



EQUIFAX[®]

Discover and showcase your school's true story

Graduate Outcomes Solutions from Equifax

As a higher education institution, information powers everything you do in the classroom. Now, you can harness the power of information about your graduates to showcase your school.

Data-driven support for recruitment, research, fundraising, and more.

Graduate Outcomes data from Equifax is delivered to you via a highly secure, cloud-based platform. You can confidently use this data to build more complete views of your graduates based on current insights pertaining to:

- Affluence, wealth, and lifestyle
- Income, credit, and employment
- Assets, debt, property
- Channel preferences and more

Applications for Graduate Outcomes are literally campus wide, ranging from recruitment, research, fundraising, and more. In fact, it even assists in compliance with increasingly strict state reporting requirements and the Federal Education Rights and Privacy Act.

“One university discovered its bachelor’s degree recipients enjoyed a 138% rise in average earnings 15 years post-graduation, which was above the national average.”

Source — Equifax analysis

See trends 5, 10, 15 years post-graduation.

With Graduate Outcomes, you can access current graduate data, and monitor these views over 5, 10 and 15 years to see interesting and often surprising trends emerge over time.

Access to Graduate Outcomes is available via:

- Secure batch file transfers
- The Equifax Ignite® analytic and decisioning platform
- Snowflake® Data Cloud platform

Take action with real-life use cases

See how forward-thinking higher education institutions are using Graduate Outcomes Solutions to problem solve, expose hidden issues and successes, and discover the true story of their school.



Boost enrollment: Prove why you're the top pick for new students.

Show prospective students why they should pick your school by spotlighting the value of your degree programs. For this, use Graduate Outcomes data to prove your ability to help them achieve sought-after outcomes, including:

- Getting recruited by top employers, Fortune 500 companies, and more
- Landing and retaining high-profile leadership and executive positions
- Maintaining a degree-focused career track
- Earning above-average salaries
- Successful entrepreneurship
- Homeownership and more

A large university sought to identify its **top 10% of alumni** to aid in fundraising, scholarships and intern placement.

Source — Equifax analysis





Innovate and improve: Elevate the student experience, and your performance.

Use Graduate Outcomes to research your school's strengths and weaknesses, validate or debunk assumptions, close knowledge gaps, and experiment with innovative ideas and programs. This might include:

- Improving, expanding, or creating entirely new academic offerings and programs
- Bridging known and unknown inequities in student services and outcomes
- Intelligently pivoting in real-time to offer new curricula and modes of learning such as remote learning
- Answering tough questions like, "How do we tweak the services we're already offering?" and "What can we do bigger and better now?"

A community college uncovered a **\$5,000 wage gap** between its non-minority and minority graduates.

Source — Equifax analysis





Improve alumni programs and fundraising: Increase engagement by personalizing your outreach.

Use Graduate Outcomes model and segment alumni audiences based on specific financial features, attributes, and indicators for tailored strategies, targeted campaigns, and personalized messaging that yields higher response rates and deeper engagement.



Fundraising: Segment alumni based on lifestyle and income to create financially tailored campaigns. For example, pitch a \$10 monthly bank draft to younger grads instead of one-time \$120 donation.



Membership: Segment audiences by attributes like job status, address, etc. For example, promote job networking opportunities to recent grads or suggest virtual alumni meetings to those living in areas without a local alumni chapter.



Optimization: Segment alumni based on their channel preferences. Longtime alumni may prefer phone calls, direct mailers, and letters, while younger grads might engage better via text and mobile apps.



Uncover the true story of your school with Graduate Outcomes Solutions.

Contact us today to learn more.

equifax.com/business/product/graduate-outcomes/