Steppingblocks

EXAMPLE OUTREACH EMAILS: DIGITAL CAREER COUNSELOR

Hi <<<Name>>>,

As a <<<Institution Name>>> student, you now have free access to Steppingblocks. Learn from millions of real-world outcomes to get insight into the skills, trends, and education you need to make career decisions, reach your financial goals, and find your dream job!

How does your major align with your future career goals? Do you know what skills are needed to succeed in your future dream job? What salary should you expect in the future? All these questions (and more!) can be answered through your free access to the Digital Career Counselor.

What is Steppingblocks?
- Your personalized Digital Career Counselor, free and available 24/7
- Build your confidence to transition from college to career with self-service and skill-building tools for any field of study or major
- Get an insider's look at education and career outcomes for your institutional alumni

How it works
- Start with a personality test to match interests & traits with real career journey
- Analyze career path matches by job title or major from a database of 135M+ professionals
- Identify hyper-relevant pathways with laser-focused outcomes from your institution's alumni
- Build a realistic game plan to support target education and career goals
- Enrich career exploration with curated content for personal & professional growth

Ready to Get Started?
- Visit <<<Your Institution's DCC web portal URL>>>
- Click "<<<Institution Name>>> Sign On"
- Enter your Campus ID and Password
- Update your profile, interests, and job/education goals
- Start exploring!

Want to Learn More?
- Click here to watch this 3-Minute Video Overview
- <<<Link to your Institution's Career Services site>>>
- <<<Institution's Career Services contact info>>>

EXAMPLE OUTREACH EMAILS: GRADUATE INSIGHTS

Dear <<<NAME>>>

We are excited to share that <<<INSTITUTION NAME>>> has gained access to Steppingblocks, an innovative new resource on campus. Steppingblocks provides graduate outcomes data to help both administrators and students make data-driven decisions. The benefits of these solutions align directly with <<<Institutional Strategic Initiatives>>>, specifically, Student Success, Economic Competitiveness, Essential Skills, and Partnerships.

Steppingblocks is a campus-wide solution with web-based tools for both students and administrators. All students will have access to the Digital Career Counselor platform. Click here to learn more about sharing the Digital Career Counselor with students. All students can access the Digital Career Counselor by visiting <<<Your Institution's DCC web portal URL>>>. Feel free to share this link directly with your students!

Institutional administration will have access to the Graduate Insights platform. <<<insert campus specific plans for usage>>>. Graduate Insights allows you to view real outcomes data for university graduates, including:

- Top Employers / Industries / Job Titles
- Estimated Salary Ranges
- Top Skills and Skills Gaps
- Geographic Insights
- Demographic Insights

<<<Choose an option below>>>
- Requesting Access: To gain access to Graduate Insights, please <<<insert institution specific process for requesting access, i.e. who to email or what form to fill out, as appropriate>>>.
- Try out your access: You've been given log-in credentials to data.steppingblocks.com and should receive a separate email prompting you to log-in. If you have any questions, please contact <<<specific process for access, i.e. who to email or what form to fill out, as appropriate>>>

Best,

[YOUR NAME]