

# MATCHING ASPIRATIONS TO VALUABLE FUTURE PLANS

Universities must continually demonstrate the value of higher education to skeptical students and their parents. Students want to know if they should enter the job market immediately, earn a degree or certificate, and which major to pursue.

As part of the PSEO Coalition, member universities can guide students toward careers that align with their goals and needs. Our data helps students and families make decisions about their futures that support their long-term prosperity.

By leading meaningful, data-driven conversations with students and families, Coalition members can make the case for the relevance, impact, and value of the credentials they award.

## Doing More With the Data

The PSEO Coalition continually expands and refines its data to make it a more powerful tool for universities guiding students and families toward the best postsecondary pathway.

### The PSEO Explorer can help students and families answer:

- How much will I earn after I graduate?
- What majors or concentrations will best help me launch a long-term career?
- Will I find work in my city and state, or should I consider moving?
- What are the industries where I can expect to find a job?



### Use the PSEO Explorer Tool

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

### Our data offers insights for students and families such as:

- The annual earnings for graduates by degree and college after one year, five years, and ten years.
- The specific degrees required for certain industries and jobs.
- The local jobs market for graduates by degree and college.