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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- **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
www.utsystem.edu/seekUT

DEMO & DISCUSSION