Ohio Public Institutions Graduate Earnings Comparison Dashboard

Overview

The Institutional Research (IR) team at the University of Toledo developed a public-facing Tableau dashboard using data from the U.S. Census Bureau's Postsecondary Employment Outcomes (PSEO) initiative to provide transparent, comparative insights into graduate earnings outcomes across Ohio's public colleges and universities.

The dashboard allows users to explore post-graduation earnings one, five, and ten years after graduation by institution, degree level, and field of study. By translating complex administrative data into an intuitive visualization, the project supports student decision-making, program evaluation, and institutional accountability.

Data Context

The dashboard uses publicly available PSEO earnings data, which link postsecondary completion records with state and federal employment data using strict confidentiality protections. Earnings outcomes are reported for grouped graduation cohorts and capture most U.S. employment, enabling meaningful comparisons across institutions and programs.

Rather than replicating the Census Bureau's PSEO Explorer, this dashboard provides a streamlined, comparative view focused on Ohio public institutions.

Dashboard Development and Access

The dashboard was developed by the University of Toledo IR team using Tableau Desktop and is embedded on the University of Toledo Institutional Research website: https://www.utoledo.edu/offices/institutional-research/home/student-success.html#pseo-dashboard

To address the challenge of benchmarking institutions individually in the PSEO Explorer, the IR team structured the PSEO earnings files to allow side-by-side comparisons across all Ohio public institutions within a single interactive dashboard.

Key Features and Functionality

Users can customize the dashboard by selecting:

- **Time since graduation:** 1, 5, or 10 years
- **Degree level:** Certificate, associate, bachelor's, master's, or doctoral
- **Field of study:** Programs classified using 2020 CIP codes

For each selection, the dashboard displays **25th, 50th (median), and 75th percentile annual earnings**, allowing users to assess both typical outcomes and earnings variability. Institutions are sorted by median earnings by default to support quick benchmarking.

Results are suppressed for cohorts with fewer than 30 graduates, earnings are reported for multi-year cohorts, and values are presented in inflation-adjusted dollars.

Intended Audiences

The dashboard is designed for:

- **Prospective students and families** exploring post-graduation earning potential
- **Program directors and academic leaders** evaluating program outcomes
- **Institutional researchers and administrators** supporting accreditation and accountability
- **Marketing and recruitment teams** communicating program value

Applications and Use Cases

The dashboard supports student decision-making by enabling transparent comparisons of earnings outcomes across institutions, degree levels, and fields of study. It also serves as a resource for program marketing, program review, and institutional benchmarking by providing consistent, comparative post-graduation earnings data across Ohio public institutions.

At the University of Toledo, the dashboard contributes to student success reporting, accreditation support, and responses to external accountability and ranking requests that require evidence of graduate employment and earnings outcomes.

Institutional Impact and Broader Significance

This project demonstrates how institutional research offices can leverage PSEO data to improve transparency, support program evaluation, and create scalable public resources. The University of Toledo IR team's dashboard aligns closely with the PSEO Coalition's mission to advance understanding of postsecondary employment outcomes nationwide.