

# GUIDING STUDENTS TOWARD MEANINGFUL DEGREES AND CAREERS

Tenured professors, adjunct instructors, and lecturers at public colleges and universities regularly engage students about potential career paths after graduation. Many faculty members also collaborate with industry partners, which sheds light on the skills required in a given field. The faculty at PSEO Coalition-member universities are well-positioned to help students and industry partners understand employment prospects by degree, field, and region.

PSEO data enhances the ability of faculty members to explain career pathways as they exist today. It also empowers them to build industry partnerships that can inform improvements to curricula.

## Our data offers insights such as:

- The industries that are hiring and what degrees they're looking for.
- The availability of local jobs for graduates.
- Graduates' earning potential by degree after one year, five years, and ten years.

## Doing More With the Data

The PSEO Coalition continually expands and refines its data to make it a more powerful tool for faculty members guiding students toward degrees and careers.

### The PSEO Explorer can help faculty members answer:

- Will graduates find work in-state, or should they consider moving?
- In which industries are they likely to find a job?
- What are their options if they want to become a teacher, social worker, or something else that positively impacts their community?
- How much will they earn after graduation?



### Use the PSEO Explorer Tool

To use the PSEO Explorer tool, scan the QR code or visit <https://lehd.ces.census.gov/applications/pseo>