

The Positive ROI of Graduate Outcomes Data

Your Roadmap to Institutional Success

Steppingblocks



Meet Your Session Hosts

From the Steppingblocks
Student Success team



Dr. Jacob Bonne

Analytics Consultant for
Higher Education



Erin King

Marketing Manager for
Student Success

4 Key Drivers of a Positive ROI

01

**Improved
Time to
Degree**

Plus better
retention and
graduation rates

02

**Higher
Enrollment
Numbers**

Leading to
additional tuition
and fee revenues

03

**Greater
Alumni
Giving**

Encourage
donations with
better campaigns

04

**Better
Employer
Partnerships**

With historical
hiring trends and
skills data

The Data-Driven Roadmap

Funding sources require outcomes data

Expectations and incentives for institutions of higher education to improve student outcomes

- Additional funding sources based on student success outcomes or addressing barriers to success. Metrics include equity, completion, transfer rates, credit hours earned and post-graduation success
- Performance-based funding: State policies vary by type of institution, the percentage of funding that states allocate based on performance and outcome metrics
- Grants/Donors: Specific goals and outcomes based on the mission of the organization



1. Improved Time to Degree

Time to degree is an important indicator of student success. What causes lag?

- Institutional transfers
- Poor academic planning
- Changing a major
- Enrolling in courses that don't count toward a degree



The average length of enrollment for bachelor's degree earners from four-year public institutions is 5.2 academic years.

Source: NSC Research Center

Steppingblocks

Poor time to degree metrics ultimately penalize students

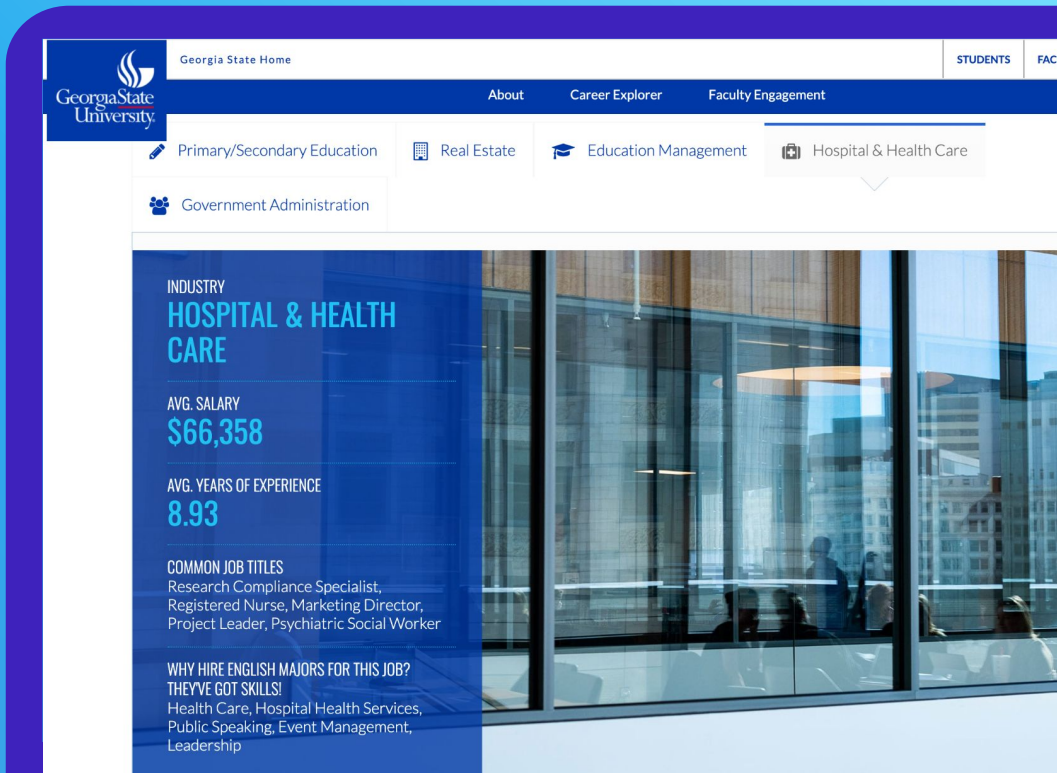
What are the negative implications for students if time to degree isn't improved?

- Excessive credit, leading to financial implications for students
- Insufficient financial resources causes stop outs and part-time enrollment
- Student debt increases
- Earnings are forgone



How do you improve time to degree?

- Promote benefits of earning a degree from your institution
- Offer course selection resources that align with real career paths informed by graduate outcomes data
- Introduce career paths early on to help students select a major, plan their coursework and stay on track
- Deliver personalized support to students at scale

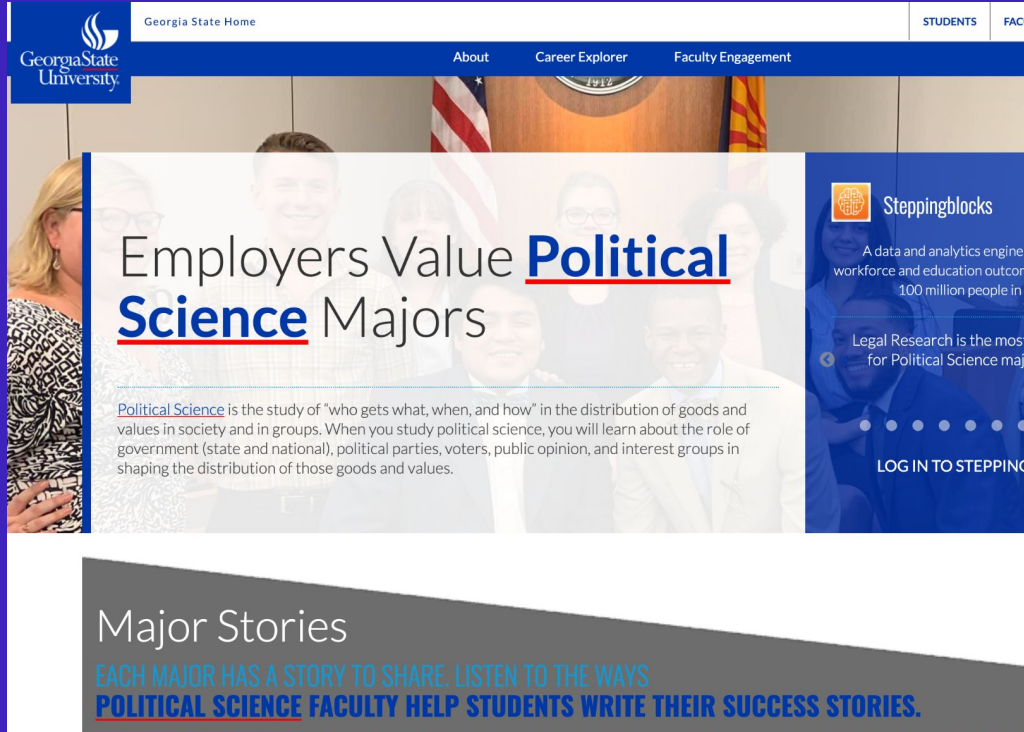


The screenshot displays the Georgia State University website's career exploration interface. The top navigation bar includes the university logo, 'Georgia State Home', and links for 'STUDENTS' and 'FAC'. Below this, a secondary navigation bar features 'About', 'Career Explorer', and 'Faculty Engagement'. A dropdown menu is open, showing categories: 'Primary/Secondary Education', 'Real Estate', 'Education Management', and 'Hospital & Health Care'. Under 'Hospital & Health Care', a sub-menu item 'Government Administration' is visible. The main content area features a large image of a modern building interior with a glass wall. Overlaid on the left side of this image is a blue information box for the 'HOSPITAL & HEALTH CARE' industry. The box lists the following statistics and information:

- INDUSTRY**
HOSPITAL & HEALTH CARE
- AVG. SALARY**
\$66,358
- AVG. YEARS OF EXPERIENCE**
8.93
- COMMON JOB TITLES**
Research Compliance Specialist,
Registered Nurse, Marketing Director,
Project Leader, Psychiatric Social Worker
- WHY HIRE ENGLISH MAJORS FOR THIS JOB?**
THEY'VE GOT SKILLS!
Health Care, Hospital Health Services,
Public Speaking, Event Management,
Leadership

Retain dollars and resources when you retain students

- For every one percent GSU improves its retention rate, it's worth about \$3.3 million per year in additional tuition and fee revenues
- Get the house in order and leadership on the same page by leading with program-based evidence of where degrees are doing well and where they aren't
- Display and distribute outcomes data and give that information to current students immediately



The screenshot shows the Georgia State University website. The header includes the Georgia State University logo and navigation links for "About", "Career Explorer", and "Faculty Engagement". The main content area features a large image of a diverse group of students. The headline reads "Employers Value Political Science Majors". Below the headline, a paragraph defines Political Science as the study of "who gets what, when, and how" in the distribution of goods and values in society and in groups. To the right, there is a "Steppingblocks" section with a logo and text about data and analytics engineering. At the bottom, a dark blue banner contains the text "Major Stories" and "EACH MAJOR HAS A STORY TO SHARE. LISTEN TO THE WAYS POLITICAL SCIENCE FACULTY HELP STUDENTS WRITE THEIR SUCCESS STORIES."

Georgia State Home

STUDENTS FAC

Georgia State University

About Career Explorer Faculty Engagement

Employers Value Political Science Majors

Political Science is the study of "who gets what, when, and how" in the distribution of goods and values in society and in groups. When you study political science, you will learn about the role of government (state and national), political parties, voters, public opinion, and interest groups in shaping the distribution of those goods and values.

Steppingblocks

A data and analytics engine
workforce and education outcom
100 million people in

Legal Research is the mos
for Political Science maj

LOG IN TO STEPPING

Major Stories

EACH MAJOR HAS A STORY TO SHARE. LISTEN TO THE WAYS
POLITICAL SCIENCE FACULTY HELP STUDENTS WRITE THEIR SUCCESS STORIES.

2. Higher Enrollment Numbers

Increase prospect conversions by providing immediate, transparent value related to programs

- Connect your public program and major-specific pages to data-driven career resources to drive interest and conversions
- Collect contact information and deliver relevant promotions to encourage enrollment
- Appeal to parents



3. Greater Alumni Engagement & Giving

Encourage donations and community with targeted campaigns

- Structure every campaign around a targeted alumni group and their professional, regional or cultural identities
- Support with segmentation:
 - Establish an industry-based affinity group in a particular region
 - Identify high-earners by gender at specific companies who match donations



4. Better Employer Partnerships

Understand hiring trends at the institutional level

- Analyze the supply and demand of skills from your university by company to close gaps by program
- Understand employers hiring fewer of your grads to strengthen relationships and long-term outcomes
- Identify and engage with alumni at target companies



Thanks!

Do you have any questions for us?

Keep in touch!

jacob@steppingblocks.com

erin@steppingblocks.com

support@steppingblocks.com

Steppingblocks (2021). StepEx21 User Conference.
<https://resources.steppingblocks.com/stepex21>



Steppingblocks

Steppingblocks

