

Graduate Outcome Metrics

A Better Way to Help Solve Your Data Dilemma

KEY BENEFITS

Accurate. Unlike self-reported data, our solution pulls income and employment data from employers' payroll records.

Timely. Data is updated as each employer processes payroll.

Longitudinal and historical. Better understand graduates' career tracks over time by accessing historical data.

Nationwide coverage. Access the largest nationwide repository of income, employment, and credit information.

The Need for Quality Graduate Data and Insights

While costs associated with higher education are increasing, so too is the pressure for institutions to present meaningful insight on the value their degree and certificate programs provide to graduates and the economy. While this is partly to find a competitive advantage, it's also to present stakeholders (students, parents, law makers, employers, colleagues, accreditation boards, etc.) insight on potential income and employment opportunities following students' graduation. Unfortunately, institutions struggle to obtain the quality data necessary to help complete the strategic analysis and evaluations stakeholders need most. This is often due to reliance on clumsy, unreliable methods for gathering graduate data, including social media searches, outbound call campaigns, state-specific databases, and self-reported survey responses. Such methods can yield data that's irrelevant, dated, or just plain inaccurate. Higher education professionals can find themselves in a true "data dilemma."

A Superior Solution

Graduate Outcome Metrics from Equifax offers a better way to help solve your data dilemma. By accessing the largest repository of up-to-date nationwide payroll, income, and credit data from Equifax, higher education professionals can get the cohort data needed for research. Unlike traditional graduate data collection methods, the information you receive from Equifax is real, current, and free from self-reporting falsehoods. And, once your institution chooses the reporting attributes you're after, the data can be delivered within weeks. That means you're closer than ever before to providing stakeholders with the insights they require.

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EQUIFAX[®]



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Choose Reports and Data Attributes to Suit Your Needs

Consider starting with our four most-requested, core reports in aggregated format:

- Median Income by Major or Program
- Graduate Residence by State
- Median Income, In-State vs. Out-of-State
- Median Income by Industry

Next, Add the Additional Reporting Attributes You're Seeking

Common institution-defined attributes include:

| | | | |
|---------------------|-------------------|----------------------|---------------|
| ACT Score | Campus | CIP Code | College |
| Date of Birth | Degree | Degree Level | Financial Aid |
| Gender | GPA | Internship Completed | Major |
| Minor | Pell Eligibility | Program | SAT Score |
| Student Designation | Student Withdrawn | Transfer In | Transfer Out |

Graduate Outcome Metrics Can Support Many Departments Across Campus, Including:

| | |
|-------------------------------------------------------------------------------------|----------------------------------------|
|  | Academic Advisement |
|  | Career Services |
|  | Chancellor's Office and Administration |
|  | Development and Alumni Relations |
|  | Institutional Research |
|  | Marketing Communications |
|  | Provost Office |

CONTACT US

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