

Matching Aspirations to Valuable Future Plans

Colleges and 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 colleges and universities can guide students toward careers that align with their goals and needs. Our data help 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 them more powerful tools 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

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



Photo courtesy of The University of Alabama at Birmingham (UAB)

Our data offer insights for students and families such as:

- The annual earnings for graduates by degree after one year, five years, and 10 years.
- In what geographic location graduates by degree and college work after one year, five years, and 10 years.
- Which industries employ students by degree field.



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