It’s Public and Personal: Demonstrating the Value of a College Degree

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Institutional Research and Academic Planning
Value:

1) the amount of money that something is worth : the price or cost of something
2) something that can be bought for a low or fair price

Demonstrating Value

# Demonstrating Value

**University of California-Berkeley**
- Berkeley, CA
- 27,126 undergraduates

<table>
<thead>
<tr>
<th>Average Annual Cost</th>
<th>Graduation Rate</th>
<th>Salary After Attending</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13,707</td>
<td>91%</td>
<td>$60,800</td>
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<table>
<thead>
<tr>
<th>National Average</th>
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<tbody>
<tr>
<td>$37,000</td>
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[VIEW MORE DETAILS](#)

**University of California-Los Angeles**
- Los Angeles, CA
- 29,627 undergraduates

<table>
<thead>
<tr>
<th>Average Annual Cost</th>
<th>Graduation Rate</th>
<th>Salary After Attending</th>
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</thead>
<tbody>
<tr>
<td>$13,399</td>
<td>91%</td>
<td>$59,600</td>
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</table>

<table>
<thead>
<tr>
<th>National Average</th>
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<tbody>
<tr>
<td>$36,000</td>
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[VIEW MORE DETAILS](#)

**University of California-San Diego**
- La Jolla, CA
- 24,801 undergraduates

<table>
<thead>
<tr>
<th>Average Annual Cost</th>
<th>Graduation Rate</th>
<th>Salary After Attending</th>
</tr>
</thead>
<tbody>
<tr>
<td>$14,136</td>
<td>86%</td>
<td>$59,000</td>
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<table>
<thead>
<tr>
<th>National Average</th>
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</thead>
<tbody>
<tr>
<td>$34,000</td>
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[VIEW MORE DETAILS](#)

**University of California-Davis**
- Davis, CA
- 27,547 undergraduates

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<thead>
<tr>
<th>Average Annual Cost</th>
<th>Graduation Rate</th>
<th>Salary After Attending</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,514</td>
<td>82%</td>
<td>$56,400</td>
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</table>

<table>
<thead>
<tr>
<th>National Average</th>
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</thead>
<tbody>
<tr>
<td>$35,000</td>
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</tbody>
</table>

[VIEW MORE DETAILS](#)
Value:

1) the amount of money that something is worth: the price or cost of something
2) something that can be bought for a low or fair price
3) usefulness or importance

How has UCSC changed you?

UCSC has helped me find my identity, become an adult and create a group of friends from all different types of backgrounds and identities. By coming to an university nine hours away from home I have learned how to ask for help when I need it and I have been given so many resources by UCSC that has helped me continue being a successful student.

https://admissions.sa.ucsc.edu/studentprofile/
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UNDERGRADUATE ADMISSIONS

Karen

Computer Science

How has UCSC changed you?

UCSC has definitely helped me develop a broader world view. Programs such as Rainbow Theater, a theater program to highlight cultural diversity at UCSC, have truly helped me empathize with the challenges and achievements of some minority cultures and groups, and shown how truly important diversity is to UCSC and society. Overall, the commitment UCSC has to diversity has helped me become a more aware and less prejudiced person.

https://admissions.sa.ucsc.edu/studentprofile/
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The Wellesley Effect

Mary Klingensmith ’88

Confidence - the ability to stand up and stand out in any setting

DANIELLE BROWN ’10

Madeleine Albright ’59

Wellesley prepared me to lead in a male dominated field

http://campaign.wellesley.edu/wellesley-voices
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OPTIMISTS

UCLA is made up of people who take on any challenge and find solutions to any problem. People for whom excellence is a way of life. We call them Optimists. And every day, our lives are made better by something they have discovered, improved, invented or created. Here are just some of their stories.

http://www.ucla.edu/optimists/videos
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Post Collegiate Outcomes (PCO) Framework developed by the AACC, AASCU and APLU (March 2015)
Public Economic quadrant represents outcomes related to the public good, defined primarily in financial terms.

Examples: tax revenues, fulfillment of state workforce needs.
**Personal Economic quadrant** encompasses outcomes related to the personal (or individual) financial good.

Examples: earnings, employment outcomes.
Personal Social Capital quadrant includes outcomes that demonstrate the personal (or individual) value not defined in financial terms.

Examples: “soft skill” development, health outcomes.
Public Social Capital quadrant represents outcomes related to the public good, defined primarily in non-financial terms.

Examples: civic engagement, social cohesion/appreciation of diversity.
70% of recent alumni join California’s workforce

Generates 48,000 Bachelors degree recipients per year to serve CA workforce needs

$$$
Over 300 million dollars in state tax revenue generated*

*Not verified, sample statistic
Salaries of recent graduates by major

$\rightarrow \$$

Within five years of graduation Alumni who started as low income students earn twice as much as their parents
72% of seniors reported an increase in their Analytic and Critical Thinking skills from when they started UC

78% of seniors reported an increase in their ability to be clear and effective when writing from when they started UC

60% of seniors report very good or excellent interpersonal skills
92% of graduates report being able to appreciate cultural and global diversity.

More than 30,000 doctors and nurses caring for CA*

Social Workers & Marriage and Family Counselors working in 32 of 58 CA counties

20,000 new teachers per year*

82% of graduates said participation in community-focused activities at this University influenced their desire to continue community-focused activities after graduation

*Not verified, sample statistic
What was valuable to us?

What was a moment that you noticed that your college education was valuable?

Please take 5 minutes to jot down some notes about that experience:

• What was the moment?
• What part of your college experience contributed to this moment?
Take 5 minutes to share your experiences with your partner:

- What is being represented in these moments?
- How can we determine if others had similar experiences?
- In which quadrant might these moments be placed? Place your post-its in the quadrant that best represents them.
How could we assess if these kinds of experiences are happening to students who graduated from your college?
Post Collegiate Outcomes Initiative: http://aacc.nche.edu/AboutCC/Trends/pco

Data Sources:
Leadership Directories (Government officials, judges, CEOs, Media, Nonprofit Boards, etc.)
https://www.leadershipdirectories.com/Products/LeadershipDataServices.aspx

Department of Consumer Affairs (Licensed social workers, doctors, nurses, architects, accountants, cosmetologists, etc.)
http://www.dca.ca.gov/consumer/public_info/index.shtml
  •  Data request help: PublicInformation@dca.ca.gov

Economic Development Department (Alumni earnings data): Labor Market Information Division:
  •  Contact Andy Wong, Email: Andy.Wong@edd.ca.gov