

# Steppingblocks



Platform Tutorial: Using  
Digital Career Counselor

# Steppingblocks

## Digital Career Counselor

The Digital Career Counselor is a platform designed specifically to help students leverage data during their career journey. Utilizing Steppingblocks' dataset of 135+ million people, Digital Career Counselor gives student access to career-related data that will help them make informed decisions about their own career choices and path.

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# What is Digital Career Counselor?

Being a college student can be overwhelming. It can be especially overwhelming when students realize they have to choose a major and develop a plan for their career. The Digital Career Counselor makes this process easier by providing data that allows students to make informed career decisions. Whether a student is early in their college journey and trying to choose a major, or they're nearing graduation and applying to full-time roles, Digital Career Counselor gives students the data and information they need to succeed. Digital Career Counselor provides students with information on things like:

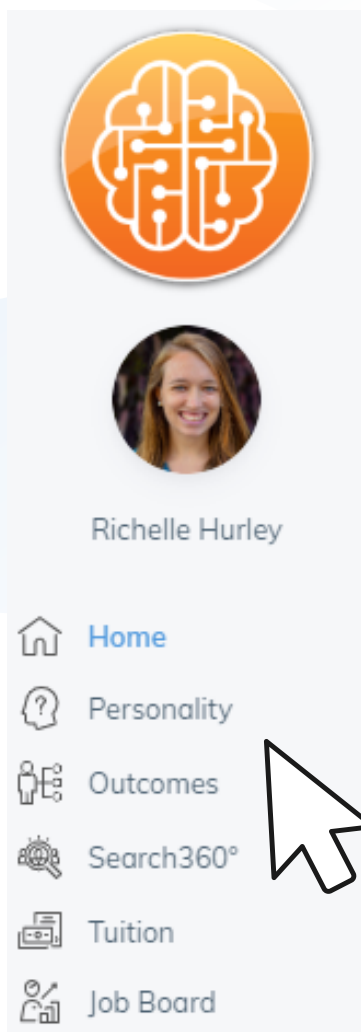
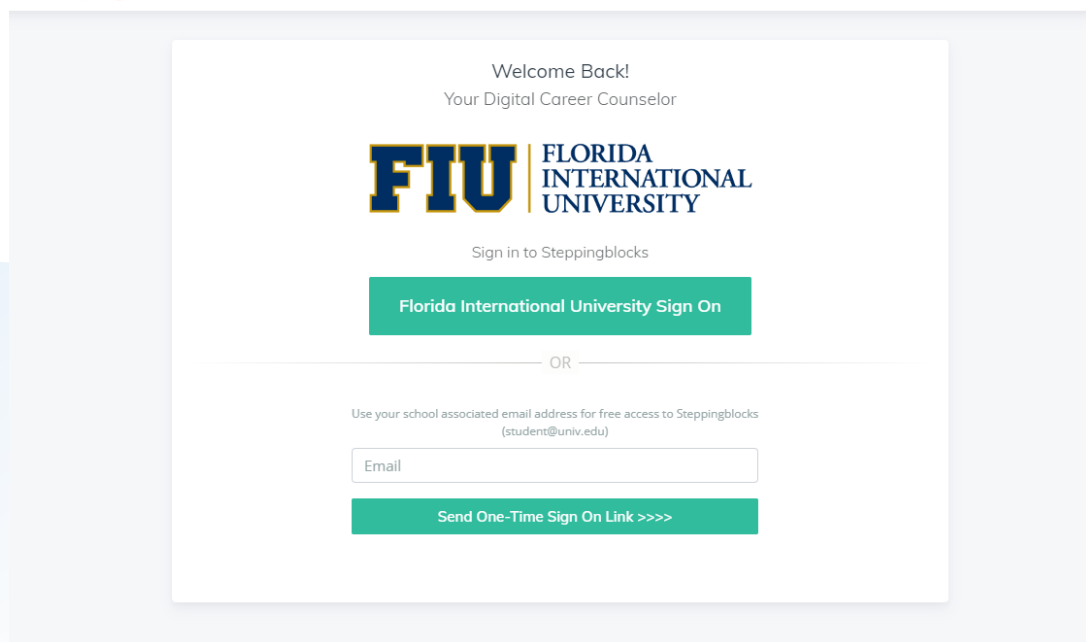
- Top majors and career paths for their personality type
- Top employers, industries, and skills from their school's alumni
- Real career paths from 135+ million people
- Top skills by volume, relevance, and salary for any major or job title
- Top employers and average salaries for any major or job title
- Videos and infographics with information about their industries of interest



# Digital Career Counselor: Getting Started

Students can sign into the platform by using their school's single sign-on credentials

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Within Digital Career Counselor, there are 6 modules. You can navigate between these modules by clicking on the module links displayed on the left side of the page.

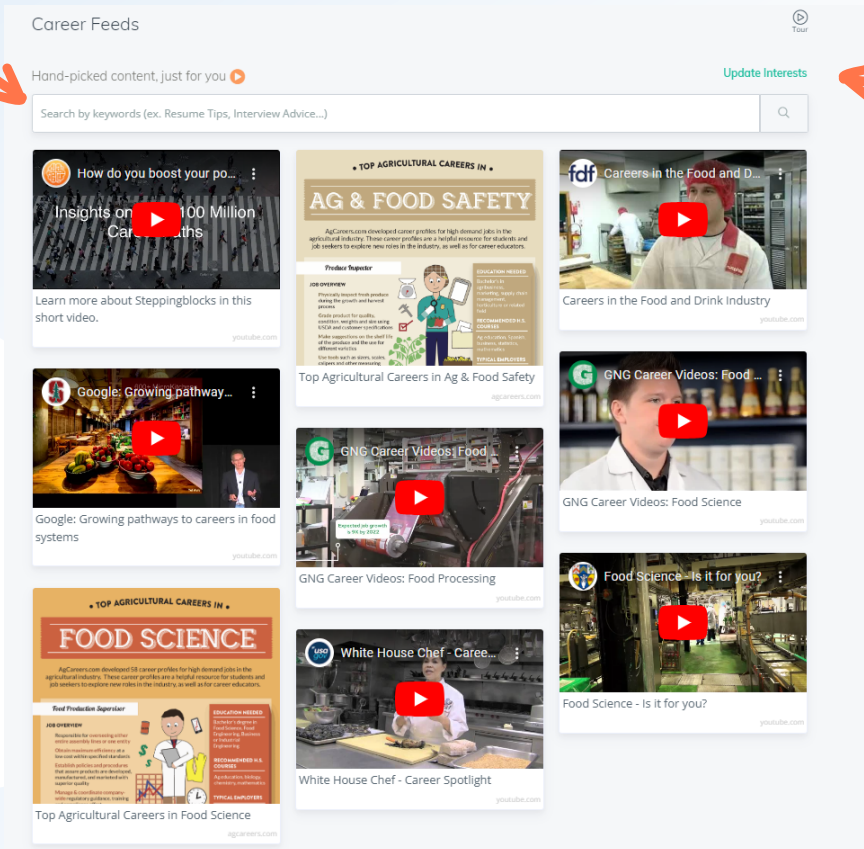
Note: some schools may choose not have every module available to their students.

# Digital Career Counselor

## Home Page / Career Feeds Module

When students first log into Digital Career Counselor, they will see their home page, which features the Career Feed. In the Career Feeds module, students can find videos and infographics that are relevant to their career interests.

Students can use the search bar to find information on specific topics.

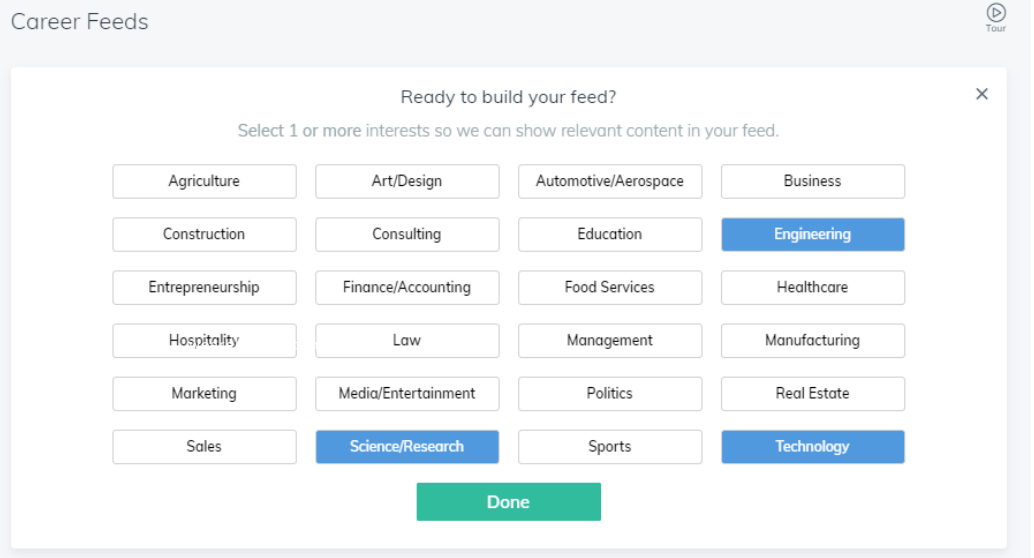


Students can update their career interest areas by clicking "Update Interests"

Then, they can click on their preferred industries, and the feed will populate with videos and infographics that align with those interest areas.

### Steppingblocks Pro Tip

Career Feeds is a great way for students to explore different career areas, and start identifying career paths that interest them!



# Digital Career Counselor Personality Module

The Personality Module allows students to answer 20 binary questions and then learn their personality type, as well as relevant majors and job titles that may interest them.

Your Assessment Results

Restart Assessment

**ESFJ : Diplomat**  
Extraordinarily caring, social and popular, always eager to help.

**You're an ESFJ!**  
Extraversion (E), Sensing (S), Feeling (F), Judgment (J)

You work diligently to provide a harmonious environment for your team. Achieving your goals on-time and in an efficient manner are top priority. You tend to appreciate typically unnoticed achievements of others. You see the values of others, and are generally sympathetic to their needs.

Custom Personality Report

After completing the 20 question assessment, students will see and overview of their personality type.

To learn more about their personality type, students can download their custom personality report.

As they scroll down the page, they will see a list of best majors for their personality type, as well as a list of best jobs.

For each major and job, they can click on the title to search our entire dataset of 135+ million people to learn more about career outcomes for that major/job.

**Best Majors for ESFJs**

ESFJs enjoy work that allows them to follow through and see results, and prefer a high degree of structure and organization. They gain satisfaction from completing tasks with attention to order and detail. An ideal job for an ESFJ requires attention to procedure and specifications, and allows the ESFJ to work methodically to organize people and processes.

- Q Aeronautical Engineering
- Q Digital Marketing
- Q Education
- Q Accounting
- Q Dentistry
- Q Family Studies
- Q Criminal Justice
- Q Chemistry
- Q Biomedical Science
- Q Kinesiology and Physiology
- Q Civil Engineering
- Q Childhood Education

**Best Jobs for ESFJs**

- Q **Dentist**  
Dentistry is the science devoted to maintaining oral health. Dentists enjoy excellent compensation and the high demand for dental care is likely to continue in the future. Oral health's impact on systemic health outcomes drives new professional opportunities each year.
- Q **Social Media Manager**  
A Social Media Manager sets content strategy and drives engagement on a company's social platforms. Successful social media managers possess a knack for storytelling, a keen eye for design, and an ability to analyze what does well with an audience—and what doesn't.
- Q **Nurse**  
Registered are the frontline of the medical workforce, responsible for delivering hands-on patient care in various healthcare settings. RNs provide a wide range of patient services, including primary care, educating patients, operating medical equipment, and administering medications.

**Steppingblocks Pro Tip**

This is a great starting point for students who are exploring their major or are starting to consider career paths they'd like to pursue!

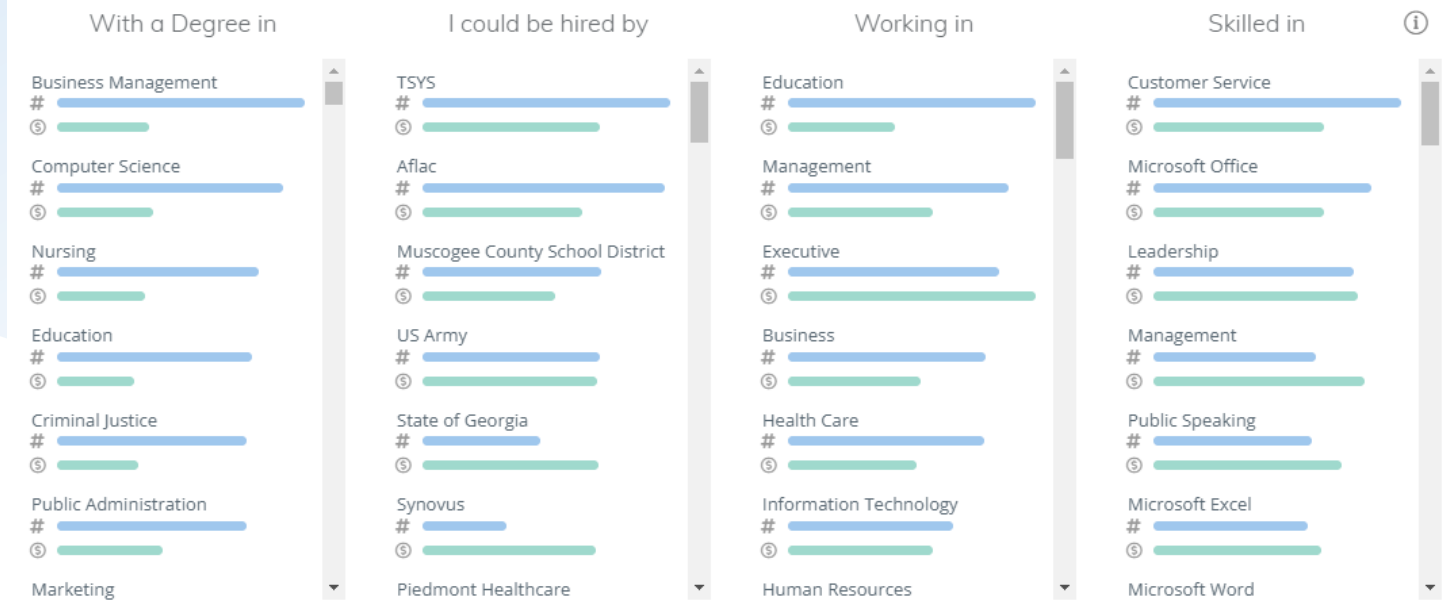
# Digital Career Counselor

## Outcomes Module

With the Outcomes module, students can explore career outcomes from their school's alumni.

Click any major, employer, job category, and/or skill to explore outcomes.

RESET



Graduates Analyzed

29,730 ♂ 49%  
♀ 51%

Average 5 year Salary

\$68,578

Average Current Salary

\$75,269

Students can click on any major, job title, industry, or skill to filter the data

Throughout the platform you will notice a green and blue bar system.

**Blue = Volume of Alumni**

**Green = Average Salary**

\*These bars are relative to each individual column\*

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#### Pro Tip

Students can use this tool to choose a major, to discover possible jobs that align with their major, identify the skills needed for their dream industry, and find top employers that might be more likely to higher them as an alum of their school.

# Digital Career Counselor

## Search 360 Module - Education

In the Search 360 module, **students can search our entire dataset of 135+ million people.** Students start by searching for either a job title or major. The first thing they will see is the Education Background tab, which provides information about people in that job/major and their education types and levels.

Students can search by "Career" or job title, or they can search by major.

The screenshot shows the 'Search Millions of Career Paths' interface. At the top, there are two tabs: 'Search by Career' (selected) and 'Search by Major'. Below these are input fields for 'JOB TITLE' (containing 'software engineer'), 'COMPANY NAME (OPTIONAL)' (containing 'e.g. Amazon'), and 'US STATE (OPTIONAL)'. A message states: 'Hooray! Your search matched 585,622 real people.' Below this is the 'Education Background' section with tabs for 'Education', 'Employment', 'Career Paths', and 'Skills'. The 'Education' tab is active, showing two donut charts: '63% Majored in Computer and Information Sciences' and '40% Have an advanced degree'. To the right, a 'What did they study?' section features a donut chart and a legend with the following data:

Computer And Information Sciences - 63.44%	Engineering - 17.27%
Physical Sciences - 3.37%	Mathematics & Statistics - 3.09%
Social Sciences & Liberal Arts - 2.41%	Business - 2.04%
Arts - 1.78%	Languages And Literature - 1.14%
Biological Sciences - 1.02%	Communications - 0.75%

A 'Save' button is located at the bottom right of the Education Background section.

Students can also narrow down their search by company name or by state. If searching by major, they can include their university name.

If searching by job title, students can see the top majors of people with that job title, and how many have advanced degrees.

**Steppingblocks Pro Tip**

The Education Background tool is great for students to decide on a major that will lead to their dream job, or can be helpful in determining if they'll need additional schooling beyond their Bachelor's Degree.

Students can see all of the top majors for their desired job title. If searching by major, they can see the top job fields for people with that major.

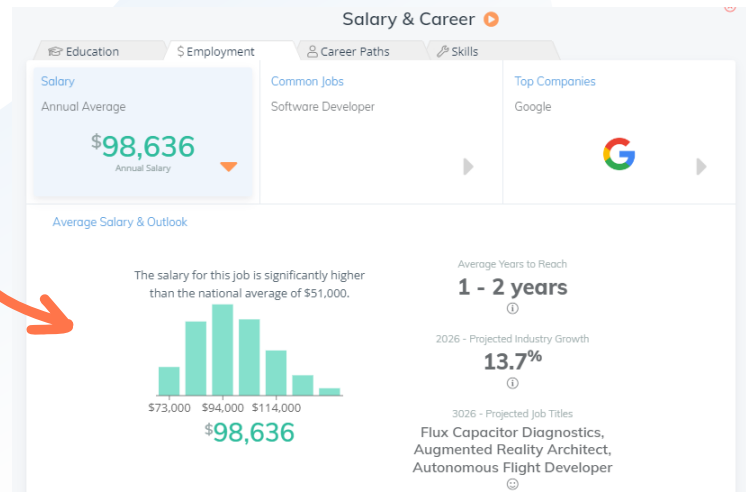


# Digital Career Counselor

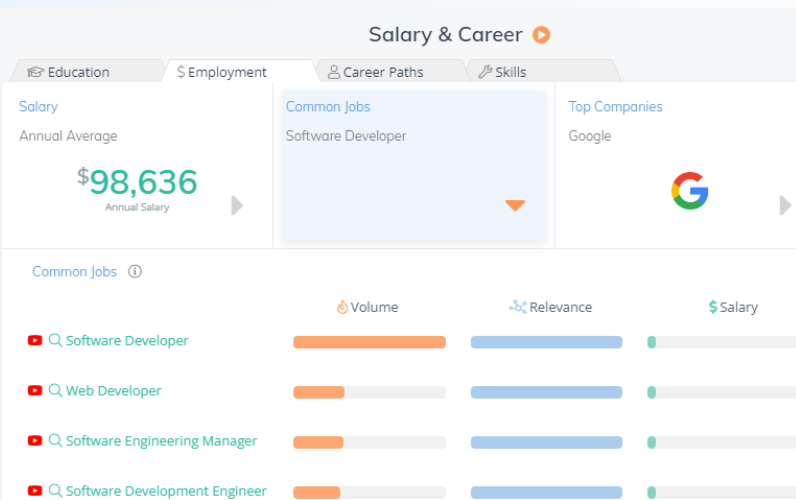
## Search 360 Module - Employment

In the Search 360 module, students can search our entire dataset of 135+ million people. In the second tab, they will see information about employment.

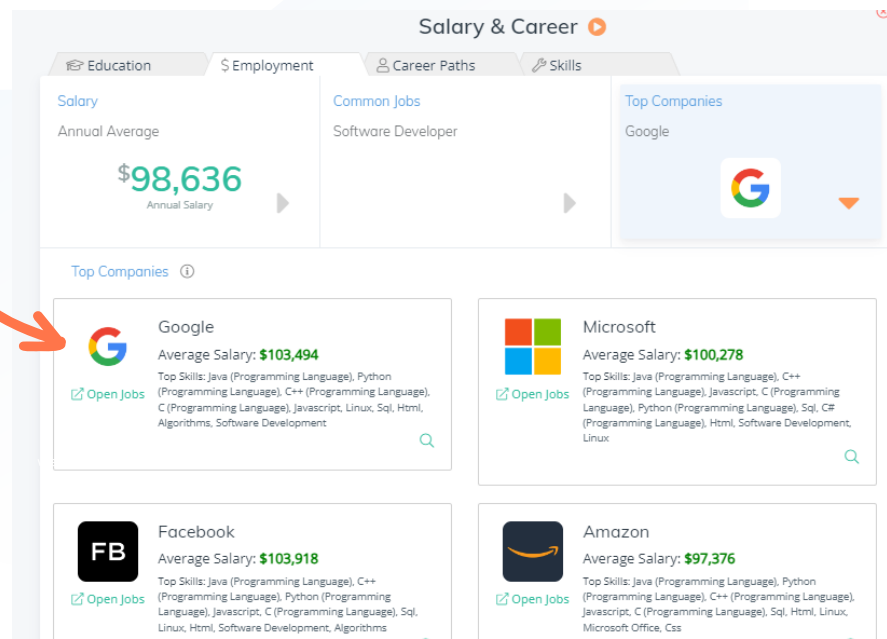
When students click on the salary box, they can see the average annual salary, projected growth, and how it compares to national averages.



When clicking on the Common Jobs box, students can see similar jobs if searching by job title. If searching by major, they will see the job titles for that major. Students can click on the link for each title to learn more.



In the Top Companies section, students can see the top companies for that job title or major, along with salary and skills info. Students can also click the blue link to see open jobs at that company.



### Steppingblocks Pro Tip

Salary information is especially important as students prepare to negotiate salaries or prepare budgets for their first job post-graduation.

# Digital Career Counselor

## Search 360 Module - Career Paths

In the Search 360 module, **students can search our entire dataset of 135+ million people.** In the third tab, students can view Career Paths of real people with their desired job title or major.

**Real Career Paths**

Education Employment Career Paths Skills

Career Path Mapping  
click for info

List View Wheel View

LEGEND

- User with Skills
- Education Milestone
- Career Milestone
- Matching Result

International Baccalaureate, P... Software Engineer Software Engineer Systems And Software Engineer Graduate Research Assistant Bachelor of Applied Science (...) Cylinder Processor

Bachelor of Science (B.S.), Computer ... Software Engineer Software Engineer Software Engineer Software Engineer Software Engineer Resident Computer Consultant

Bachelor of Science - BS, Computer S... Software Engineer Senior Software Engineer Operations Lead and Budget Logis... Teaching Assistant Software Development Ma... Classroom Project Logistics Coordin...

Bachelor of Science, Comput... Software Engineer Software Engineer Software Engineer Software Engineer Software Engineer

Previous 1 2 3 4 5 Next

Hover over the first icon in a path to see the person's top skills.

Hover over the diploma icons to see the person's education history.

Use the wheel view to see people's paths from a birds-eye view.

Hover over the briefcase icon to see the person's work history, including company and estimated salary.

### Steppingblocks Pro Tip

Unsure of how to apply a major to a career? Unsure of the entry-level positions that come before a dream job? Career paths allow students to fill in these blanks, and start developing their own unique career plan.

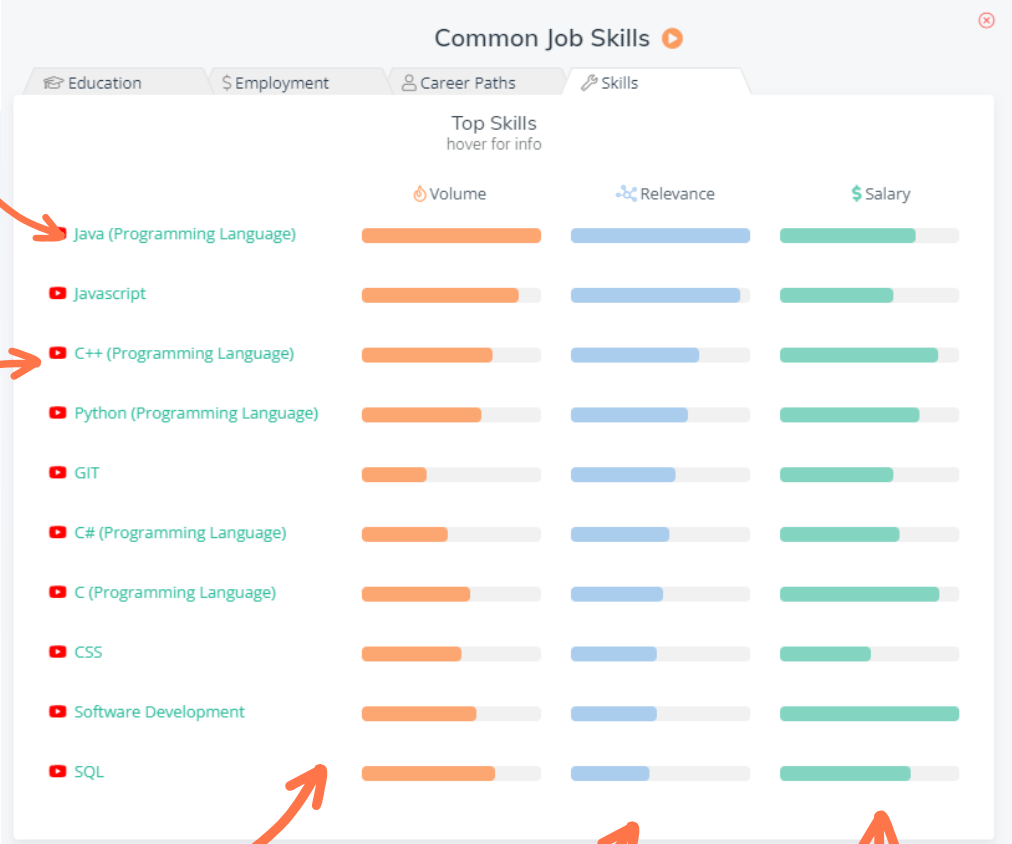
# Digital Career Counselor

## Search 360 Module - Skills

In the Search 360 module, students can search our entire dataset of 135+ million people. In the last tab, students can view the top skills related to their desired job title or major, and start making a plan to develop those skills.

Hover over the title of each skill for a full definition of that skill.

Each skill title also links to YouTube content, which students can use to learn more about the skill and how to develop it.



The volume column and orange bars represent the most frequently occurring skills in the searched population.

The relevance column and blue bars represent how significant these skills are to the searched terms in relation to the general population.

The salary column and green bars represent how likely each skill is to align with higher salary outcomes.

**Steppingblocks**  
Pro Tip

Demonstrating skills are crucial to a successful career journey. Whether a student is at the start of their college career or preparing for graduation, it is critical for them to know the skills most desired by employers in their field, and to make sure they can demonstrate their proficiency.

# Digital Career Counselor

## Tuition Module

In the tuition module, students can calculate their expected student loan repayment. This is a helpful way for students to understand what their budgetary needs will be after graduation.

With the **total costs** tool, students can see how much their educational investment will cost over their total repayment period.

Students can insert their own school, estimated net price, and student loan terms to see the full cost.

How much will your education really cost?

College Search

COLLEGE/UNIVERSITY

4-YEAR AVERAGE NET PRICE

Student Loan Terms

INTEREST RATE

LOAN TERM

Total Costs Breakeven Analysis

Total Investment:	\$54,682	Same cost as: 10,317 Big Macs
Interest Paid:	\$18,682	
Loan Amount:	\$36,000	
Interest Rate:	6.00%	
Monthly Payment:	\$304	

Your Loan Amortization

With the **breakeven analysis** tool, students can see how their repayment may vary depending on their job title and estimated salary.

Students can type in a job title to see how long it will take to breakeven on their educational investment.

How much will your education really cost?

College Search

COLLEGE/UNIVERSITY

4-YEAR AVERAGE NET PRICE

Breakeven

WHAT DO YOU WANT TO BE?

SALARY WITH DEGREE

Student Loan Terms

INTEREST RATE

LOAN TERM

Total Costs Breakeven Analysis

Judging by your debt and expected salary, it will take **7 years** to breakeven on your education investment.

Breakeven Year:	<b>7</b>	You could fly to Mars 12 times during your payback period!
Salary with Degree:	\$50,000	
Est. Salary without Degree:	\$35,000	

Calculation incorporates relevant tax brackets and standard annual increases by category.

Breakeven Time Chart

# Digital Career Counselor Job Board Module

With the Job Board tool, students can search for professional positions posted only by employers. Each job post links to the website where the job is posted, where students can learn more about the role and apply.

Students can search for positions by typing in their desired job title, location, and/or annual pay.

The screenshot shows the 'Job Search' interface. At the top, there are search filters: 'KEYWORDS' with 'Software Engineer' entered, 'LOCATION' with 'Florida' selected, and 'ANNUAL PAY' with a dropdown menu. A blue 'Search' button is to the right. Below the filters is a list of job postings, each for a 'Software Engineer' role. Each listing includes the company logo, a brief description, and location information. A red arrow points from the 'KEYWORDS' field to the first job listing. Another red arrow points from the 'Analyze this Title' link of the third listing to the bottom text block.

Students can click on the green job links to see the job posting in its original location.

**Steppingblocks**  
Pro Tip

Even if a student is not currently in the market for a full time job, it can be helpful to browse job postings to get an idea of what skills and experiences employers are looking for, and what level salaries they are offering to job candidates.

Students can learn more about a job title by clicking "Analyze this Title", which will then search the job title in Search 360.

# Make the Most of Digital Career Counselor

For more ways to utilize the Digital Career Counselor with students, check out our eBooks:

- [Maximizing the Digital Career Counselor in Advising](#)
- [Incorporating Digital Career Counselor into the Curriculum](#)

Want to learn more about how to use Digital Career Counselor? Check out the articles in our [Help Center](#), or use the chat feature within the platform and someone from the Steppingblocks Partner Success team will help you.

## Partner Success Team

At Steppingblocks, we greatly value the insights and ideas of our campus partners. We warmly welcome any feedback or suggestions you may have. Whether you have comments or questions, please do not hesitate to contact any member of the Partner Success Team!

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