# IPEDS Data as the Public Face of an Institution

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## Goals of this Session

- Review the life cycle of IPEDS data
- Demonstrate the link between data submitted by an institution and where the data show up in the public domain
- Identify the various audiences and consumers using IPEDS data, tools, and reports
- Recognize the context of IPEDS data versus local level data
- Understand the importance of ensuring data integrity and accuracy in reporting to IPEDS

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## The Life Cycle of IPEDS Data

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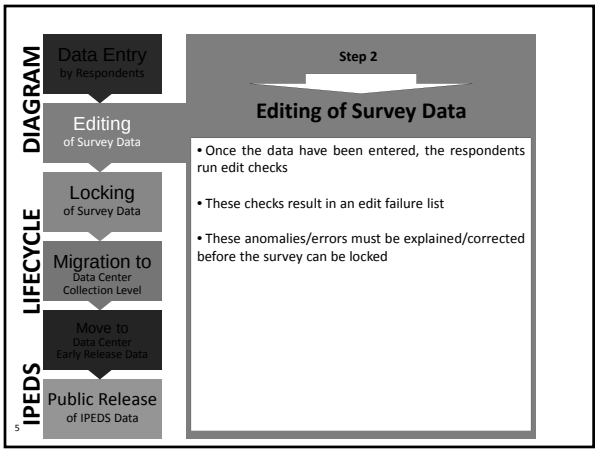


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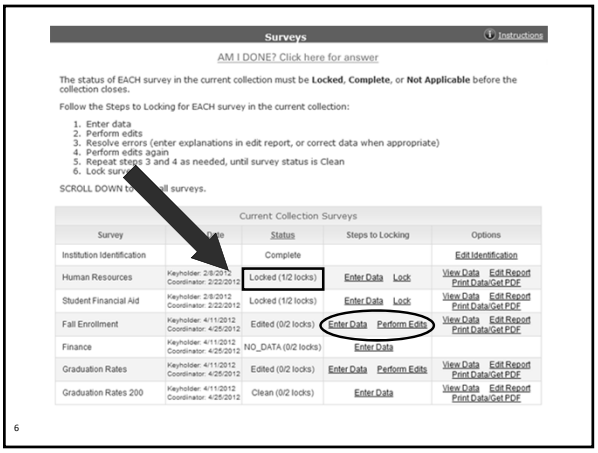


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## Resolving Errors

- Three kinds of edit messages
  - Confirmation
    - Certain changes in data must be verified
  - Explanation
    - Non-fatal edit errors
    - Must be fixed or explained
  - Fatal
    - Must be fixed or overridden

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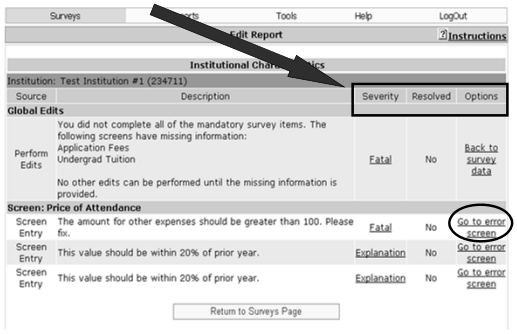


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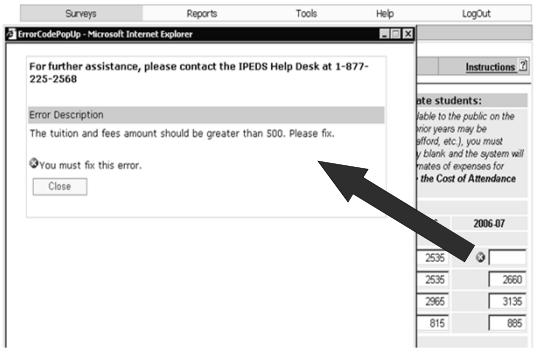


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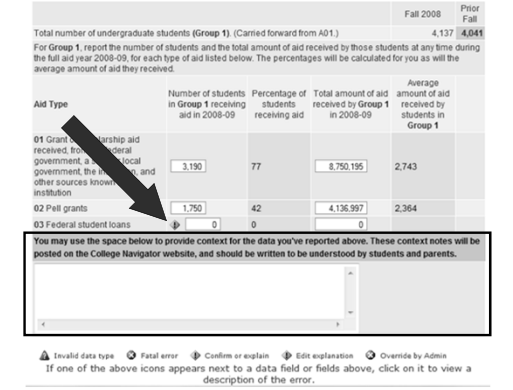


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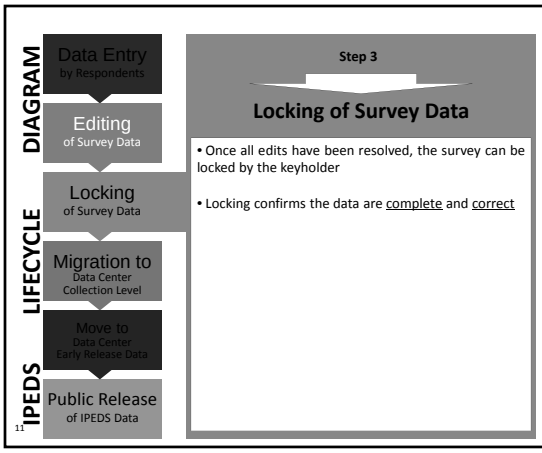


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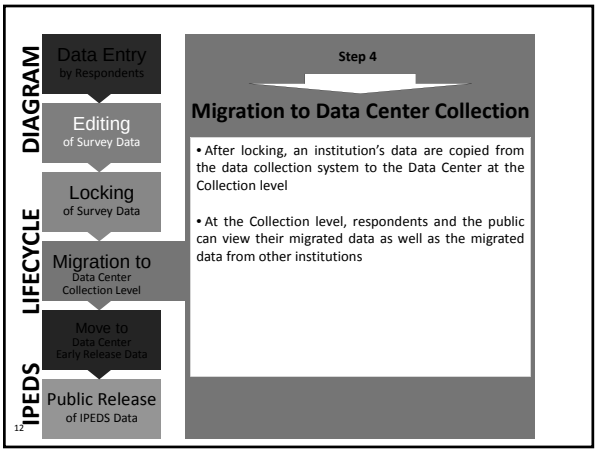


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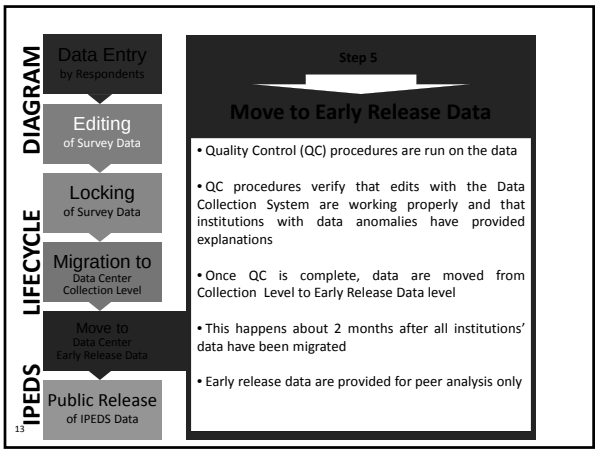


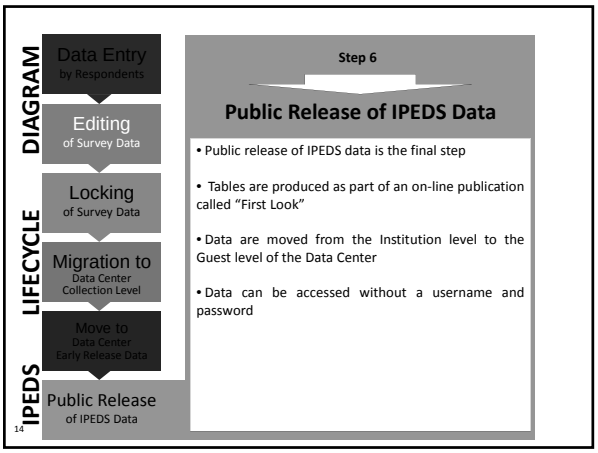


## Understanding the Context of IPEDS Data

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## Issues to Consider

- Data integrity/accuracy
- IPEDS vs. State vs. Local Reporting
- Data nuances and context

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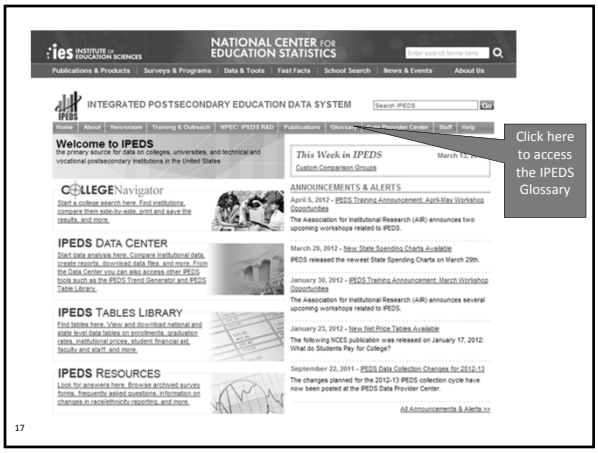


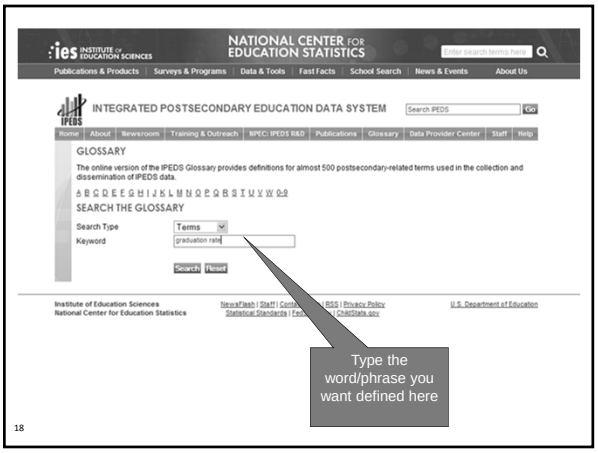

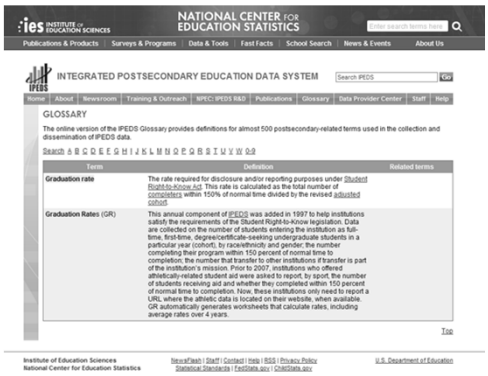


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## Public Use of IPEDS Data

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## How the Data are Used

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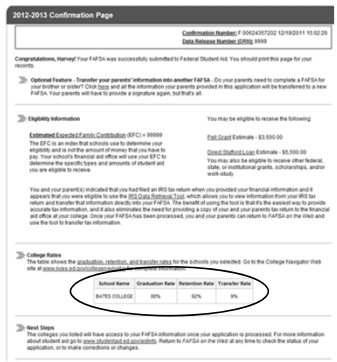


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## IPEDS and the Common Data Set (CDS)

- Collaborative effort between higher education data providers and publishers such as College Board, Peterson's, U.S. News
- Goals to improve quality and accuracy of data and reduce the reporting burden
- The CDS uses standard definitions, many of which are the same as IPEDS
- The participating publishers' surveys incorporate CDS items and unique items proprietary to each publisher

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**B2. Enrollment by Racial/Ethnic Category.** Provide numbers of undergraduate students for each of the following categories as of the institution's official fall reporting date or as of October 15, 2011. Include international students only in the category "Nonresident aliens." Complete the "Total Undergraduates" column only if you cannot provide data for the first two columns. Report as your institution reports to IPEDS: persons who are Hispanic should be reported only on the Hispanic line, not under any race, and persons who are non-Hispanic multi-racial should be reported only under "Two or more races."

| | Degree-seeking First-time First year | Degree-seeking Undergraduates (include first-time first-year) | Total Undergraduates (both degree- and non-degree-seeking) |
|---|---|---|---|
| Nonresident aliens | | | |
| Hispanic | | | |
| Black or African American, non-Hispanic | | | |
| White, non-Hispanic | | | |
| American Indian or Alaska Native, non-Hispanic | | | |
| Asian, non-Hispanic | | | |
| Native Hawaiian or other Pacific Islander, non-Hispanic | | | |
| Two or more races, non-Hispanic | | | |
| Race and/or ethnicity unknown | | | |
| Total | | | |

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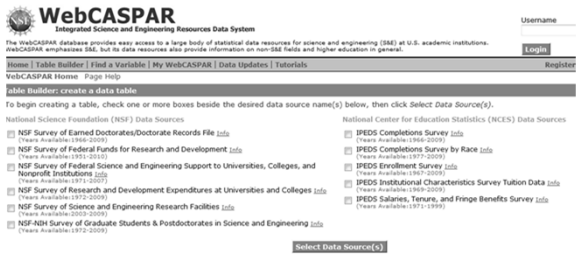
## National Science Foundation




https://webcaspar.nsf.gov/

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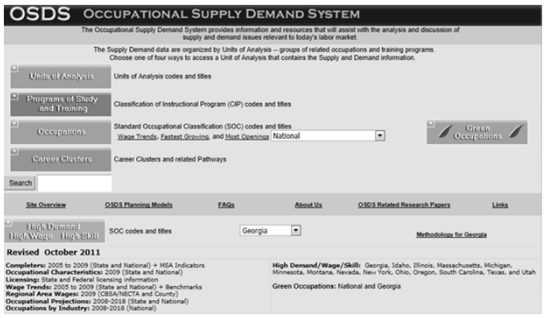
## Occupational Supply Demand System




http://www.occsupplydemand.org/

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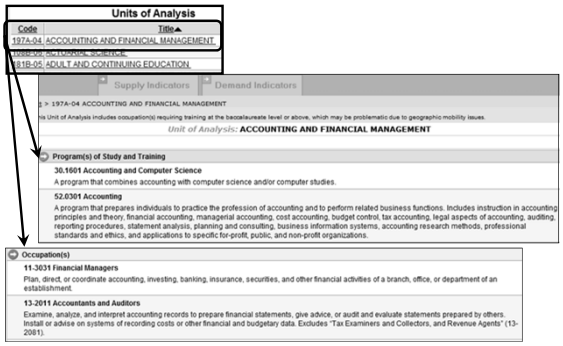
## OSDS – Clusters to SOC & CIP Codes

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## OSDS Supply Indicators

- Data are taken from IPEDS Completions
  - Programs and Schools
  - Program Completers by Degree Level
  - Program Completers by School and Gender
  - Occupational Licensing Data and Information

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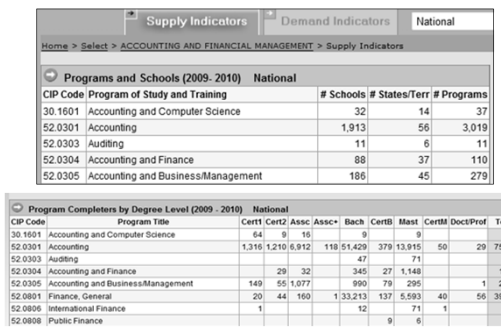
## OSDS Supply Indicators

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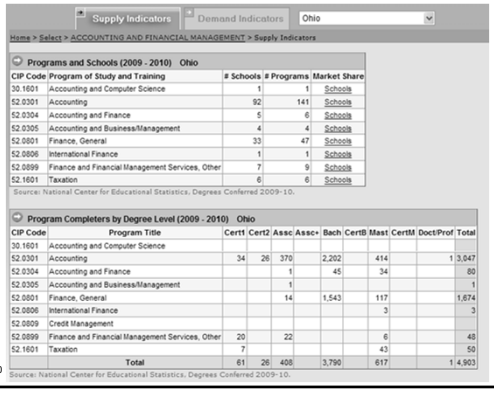
## OSDS – Supply Indicators – State

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## OSDS Demand Indicators

- Occupation Characteristics
  - Education requirements
  - Anticipated growth
  - Average wages
- Occupational Projections
  - Employment Growth
  - Average annual openings
- Wage Trends, median and mean
- Top employment industries for that occupation

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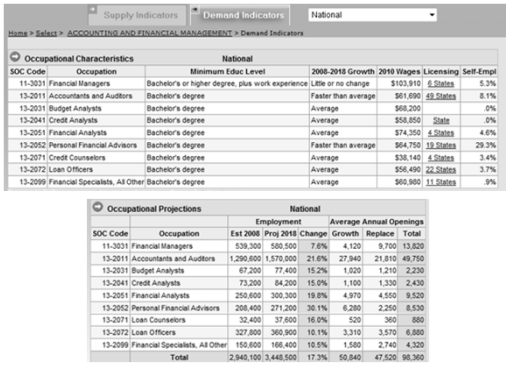
## OSDS Demand Indicators




| SOC Code | Occupation | Minimum Educ Level | 2008-2018 Growth | 2010 Wages | Licensing | Self-Empl |
|---|---|---|---|---|---|---|
| 11-3031 | Financial Managers | Bachelor's or higher degree, plus work experience | Little or no change | $103,910 | 6 States | 5.3% |
| 13-2011 | Accountants and Auditors | Bachelor's degree | Faster than average | $61,690 | 49 States | 8.1% |
| 13-2031 | Budget Analysts | Bachelor's degree | Average | $68,200 | | .0% |
| 13-2041 | Credit Analysts | Bachelor's degree | Average | $58,650 | State | .0% |
| 13-2051 | Financial Analysts | Bachelor's degree | Average | $74,350 | 4 States | 4.6% |
| 13-2052 | Personal Financial Advisors | Bachelor's degree | Faster than average | $64,750 | 19 States | 29.3% |
| 13-2071 | Credit Counselors | Bachelor's degree | Average | $38,140 | 4 States | 3.4% |
| 13-2072 | Loan Officers | Bachelor's degree | Average | $56,490 | 22 States | 3.7% |
| 13-2099 | Financial Specialists, All Other | Bachelor's degree | Average | $60,980 | 11 States | .9% |

Occupational Projections — National

| | | Employment | | | Average Annual Openings | | |
|---|---|---|---|---|---|---|---|
| SOC Code | Occupation | Est 2008 | Proj 2018 | Change | Growth | Replace | Total |
| 11-3031 | Financial Managers | 539,300 | 580,500 | 7.6% | 4,120 | 9,700 | 13,820 |
| 13-2011 | Accountants and Auditors | 1,290,600 | 1,570,000 | 21.6% | 27,940 | 21,810 | 49,750 |
| 13-2031 | Budget Analysts | 67,200 | 77,400 | 15.2% | 1,020 | 1,210 | 2,230 |
| 13-2041 | Credit Analysts | 73,200 | 84,200 | 15.0% | 1,100 | 1,330 | 2,430 |
| 13-2051 | Financial Analysts | 250,600 | 300,300 | 19.8% | 4,970 | 4,550 | 9,520 |
| 13-2052 | Personal Financial Advisors | 208,400 | 271,200 | 30.1% | 6,280 | 2,250 | 8,530 |
| 13-2071 | Loan Counselors | 32,400 | 37,600 | 16.0% | 520 | 360 | 880 |
| 13-2072 | Loan Officers | 327,800 | 360,900 | 10.1% | 3,310 | 3,570 | 6,880 |
| 13-2099 | Financial Specialists, All Other | 150,600 | 166,400 | 10.5% | 1,580 | 2,740 | 4,320 |
| | Total | 2,940,100 | 3,448,500 | 17.3% | 50,840 | 47,520 | 98,360 |

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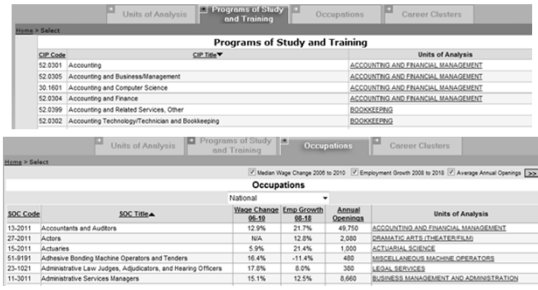
## OSDS Programs of Study & Training and Occupations




| CIP Code | CIP Title | Units of Analysis |
|---|---|---|
| 52.0301 | Accounting | ACCOUNTING AND FINANCIAL MANAGEMENT |
| 52.0305 | Accounting and Business/Management | ACCOUNTING AND FINANCIAL MANAGEMENT |
| 30.1601 | Accounting and Computer Science | ACCOUNTING AND FINANCIAL MANAGEMENT |
| 52.0304 | Accounting and Finance | ACCOUNTING AND FINANCIAL MANAGEMENT |
| 52.0399 | Accounting and Related Services, Other | BOOKKEEPING |
| 52.0302 | Accounting Technology/Technician and Bookkeeping | BOOKKEEPING |




| SOC Code | SOC Title | Wage Change 06-10 | Emp Growth 08-18 | Annual Openings | Units of Analysis |
|---|---|---|---|---|---|
| 13-2011 | Accountants and Auditors | 12.9% | 21.7% | 49,750 | ACCOUNTING AND FINANCIAL MANAGEMENT |
| 27-2011 | Actors | N/A | 12.0% | 2,080 | DRAMATIC ARTS (THEATER/FILM) |
| 15-2011 | Actuaries | 5.9% | 21.4% | 1,000 | ACTUARIAL SCIENCE |
| 51-9191 | Adhesive Bonding Machine Operators and Tenders | 16.4% | -11.4% | 480 | MISCELLANEOUS MACHINE OPERATORS |
| 23-1021 | Administrative Law Judges, Adjudicators, and Hearing Officers | 17.8% | 8.0% | 380 | LEGAL SERVICES |
| 11-3011 | Administrative Services Managers | 15.1% | 12.5% | 8,660 | BUSINESS MANAGEMENT AND ADMINISTRATION |

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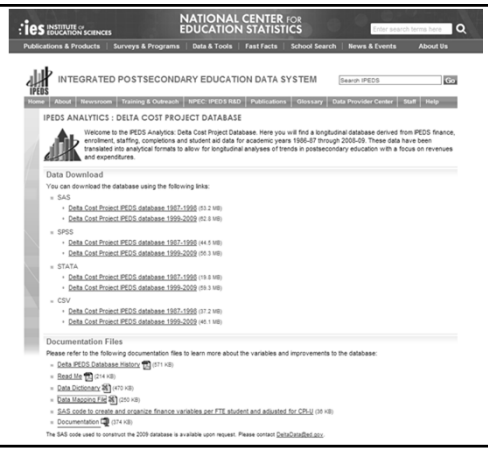


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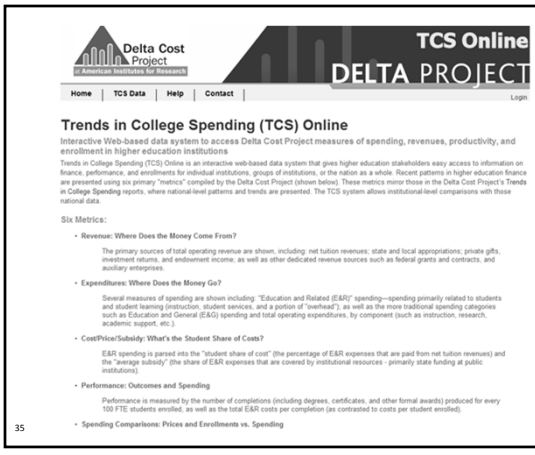


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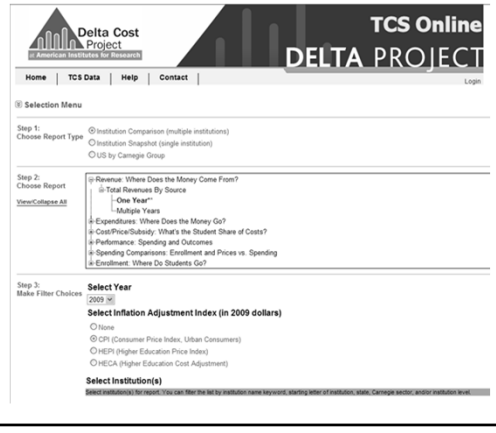


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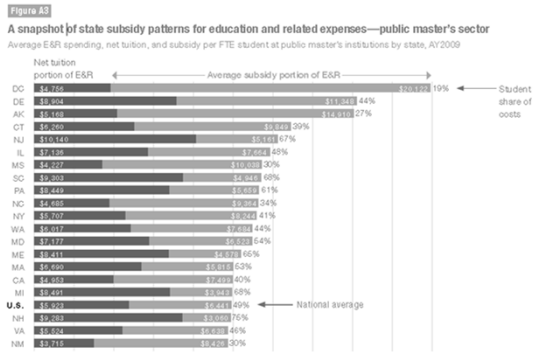


http://www.deltacostproject.org/analyses/delta_reports.asp

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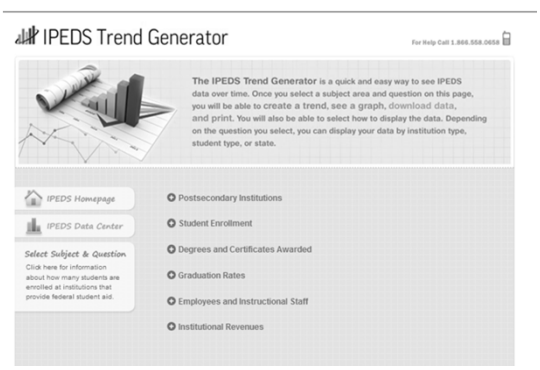


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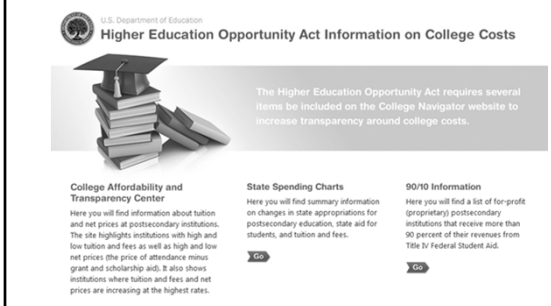
## College Affordability and Transparency List




http://collegecost.ed.gov/catc/

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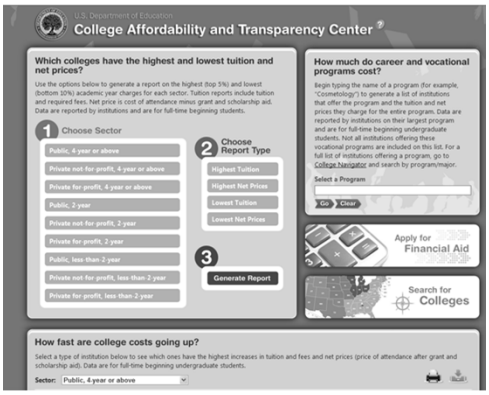


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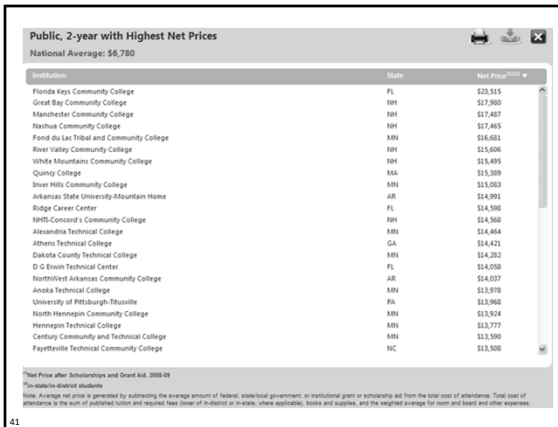


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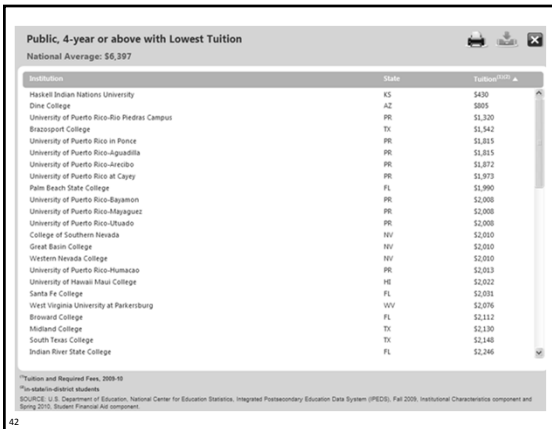


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## Regional Accrediting Agencies

HLC Institutional Snapshot

1. Student Demography Headcounts

A. Undergraduate Enrollments by Class Levels (Freshmen-Senior)

B. Undergraduate Students by Degree Seeking and Non-degree Seeking Status (showing totals, with breakdowns by gender and by race/ethnicity per IPEDS report)

C. Graduate/Professional Students by Degree Seeking and Non-degree Seeking Status (showing totals, with breakdowns by gender and by race/ethnicity per IPEDS report)

NEASC S-series form

Form S1. RETENTION AND GRADUA

| Student Success Measures/ Prior Performance and Goals | 3 Years Prior | 2 Years Prior |
|---|---|---|
| IPEDS Retention Data | | |
| Associate degree students | | |
| Bachelors degree students | | |
| IPEDS Graduation Data | | |
| Associate degree students | | |
| Bachelors degree students | | |

SACS

**2011 Financial Profiles and Indicators**

The Commission's request for ***2011 Financial Profile and Indicators*** sent in June requires institutions to submit financial data. The Financial Profile portion is based on the ***Integrated Postsecondary Education Data System Finance Survey***, which was due to the U.S. Department of Education Spring 2011. The Financial Indicators portion is based on audited financial statements, or the most reliable financial statements available.

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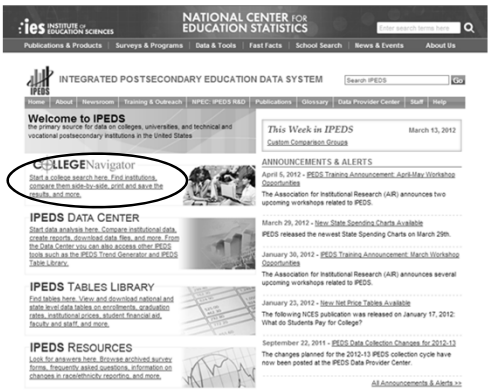


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## What is College Navigator?

- A free consumer information tool
- Designed to help
  - Students
  - Parents
  - High school counselors
- Provides information about approximately 7,000 postsecondary institutions in the US and other jurisdictions
- Located at http://nces.ed.gov/collegenavigator/

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## College Navigator

- Offers institutional information
  - Programs offered, degrees awarded
  - Retention and graduation rates
  - Price of attendance
  - Aid available
  - Campus safety
  - Accreditation

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## Survey Elements in College Navigator

- IC Header (IC-H)
  - Institution name and address information
  - Institutional control or affiliation
  - Program types
  - Award levels

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## Survey Elements in College Navigator

- Institutional Characteristics (IC)
  - Admissions
    - Applied, accepted, enrolled
    - Test scores
    - Admissions considerations
  - Student Services
  - Price of Attendance
    - From Cost of Attendance Report
    - Full-time, first-time degree/certificate-seeking undergraduates
    - Tuition and fees, room and board, and other expenses

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## Survey Elements in College Navigator

- Completions (C)
  - Awards/ degrees conferred by program and award level
    - Second majors
    - By race/ethnicity and gender

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## Survey Elements in College Navigator

- Fall Enrollment (EF)
  - Summary by level of enrollment
    - By race/ethnicity and gender
  - Retention Rates
    - Fall-to-fall; full-time (FT); part-time (PT); first-time degree/certificate-seeking undergraduate students

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## Survey Elements in College Navigator

- Graduation Rates (GRS)
  - Cohort based
    - Rate of full-time, first-time degree- or certificate-seeking, undergraduate students entering the institution in a particular fall
    - Rate of students completing their program within 150% of normal time to completion
    - Rates of those who transferred out in the same time period
    - By race/ethnicity and gender

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## Survey Elements in College Navigator

- GRS Data Limitations
  - Student Right-to-Know rates
    - Defined in legislation
  - Limited cohort of students tracked
  - No part-time, no transfers in
  - Transfers out not deducted from cohort

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## Survey Elements in College Navigator

- Student Financial Aid (SFA)
  - Percent of full-time, first-time, degree- or certificate-seeking undergraduate students receiving aid
  - Percent of those receiving aid by type
  - Average amount of aid received

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## Additional Information in College Navigator

- Average net price of attendance
- Link to institutions Net Price Calculator
- Cohort loan default rates
- Campus crime statistics

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## Who Uses College Navigator and Why

- Students: cost and program availability
- High school counselors & librarians: assist students in college selection
- Institutions/academic decision-makers: quick peer benchmarking, review data submitted
- Lawmakers: affordability, access, and accountability

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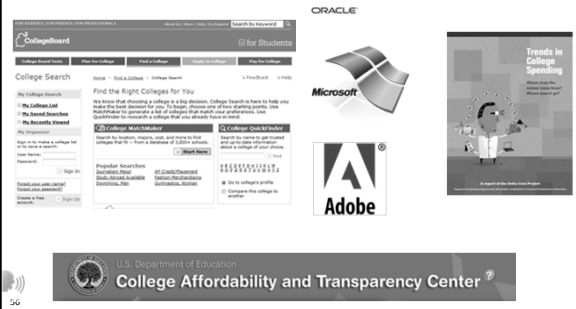
## Public Use of IPEDS Data

- What are the implications of incorrect data?

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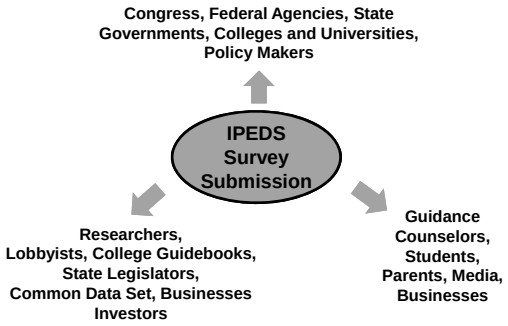
## Who Uses IPEDS Data?

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## Summary

- Life cycle of IPEDS data
- Link between data submitted and where it shows up
- Audiences and consumers using IPEDS data/tools
- IPEDS data versus local level data
- Ensuring data integrity/accuracy in submitted data

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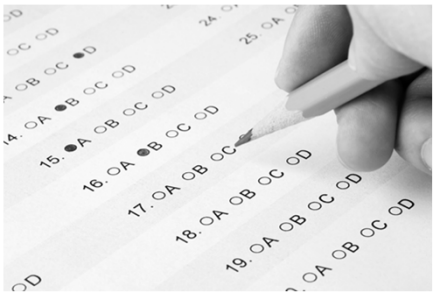

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## IPEDS Data as the Public Face of an Institution

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