

CONNECTING DEGREE PROGRAMS WITH CAREER PROSPECTS

Academic advisors, career counselors, and other university staff members help students explore career pathways. Their students want to understand the earning potential of their majors and where to find the best jobs.

The PSEO Coalition provides data about earning potential and the return on investment of higher education credentials. With this data, university staff members can guide students to the best careers and help them advocate for themselves along the way.

We empower advisors, counselors, and other team members to highlight the relationship between degree programs and career prospects. The data can be broken down by region, industry, major, earning potential, and other key factors that help students make informed choices about their futures.

Our data offers insights such as:

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

Doing More With the Data

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

The PSEO Explorer can help university staff members answer:

- How much will graduates earn after graduation?
- Will they 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?



Use the PSEO Explorer Tool

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