

SHARING IMPACTFUL DATA-DRIVEN STORIES

For communications and external relations professionals in higher education, highlighting the return on investment of a degree program is key. They must seize every opportunity to share the success stories of graduates who have launched meaningful careers.

The PSEO Coalition gives these offices the data to tell more impactful success stories to outside influencers.

With more powerful, data-driven stories, these offices can lead meaningful conversations with journalists, alumni, community members, and potential supporters about the real-world impact of the credentials their institutions award.

Our data offers insights such as:

- Graduates' earning potential after one year, five years, and ten years.
- Which degree programs have the biggest ROI?
- The industries that are hiring graduates.

Doing More With the Data

The PSEO Coalition continually expands and refines its data to make it a more powerful tool for communications and external relations professionals in higher education.

Already, institutional research offices can download PSEO data to explore areas such as the earnings of graduates from different institutions or debt-to-income ratio estimates.

The PSEO Explorer can help communications and external relations offices answer:

- What are the employment outcomes of our graduates?
- Are they finding work? How much are they earning?
- Are they better off with their degrees?
- Do our students leave with no debt or manageable debt?
- How can we assist budding teachers, social workers, and others entering lower-paying but socially impactful jobs?
- How do outcomes compare for different groups of students?
- Are we producing graduates with degrees in the industries our state needs?



Use the PSEO Explorer Tool

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