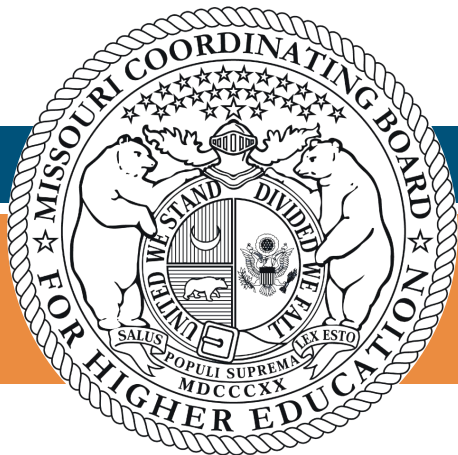


Tracking the “Big Goal”: One State’s Approach to Certificate Attainment

Jeremy Kintzel

Director, Data and Research Services



Coordinating Board for Higher Education

Background

- Missouri committed to its “Big Goal” in 2011: 60 percent of working-age adults with a degree or certificate by 2025
- Formally incorporated into the Coordinating Board’s [Blueprint for Higher Education](#) in 2015
- Associate’s and above is easy, at least statewide – ACS 1-year estimates – but also far short of 60 percent



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But, What About Certificates?

- Wanted to count, but data sources are complex and irregular
- An annual survey would be nice, but respondents don't understand the question!
- Thanks to the Georgetown CEW: *Certificates: Gateway to Gainful Employment and College Degrees* (2012)
- Used SIPP to estimate certificate holders at 12.6 percent of the workforce in Missouri
- We added to ACS estimates for 2011 - 2014

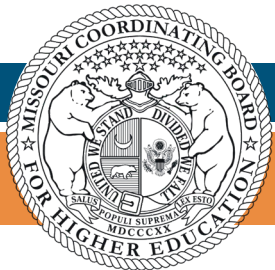


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New Estimates, New Methods

- By 2016, our annual estimates have some following – MDHE has been touting, and Governor’s office still fully supportive of Big Goal
- Something more recent would be useful, and along comes [A Stronger Nation](#). Certificate Attainment ... 4.0 percent?!
- We’d still like something repeatable!



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MO Methods

- Began looking at ACS PUMS data
- Can we (very!) roughly approximate *A Stronger Nation*, but take ownership of our estimates?
- Settled on the idea of an income premium among MO residents with Some College above median for HS grads
- 8 percent: about halfway between HS and an associate's degree, with a bit of "sheepskin premium"

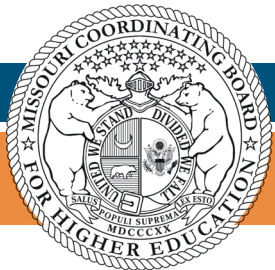


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MO Methods

- Can use ACS data every year to track (estimated) progress and add to ACS (assoc. and above)
- Can calculate premium / cert. attainment by 5-yr age groups
- Easily explained to new leadership (Governor's office and MDHE)
- In 2014: 12.7 percent!

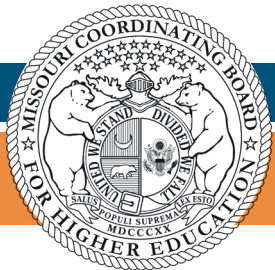
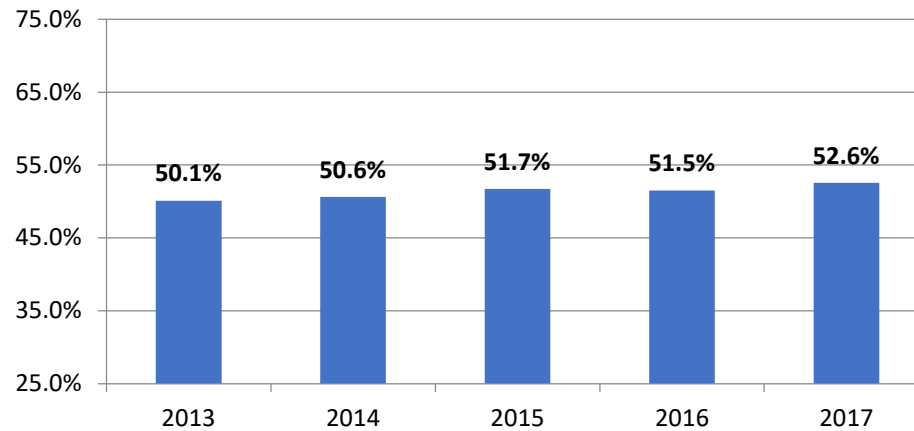


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The Big Goal

Percent of Working-Age Missourians (Age 25-64)
With a Certificate or Above

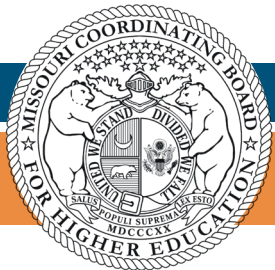


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Next Steps

- More focus on equity!
- It's still just an estimate: focus on progress
- Better data: CPS or other as a “smell test”?
- Is 8 percent the right premium? It's easy to explain, but should it change?
- Better outcomes data by field
- What's our certificate mix?



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