



EQUIFAX[®]



Case Study

Empowering community college success

Unveiling graduate wage outcomes through data-driven insights from Equifax

CHALLENGE

A large community college district was seeking more comprehensive and reliable data to provide reporting for mandatory state compliance and to better understand the outcome of their graduates.

SOLUTION

The Graduate Outcomes solution suite from Equifax includes data such as anonymized, individual-level income, and current state of residence.

RESULT

The college used the comprehensive data to develop a strategic plan to increase overall wage outcome for their graduates and was able to provide the in-depth reporting that was needed to meet their state compliance requirements.

Challenges

A large community college district was seeking more comprehensive and reliable data to better understand wage outcomes of their graduates three years after graduation in order to:

- Provide reporting for mandatory state compliance
- Report key metrics to their governing board derived from verified income data
- Provide key findings for continued Workforce Innovation and Opportunity Act (WIOA) funding which is used to help match employers with skilled workers after graduation
- Gain deeper insights into their program effectiveness
- Develop a realistic goal for improving wage outcomes after completion

The community college had previously relied on state-run databases that had limited wage data and lacked information on out-of-state residents.

Solution

The college was able to leverage the Graduate Outcomes solution suite from Equifax which included data such as anonymized, individual-level income, and current state of residence. After applying the data, the college was able to better understand wage outcomes at a more granular level for institution-provided segments of interest such as first generation versus non-first generation students, gender, ethnicity, academic plan, degree, and other relevant student factors.

Results

By leveraging verified data from Equifax, the college institution was able to pin-point:

- Extreme gaps in earnings for minority groups; wages for minorities increased over time, but the trajectory was much different than non-minority groups
- Existing equity gaps across genders
- Non-minority male wage outcomes were almost \$10,000 higher versus minority female
- Wage outcomes for first-generation students exceeded non-first generation students
- Trends that showed wage outcome differences for career versus technical programs which reflected almost a \$10,000 difference in annual salaries (\$41,000 versus \$32,700)

Additionally, the college gained a more comprehensive view and better understanding of graduates who moved out of state versus leveraging state-level databases that provided visibility into in-state residents only. They also met their reporting requirements, gained greater confidence in performance metrics, and were able to conduct benchmarking within their school districts.

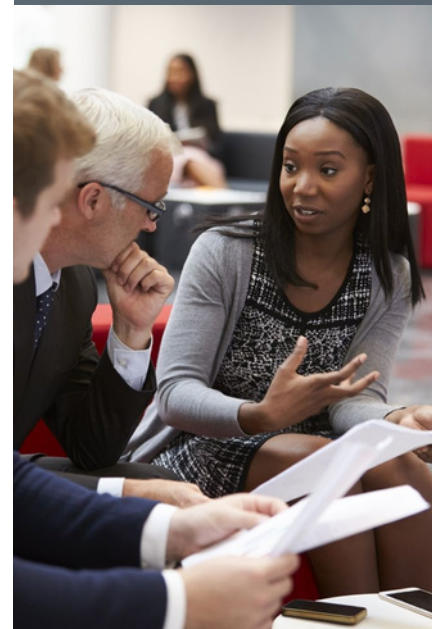
Conclusion: Insights into action

Within an hour of receiving data from Equifax, the college was able to calculate the median income of their graduates three years post-graduation. Within a month, they were able to deliver a comprehensive report to their governing board. Finally, the data presented in this study will be used to develop a strategic plan to help identify opportunities for institutional enhancements, student programs that will help reduce equity gaps for key demographics, and lastly, help increase the overall wage outcome for their graduates.

equifax.com/business/higher-education

"We can't boil the ocean. Data from Equifax allowed us to zero in on the areas that matter."

District Director
of Enterprise
Analytics and Strategy



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