

Web-Based Reporting of Graduate Employment, Earnings, and Continuing Education Outcomes, by Major and Institution in Florida

National Association for Career Technical Education Conference

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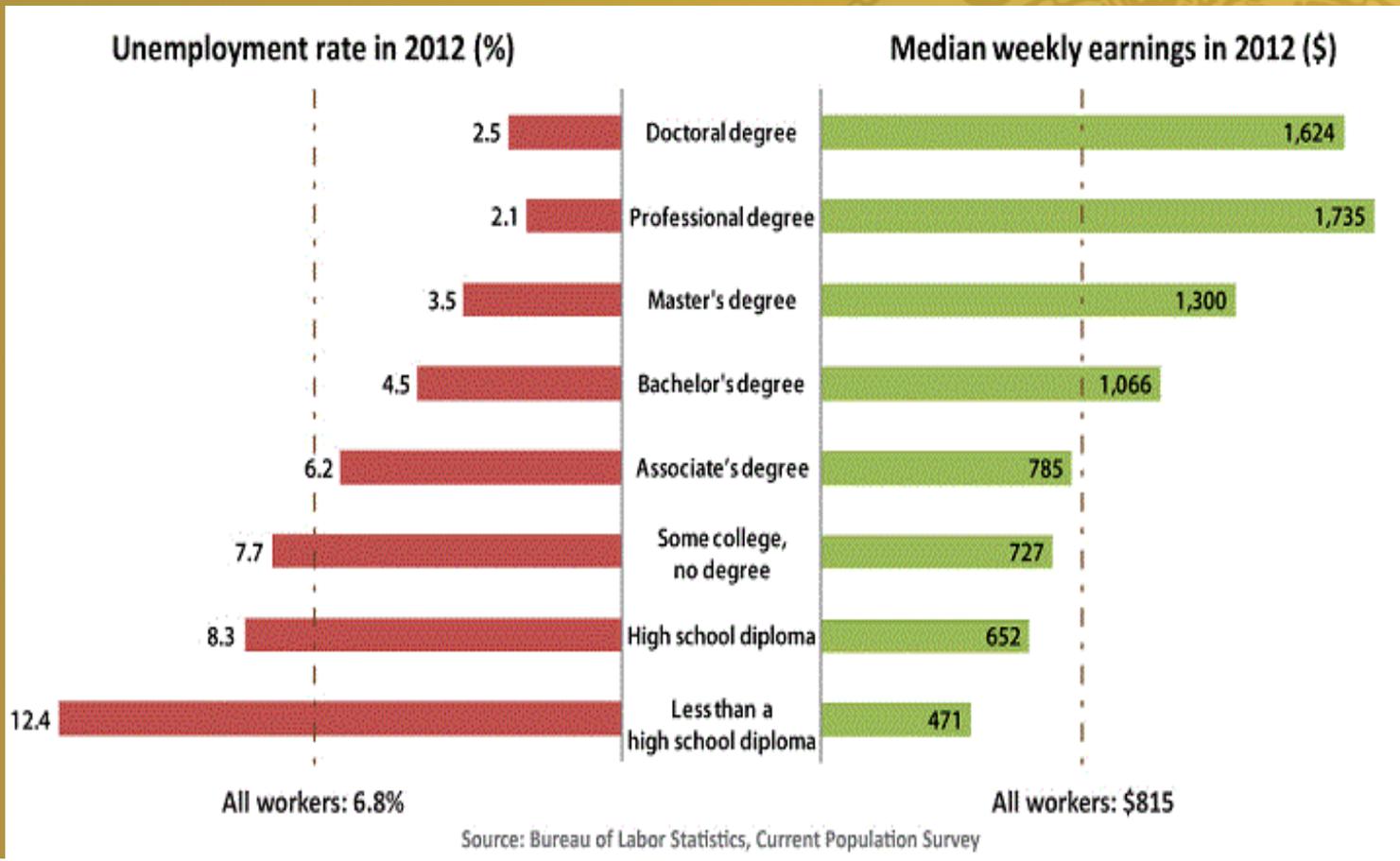
Vice Chancellor, Research and Analytics

[The Florida College System](#)

Web-Based Reporting of Graduate Employment, Earnings, and Continuing Education Outcomes, by Major and Institution in Florida

- Converging trends contributing to the development of the Florida College System's Smart-College-Choices and Cross Sector Beyond Education web portals.
- Legislative Interest: 2012 passed Florida legislation and 2014 proposed federal legislation.
- Florida's Smart-College-Choices and Beyond Education / Economic Security Report.

Earnings and Unemployment Rates, by Educational Attainment



Workers 25 and over. Earnings are for full-time wage and salary workers. CPS 5/2013

Is College Worth It? (2013)



- Are too many people going to college?
- Is a degree really worth the money (and, frequently, the attendant debt)?
- Short answer based on a return on investment perspective:

A college degree is worth it, for students who study the right subject, at the right place, for the right price.

–William J. Bennett
US Secretary of Education under
President Ronald Reagan

Should Everyone Go to College? (2013)

- Brookings Institute. Research Brief by Isabel V. Sawhill and Stephanie Owen.
- Provides an assessment of the value of college-going solely as a **financial decision** focusing on return on investment and improving the approach taken by students to select a college and their major program of study.
- **Not all college degrees or college graduates are equal.** There is enormous variation in the return to education depending on factors such as:
 - Institution Attended,
 - Field of Study,
 - Whether a Student Graduates, and
 - Post-graduation Occupation.
- While the average return to obtaining a college degree is clearly positive, it is not universally so. For certain schools, majors, occupations, and individuals, college may not be a smart investment.

Gallup Poll (2013):

Americans Say Graduates' Job Status Key to College Choice. Majority Say Higher Tuition Does Not Mean Higher Quality.

- Americans are as likely to say the percentage of graduates who are able to get a good job is the most important factor in choosing which college or university to attend as they are to say the price is the most important factor.
- High-income Americans are more likely to say the percentage of graduates who are able to get a good job is the most important factor in college selection.
- Similarly, those with a college or postgraduate degree are more likely to say that the percentage of graduates who are able to get a good job is the most important factor.
- Far fewer say they care about the graduation rate.
- Gallup survey conducted May 28–29, 2013, on behalf of Lumina Foundation with a random sample of 1,012 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

Higher Education Adds Value

What You Study Matters

- According to [Carnevale, Jayasundera, & Cheah](#) (2012), “The only real gains made during the still struggling recovery have been in jobs filled by workers with at least some postsecondary education. The gradual shift to more educated workers has been going on for decades, but the recession gave it a mighty push. It also left the country with an urgent need to find a way to train workers for higher skill jobs.”
- Higher education is widely perceived as the path to careers with higher earnings. [Carnevale, Cheah, & Strohl](#) (2012) empirically documented at the national level our collective intuitive knowledge that choice in major substantially influences employment and earnings. Chances of being unemployed increase dramatically without a college degree.

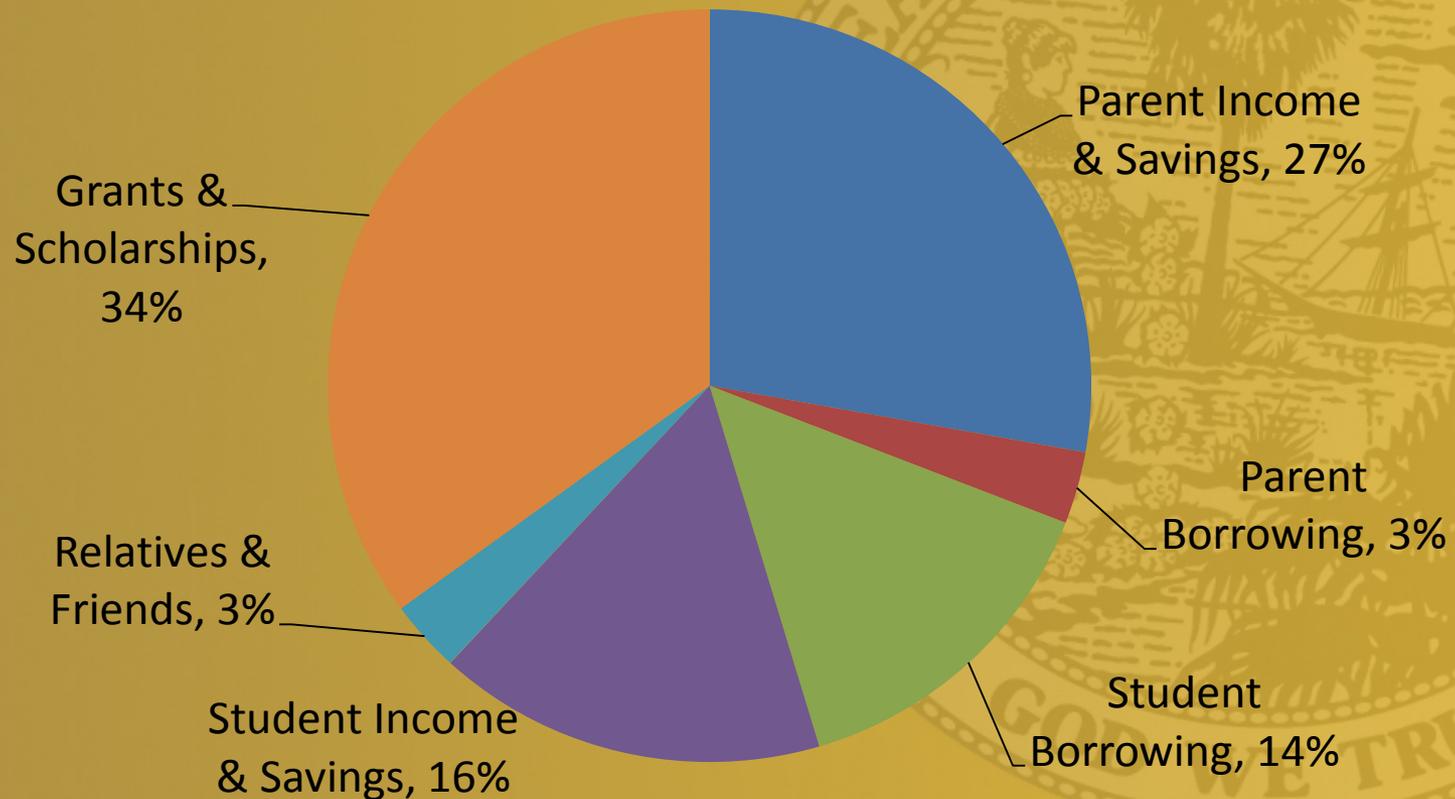
Sub-Baccalaureate Higher Education Is Valued

- President Obama’s higher education agenda includes the goal of having all Americans complete one year of higher education or postsecondary training.
- In a recent Gallup & Lumina Poll (2013) 97% of a random sample of Americans indicated that it was at least *Somewhat Important* to a person’s financial security in the future to have education beyond high school (71% said *Very Important* and 26% indicated *Somewhat Important*).
- Carnevale (2012) highlights the value of career and technical education (e.g., postsecondary certificates, apprenticeships, associate’s degrees) and the average salaries of sub-baccalaureate awards that lead to middle skill jobs—occupations that require some postsecondary education and training, but not a bachelor’s degree (Carnevale, 2012).

Rising Tuition and Fees and Student Loan Debt

- In the public sector, growth in tuition and fees has escalated as state support of higher education has decreased.
- Private sector tuition and fee rates are substantially higher and also rapidly climbing. This has contributed to significant growth in student loans as an important source of funds for financing a college education.
- Nationwide, [student loans](#) initially surpassed credit cards as the largest source for consumer debt in June 2010.
- Student loan debt exceeded \$1.2 trillion dollars in January 2014.
- Experts estimate that across the country student loan debt is increasing at a rate of nearly \$2,854 per second. To put that figure in perspective, consider that the [National Association for Realtors](#) recently reported the U.S. median home price at \$198,000 (12/2013 — all types). Collectively, about every 1 minute and 9 seconds the equivalent of the full cost of a substantial house is being borrowed to finance student loans.

How the Typical Family Pays for College: Percent of Total Cost of Attendance Paid by Source, 2013, 2-Year Public



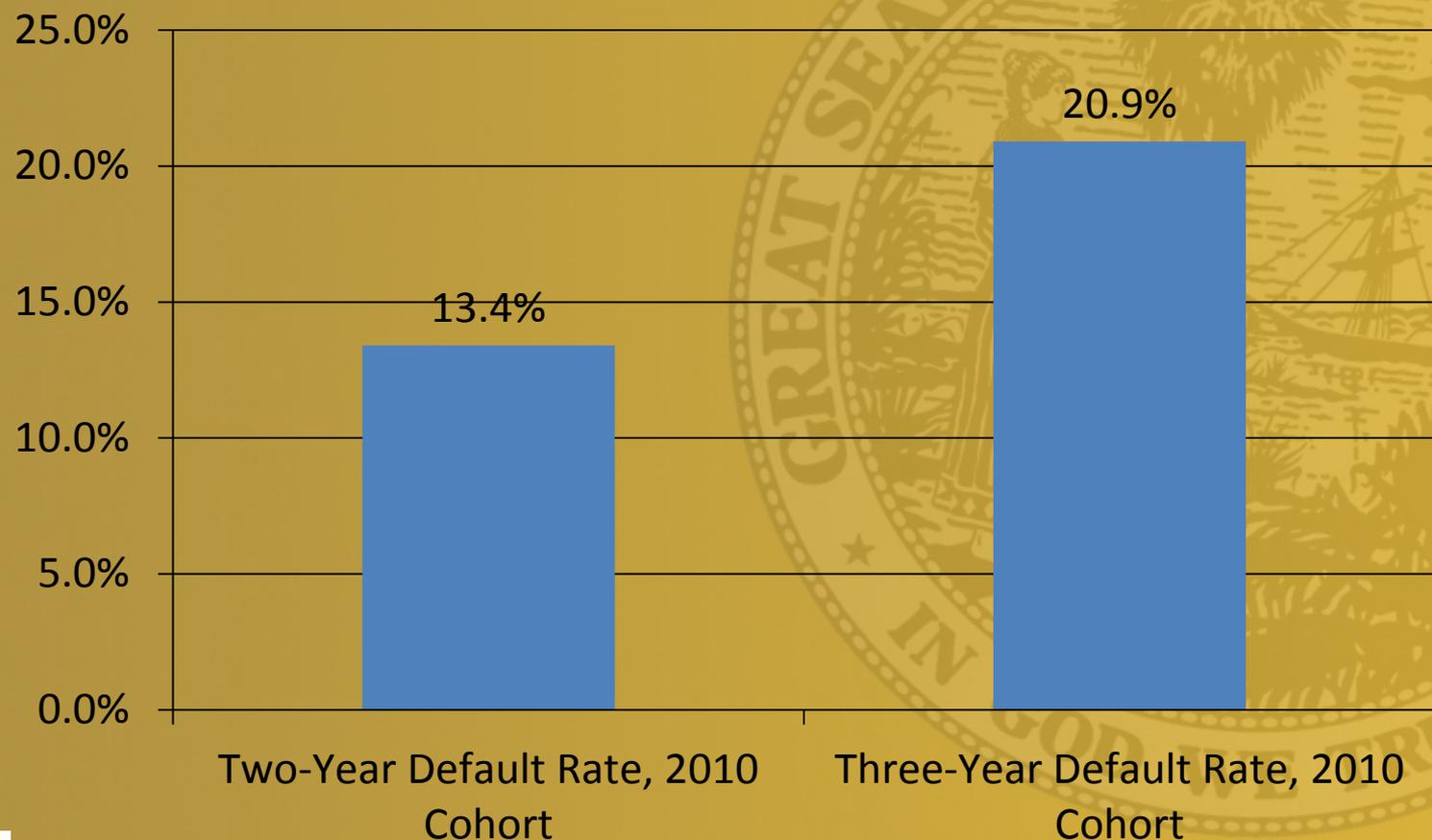
Student Loan Default Rates

- Two-year default rate looks at individuals entering repayment in one federal fiscal year who default in that federal fiscal year or by the end of the next federal fiscal year.
- 15.0 percent — Latest average two-year default rate for public community colleges nationwide.
- Two-year default rates are trending upward across the country for public institutions that primarily offer the first two years of college.

Student Loan Default Rates

- The federal government is transitioning to a three-year default rate to provide a more complete view of actual defaults.
- Beginning with the 2009 cohort and initially reported in September, 2012 — a three-year rate is being calculated for borrowers who default in that federal fiscal year or by the end of the next two federal fiscal years.
- 20.9 percent — Latest average three-year default rate for public community colleges nationwide. (9/2013)

Default Rates — National Averages for Public Community Colleges



Responsible Use of Student Loans

- From a purely economic perspective, taking on reasonable levels of debt to enroll full time, invest in oneself, and gain marketable skills at an accelerated pace can be a wise choice.
- Those who graduate sooner and major in areas where good jobs/careers exist should benefit from higher earnings for a longer period of time after finishing college.
- Strategic borrowers minimize the amount of loans assumed; have a clear understanding of their loan terms, including the interest rate and repayment schedule; pursue lower fixed interest federal loans first rather than private loans or worse yet using credit cards to finance college; and limit the loan amount based on entry wages that are associated with their chosen major.

In Debt and in the Dark: It's Time for Better Information on Student Loan Defaults (2013)

- Education Sector. Andrew Gillen, Research Director.
- Using default rates as an accountability measure.
- Pairing graduation rates and default rates as an accountability measure.
- **Red Flag:** When Default Rates top Graduation Rates an institution may be hazardous to your financial health.
- American Institutes for Research (AIR) and Education Sector join forces to better help policymakers and practitioners use evidence in decision-making.



Converging Higher Education Trends



- Higher education is needed for careers that support middle class+ lifestyles, rising college costs, elevated student borrowing, and rising student loan default rates is a cause for widespread concern.
- Public policy makers, workforce, and higher education officials are seeking additional transparency about higher education costs (which differ substantially by institutional type, sector, and program length) and the rates of return that accrue to individuals (which differ substantially by the program of study being pursued) to better inform consumers of education and training programs.

Post-College Workforce Outcome Measures

- AACC Issues Facing Policymakers, Analysts, and Researchers Recommendations (7/2013):
 - Generate an employment match rate along with earnings data.
 - For earnings include the median in addition to a range of values.
 - Data for completers should be made available at the 2-digit Classification of Instructional Programs (CIP) level by degree/certificate type.

Round 3 Employment Results Scorecards

- U.S. Department of Labor (\$474.5 Million, 9/2013)
- Single state consortia grant required measures:
 - Annual Graduation Rate for All Students Enrolled, by Program.
 - Employment Rate of Completers ,by Program.
 - Employment Retention Rate of Completers, One Year Following Program Completion, by Program.
 - Average Earnings of Completers, One to Three Years After Completion, by Program.
 - Transfer Rate for Programs That Have Facilitating Transfers as a Substantial Part of Their Mission.

Student Right to Know Before You Go Act

- Proposed federal legislation led by U.S. Senators —Marco Rubio (FL) and Ron Wyden (OR).
 - Help students make more informed decisions.
 - Provide details on college costs, outcomes, and average debt accumulated associated with specific degrees and certificates.
 - Creation of a federal unit record data system.

Student Right to Know Before You Go Act Proposal: Information for Students and Families

- Post-graduation average annual earnings.
- Rates of remedial enrollment, credit accumulation, and graduation.
- Average cost (both before and after financial aid) of the program and average debt accumulated.
- The effects of remedial education and financial aid on credential attainment.

Student Right to Know Before You Go Act Proposal: National Unit Record Data System

- Replace IPEDS reporting requirements with state-based and individual-level system which excludes personally identifiable data.
- Require these new interoperable data systems to match individual level transcript data to post-graduation employment and earnings outcomes.
- Reduce institutional reporting burden for institutions that report to both IPEDS and state data systems.
- Further empower state data systems, making current federal Statewide Longitudinal Data System ([SLDS](#)) investments an even better value.
- Tremendous potential for policy analysis, research, and reporting that contains no personally identifiable data.



Economic Security Report — Florida

- 2012 Florida legislative session, House Bill (HB) 7135 passed which modified [1001.02](#) Florida Statutes.
- One requirement is to produce an Economic Security Report of Employment and Earnings Outcomes for degrees and certificates awarded by public postsecondary institutions.
- Provide information about graduate's job placement and income by program area.
- Help individuals make more informed choices about major programs of study that lead to elevated employment and earnings.



Smart-College-Choices

- Collaboration with Florida Education and Training Placement Information Program (FETPIP <http://www.fldoe.org/fetpip/>) to track employment, earnings, and continuing education outcomes. Uses unemployment insurance wage records, FEDES, and Florida's Education Data Warehouse/SLDS to generate the information.
- The Florida College System's [Smart-College-Choices](http://smart-college-choices.com/) (<http://smart-college-choices.com/>) web portal provides students with actionable information to make more informed decisions about education programs.
- [Smart-College-Choices](http://smart-college-choices.com/) furnishes detailed information about graduates' workforce and education outcomes by specific program and individual college. Data are sortable on any column based on whatever the user identifies as an important factor. Two years of outcomes data are provided on the publically accessible web portal.

Smart-College-Choices

This portal is intended to provide information on student graduation, employment, earnings, and continued education rates for each of the 28 Florida College System institutions and Public School District Career Centers. The data is accessible by institution, by program type and program title. The source of this data is the Florida Education and Training Placement Information Program (FETPIP) which provides follow-up statistics on students.

Disclaimers and Explanations of the Data	
Number Completed	Number of students who graduated from a college credit program and students who completed the full non-college credit (PSAV) program or a terminal OCP (Occupational Completion Point) and were no longer enrolled in the program
Number Continued Education	Completers found enrolled in school (public universities, Florida College System institutions, District career centers or Independent Colleges and Universities of Florida) within the next year after completing a program. Does not include students who continued their education out-of-state.
Percent Continued Education	Number "Continuing Education" divided by "Number Completed"
Number Employed	Completers found employed in Florida in the 4 th quarter of 2011. Does not include students who are employed out-of-state, self-employed or employed by the federal government, other than the Military
Percent Employed	"Number Employed" divided by "Number Completed"
Estimated Average Annual Full-Time Wage	Derived by multiplying the 4th quarter wages by 4
*	Data is not displayed when number is less than 5 individuals

- To see which colleges offer a particular program type and program title, select both the "Program Type" and the "Program Title".
- To see which colleges offer a particular program title, select just the "Program Title".
- To see which Career Certificate (PSAV) and Applied Technology Diploma (ATD) programs are offered by colleges and/or districts, select the "Program Type" and the "Program Title"



Program Search	
Program Type	<-- Select Type --> <input type="button" value="v"/> <input style="color: blue;" type="button" value="?"/>
Program Title	<-- Select Program --> <input type="button" value="v"/>
<input type="button" value="Clear"/>	

2010-11 Student Outcomes



(Download Spreadsheet)

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) ...

Program Title	Number Completed	Number Continued Education	Percent Continued Education	Number Employed	Percent Employed	Estimated Average Annual Full-Time Wage
Fire Officer	*	*	*	*	*	*
Oracle Certified Database Administrator Ccc	5	*	*	*	*	*
Auxiliary Law Enforcement Officer	15	*	*	14	93%	\$87,068
Health Services Management ATc	*	*	*	*	*	*
Physician Assistant	50	9	18%	31	62%	\$77,856
Six Sigma Black Belt Certificate Ccc	26	6	23%	21	80%	\$67,056
Fire Science Technology	202	102	50%	183	90%	\$66,340
Electrical Distribution Technology	*	*	*	*	*	*
Financial Para-Planner Ccc	*	*	*	*	*	*

- To see what programs are offered by colleges by a particular program type, select both the "College" and the "Program Type".
- To see what programs are offered by a particular college, select just the "College".



College Search	
College	<-- Select College -->
Program Type	Associate in Applied Science (AAS)
<input type="button" value="Clear"/>	

2010-11 Student Outcomes



(Download Spreadsheet)

1 2 3

College	Number Completed	Number Continued Education	Percent Continued Education	Number Employed	Percent Employed	Estimated Average Annual Full-Time Wage
Hillsborough Community College	150	38	25%	129	86%	\$49,060
South Florida State College	79	19	24%	70	88%	\$48,636
State College of Florida, Manatee-Sarasota	327	92	28%	266	81%	\$45,948
Miami Dade College	30	9	30%	25	83%	\$44,040
St. Johns River State College	14	*	*	11	78%	\$42,740
St. Petersburg College	13	*	*	9	69%	\$40,360
Broward College	189	69	36%	140	74%	\$39,628
Polk State College	51	19	37%	48	94%	\$39,400
Palm Beach State College	70	36	51%	54	77%	\$39,340
Florida State College at Jacksonville	190	60	32%	130	70%	\$38,000

- To see what programs are offered by district career centers by a particular program type, select both the "District" and the "Program Type".
- To see what programs are offered by a particular District, select just the "District".



District Search	
District	<-- Select District-->
Program Type	Apprentice (APPR)
<input type="button" value="Clear"/>	

2010-11 Student Outcomes



(Download Spreadsheet)

District	Number Completed	Number Continued Education	Percent Continued Education	Number Employed	Percent Employed	Estimated Average Annual Full-Time Wage
Miami-Dade County	207	140	67%	163	78%	\$53,352
Polk County	5	*	*	*	*	*
Broward County	505	259	51%	365	72%	\$48,548
Hillsborough County	441	224	50%	375	85%	\$43,424
Lee County	83	32	38%	70	84%	\$42,732
Marion County	9	*	*	8	88%	\$41,656
Sarasota County	36	13	36%	31	86%	\$39,024
Santa Rosa County	6	*	*	6	100%	\$37,700
Orange County	250	114	45%	209	83%	\$37,520
Escambia County	24	8	33%	20	83%	\$34,432

http://beyondeducation.org/ Home - BeyondEducation How to make screenshots | Fir...

Beyond Education

Home About Methodology Other Resources Contact College Measures Explore Data ES Report

A New Website with Key Facts About Education Outcomes In Florida

Higher education is a huge investment. Having a clear understanding of the cost and compensation commanded by certain degrees helps. This website aims to provide parents and students with postsecondary school information that will help them to make informed education and career choices.

Degree Types - What you Study Matters

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Nursing - Bachelors: \$53,812
Psychology - Bachelors: \$28,852

The website will include information on employment and earnings outcomes of graduates of the State University System, the Florida College System and District Technical Centers as well as other important information.
The following pages preview the consumer data that will be available.



http://esm.beyondeducation.org/esm/florida/ ESM Home - Florida

CollegeMeasures.org

Economic Success Measures - Florida

1st Year Outcomes for 5 graduating classes (2006/07 - 2010/11)

Degree Type	Median Earnings (Approximate)
Apprenticeship (DIST)	\$50,000
Apprenticeship (FCS)	\$45,000
Technical Certificate (DIST)	\$35,000
Technical Certificate (FCS)	\$40,000
Applied Technology Diploma	\$35,000
Postsecondary Vocational Certificate	\$45,000
Associate in Applied Science Degree	\$50,000
Associate in Science	\$55,000
Associate in Arts	\$65,000
Associate in Science (FCS)	\$35,000
Bachelor's Degree (SUS)	\$55,000
Bachelor's Degree	\$45,000
Educator Preparation Institute Certificate	\$45,000
Certificate of Professional Preparation	\$45,000
Master's Degree	\$65,000
Engineer	\$75,000
Doctoral Degree	\$75,000
Law, LLB or JD	\$75,000
Dentistry	\$130,000
Veterinary Medicine, DVM	\$75,000
Pharmacy	\$130,000
Medicine Specialist	\$45,000

Select an Educational Institution: **GO**

or

Step 1: Select a Study Area:

Step 2: Select a Program: **GO**

[Methodology](#) | [Definitions](#) | [Data Disclosure](#)

Beyond Education

http://esm.beyondeducation.org/esm/florida/area-of-study Business Administration - S...

CollegeMeasures.org

Economic Success Measures - Florida

Back to home page

Area of Study

Business Administration

Area of Study (CIP) Code: [06.0401]

Area of Study Description

Step 1: Select a Study Area
Type or click to select

Step 2: Select a Program
Type or click to select GO

Median First Year Earnings by Degree Level

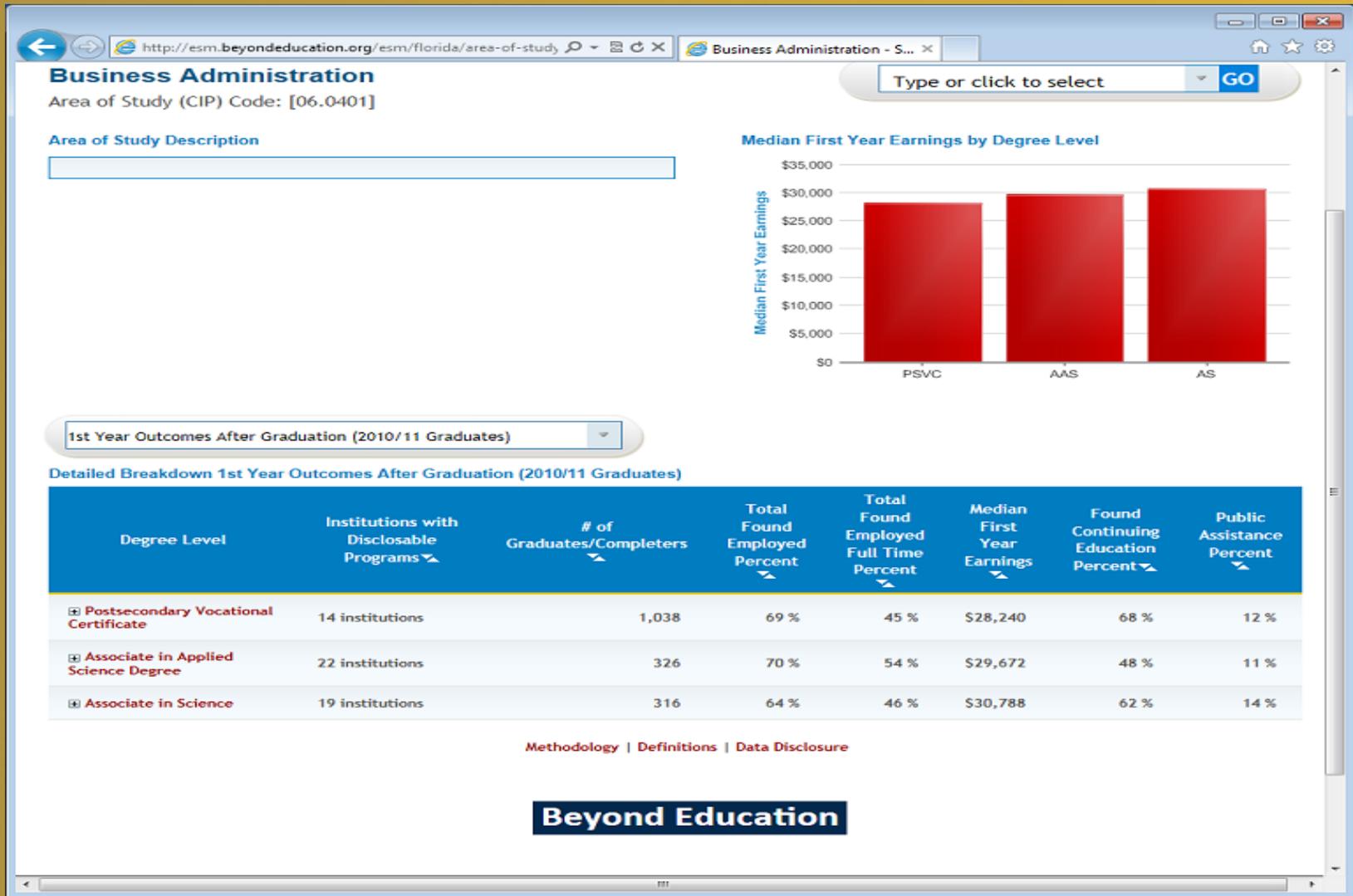
Degree Level	Median First Year Earnings
PSVC	\$29,308
AAS	\$32,002
AS	\$30,000

1st Year Outcomes for 5 graduating classes (2006/07 - 2010/11)

Detailed Breakdown 1st Year Outcomes for 5 graduating classes (2006/07 - 2010/11)

Degree Level	Institutions with Disclosable Programs	# of Graduates/Completers	Total Found Employed Percent	Total Found Employed Full Time Percent	Median First Year Earnings	Found Continuing Education Percent	Public Assistance Percent
Postsecondary Vocational Certificate	15 institutions	4,157	69 %	48 %	\$29,308	67 %	8 %
Associate in Applied Science Degree	25 institutions	1,465	68 %	56 %	\$32,002	39 %	8 %

http://www.collegemeasures.org/



http://beyondeducation.org/temp/E Home - Beyond... beyondeduca...

Higher Education Pays: Measuring the Economic Security of Florida's Postsecondary Graduates



Mark Schneider
President, College Measures
Vice President, American Institutes for Research

A product of College Measures' Economic Success Metrics Project

CollegeMeasures.org

College Measures is a joint venture of
the American Institutes for Research®
and Matrix Knowledge Group

What do we know from the Florida College System Beyond Education data and related research?

1. Postsecondary education is an important factor in positioning an individual for success in the workforce. Higher levels of education are associated with elevated employment rates and earnings.
2. Higher placement in employment rates tended to accompany closer participation by employers in narrowly focused training.
3. College major selection matters for employment and earnings.
4. Explore FCS workforce and continuing education outcomes further at <http://smart-college-choices.com/>
<http://beyondeducation.org/>

Round 3 Grants

- *Florida XCEL-IT Information Technology Careers for Rural Areas* — College of Central Florida (Lead Applicant) includes 7 Florida College System institutions.
- *Leveraging, Integrating, Networking, Coordinating Supplies (LINCS) in Supply Chain Management (SCM)* — Broward College (FL) (Lead Applicant) includes colleges and universities across 7 states.
- The Florida College System is collaborating to support development of the required Scorecard component.

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