



Equifax Ignite for Graduate Outcomes

Get easy, cloud-based access to reliable graduate income, credit, and geographic data

As higher education costs have increased and skepticism on the financial benefit of a four-year college degree is on the rise¹, institutions are under pressure to show the value of their programs by providing data on their graduates.

While surveys, outbound calling, social media research, and state databases offer insights on graduates, they may yield inaccurate or incomplete information. Plus collecting and compiling all of the data can be burdensome.

To overcome these challenges and better prove the value of your programs, you need fast access to reliable, complete data on the financial outcomes of your graduates.

Demonstrate program value with easy access to reliable data on graduate financial outcomes

Introducing Equifax Ignite® for Graduate Outcomes — a cloud-based, analytical platform that higher education institutions can use to access and assess graduate financial data including income and credit information. Plus, you can analyze the data against your institution's key segments to better compare groups and discover trends.

With easy-to-use dashboards as well as access to raw data, analysts and data scientists can use the platform to better support admissions, marketing, alumni relations, program effectiveness, career services, institutional research, and funding initiatives. Teams can use Equifax Ignite for Graduate Outcomes to answer questions such as:

- **Income outcome:** How does the income of my institution's graduates compare to national averages?
- **Program effectiveness:** What is the average income by major and how has it changed over the past 10 years?
- **Compare segments:** How do gender and minority segments compare by income and student loan debt five years after graduation?
- **Credit outcome:** How do graduate segments compare in terms of average credit scores and debt to income ratios?
- **Donor ability:** Which graduates are most likely to have the financial ability to donate?
- **Geographic distribution and home ownership:** In which states do graduates live, what percent have mortgages, and what is the value of their property?

Key benefits

- **Gain access** to anonymized graduate income, credit score, student loan data, property value, and more
- **Take advantage of** easy-to-use dashboards to view data and trends
- **Easily load** your own data to compare graduate outcomes by major, gender, ethnicity, aid, and other segments
- **Leverage data** to fuel admissions, program effectiveness, alumni relations, research, and program funding

Access accurate data on graduate credit and estimated income

Equifax Ignite for Graduate Outcomes offers accurate, current and longitudinal financial data to help you understand and assess graduate outcomes. All data is anonymized at the individual level to meet privacy requirements.

Datasets include:

- Income estimates:
 - Individual modeled income that combines proprietary data from Equifax with neural network technology and machine learning. Delivers better than 77% accuracy across all income thresholds.²
 - Household income estimate up to \$2 million. Includes estimated income from wages and salaries, as well as estimated income from assets, retirement funds, and business income. Validated against Equifax proprietary database of payroll records.
- Credit and debt attributes based on nearly 100% of the U.S. active credit population
 - Credit score
 - Number of open student loans
 - Balance of outstanding student debt
 - Debt to income ratio
 - Mortgage indicator
- State of residence
- Property value estimates: Based on multiple public and non-public sources, including Multiple Listing Service (MLS) listing data

Compare graduate financial data by your institution's unique segments

Equifax Ignite for Graduate Outcomes allows higher education institutions to analyze financial outcomes by graduate attributes. For example, graduates can be analyzed and compared by:

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|-------------------|--|------------------------------|
| • Graduation year | • GPA band | • Hybrid vs in-person |
| • Sub-college | • SAT/ACT Score | • Completed vs. withdraw |
| • Major/Minor | • Honors program | • Transfer student |
| • Gender | • Internship completed | • First generation |
| • Ethnicity | • Scholarship/financial aid/Pell Grant | • Any other chosen attribute |
| • Race | | |

After graduate data is loaded, the Equifax Ignite platform organizes the data for analysis:

- **Graduate identities are anonymized** to meet privacy requirements
- **Equifax appends its financial datasets** to your graduates, including up to 10 years of historical data
- **Dashboards are created** to enable you to analyze graduate financial data, compare segments, and view trends

Ease data collection, management, and analysis

Whether your institution has limited analytical resources or a team of analysts and data scientists, Equifax Ignite for Graduate Outcomes can meet your needs.

- **Point-and-click tools** to guide data upload and download
- **Ability to access all data in one place** including your institution's data, Equifax data, and third-party data
- **Dashboards** to compare segments, explore a longitudinal view of trends, and benchmark against national data
- **Raw data** to support do-it-yourself custom analysis
- **Access to the freshest financial data on graduates** via weekly, monthly, or semi-annual updates
- **Secure, cloud-based platform** for reliable, always-on availability
- **Support** from Equifax marketing and consulting services

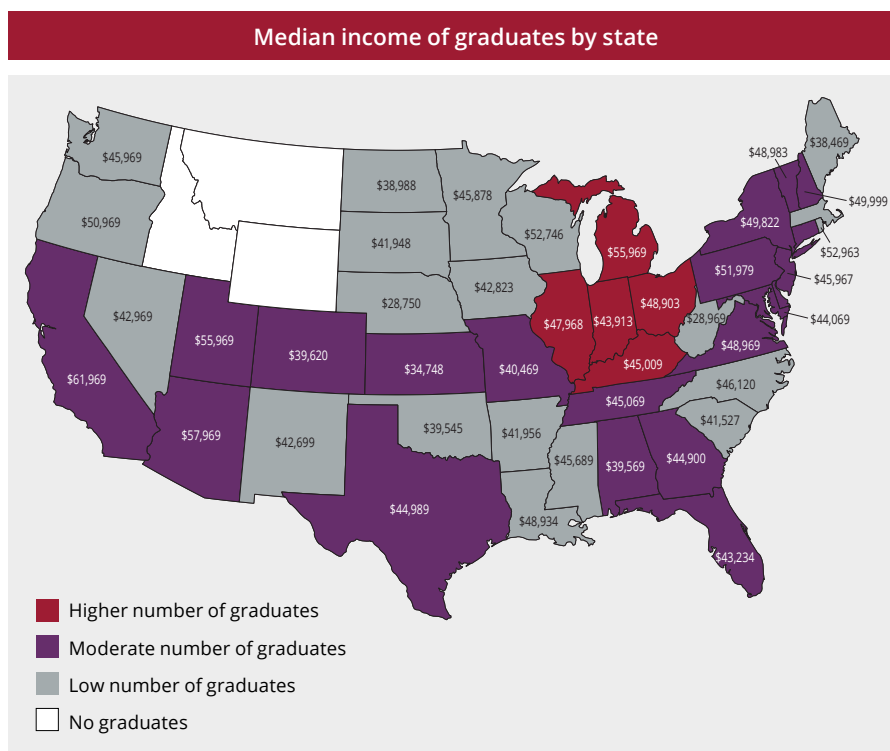


Turn to **Equifax Ignite for Graduate Outcomes** to access the financial data you need to prove the value of your higher ed institution and drive decisions that support your long-term growth.

Sample dashboards:



Discover wage gaps between student populations or genders.



Identify alumni locations and average incomes of graduates by state.

equifax.com/business/product/graduate-outcomes

1 "Americans are Losing Faith in College Education, WSJ-NORC Poll Finds", [Wall Street Journal](#), March 31, 2023.

2 Equifax analytics