



# Improving Transparency in Higher Education

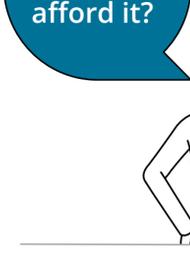
Gain visibility into degree ROI, student experiences, and more!

Despite a jump in college applications — up 12% for the Class of 2024 — the high cost of college remains controversial.<sup>1</sup> In fact, many applicants and today's federal regulators want proof that it's worth the investment. Yet, this is one of many challenges facing higher education today, issues that can be intelligently addressed with access to the right data.

## The problem:

### Don't let perception become reality.

In many ways, schools are battling perceptions stemming from widespread economic uncertainty and stubborn inflation.



**>\$38,000** = average cost of an in-state bachelor's degree<sup>2</sup>

**6 in 10** high school students say they can't afford college without student loans<sup>3</sup>

**67%** of graduates with student loan debt say it's preventing them from participating in major life milestones like home-buying<sup>3</sup>

**↓36%**

Confidence in higher education has fallen to 36%, compared to 57% in 2015<sup>4</sup>

**45%**

of Americans say colleges and universities are having a negative impact; only 53% say they have a positive impact<sup>5</sup>



**↓5%**

Giving to colleges and universities fell 5% in 2023 (after inflation)<sup>6</sup>

**↓13%**

Alumni contributions dropped 13% in 2023 (after inflation)<sup>6</sup>

## Equifax Ignite for Graduate Outcomes can help unlock greater visibility with the right data.

Equifax Ignite<sup>®</sup> for Graduate Outcomes dashboard gives colleges and universities "right now" insights into what's working, what's not, and what's possible based on 100% verified graduate data.

Detailed, anonymized data from Equifax is delivered in the form of graphs, maps, and charts that clearly show exactly where graduates are in life so you can measure, monitor, and research potential impacts related to your degree programs, student experiences, fundraising, and more. It's the data-driven edge schools need to skillfully address today's hot-button issues while placing a more strategic and agile focus on forward.

- Income**  
Up to \$2 million in household income estimates
- Credit and debt**  
~100% coverage of active U.S. credit population
- Student loans**
- Affluence**
- Financial durability**
- Home ownership**
- State of residence**
- Property value estimates**
- Household composition**
- Communication channel preferences**

**Dashboard samples:**

**Discover** wage gaps between student populations or genders

**Identify** alumni locations and average incomes of graduates by state.

## Research smarter with validated cohort data

Get validated cohort data required for research by accessing the largest repository of up-to-date nationwide payroll, income, and credit data from Equifax.

### Equifax Ignite for Graduate Outcomes use cases:

## Your vision for the future is data driven.

Below are a few of the many ways colleges and universities can use Equifax Ignite for Graduate Outcomes.

### 1 Get ahead of regulatory compliance.

Among the reporting requirements for higher education are regulations released in late 2023 by the U.S. Department of Education. Namely, the Financial Value Transparency (FTV) and Gainful Employment (GE) rules, effective in July 2024, raise the bar for proving the ROI of college tuition by requiring schools to prove — and pass — two key metrics. Consequences of non-compliance range from bad publicity that can hurt recruiting to eventual loss of Title IV eligibility.<sup>7</sup>

Equifax Ignite for Graduate Outcomes provides an on-demand dashboard and easy-to-read data visualizations of cohort data to help you:

- Understand and address areas of deficiency and risk ahead of compliance deadlines
- Be prepared to respond to the federal agency, its recommendations, and potential negative or positive publicity

**Two key U.S. Department of Education FTV and GE metrics**

**EARNINGS PREMIUM**

Graduate earnings must be higher than high school graduates.

**DEBT/EARNINGS RATIO**

Graduates must not be "overly burdened" with debt relative to their earnings and discretionary spending.

**33x ROI** A Texas university used the Equifax Ignite for Graduate Outcomes to break down the ROI of its bachelor's degree and discovered that one demographic segment of graduates earned a 33x return on their four-year tuition.

### 2 Market smarter to existing and prospective students.

Despite affordability being a top concern, schools often can't provide the ROI of their degree programs. They also can't understand — and adjust to — what students want, need, and expect from their college experience. Yet, you need these insights to differentiate your school in today's competitive landscape.

Equifax Ignite for Graduate Outcomes provides deeper, more holistic views of graduate incomes, assets, and financial health over time that you can use to:

**Quantify** the value and ROI of academic programs.

**Drive** more equitable graduate outcomes.

**Advance** student inclusivity and diversity.

**Monitor** institutional effectiveness over time.

**\$5,000 gap** A community college discovered a \$5,000 pay equity gap between its minority and non-minority graduates using Equifax Ignite for Graduate Outcomes. Now it can work to bridge that gap.

### 3 Boost alumni engagement.

Apart from providing direct testimony about the value of your degree program, alumni are also uniquely positioned to financially support scholarship programs and other initiatives aimed at enhancing the student experience. Your ability to engage them means everything to your school.

Equifax Ignite for Graduate Outcomes offers big-picture views that include direct-measured alumni data around credit, income, affluence, assets, and more to help you:

**Boost fundraising** with tailored strategies, targeted campaigns, and personalized messaging.

**Increase alumni membership** by modeling your best alumni and targeting "lookalikes."

**Optimize alumni marketing** by engaging them via their preferred communication channels.

**Top 10%** One large university identified its top 10% alumni to aid in fundraising, intern placement, and scholarship programs by using Equifax Ignite for Graduate Outcomes.

1 Class of 2024 College Applications Jump 12% (collegematchpoint.com)  
 2 The Cost of College in 2024 (Intelligent)  
 3 2023 College Savings & Student Debt Study (thenewsmarket.com)  
 4 Americans' Confidence in Higher Education Down Sharply (gallup.com)  
 5 Americans' views of colleges and universities, K-12 public schools (Pew Research Center)  
 6 Giving to Colleges Was Down 5% in 2023, Even as Very Large Gifts Increased (philanthropy.com)  
 7 Financial Value Transparency/Gainful Employment 2024 (airweb.org)

Are you ready to **boost compliance, market smarter, and increase alumni engagement** by clearly seeing what's working, what's not, and what's possible at your school?

**Unleash the power of Equifax Ignite for Graduate Outcomes TODAY!**

