



UNIVERSITY
OF
CALIFORNIA

It's Public and Personal: Demonstrating the Value of a College Degree

Brianna Moore-Trieu and Kimberly Peterson
University of California, Office of the President
Institutional Research and Academic Planning

Defining Value

Value:

- 1) the amount of money that something is worth : the price or cost of something
- 2) something that can be bought for a low or fair price

Source: Merriam-Webster Dictionary, retrieved Oct, 17, 2016 from <http://www.merriam-webster.com/dictionary/value>

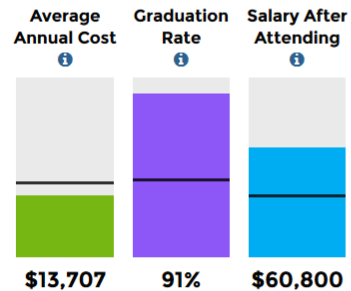
Demonstrating Value



<https://collegescorecard.ed.gov/>

University of California-Berkeley

Berkeley, CA
27,126 undergraduates

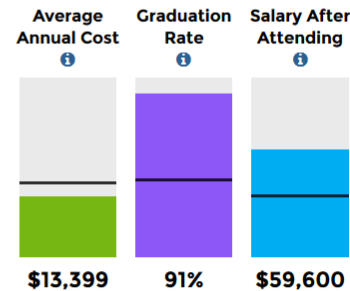


— National Average

[VIEW MORE DETAILS >](#)

University of California-Los Angeles

Los Angeles, CA
29,627 undergraduates

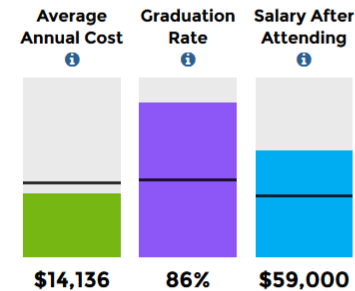


— National Average

[VIEW MORE DETAILS >](#)

University of California-San Diego

La Jolla, CA
24,801 undergraduates

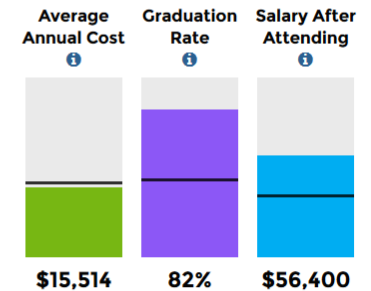


— National Average

[VIEW MORE DETAILS >](#)

University of California-Davis

Davis, CA
27,547 undergraduates



— National Average

[VIEW MORE DETAILS >](#)

Defining Value

Value:

- 1) the amount of money that something is worth : the price or cost of something
- 2) something that can be bought for a low or fair price
- 3) **usefulness or importance**

Source: Merriam-Webster Dictionary, retrieved Oct, 17, 2016 from <http://www.merriam-webster.com/dictionary/value>

Demonstrating Value



Confidence - the ability to stand up and stand out in any setting

DANIELLE BROWN '10



<http://campaign.wellesley.edu/wellesley-voices>

Demonstrating Value



ASSOCIATION OF
PUBLIC &
LAND-GRANT
UNIVERSITIES

PUBLIC UNIVERSITY VALUES

*Compared to high school grads,
bachelor's degree holders:*

RECEIVE **\$82,000** LESS IN GOVERNMENT SPENDING
+
PAY **\$273,000** MORE IN TAXES
\$355,000 NET BENEFIT TO GOVERNMENT

BACHELOR'S DEGREE HOLDERS ARE

2x



MORE LIKELY TO **VOLUNTEER**

CHARITABLE
CONTRIBUTIONS
BY BACHELOR'S
DEGREE HOLDERS
ARE

3.5x HIGHER



<http://www.aplu.org/projects-and-initiatives/college-costs-tuition-and-financial-aid/publicuvalues/index.html>

Post Collegiate Outcomes (PCO) Framework
developed by the
AACC, AASCU
and APLU
(March 2015)

	PUBLIC	PERSONAL
ECONOMIC	Public Economic Value of Postsecondary Education	Personal Economic Value of Postsecondary Education
SOCIAL CAPITAL	Public Social Capital Value of Postsecondary Education	Personal Social Capital Value of Postsecondary Education

Framework

Public Economic quadrant represents outcomes related to the public good, defined primarily in financial terms.

Examples: tax revenues, fulfillment of state workforce needs.

	PUBLIC	PERSONAL
ECONOMIC	Public Economic Value of Postsecondary Education	Personal Economic Value of Postsecondary Education
SOCIAL CAPITAL	Public Social Capital Value of Postsecondary Education	Personal Social Capital Value of Postsecondary Education

Framework

Personal Economic quadrant encompasses outcomes related to the personal (or individual) financial good.

Examples: earnings, employment outcomes.

	PUBLIC	PERSONAL
ECONOMIC	Public Economic Value of Postsecondary Education	Personal Economic Value of Postsecondary Education
SOCIAL CAPITAL	Public Social Capital Value of Postsecondary Education	Personal Social Capital Value of Postsecondary Education

Framework

Personal Social Capital quadrant includes outcomes that demonstrate the personal (or individual) value not defined in financial terms.

Examples: “soft skill” development, health outcomes.

	PUBLIC	PERSONAL
ECONOMIC	Public Economic Value of Postsecondary Education	Personal Economic Value of Postsecondary Education
SOCIAL CAPITAL	Public Social Capital Value of Postsecondary Education	Personal Social Capital Value of Postsecondary Education

Framework

Public Social Capital quadrant represents outcomes related to the public good, defined primarily in non-financial terms.

Examples: civic engagement, social cohesion/appreciation of diversity.

	PUBLIC	PERSONAL
ECONOMIC	Public Economic Value of Postsecondary Education	Personal Economic Value of Postsecondary Education
SOCIAL CAPITAL	Public Social Capital Value of Postsecondary Education	Personal Social Capital Value of Postsecondary Education

Public Economic

70% of recent alumni join
California's workforce

Generates **48,000** Bachelors degree
recipients per year to serve CA
workforce needs

\$\$\$
Over 300 million
dollars in state
tax revenue
generated*



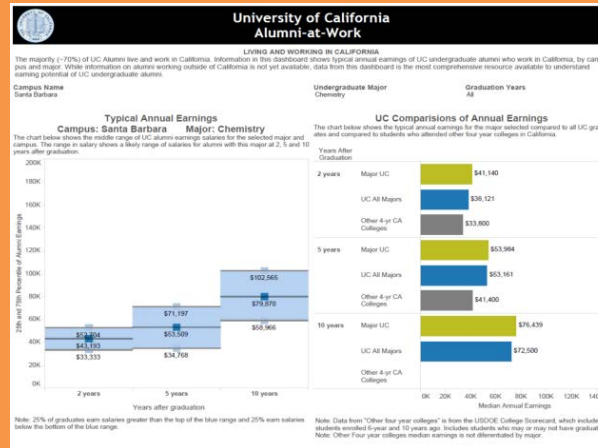
More than
**100 C-Suite
Professionals**

in the 500 Largest US Revenue-Generating
companies*

*Not verified, sample statistic

Personal Economic

Salaries of recent graduates by major



\$ → \$\$

**Within five years of graduation
Alumni who started as low income
students earn twice as much as their
parents**

Personal Social Capital

72% of seniors reported
an increase in their Analytic
and Critical Thinking skills
from when they started UC

1 out of 2 seniors rate
themselves as very good or
excellent at understanding
international perspectives

60% of seniors report
very good or excellent
interpersonal skills

Public Social Capital



92% of graduates
report being able to
appreciate cultural and
global diversity



● UC Alumni as Board Member

More than 30,000
doctors and nurses
caring for CA*

Social Workers &
Marriage and
Family Counselors
working in 32 of 58
CA counties

20,000 new
teachers per year*

*Not verified, sample statistic

What was valuable to us?

What was a moment that you noticed that your college education was valuable?

Please take 5 minutes to jot down some notes about that experience:

- What was the moment?
- What part of your college experience contributed to this moment?

What was valuable to others?

Take 5 minutes to share your experiences with your partner:

- What is being represented in these moments?
- How can we determine if others had similar experiences?
- In which quadrant might these moments be placed? Place your post-its in the quadrant that best represents them.

Capturing Value

How can we measure if these kinds of experiences are happening for other students who graduated from your college?

Post Collegiate Outcomes Initiative:

<http://aacc.nche.edu/AboutCC/Trends/pco>

Data Sources:

Leadership Directories (Government officials, judges, CEOs, Media, Nonprofit Boards, etc.)

<https://www.leadershipdirectories.com/Products/LeadershipDataServices.aspx>

Department of Consumer Affairs (Licensed social workers, doctors, nurses, architects, accountants, cosmetologists, etc.)

http://www.dca.ca.gov/consumer/public_info/index.shtml

- Data request help: PublicInformation@dca.ca.gov

Economic Development Department (Alumni earnings data): Labor Market Information Division:

- Contact Andy Wong, Email: Andy.Wong@edd.ca.gov