



Information That Makes Sense

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About the Data

- Foundation = student data from THECB files
 - Student data for 11 graduating classes (2001-02 to 2011-12)
- Partnership with TWC
 - 11 years of earnings data (2003 to 2013)
 - Industries
- Occupations data - Bureau of Labor Statistics
- Continuing education - National Student Clearinghouse

Real Students. Real Information. Realistic Expectations.

Information from Start to Finish

- **Pursuing a degree**

- What is this major about? (eg, what *is* electrical engineering?)
- Which UT schools have these programs?
- How many credits are needed to graduate?
- How long does it take to graduate?
- Should I be thinking about graduate school?

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Information from Start to Finish

- **Understanding the costs – by major**
 - What proportion of students are taking out loans?
 - What is the average student loan debt?
 - What does that debt look like on a monthly basis?

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Information from Start to Finish

- **Exploring career opportunities**

- What are the different industries?
- What industries are other graduates working in? (by major)
- What occupations are there?
- What are the education requirements?
- Will there be jobs? (by Texas region)
- How do salaries compare in different states?

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Information from Start to Finish

- **Realizing the return on investment**
 - What are graduates earning one year after graduation?
 - Five years later? How about ten?
 - What do earnings look like on a monthly basis?
 - How does the loan payment look compared to what graduates were earning?

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Other Uses of the Data

- Value Added & ROI
 - Student Perspective
 - Median of graduates vs state median
 - Completers vs non-completers (over time)
 - State Perspective
 - State appropriations vs earnings
- Informing Policy
 - Student employment while enrolled

What's Needed

- The information—and tools—are out there
- What's needed to fill the information & resource gaps
 - Assistance with Legal, bureaucratic obstacles
 - Improvement in data collected on workforce
 - Occupation
 - Part-time/Full-time
 - Graduates out of state – employment rates
 - IT infrastructure and expertise
- What's needed to get the word out and expand user base
 - Support needed to get the word out. Every year.
 - Conduct focus groups—how can we make the tools better?
 - Integration into business processes, culture at UT campuses

seekUT Targets & Outreach

- Current UT Students
 - Direct marketing and focus groups on UT campuses
 - Student newspapers, college websites, U.S. News “Best Grad Schools”
 - Campus visits – career services, academic advisors
- High School Students
 - Direct marketing to students and families
 - U.S. News “Best Colleges”, airline articles
 - Outreach to high school guidance counselors
 - Outreach at UT campuses to admissions and financial aid staff

Campus Visits

- Staff visited all UT campuses this spring
 - Day-long events with multiple sessions
 - Staff-focused sessions for admissions, career services, financial aid, academic advisors, etc.
 - Student sessions for undergraduate and graduate students
- Purpose
 - Raise awareness among staff and students
 - Solicit feedback on improvements and additional data or functionality



search + earnings + employment = knowledge

www.utsystem.edu/seekUT

DEMO & DISCUSSION