



HEOA Disclosure: How One Institution is Reporting Graduate and Professional Education and Job Placement Rates

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July 16, 2012

In Job-Placement Rates, Fuzzy Data A lack of standard tracking makes many colleges' claims unreliable



Judy Griesedieck for The Chronicle

Ashley Enke packs to move in with her parents. St. Olaf College, her alma mater, lists her as a research assistant at the Mayo Clinic. But the job was unpaid, then part time. She left it this month.

[Enlarge Image](#)

By Timothy Sandoval

Almost all graduates of Ferris State University find jobs, at least according to the statistics the university promotes to attract students.

"Ferris graduates have a 98-percent job placement rate," the university, in Big Rapids, Mich., highlights in boldface on a Web page recruiting international students. A general marketing page notes an overall placement rate of 97 percent, and in some disciplines, 100 percent.

Those rates are enviable. But, especially in this economy, are they even possible?

As it happens, the last year for which Ferris State reported a 98-percent job-placement rate was 2005-6, when fewer than half of its graduates responded to the university's destination survey. Since then, the share of students responding to the survey has dropped, to 22 percent in 2009-10, the most recent year for which figures are available. The university reported a job-placement rate that year of 86 percent, although the older numbers remain online.

Like Ferris State, many colleges release placement rates based on scant information: More than a third of colleges' reported rates in 2010 were based on responses from half of their graduates or fewer, according to the National Association of Colleges and Employers. That raises the question of whether the results are skewed by greater participation among highly employed graduates.

"This program is a classic 'cherry-pick' of graduates," says Philip J. Gardner, director of the Collegiate Employment Research Institute at Michigan State University. "Another sample of 20 percent to 30 percent, which includes different respondents, could produce a different set of results."

[Enlarge Image](#)



That's not the only reason much job-placement data are unreliable—for prospective students comparing colleges can only be seeing tabs for one, some colleges do no research at all. Some survey students immediately upon graduation, and others track employment success over several months. Some

Job Placement 98%

Job Placement 86%

Response Rate 22%

Most Popular

- Most Viewed
- Most E-mailed
- Most Commented

- One Tiny College's Lessons in Higher Education
- The Dissertation Defense: We're Doing Something Right
- AAUP Rethinks Its Guidelines on Faculty Salaries
- The Psychopath Makeover
- Many Complaints of Faculty Bias Stem From Students' Poor Communicating, Study Finds

Great's Big, New, and Weird in Higher Education

The Chronicle's revamped Ticker features breaking news, links to the best commentary and reporting around the web, and the odd James Franco appearance.

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Exit Survey?

Alumni Survey?

Types of Graduate and Professional Education in which the Institution's Graduates Enroll

Applies to	All institutions participating in Title IV, HEA Programs that have 4-year degree programs
Requirement	<u>Institutions must make available to current and prospective students information</u> regarding the types of graduate and professional education in which graduates of the institution's 4-year degree programs enroll. Institutions must identify the source of the information, and any timeframes and methodology associated with it.
How disclosed	Made available through appropriate publications, mailings, or electronic media

UC Grad School Attendance

Berkeley: 23% (Grad Senior Survey)

Davis: 42% (1-Year Alumni Survey)

Irvine: 27% (Grad Senior Survey)

UCLA: 41% (Grad Senior Survey)

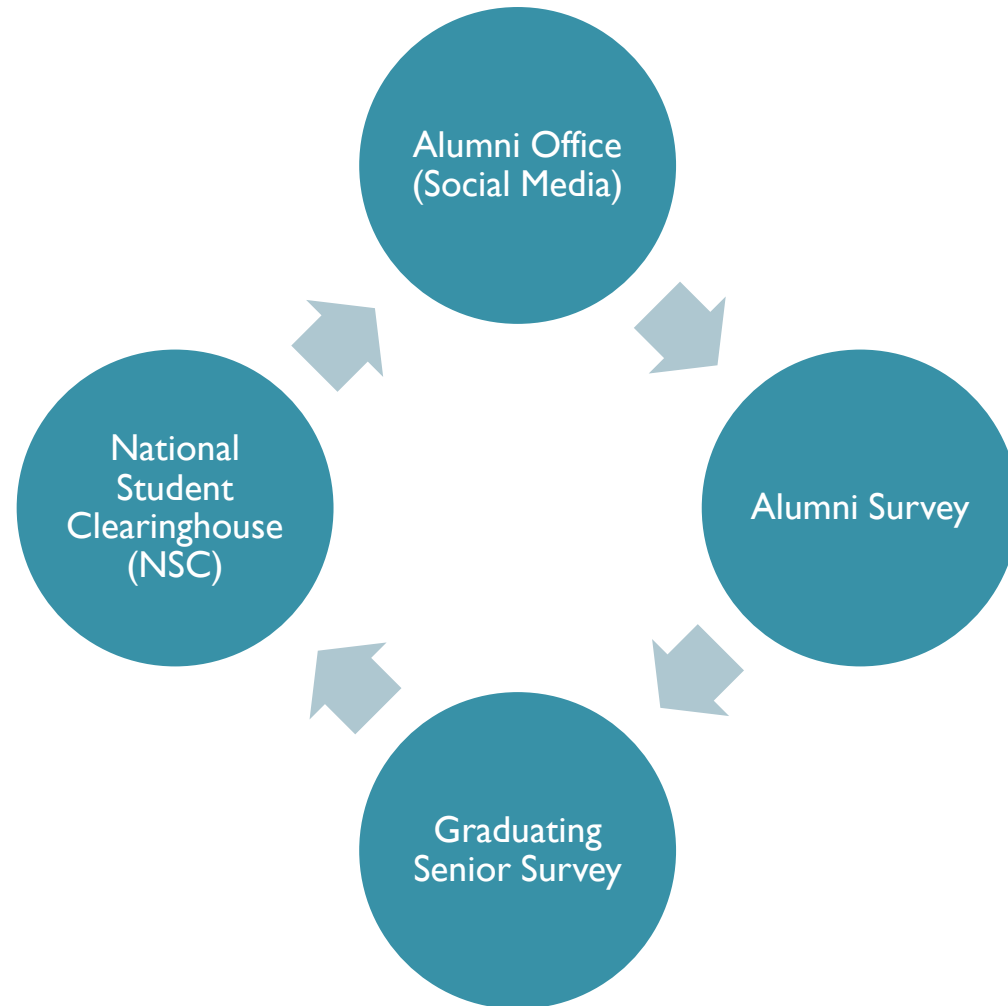
Riverside: 44% (6 Month Alumni Survey)

San Diego: 32% (Postbac Survey)

Santa Barbara: 30% (Grad Senior Survey)

Santa Cruz: 30% (UCUES)

Data Sources



Preparing the Data



How should graduate school be defined?

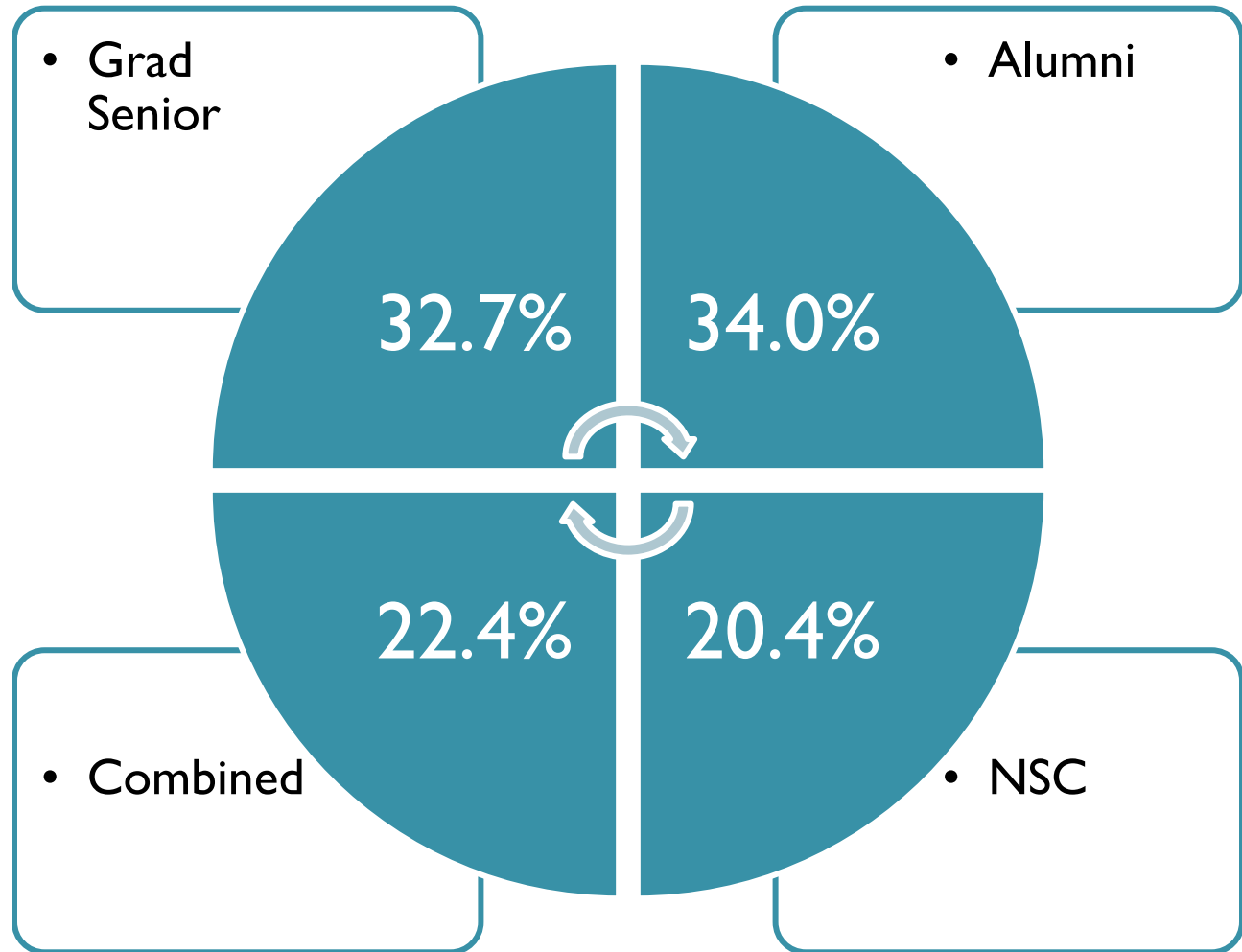


How should attendance be defined?



Selecting a data point

Methodology Impacts – Class of 2010/11



Student Database

CRISTAL	NAPOLES	CALIFORNIA STATE UNIVERSITY - EAST BAY
JACQUELYN	PAY	Saint George University School of Medicine
EDUARTDO	MARTIN	UNIVERSITY OF CALIFORNIA-DAVIS
MARIA	CLAYTON	UNIVERSITY OF CALIFORNIA - MERCED
ZI	NAVAROLI	GOLDEN GATE UNIVERSITY
MARICELA	SALAM	CALIFORNIA STATE UNIVERSITY - SACRAMENTO
DANIEL	CARDONA	CALIFORNIA STATE UNIVERSITY - STANISLAUS
YANG	BHARADWAJ	Pepperdine Graduate University
RITEM	NGUYEN	American University of the Caribbean

Red = indicated they were accepted into graduate school on 2011 Graduating Senior Survey (also listed in NSC)

Green = indicated they were accepted into graduate school on 2011 Graduating Senior Survey (not listed in NSC)

Yellow = indicated they were not yet accepted into graduate school, but planning to attend on 2011 Graduating Senior Survey (also listed in NSC)

Turquoise = indicated they are attending graduate school on 2012 1-Year Alumni Survey (also listed in NSC)

Purple = indicated they are attending graduate school on 2012 1-Year Alumni Survey (not listed in NSC)

Placement in Employment

Applies to	All institutions participating in Title IV, HEA Student FA programs
Requirement	<i>Institutions must make available to current and prospective students information</i> regarding the placement in employment of, and types of employment obtained by, graduates of the institution's degree or certificate programs. Institutions must identify the source of the placement information, and any timeframes and methodology associated with it. Under this provision, <i>institutions are not required to calculate placement rates, but an Institution must disclose any placement rates it calculates for [the institution] or any program.</i>
How disclosed	Made available through appropriate publications, mailings, or electronic media

Employment Data

- Alumni Survey used to collect employment data and posted on the UC Merced Profile
- Of the survey respondents currently employed, 13% are in a job highly related to their undergraduate major, 48% are in a moderately related job, 22% are in a somewhat related job and 17% are in a job not at all related to their major.
- Of the survey respondents currently employed, 28% are in a job highly related to their career goals, 30% are in a moderately related job, 22% are in a somewhat related job and 20% are in a job not at all related to their career goals.
- Of the survey respondents currently employed, 41% were offered their first position between 0 and 3 months after graduation, 25% between 4 and 6 months, 9% between 7 and 9 months, 16% between 10 and 12 months and 9% more than 12 months after graduation.

Job Placement Rates

Applies to	Institutions that participate in the Title IV, HEA Programs and advertise job placement rates for student recruitment
Requirement	<p><u>An institution that advertises job placement rates as a means of recruiting students to enroll</u> must make available to prospective students, at or before the time the prospective student applies for enrollment</p> <ul style="list-style-type: none">• the most recent available data concerning employment statistics and graduation statistics;• any other information necessary to substantiate the truthfulness of the advertisements; and• relevant state licensing requirements of the state in which the institutions is located for any job for which the course of instruction is designed to prepare students.
How disclosed	Information made available to prospective students



Questions about UCM's process?

How do you calculate or report
these data?

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