



PSEO
COALITION

University of Utah PSEO Earnings Data Comparison Tool



This project was funded by a grant from the Postsecondary Employment Outcomes (PSEO) Coalition, made possible with support from Strada Education Foundation. The [PSEO Coalition](#) generates, analyzes, and shares employment data that demonstrates the value of higher education. The data are publicly available through a [dashboard](#) and [downloadable dataset](#) on the U.S. Census Bureau's website.

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This project consisted of three phases, including building a comparison tool. The three phases of the project are each described below. The tool is linked [here](#).

Phase 1: Understand Our Current PSEO Data Use

Description: During this phase we will do a longitudinal check on all dashboards where the PSEO data that we currently have could be added, updated, or clarified. This is the shortest phase of the project, but will ultimately set us up for our larger goals, as we will start on a strong foundation of the data we currently have. We will understand the strategic business decisions that can be made, clarify the target audience these data should be shared with, and maximize the benefit of our current access to that data.

Summary of Phase 1:

Receiving this PSEO Grant has allowed for fruitful discussions within our department about current and potential uses for the PSEO data. We have ideated, thought practically, and asked stakeholders what sort of graduate outcomes data would be valuable to their work and decision making. This has allowed us to perfect, adapt, and create new dashboards where PSEO data is featured prominently for a variety of new audiences.

First, we have updated and clarified two of our dashboards that show what students do after they graduate from a bachelors or graduate degree at UU. In these dashboards, we have clarified comparisons of PSEO data to Department of Workforce Services data (earnings data for graduates who stay within the state of Utah after graduation) to make Utah and country-wide earnings comparisons easier to understand and more useful to work with, particularly for the Deans and Administrators who are the current audience for these dashboards. In addition to PSEO and DWS data, we also have student-level data from a self-reported "First Destinations" student survey about post-graduation plans. Having the PSEO data has allowed us to extrapolate those "entry level" jobs right after a degree to do more predictive work to understand potential future earnings. In this way, we are able to show a variety of time scales with different levels of reliability at varying post-graduation time scales. All three data sources have benefits and drawbacks, but being able to compare against other

institutions is a principal strength of the PSEO data and a big value-add because of the work of this grant. Since the current audience of these dashboards is Deans and Administrators, the availability of this data has allowed for discussions about future program investments and program growth.

Additionally, we have identified a variety of places where we can expand the audience of this PSEO data to the general public, via dashboards publicly available on our website to prospective students and families. We have shared within our team our dashboard from Phase 2 of this project, which is already getting use on our team and is the first of a few that are in the works to increase transparency around higher education and graduation outcomes. The changes we've made so far and discussions that we are having will continue to positively impact the current and future UU students as well as the strategic decision-making abilities of the university administration.

Phase 2: Download and Process More PSEO Data

Description: In this phase, we will download PSEO Data for all available R1 and AAU universities, warehouse that data, and add it into our Peer Comparison and Nonattend Dashboards. These are large dashboards, so this work will be extensive in both the warehousing and dashboard-building sides.

In addition to adding value to our University of Utah-specific dashboards, we would also be eager to share our use of PSEO Data with other universities, particularly the other R1 and AAU universities, since we will have downloaded and processed data about these peer groups that might be of interest to them. This sharing of data would improve transparency throughout the higher education system and allow for even more thoughtful, deep, and intentional uses of PSEO data in the future for all universities.

Phase 2 Deliverables:

In the process of downloading data from the PSEO website for phase two, we found that 21 of the 38 public AAU schools and 62 of the 106 public R1 schools had data available. This data was downloaded, cleaned up a bit, and saved in sharable spreadsheets. This data could be used by other institutions to simply and easily download all Bachelors, Masters, and Doctorate data from the most recent (2016

onward) cohorts of available PSEO data. With this, other institutions can easily make dashboards or run analysis about graduate outcomes as it pertains to their strategic work as a university. Additionally, we have developed a dashboard that any institution can use or embed on their website to compare PSEO graduate outcomes data between institutions.

AAU, R1, and USHE (public universities in Utah) data excel sheets are attached, and our basic dashboard can be found at this link, which anyone has access to download and use themselves:

https://tableau.dashboard.utah.edu/t/UAIR/views/PSEODashboard_17443237340680/PSEOInstitutionComparison

Phase 3: Training, Ideation, and Iteration

Description: Once the PSEO Data for all R1 and AAU Universities has been processed for Phase 2, we will have to do some training for the end users of our dashboards both within our office and around the University in how to best interpret and use the new data that's available. The prospect of having these inter-departmental meetings is exciting in that it would generate a variety of new ideas, many of which we would be able to implement with all of the data we will have processed in Phases 1 and 2. Constant improvement and iteration are a staple of our office and of the University of Utah, so we welcome the opportunities that would come from sharing these new resources with other stakeholders in the larger University ecosystem.

Summary of Phase 3:

Since originally applying for this PSEO Coalition Grant, the Utah State Legislature has enacted a new law, HB265, that greatly impacts our university. In this bill, titled "Higher Education Strategic Reinvestment", public universities in Utah have had funding redirected from their university to USHE (Utah System of Higher Education) and must apply to USHE to get their funding "back", showing data-based evidence that the programs that the funding will go towards are successful and valuable from a variety of metrics. The PSEO graduates' earnings data is one of many sources that has become increasingly valuable to Deans and the Administration in proving the "success" of their

programs to receive this funding. The ability to have this PSEO data and compare to other USHE, AAU, and R1 universities in a simple dashboard (from Phase 2) has allowed Deans to easily incorporate this data into their proposals to USHE for funding. In meetings with Deans, Administrators, and other data analysts in our department who work directly for these deans and administrators, folks have emphasized the importance and the timely nature of this data availability and the impact it will have on their ability to continue offering their programs into the future. These discussions and training around PSEO data use are ongoing.