors every cycle. Passed quietly with no debate, the bill follows similar legislation passed in Florida.



Accreditation & Graduate Outcomes

Evolving standards are increasingly requiring outcomes data, broken out by the following themes:

1. Data Collection & Evidence-Based Assessment

- Agencies require institutions to collect, track, and assess data on student achievement and graduate outcomes.
- Steppingblocks Role: Provides updated alumni career data to measure post-graduation success, skills relevance, and employer outcomes.

2. organized and systematic assessments, conducted by faculty and/or appropriate professionals, evaluating the extent of student achievement of institutional and degree/program goals. Institutions should:

- a. define meaningful curricular goals with defensible standards for evaluating whether students are achieving those goals;
- b. articulate how they prepare students in a manner consistent with their mission for successful careers, meaningful lives, and, where appropriate, further education. They should collect and provide data on the extent to which they are meeting these goals;
- c. support and sustain assessment of student achievement and communicate the results of this assessment to stakeholders;

- Data on where students go after graduation, such as continuing education, job placement rates, admission rates to advanced degree programs, and participation rates in fellowships, internships and special programs (e.g., Peace Corps and AmeriCorps).
- Collection and analyses of economic information related to graduate earnings, loan debt, and field(s) of employment over time.

CFR 2.11 The institution monitors and analyzes the outcomes of its students following graduation and uses the results for improvement.

Questions to Consider

- Is there a common process across programs at the institution, or is the means of establishing outcomes assessment processes widely dispersed? If the latter, how is information collected and evaluated?



Accreditation & Graduate Outcomes

Evolving standards are increasingly requiring outcomes data, broken out by the following themes:

2. Institutional Improvement & Accountability

- Continuous improvement with outcomes data is critical, enabling curricula modifications.
- Feedback loops across campus to understand what happens post-graduation and how to make necessary adjustments.
- Steppingblocks Role: Unlimited licenses allows for campuswide usage to identify skill gaps, employer trends, and support strategic program alignment for workforce relevance.

3. consideration and use of assessment results for the improvement of educational effectiveness. Consistent with the institution's mission, such uses include some combination of the following:

4. if applicable, adequate and appropriate institutional review and approval of assessment services designed, delivered, or assessed by third-party providers; and

5. periodic assessment of the effectiveness of assessment processes utilized by the institution for the improvement of educational effectiveness.

SECTION 7: Institutional Planning and Effectiveness

7.1 The institution engages in ongoing, comprehensive, and integrated research-based planning and evaluation processes that (a) focus on institutional quality and effectiveness and (b) incorporate a systematic review of institutional goals and outcomes consistent with its mission. *(Institutional planning)* [CR]

Institutional Improvement

CFR 4.5 The institution demonstrates improvement based on the results of inquiry, evidence, and evaluation.

CFR 4.6 The institution, with significant faculty involvement, engages in continuous inquiry into the processes of teaching and learning, and the conditions and practices that ensure that the institution's standards of performance are being achieved.

CFR 4.7 The governing board engages in self-evaluation and development.

CFR 4.8 The institution periodically engages its stakeholders in reflection and planning processes based on the examination of evidence. Through these processes it assesses the institution's strategic position, articulates priorities, examines the alignment of its purposes, core functions, and resources, and defines the future direction of the institution.



Accreditation & Graduate Outcomes

Evolving standards are increasingly requiring outcomes data, broken out by the following themes:

3. Transparency & Public Reporting

- Institutions are expected to provide information about graduate success to current and prospective students.
- Steppingblocks Role: Providing key student success and workforce outcomes metrics to publish

SECTION 8: Student Achievement

- 8.1** The institution identifies, evaluates, and publishes goals and outcomes for student achievement appropriate to the institution's mission, the nature of the students it serves, and the kinds of programs offered. The institution uses multiple measures to document student success.
(Student achievement) [CR]

8. The institution systematically evaluates its educational and other programs and makes public how well and in what ways it is accomplishing its purposes.

Kinesiology at NIU
Bachelor of Science

Use exercise to optimize health and wellness.

The human body is amazing. It helps us do so many things, from feats of strength and speed to our everyday routines. The field of kinesiology is all about helping bodies reach their full potential. By studying anatomy and movement, you'll be ready to change peoples' lives by using exercise to increase wellness.

“ I was so intrigued by learning about the human body and how to prevent injuries. So, I decided to major in kinesiology, the study of human movement with a focus in rehabilitation.”
— *Ajah Davis* of DeKalb, IL
Kinesiology major

What Can I Do With a Kinesiology Degree From NIU?
Your bachelor's degree in kinesiology will prepare you to use exercise as a form of medicine in settings focused on health, wellness and sport performance.

Top skills reported by alumni:

- Exercise
- Leadership
- Certified first responder
- Management
- Strength training
- Personal trainer
- Health coaching
- Sports medicine

Top fields alumni work in:

- Health care
- Life sciences
- Education

Other Programs to Consider

- Physical education
- Human development and family sciences
- Health sciences

Career Potential for NIU Kinesiology Majors

Average salary
\$72,567

Top employers include:

- Northwestern Medicine
- Athletico
- ATI Physical Therapy
- Advocate Aurora Health
- Anytime Fitness
- Lifetime Inc.
- Edward Hospital

Job titles include:

- Athletic trainer
- Physical therapist
- Personal trainer
- Exercise physiologist
- Physical education teacher
- Occupational therapist

Source: Steppingblocks, 2024

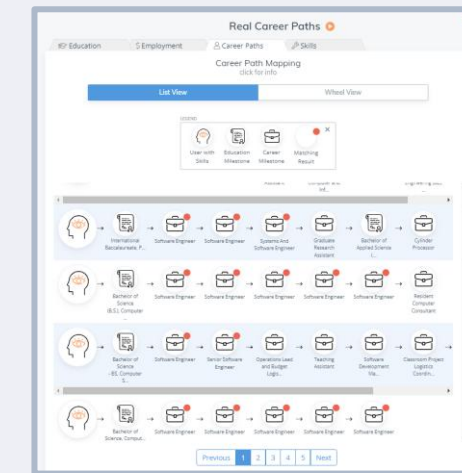


Accreditation & Graduate Outcomes

Evolving standards are increasingly requiring outcomes data, broken out by the following themes:

4. Student Support - Data/Tools for Career Readiness

- Helping students connect their education to real-world careers is a growing accreditation focus, particularly in supporting diverse and underserved populations.
- Steppingblocks Role: Digital Career Counselor is a 24/7 accessible major/career guidance tool with billions of career path data points



SECTION 12: Academic and Student Support Services

12.1 The institution provides appropriate academic and student support programs, services, and activities consistent with its mission.
(Student support services) [CR]

CFR 3.6 The institution provides physical, technology, information, and other resources sufficient in scope, quality, currency, and kind to support the work of its faculty, staff, administrators, and students.

CFR 2.13 The institution offers student support and co-curricular programs and services sufficient in nature, scope, and capacity to promote all students' academic, personal, and professional development.



Accreditation & Graduate Outcomes

Evolving standards are increasingly requiring outcomes data, broken out by the following themes:

5. Mission Alignment and Societal Impact

- Accrediting bodies want institutions to demonstrate how their graduates contribute to the economy and society through meaningful careers.
- Steppingblocks Role: Graduate Insights provides the capability to highlight alumni contributions across sectors and geographies, supporting institutional narratives of impact.

Institutional Mission

Mission is foundational to an institution's curriculum, instructional activities and the success of its students. Mission further informs an institution's research and innovation pursuits, its community engagement activities and services, its role within the higher education ecosystem, its student body, and its decisions regarding operations and resource allocations. An institution's distinctive mission is the cornerstone around which the institution's effectiveness, integrity and commitment to continuous improvement are evaluated.

Institutional Purposes

CFR 1.1 The institution's mission and other statements of purpose are appropriate for an institution of higher education and clearly define its essential values, culture, and ways the institution contributes to society and the public good.



Next Steps

Access your data

- Digital Career Counselor: Single Sign On
- 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](#)

