

ACQUIRING AND TELLING A STORY WITH ALUMNI WAGE AND EMPLOYMENT DATA

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THE COLLEGE CRISIS COLLECTION.COM

MONSTERS UNIVERSITY

SCHOOL NEVER LOOKED THIS SCARY.



PERCEPTION CRISIS



Increasing college tuition

Increasing student loan debt

Low employment rates of college graduates

What is the value of a college education?

PERCEPTION CRISIS

VALUE

Cost

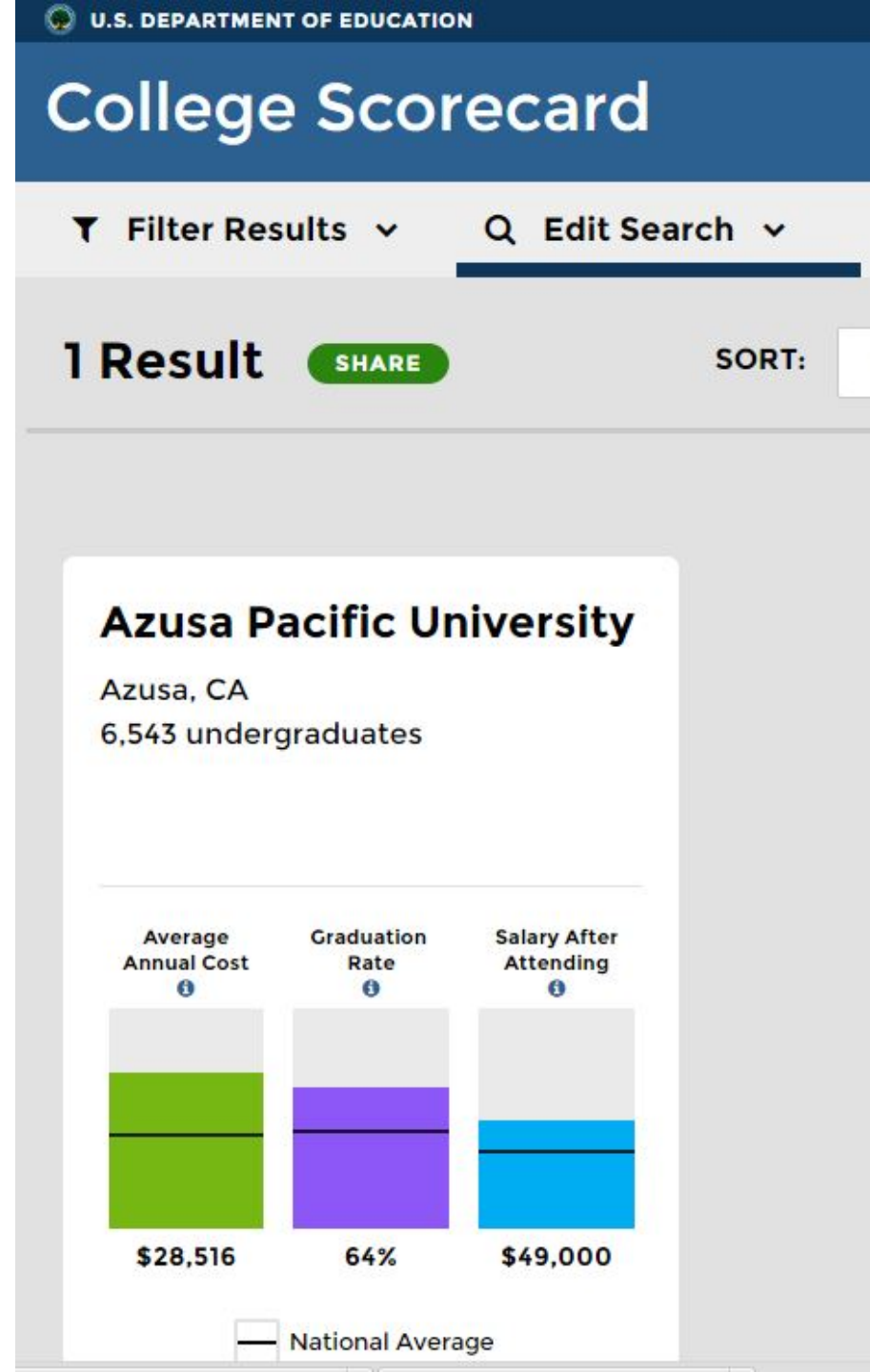
Graduation rate

Employability

College Scorecard

Other sources of data

California wage data from EDD



OVERVIEW

Acquiring and reporting alumni wage data

Limitations and Lessons learned – hindsight

Using wage data in an institutional context

AZUSA PACIFIC UNIVERSITY

- Doctoral research university
- 40 miles east of Los Angeles
- Founded 1899
- Faith-based
- 12,000 students
- 50% undergraduate and 50% graduate

ACQUIRING WAGE DATA



EDD AND WAGE DATA

Contact EDD, submit proposal for a quote/contract

Get quote approved by institution, sign and return

Provide EDD with alumni data

Receive findings

Report findings



METHODOLOGY & SAMPLE

22,749

undergraduate and graduate APU alumni

From 2002-03 and 2012-13

METHODOLOGY & SAMPLE

APU sent student data (including SSNs) to the EDD

EDD matched APU student data to state wage data

Alumni working in California companies that reported earnings covered by unemployment insurance

METHODOLOGY & SAMPLE

EDD returned wage data at 1, 2, 5, and 10 years after completing college, adjusted to 4th quarter 2014 wages

Match rate:

- 77% one year after
- 66% two years after
- 40% five years after
- 7% 10 years after

SAMPLE DATA TABLE FOR EDD QUOTE

All Undergraduates from the Graduating Classes of 2004-2012 (Adjusted for Inflation)									
Undergraduate majors	Degrees	Median Salary Yr 5	Average Salary Year 5	SD YR5	#Found Yr 5	Median Salary Yr 10	Average Salary Year 10	SD YR 10	#Found Yr 10
Acting for the Stage & Screen	BFA	\$	\$	\$	#	\$	\$	\$	#
Applied Exercise Science	BS	\$	\$	\$	#	\$	\$	\$	#
Applied Health	BS	\$	\$	\$	#	\$	\$	\$	#
Art	BA	\$	\$	\$	#	\$	\$	\$	#
Athletic Training	BA	\$	\$	\$	#	\$	\$	\$	#
Biblical Studies	BA	\$	\$	\$	#	\$	\$	\$	#
Biochemistry	BS	\$	\$	\$	#	\$	\$	\$	#
Biology	BS	\$	\$	\$	#	\$	\$	\$	#
Business Management	BA	\$	\$	\$	#	\$	\$	\$	#
Business	BS	\$	\$	\$	#	\$	\$	\$	#
Chemistry	BS	\$	\$	\$	#	\$	\$	\$	#

OTHER DATA TABLES REQUESTED

Majors consolidated

Degree levels

Ethnicity

Sex

Industry

Also should have requested

- Majors by industry
- Ethnicity by industry

WAGE DATA FINDINGS AND REPORTS

SAMPLE FINDINGS RETURNED FROM EDD

All earnings adjusted for inflation to 2014 dollars.

N/A = Not Applicable

Found = Students with wages > 0 for the year

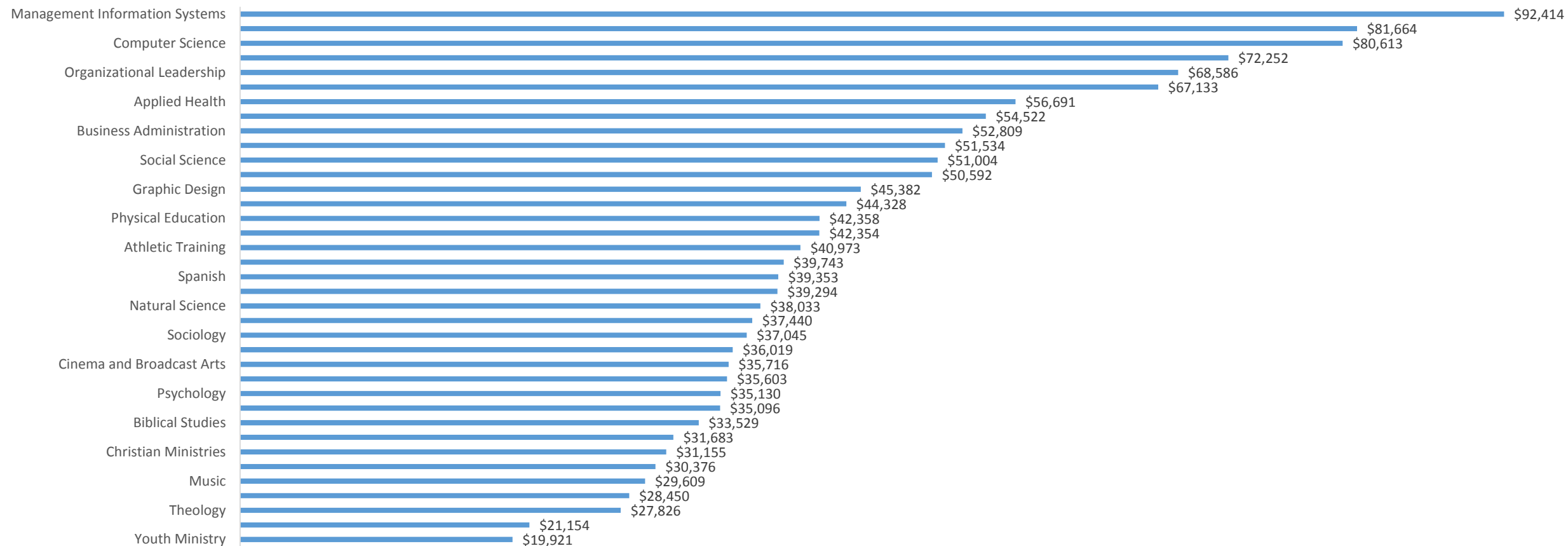
Confidential data = *****

All students from the Azusa Pacific University entering class of 2003/2004 to 2012/2013.

Major Consolidated	Year 5						Year 10					
	Records Sent	Found	Percent Found	Median	Mean	Standard Deviation	Found	Percent Found	Median	Mean	Standard Deviation	
Accounting	92	47	51.1	\$72,252	\$65,013	\$23,837	10	10.9	\$83,002	\$82,674	\$29,978	
Acting for the Stage & Screen	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Applied Exercise Science	76	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Applied Health	229	82	35.8	\$56,691	\$54,697	\$33,759	5	2.2	\$71,101	\$86,261	\$38,299	
Art	155	54	34.8	\$31,683	\$35,746	\$29,286	11	7.1	\$47,440	\$67,384	\$63,206	
Athletic Training	69	29	42.0	\$40,973	\$41,251	\$31,130	4	5.8	*****	*****	*****	
Biblical Studies	254	73	28.7	\$33,529	\$32,619	\$22,222	15	5.9	\$33,292	\$37,295	\$27,329	
Biology / Chemistry	199	46	23.1	\$39,743	\$45,626	\$31,737	9	4.5	\$73,603	\$70,279	\$48,774	

Sample report presentation slide

Median annual income: Undergraduate completers by major-consolidated 5 years after graduating

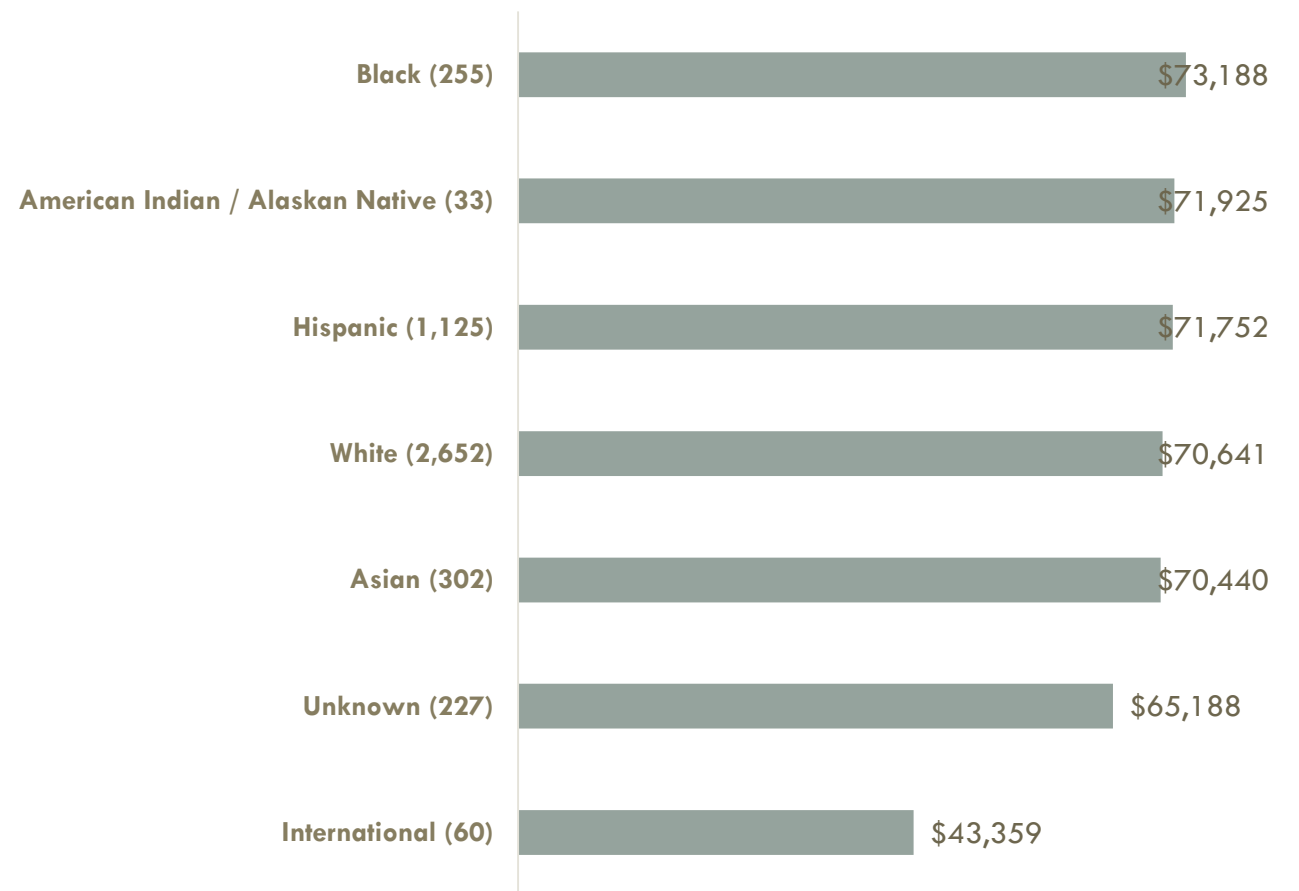
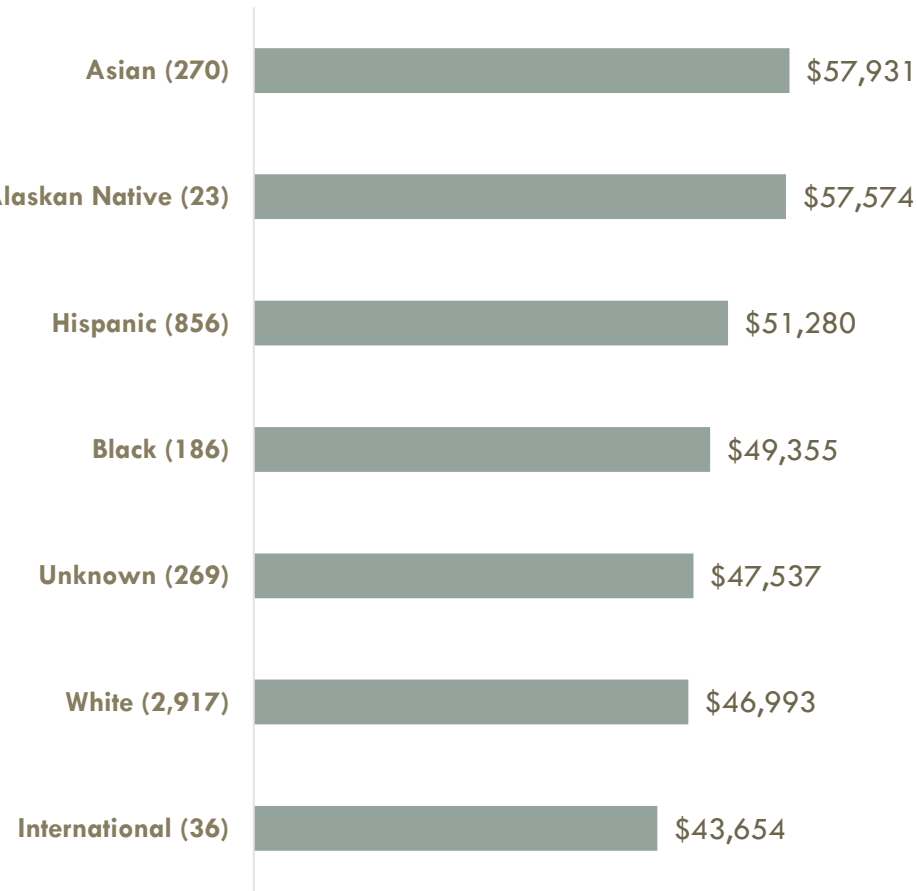


EQUITY STUDY SLIDE

MEDIAN ANNUAL INCOME BY RACE 5 YEARS AFTER GRADUATING

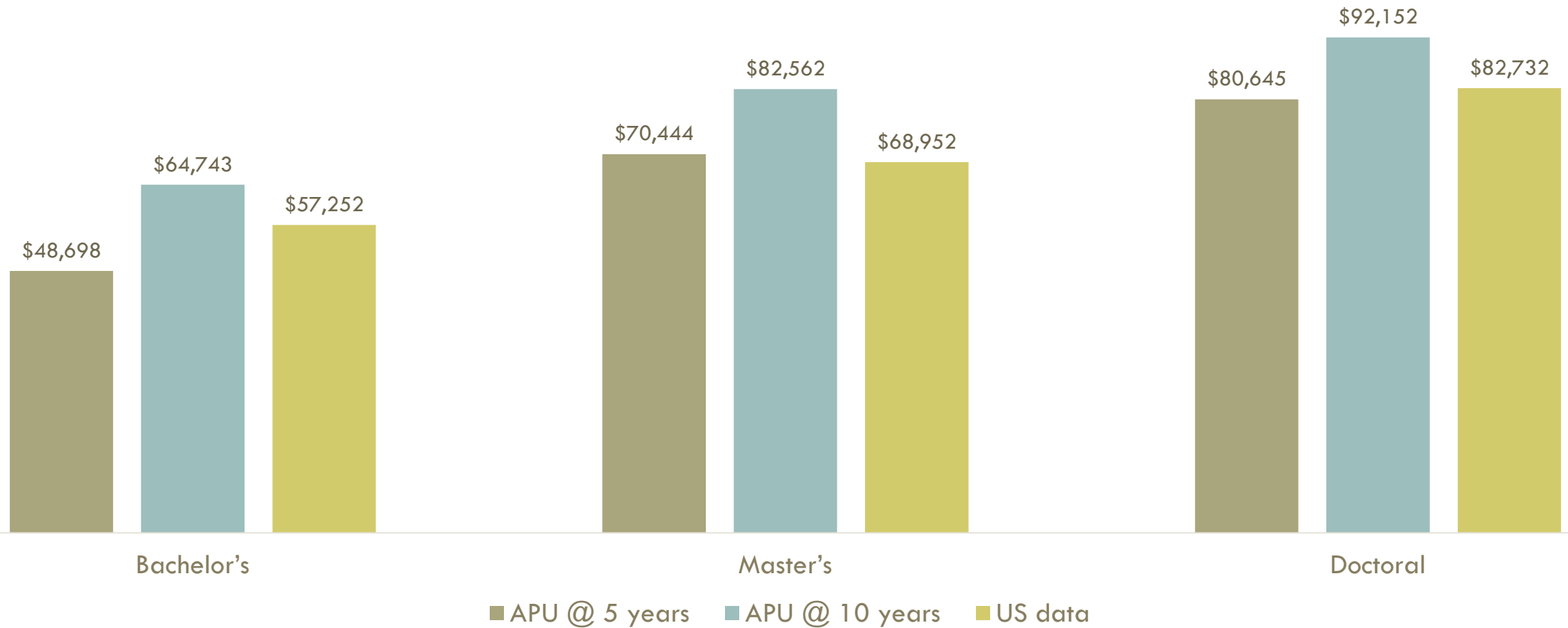
Undergraduate completers

Graduate completers



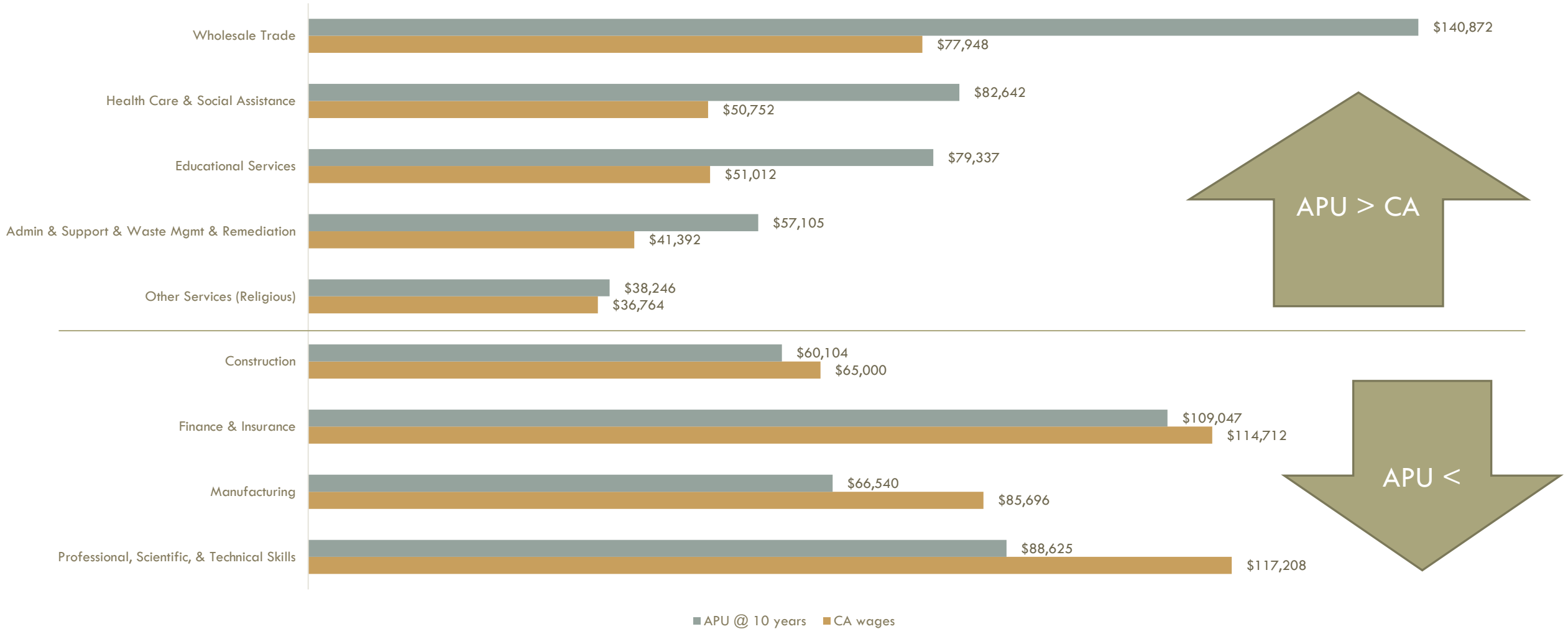
NATIONAL COMPARISON SLIDE

COMPLETERS MEDIAN ANNUAL EARNINGS BY EDUCATIONAL ATTAINMENT COMPARED TO US DATA (PERSONS 25 YEARS OR OLDER)



INDUSTRY COMPARISON SLIDE

GRADUATE COMPLETERS AFTER 10 YEARS COMPARED TO CA MEAN WAGES



INSTITUTIONAL CONTEXT

Marketing

Advancement

Grant Writing

Admissions

Career Services

Trustees

Deans

CONTACT INFORMATION

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- Labor Market Information Division
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- Sacramento, CA 95814
- [\(916\) 651-5746](tel:9166515746)
- Andy.Wong@edd.ca.gov

- ◎ Private, Non-Profit
- ◎ 1988 Undergraduate and Graduate Students
- ◎ Art and Design Programs (22 Undergraduate and 13 Graduate)
- ◎ San Francisco and Oakland Campuses

AGENDA

BENCHMARKS/COMPARISON POINTS

- Mean vs. Median
- Cost of Living (Living Wage)
- High School Graduate Earnings

ALTERNATIVE SOURCES OF DATA

- College Scorecard
- LinkedIn University Pages
- PayScale Rankings
- Alumni Surveys

APPROXIMATELY 70% OF CCA GRADUATES LIVE AND WORK IN CALIFORNIA SHORTLY AFTER GRADUATING

Graduates Classes of 2006-2011				
Group	# Sent	Year 1 % Found (Classes of 2006-2011)	Year 2 % Found (Classes of 2006-2010)	Year 5 % Found (Classes of 2006-2007)
All Undergraduates and Graduates	2,283	68%	62%	54%

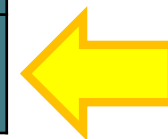
INTERNATIONAL STUDENTS ARE NOT EQUITABLY REPRESENTED IN THE DATA

Subgroup	# Sent	Year 1 % Found (Classes of 2006-2011)	Year 2 % Found (Classes of 2006-2010)	Year 5 % Found (Classes of 2006-2007)
Females	1,419	68%	61%	53%
Males	863	67%	64%	56%
American Indian/Alaska Native	10	20%	75%	20%
Asian	284	67%	63%	54%
Black or African American	64	67%	62%	61%
Hawaiian/Pacific Islander	3	100%	n/a	n/a
Hispanic/Latino	206	71%	66%	58%
International	92	39%	26%	23%
Unknown Race	300	69%	63%	53%
White	1,324	68%	64%	56%

MIT LIVING WAGE CALCULATOR CAN GENERATE ADDITIONAL BENCHMARKS

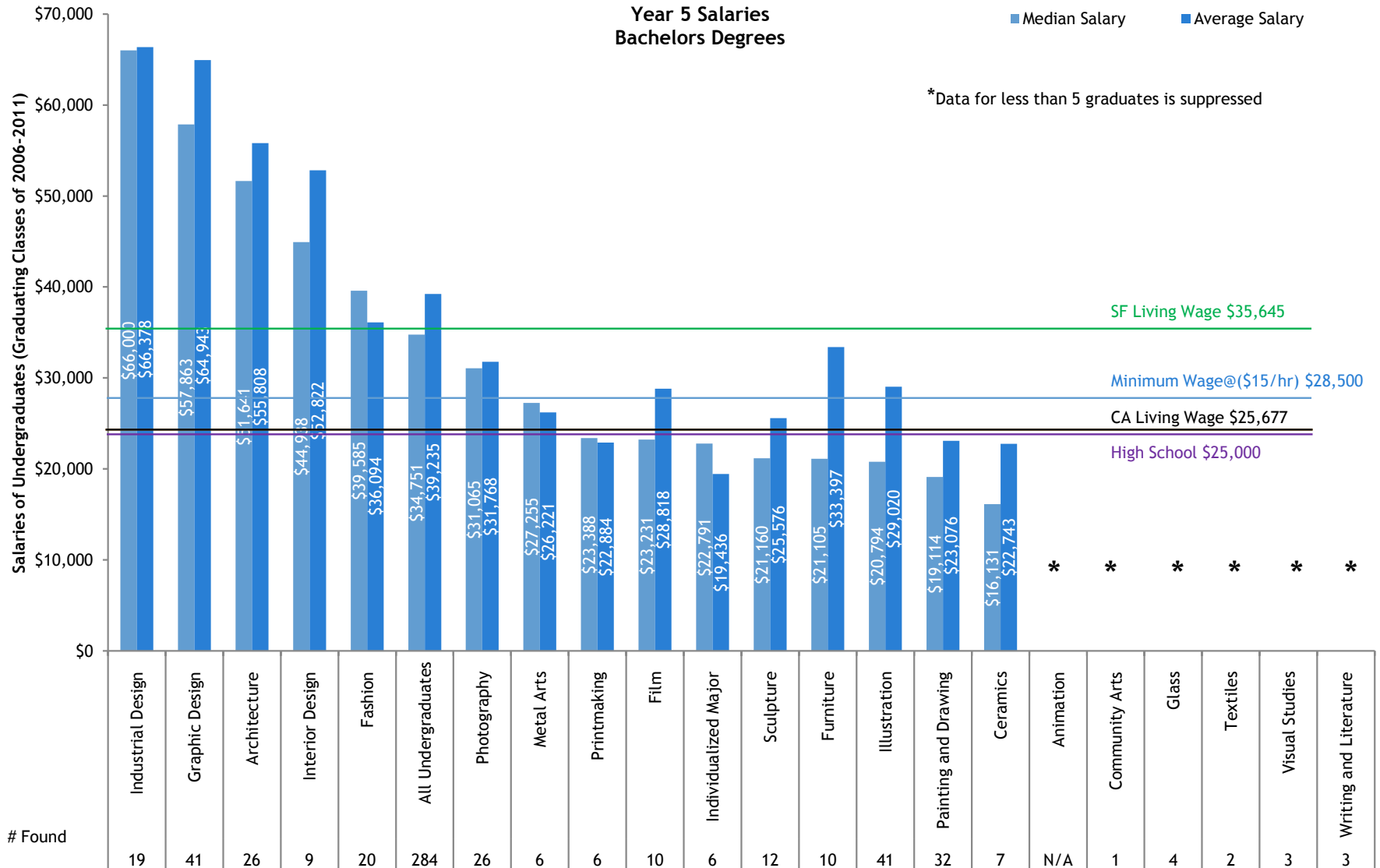
- Estimates the cost of living in individual communities or regions.

Annual Expenses (One Adult)	San Francisco County	California
Food	\$3,607	\$3,607
Child Care	\$0	\$0
Medical	\$2,099	\$2,099
Housing	\$14,292	\$10,575
Transportation	\$4,054	\$4,054
Other	\$2,284	\$2,284
Required annual income after taxes	\$26,336	\$22,619
Annual taxes	\$3,561	\$3,058
Required annual income before taxes	\$29,896	\$25,677
Student loan Repayments @\$422 per month	\$5,064	\$5,064
Required annual income with Student Loan Debt	\$35,645	\$31,425



Adjusted for student loan re-payment

DIFFERENT CONCLUSIONS MAY BE DRAWN BASED ON THE REFERENCE POINTS USED



Includes all bachelors degree recipients from the graduating classes of 2006-2011. Salaries have been adjusted for inflation.

Living Wage is based on estimated annual cost of living for one adult in the state of California.

Source: Living Wage Calculator, MIT see <http://livingwage.mit.edu/states/06>

THE COLLEGE SCORECARD ALSO DISPLAYS MEDIAN SALARIES OF FORMER STUDENTS

California College of the Arts

San Francisco, CA
1,463 undergraduate students
cca.edu



Average
Annual Cost



Graduation
Rate



— National Average

Salary After
Attending



Percentage Earning Above High School Grad **i**

56% of students

who attend this school earned, on average,
more than those with only a high school
diploma.

Median salary of
students who enrolled 6-
10 years ago at the
institution and received
Title IV funding
(entered Fall 2001 or 2002)

DIFFERENCES IN EDD VERSUS COLLEGE SCORECARD DATA

College Scorecard (Federal)

Reliability:

- Not Self-Reported

Coverage:

- Title IV Recipients Only (~70%)
- Any student who enrolled 6-10 years ago
- By Degree and CIP Program Code

Metrics:

- Mean, median earnings and % making more than HS Graduate
- 10th, 25th, 75th 90th percentiles,

EDD Data (State)

Reliability:

- Not Self-Reported

Coverage:

- Only Employees in California (~70%)
- Graduates from specific cohorts/majors (or any other specification)

Metrics:

- Mean, median, 25th, 75th percentiles, max, min, N, etc.
- Employment Outcomes by NAICS Industry Classifications

LINKEDIN UNIVERSITY PAGES ARE ANOTHER RESOURCE FOR ALUMNI OUTCOMES

California College of the Arts
San Francisco Bay Area

264 interested in attending

Home Notables Students & Alumni Recommendations LinkedIn for Education

Explore Careers of 12,091+ Alumni

Where they work	Count	What they do	Count
Apple	34	Arts and Design	4,724
Academy of Art University	34	Entrepreneurship	1,841
Google	30	Media and Communication	1,013

more »

How this university ranks

From LinkedIn University Rankings

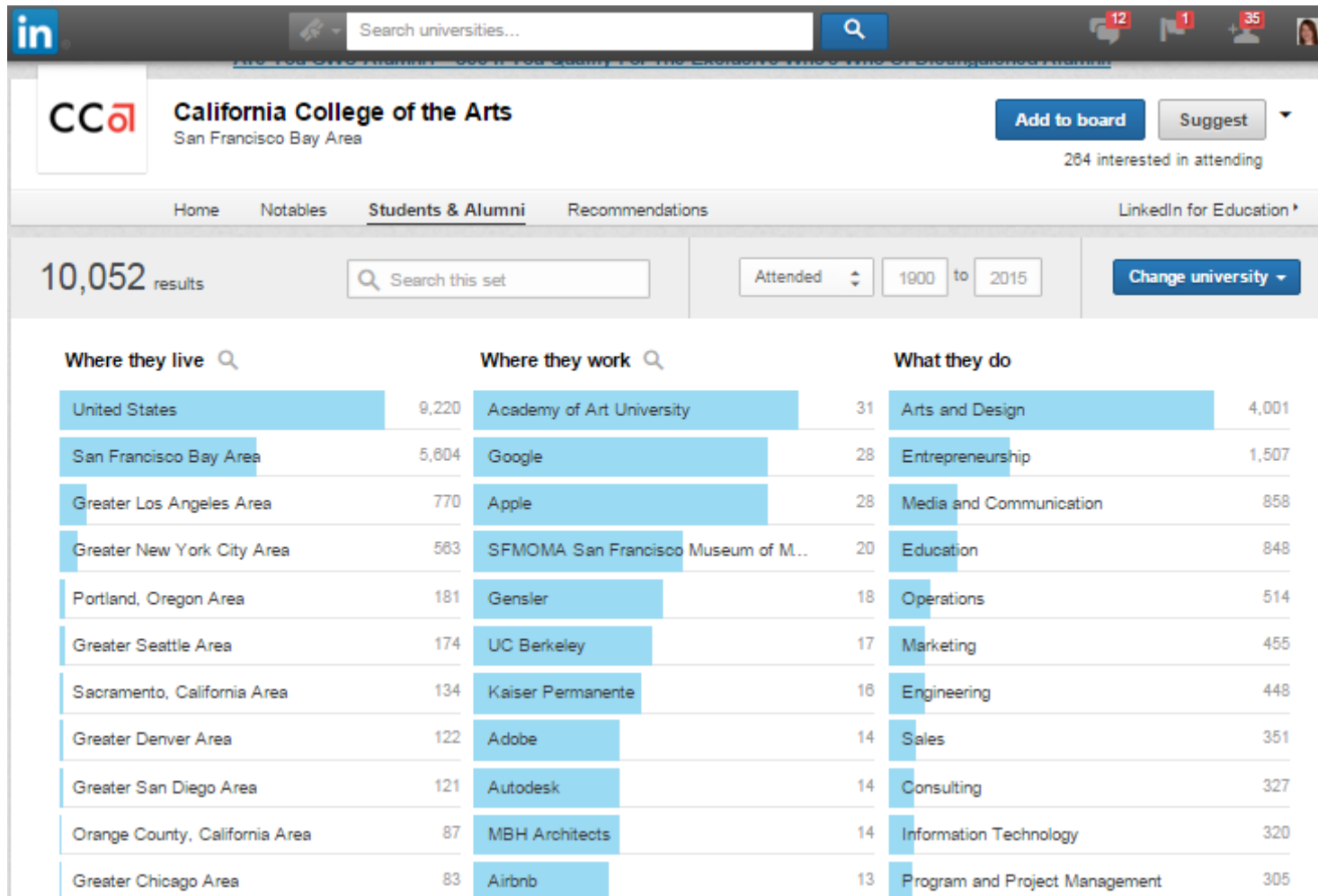
#22 for Designers Graduate

Notable alumni

< 1 / 10 >

Gaby Brink
Founder & Chief Designer of Tomorrow Partners

LINKEDIN PROVIDES INFORMATION ON WHERE ALUMNI LIVE AND WORK



USING LINKEDIN, WE CAN IDENTIFY THE LARGEST EMPLOYERS OF ALUMNI

- ◉ Academy of Art University
- ◉ Google
- ◉ Apple
- ◉ SFMOMA San Francisco
Museum of Modern Art
- ◉ Gensler
- ◉ UC Berkeley
- ◉ Kaiser Permanente
- ◉ Adobe
- ◉ Autodesk
- ◉ MBH Architects
- ◉ Airbnb
- ◉ Nike
- ◉ Tea Collection
- ◉ Williams-Sonoma, Inc.
- ◉ fuseproject
- ◉ Art Practical
- ◉ Athleta
- ◉ Pottery Barn
- ◉ Dahlin Group Architecture
Planning
- ◉ College of Marin
- ◉ Perkins+Will
- ◉ KIDmob
- ◉ Citrix
- ◉ UC Santa Cruz

DIFFERENCES IN EDD DATA VERSUS LINKED IN UNIVERSITY PAGES

LinkedIn University Pages (Users)

Reliability

- Self-Reported

Coverage:

- Could be employed anywhere (including Internationally)
- Any student who says they enrolled
- Filters for each Cohort

Metrics:

- Employment outcomes by Company and Job type.

EDD Data (State)

Reliability

- Not Self-Reported

Coverage:

- Only Employees in California (~70%)
- Graduates from specific cohorts/majors (or any other specification)

Metrics:

- Employment Outcomes by NAICS Industry Classifications







PAYSCALE RANKINGS ALSO USE SALARY TO RANK COLLEGES

Best Undergraduate Art Schools by Salary Potential

Thinking of getting your bachelor's degree in art? Before you choose your school, learn about the best art colleges by graduate earnings. [\[Read More\]](#)

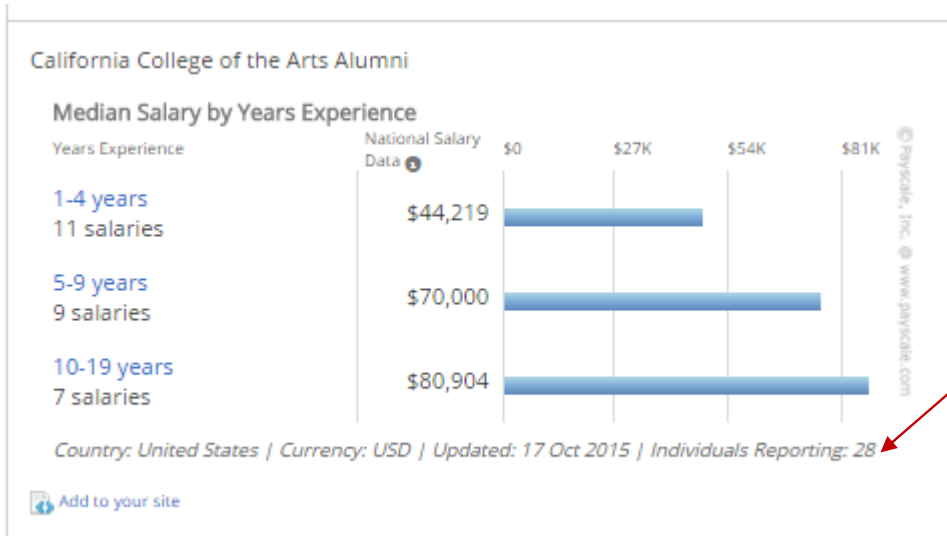
Find a school by name

Bachelor's Only ⓘ All Alumni ⓘ

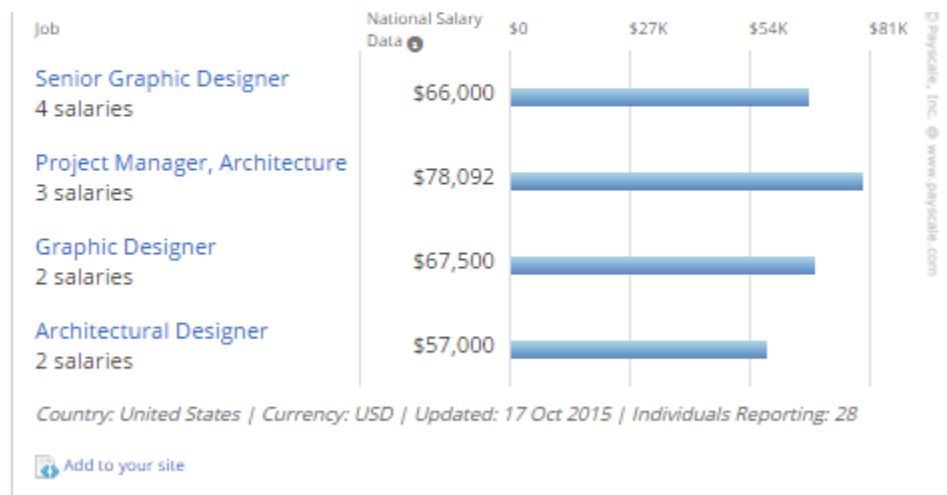
Rank ▲	School Name	School Type	Early Career Pay ⓘ	Mid-Career Pay ⓘ	% High Meaning ⓘ	% STEM Degrees ⓘ
1	 The New School	Private School, Arts, Music & Design School	\$44,000	\$88,900	44%	N/A
2	 Pratt Institute	Private School, Arts, Music & Design School	\$44,800	\$88,300	44%	3%
3	 Art Center College of Design	Private School, Arts, Music & Design School	\$57,800	\$86,000	40%	N/A
4	 Rhode Island School of Design (RISD)	Private School, Arts, Music & Design School	\$45,400	\$82,800	33%	N/A
5	 California College of the Arts	Private School, Arts, Music & Design School	\$44,300	\$81,500	45%	N/A
6	 School of Visual Arts (SVA) - New York, NY	Private School, Arts, Music & Design School, For Profit	\$43,200	\$78,200	30%	8%



PAYSCALE DATA MAY REFLECT A LIMITED SAMPLE OF STUDENTS



28 graduates



Mainly Design and Architecture

DIFFERENCES IN EDD DATA VERSUS PAYSCALE RANKINGS

PayScale Rankings (Survey)

Reliability:

- Self-Reported

Coverage:

- Could be employed anywhere
- Limited sample
- Overrepresentation of certain majors

Metrics:

- Employment outcomes by position type, years of experience and location
- Unstable estimates from year to year.

EDD Data (State)

Reliability:

- Not Self-Reported

Coverage:

- Only Employees in California (~70%)
- Graduate outcomes by specific majors

Metrics:

- Employment Outcomes by NAICS Industry Classifications

THE STRATEGIC NATIONAL ARTS ALUMNI PROJECT (SNAAP) - ALUMNI SURVEY

- ◎ SNAAP captures student reflections on the institutional experience, employment, and other career outcomes by artistic discipline, region of the country, and degree type.
- ◎ The SNAAP survey is an “annual online survey, data management, and institutional improvement system designed to enhance the quality of arts-school education.”

RESPONSE RATE FOR SNAAP IS LOWER, BUT WAS REPRESENTATIVE OF ALUMNI

Population Surveyed: 4,786 Undergraduate Alumni (Classes of 1952-2012 with valid email addresses)

Response Rate: **20%** (977 Students)

Age Range: 21-84 years old

Gender: 64% Female, 35% Male, 1% Transgender

Programs of Study:	% of CCA SNAAP	All CCA Alumni
Fine or Studio Arts	54%	47%
Design	28%	25%
Architecture	9%	11%
Media Arts	4%	4%
Other Arts	5%	6%

ALUMNI SURVEYS CAN REVEAL ADDITIONAL ASPECTS OF ALUMNI OUTCOMES

93% of CCA Alumni rated their overall experience at CCA as “Good” or “Excellent”

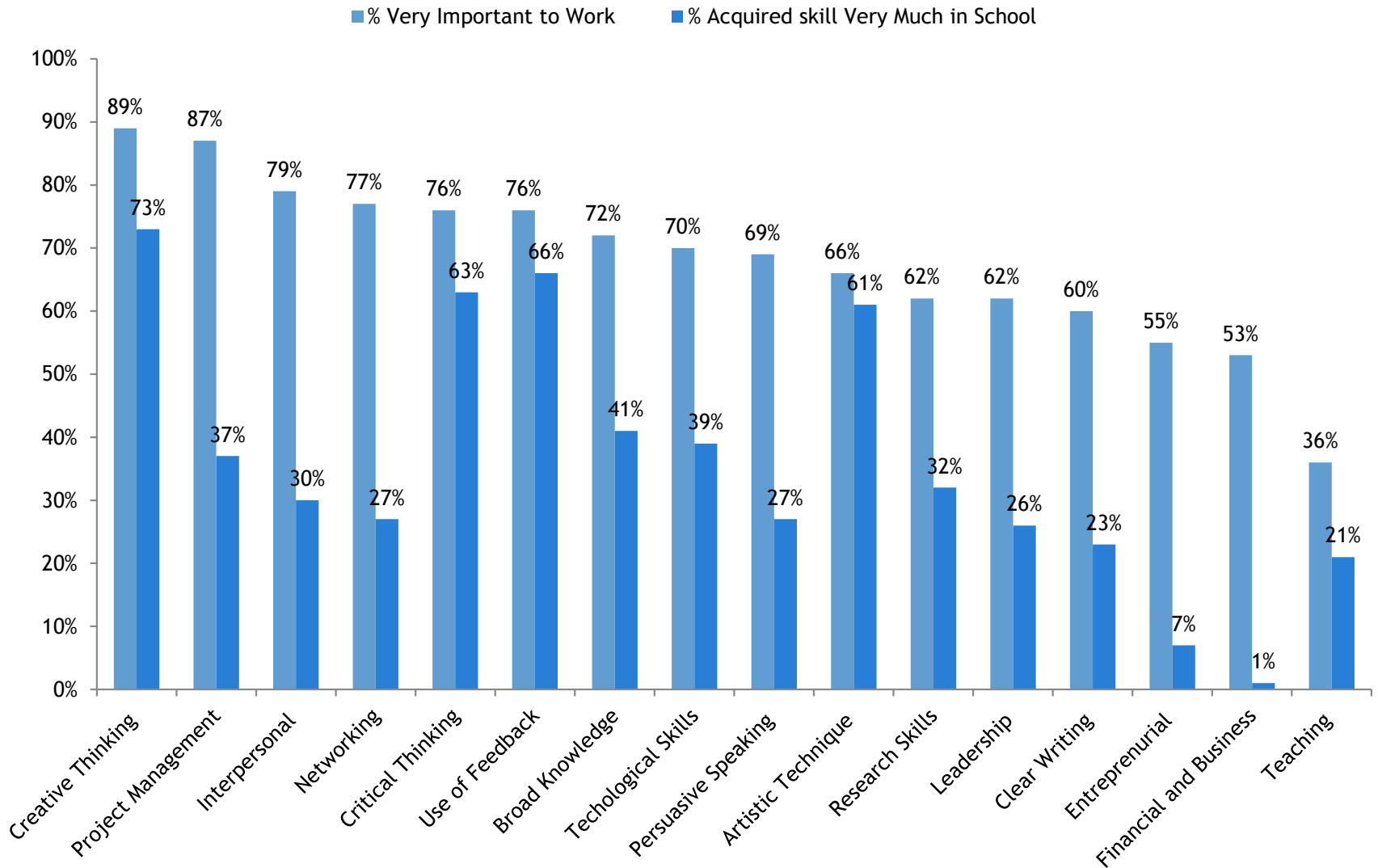
82% have worked or currently work as professional artists

77% say that their job reflects their personality, values, and interests

81% of those working have job satisfaction

81% of recent grads would recommend CCA to other students like themselves

CCA ALUMNI EVALUATE THEIR EDUCATION AND THE SKILLS AND NEEDED IN THE WORKPLACE



Source: SNAAP 2012 Survey. Includes recent graduates of CCA Classes of 2008-2012

ALUMNI QUOTES ON IMPACT OF CIVIC EDUCATION AT CCA

- ⦿ “It [CCA] has highly affected my personality development, which influenced the way I move about my community. I have a more positive outlook than before and can promote my ideas for civic improvement through art (ex. personal style, communication, photographic style, the subject matter I choose to highlight, ethics, and the examples I will set in the long term for my demographic profile).”
- ⦿ “My arts training at CCA is highly relevant to my participation and support of the arts. All of my current connections are a direct or non-direct result my time at CCA. I would not have met certain people, engaged in specific activities, or become involved with specialized organizations without going to CCA.”
- ⦿ “The arts training I received at CCA inspired me to pursue my dreams of becoming an activist photographer. I believe that I'm helping the greater good by capturing stories and sharing what life is like for people in developing countries.”

STUDENT COMMENTS ON IMPROVING THE EDUCATIONAL EXPERIENCE

- ◎ “CCA could place more emphasis on the business aspect of being an artist. The model of the art world is shifting and placing more and more responsibility on to artist to promote and distribute his/her own work. Art schools would be smart to acknowledge this and work with students to best prepare them.” (Fine Arts)
- ◎ “I wish they had prepared us more for the financial realities of fine art as a profession. How to approach a gallery, how to write a proposal for a show, how to apply for grants, or residencies, how to built and maintain a personal website. If trade shows "are a good idea, etc. These things were touched on, but as soon as we graduate, the reality sets in, and we are not prepared. We have to figure it out...." (Fine Arts)
- ◎ “It would have been worthwhile to learn how to treat my skills as a [business], not as a something that is separate from my financial obligations.” (Design)
- ◎ “Yes, the photography department could have at least pretended that there is legitimacy in the commercial arts industry. They could have also prepared us as future business owners and taught us how to price our work/charge for our services.”(Fine Arts)

SUMMARY

- ⦿ Know the caveats to wage data.
- ⦿ Outcomes can be varied by major, source, and time after graduation
- ⦿ International student outcomes may be underrepresented.
- ⦿ Alumni surveys offer important information
- ⦿ Use multiple sources data to tell your college's graduate story.
- ⦿ Use these stories for internal and external discussions.