

2020

STEPPINGBLOCKS CASE STUDIES

For Our Big Data Partners in
Higher Education

Georgia State University

The University of Nevada,
Las Vegas

The Institute for Research on
Innovation and Science





STEPPINGBLOCKS ANALYTICS

Steppingblocks has generated customized analytics dashboards and reports based on specific requirements and goals provided by Georgia State University, University of Nevada, Las Vegas, and Florida International University. With 83 core attributes on demographic, education, and workforce data on over 100 million people in the US, we sliced and diced segments across the following core data areas:

OUR CORE DATA

- Demographic Data
- Education Data
- Company Firmographics
- Contact Information
- Skills & Certifications Data
- Salary Data
- Industry Data
- Geographic Data

CUSTOM ANALYTICS EXAMPLES

- In-state vs. out-of-state graduate outcomes analysis
- Major-specific graduation outcomes benchmarked to peer(s)
- Employer hiring trends and skills analysis
- Gender gap employment, earnings, and skills analysis
- Post-graduation local employer analysis
- High-income skills analysis for curriculum development
- National employment benchmark analysis
- Customized alumni fundraising campaign
- Contacting alumni who work in campus recruiter positions to attend job fairs

CONTINUE FOR SPECIFIC USE CASES

GEORGIA STATE UNIVERSITY

Georgia State University's latest Quality Enhancement Plan (QEP), College to Career (CTC), aims to increase students' ability to recognize and demonstrate career competencies they learn through curricular, co-curricular and extra-curricular experiences. GSU wants their students to be future flexible; to see a variety of job postings across a variety of employment

fields and have the confidence their skills and training prepare them to apply for any job. GSU uses Steppingblocks to accomplish this by highlighting to students the in-demand skills by industry and employment field across every major. Institutional outcomes also help facilitate this mission as well as backing from faculty and staff.

INDUSTRY

LAW PRACTICE

AVG. SALARY

\$54,873

AVG. YEARS OF EXPERIENCE

8.08

COMMON JOB TITLES (without J.D.)

Paralegal, Legal Assistant, Litigation Paralegal, Immigration Paralegal, Human Resources Manager

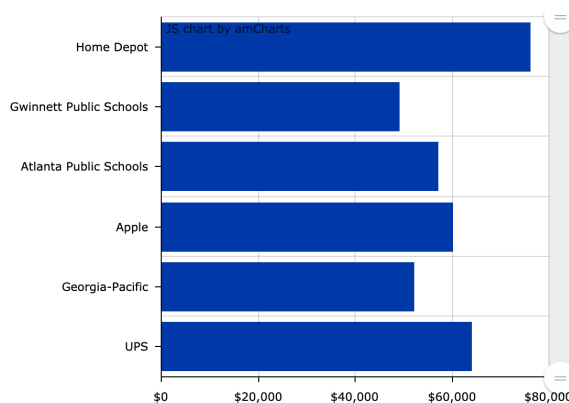
WHY HIRE POLITICAL SCIENCE MAJORS FOR THIS JOB? THEY'VE GOT SKILLS!

Legal Research, Legal Writing, Litigation, Public Speaking, Corporate Law

Law Practice is the top employment field for GSU Political Science grads.

COLLEGE TO CAREER DATA HIGHLIGHTS

Top Majors of GSU Political Science Grads: Average Salary

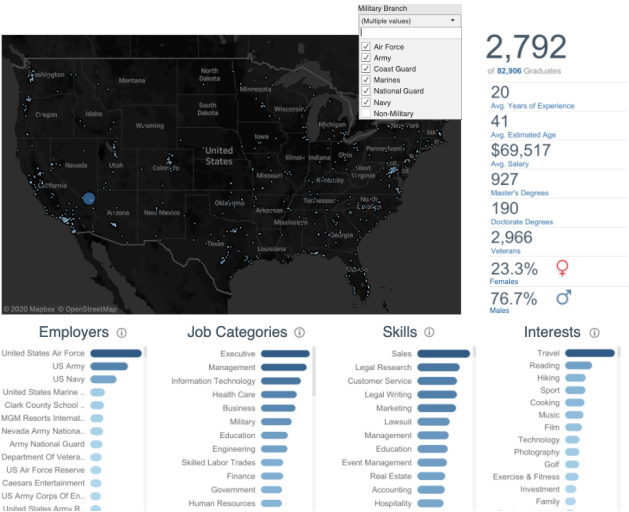




UNIVERSITY OF NEVADA, LAS VEGAS

UNLV needed a way to geo-target alumni and drive a larger opening ceremony for a new university location. (Use Case 1)

Use Case 1: The University of Nevada, Las Vegas opened a new location for their Graduate College and wanted to target all alumni from the college in the Metro Las Vegas area to attend the unveiling. UNLV used our Graduate Explorer tool to target those specific alumni to drive alumni engagement and a larger opening ceremony for the college.



Use Case 2: UNLV requested a veteran alumni analysis. The image to the left displays a sample of demographic, employment, and skills data for this segment.

Use Case 3: We performed a constituent record search match analysis for UNLV resulting in strong strength scores across every attribute.



IRIS, THE INSTITUTE FOR RESEARCH ON INNOVATION AND SCIENCE

IRIS needed a way to quantify the impact of approximately one billion dollars in annual research spending through their member institutions.

The Institute for Research on Innovation and Science (IRIS) has partnered with Steppingblocks to augment reporting capabilities by uncovering insights through billions of disparate education and workforce data points. The partnership will allow for deeper and more impactful analyses for public research universities, governmental bodies, and top academic stakeholders.

IRIS is matching hashed, encrypted data for almost one million university records to quantify the impact of approximately one billion dollars in annual research spending through their member institutions. Steppingblocks' data allows them to see top industries, top employers, average salaries, and geographic data to enhance their reporting to congress and other bodies.

Industries of Research-Funded Employees from IRIS Member Universities After Leaving Their Universities - United States

Undergraduate Graduate Student Postdoc

