

Sharing Impactful Data-Informed 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.

Doing More With the Data

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

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?
- Do our students earn a living wage?
- How do outcomes compare for students across degree programs, institutions, and states?
- Are we producing graduates with degrees in the industries our state needs?



Our data offer insights such as:

- Graduates' earning potential after one year, five years, and 10 years.
- Which degree programs have the highest, and lowest, earnings, and which degree programs see the biggest change in earnings between one and 10 years after graduation.
- Which industries have hired graduates.



Use the PSEO Explorer

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



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