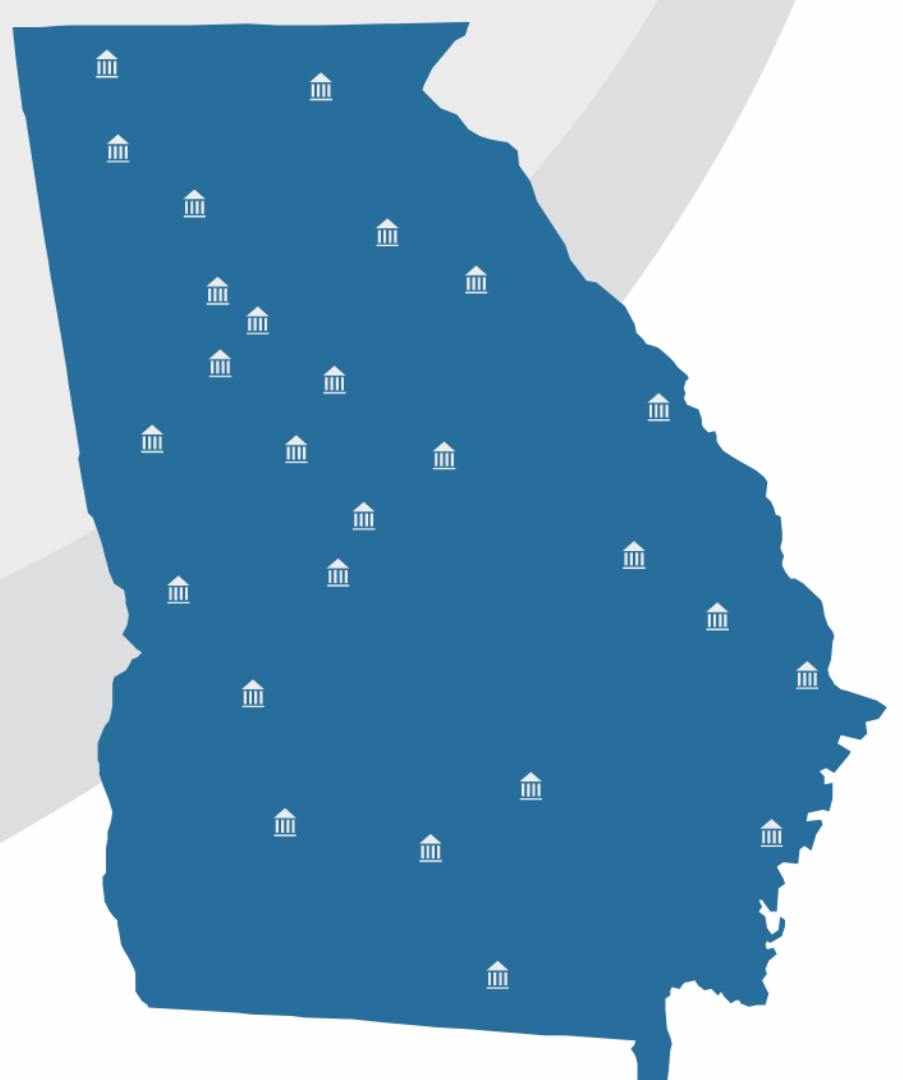


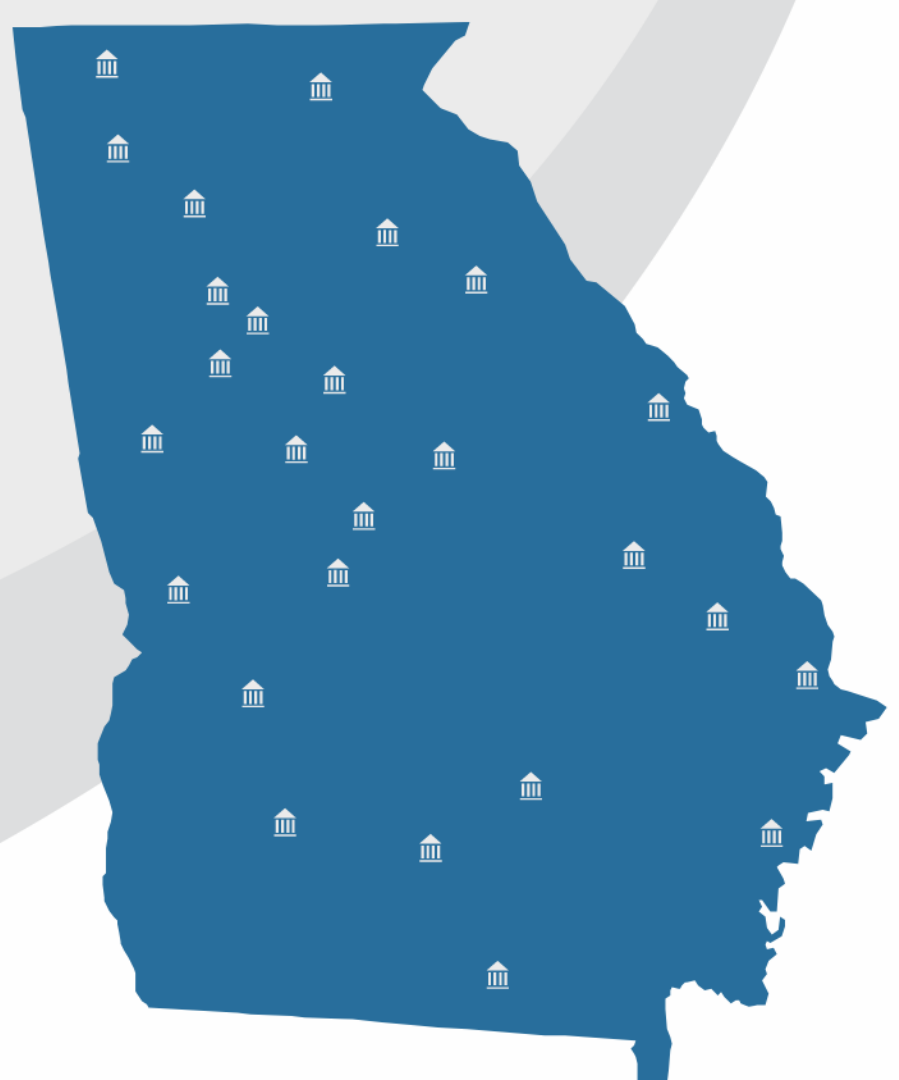
Communicating Value: Strategies from Statewide Higher Ed

SHEEO Community of
Practice, October 23, 2024



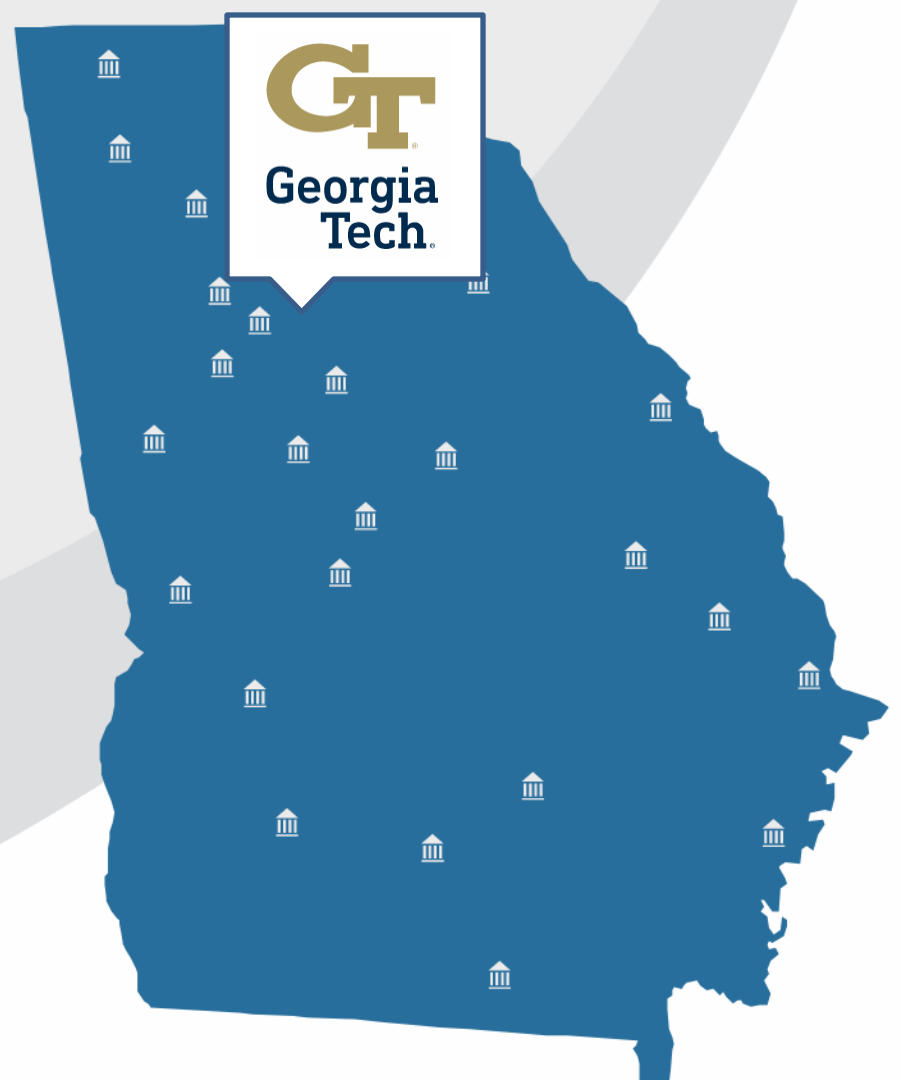
University System of Georgia

- Governed by Board
of Regents
- 26 colleges &
universities
- 363,725 students this
Fall



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Background

- Board asked in spring 2022 for one-stop website for students and families to help them understand the value of attending college and make decisions about enrollment
- Convened team of subject matter experts, IR/Business Intelligence, Cybersecurity, Communications
- Created “Georgia Degrees Pay” using system data, SLDS, and US Census Postsecondary Employment Outcomes



Major Considerations

- What information to be conveyed
- Business rules on calculations
- How granular will info be
- Crafting user experience through interface decisions
- Branding and accessibility





ABOUT USG

OUR INSTITUTIONS

STUDENTS

NEWS & REPORTS

INITIATIVES & PRIORITIES

Introducing Georgia Degrees Pay

A powerful new data tool putting affordability and transparency at your fingertips. ↪



The screenshot displays the Georgia Degrees Pay website interface. At the top, there is a navigation bar with the University System of Georgia logo, a search bar, and menu items for 'ABOUT USG', 'OUR INSTITUTIONS', 'STUDENTS', 'NEWS & REPORTS', and 'INITIATIVES & PRIORITIES'. A 'GIVE' button and social media icons are also present. The main content area features a large blue map of Georgia with white building icons representing various colleges. The text 'Georgia Degrees Pay' is prominently displayed, followed by a subtitle: 'All the information you need about degree attainment, student success, costs and affordability at the University System of Georgia's 26 public colleges and universities.' Below this, there are three green buttons labeled 'Compare:', 'Cost of Attendance', 'Your Future Earnings', and 'Student Success'. To the left, a sidebar titled 'Undergraduate Enrollment Profile' provides a comparison tool with various filters. To the right, a section titled 'Compare Between Schools' includes a classical building icon and text about comparing earnings ranges across USG colleges and universities for selected degree levels and academic performance.

Georgia Degrees Pay

All the information you need about degree attainment, student success, costs and affordability at the University System of Georgia's 26 public colleges and universities.

Compare:

Cost of Attendance

Your Future Earnings

Student Success

Everything You Need to Decide



Compare Between Schools

Compare earnings ranges across USG colleges and universities for selected degree level and academic

Georgia Degrees Pay

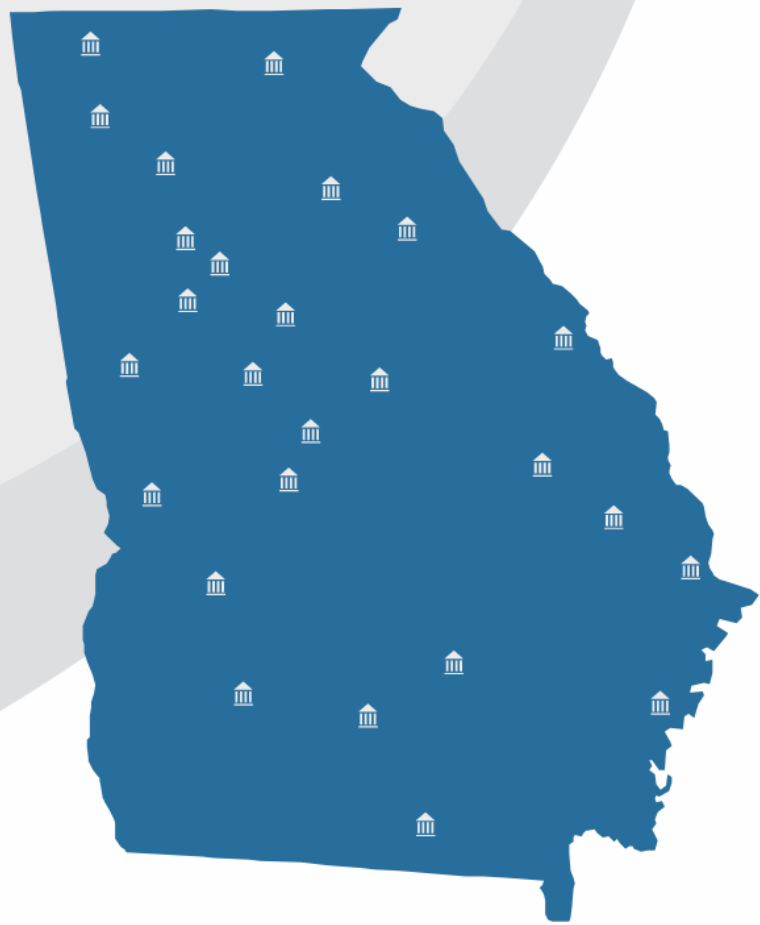
All the information you need about degree attainment, student success, costs and affordability at the University System of Georgia's 26 public colleges and universities.

Compare:

Cost of Attendance

Your Future Earnings

Student Success





Cost of Attendance

Find and compare affordability, borrowing and debt while getting a fuller picture of the time and total cost to complete your degree at every USG college and university.

Compare

Your Future Earnings

Search online for every degree program at every USG institution to see the average earnings one, five and 10 years after graduation.

Compare





Compare Your Future Earnings

Find out what you're likely to earn with a degree from academic programs across the University System of Georgia's 26 public colleges and universities.

You can also compare:

[Cost of Attendance](#)

[Student Success](#)

[Return to Georgia Degrees Pay](#)

About How It Works The Data



Earnings After Graduation

View earnings ranges for different academic programs at a select institution 1, 5 or 10 years after graduation.



Georgia



Nation



Compare Between Majors

Compare earnings ranges across several academic programs at selected institution and degree level.



Georgia



Nation



Compare Between Schools

Compare earnings ranges across USG colleges and universities for selected degree level and academic program.



Georgia



Nation



Range of Earnings by Academic Area

Earnings range associated with broad academic areas 1, 5 or 10 years after graduation at selected institution and degree level.



Georgia



Nation



Loan Debt at Graduation

View the distribution of debt at graduation at USG colleges and universities for selected degree level and academic area.

[Use this tool](#)



Compare Earnings & Loan Payments

Compare monthly earnings and likely loan payments for graduates of selected degree level and academic area.



Georgia



Nation

About How It Works The Data

Welcome to Your Future Earnings, created by the University System of Georgia (USG) to help students and families make informed decisions about the value of college.

We understand there's no bigger decision than what degree to choose, and making a good decision requires good data. So here you'll find what USG graduates in specific academic fields who work full-time in Georgia – as well as anywhere in the nation – earn. You can also find how much in loans USG graduates borrow.

We have a few important caveats: While Your Future Earnings allows comparison across all USG colleges and universities, it's important to recognize each USG institution is unique in its mission and can differ in important ways. This includes in admissions, cost, and mix of academic programs – all things that affect the numbers you see. For those reasons, comparisons are most meaningful between institutions in the same academic sector or category: research universities; comprehensive universities; state universities; or state colleges. Comparisons across institutions are also most useful between the same degree level and major.

It is important to keep in mind that a graduate's earnings and borrowing choices reflect many factors and are not just the result of attending a particular college or university or even selecting a particular major. For example, earnings can vary by the cost of living in a particular community or state. Urban areas are generally more expensive than rural. There are also non-wage amenities of a job that graduates may prioritize over earnings such as commute time, flexible work schedule, health and retirement benefits and risk of injury. Finally, broader considerations such as whether the economy is in a recession can impact earnings. Borrowing can depend on family income, receipt of scholarships and grants as well as tuition and fees at a chosen institution. It's essential to have all the facts, so explore this site and generate customized reports based on your interests. We hope it gives you a better idea of how to start or continue your academic journey.

Institutions are
unique

Things that
shape earnings
and debt

Earnings aren't
everything



What is Your Future Earnings?

Your Future Earnings is a free, online data tool for current and future University System of Georgia (USG) students and their families. It shows what real graduates from every USG institution earn and borrow across different academic programs and majors. This information can help inform decisions about choosing academic programs and degrees.

How does it work?

Your Future Earnings shows what USG graduates earn one, five and 10 years after they graduate, based on institution and major. Employment through 2022 is included. You can view earnings for USG graduates working in Georgia or for USG graduates employed across the nation. You can view earnings by USG institution, by degree level (associate, bachelor's, master's, etc.) and by major (Civil Engineering, Elementary Education and Teaching, etc.). You can also compare earnings across multiple majors. Earnings are shown at the 25th, 50th (median) and 75th percentiles.

Your Future Earnings also shows total borrowing amount and average monthly loan payment by USG institution, degree level and academic program.

Who is included in the data?

Individuals who were awarded any degree from a USG institution. Earnings data is limited to graduates who work full-time after graduation.

Who should use Your Future Earnings?

Whether you are starting college for the first time or a returning student, planning a transfer between institutions or considering graduate school, this tool helps you make the best decision by showing earnings and debt from real USG graduates. It's also helpful for those who are currently enrolled and making decisions about which major to pursue.

Where can I access Your Future Earnings?

Anywhere you access the web, including from your smartphone!

Where does the data come from?

Georgia earnings data comes from GA-AWARDS (Georgia's Academic and Workforce Analysis and Research Data System), the statewide longitudinal data system housed by the [Governor's Office of Student Achievement](#). GA-AWARDS is comprised of education and workforce data from a variety of state agencies, including data about degrees awarded as provided by USG. Workforce data is supplied by the Georgia Department of Labor and comes from unemployment insurance (UI) records.

National earnings data comes from the U.S. Census Bureau. This data is also based on unemployment insurance records but includes other federal data that expand its coverage to employment across the country.

Loan debt data comes from the University System of Georgia Academic Data Collection.

What kind of earnings are reported?

Georgia and national earnings data reflect gross earnings, meaning it is what an individual earns before taxes, benefits, and other payroll deductions are withheld.

Who is included/excluded in the earnings data?

Data includes all USG graduates who are subsequently employed full-time one, five or 10 years out from graduation:

- Georgia earnings data is limited to those employed in UI-covered jobs in Georgia, which excludes graduates who are employed out-of-state, self-employed or employed by the federal government or military.
- National earnings data includes those employed in UI-covered jobs in any state, as well as many employed by the federal government. Notable exclusions are those who are self-employed, state and local elected officials, White House officials, members of Congress, members of the armed forces and U.S. Postal Service workers.
- To protect student privacy and increase generalizability, earnings are not shown for majors that have fewer than 10 graduates found working full-time, as described below.
- Full-time employment is determined as working at least three quarters of the calendar year and earning at least the federal minimum wage for full-time work (\$15,080 annually). Graduates working fewer than three quarters or earning less than \$15,080 in the calendar year are excluded.

Your Future Earnings

Your Future Earnings | Georgia Degrees Pay



Compare Between Majors



Georgia



Nation

MORE +

Use the dropdown menus below to select the majors, program level, college/university, and years after graduation to see the range of salaries associated with graduates of those majors 1, 5, or 10 years after graduation. The reset button near the bottom resets the selections to the default values. No results will appear if the selected program level and major are not offered at the institution or if there are fewer than 10 graduates represented. Be aware these results are also based on graduates of academic programs that existed at the time but may have since been discontinued. Consult institution websites for current offerings.

Select a College/University

Georgia College & State University



USG Institutions by Type

Select a Program Level

Bachelor

Select Major(s)

Multiple selections

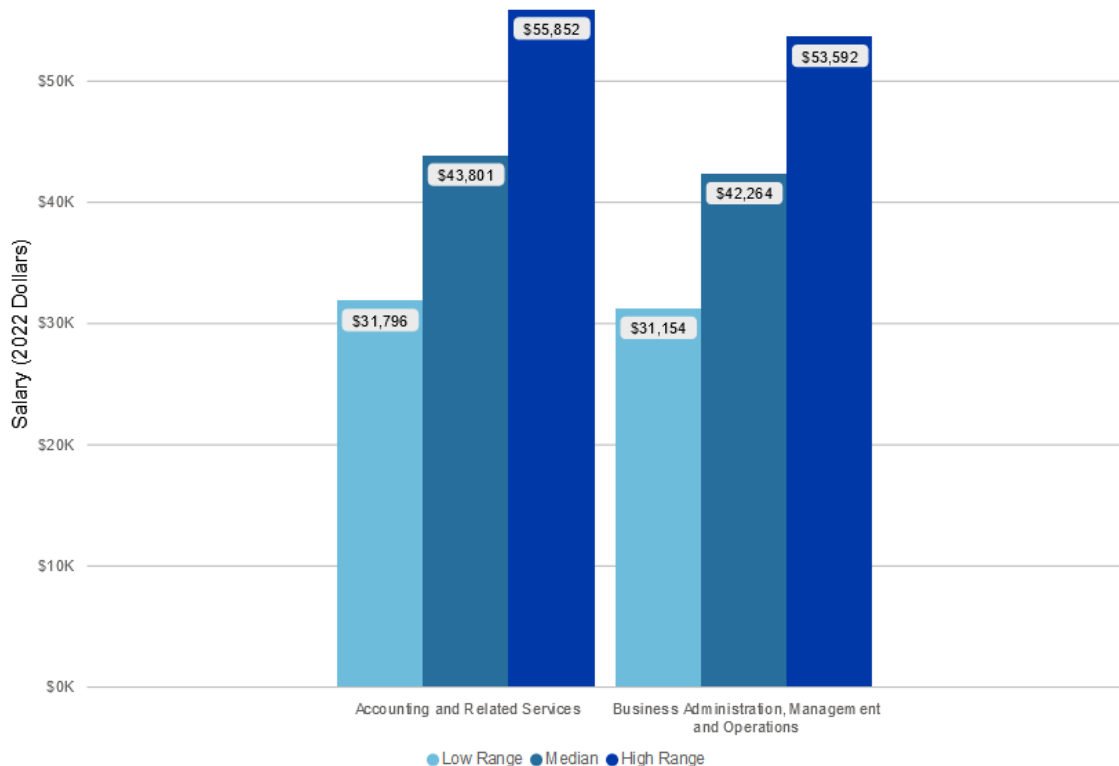
Select Year(s) Post Graduation

1 year after graduation

Reset

[About the Data](#)

Salary Range Comparison Between Majors for Graduates Working Anywhere in the US



Note: Chart shows 25th percentile (low), 50th percentile (median) and 75th percentile (high) gross (before tax) earnings for graduates found working full-time.

Your Future Earnings

Your Future Earnings | Georgia Degrees Pay

Salary Range Comparison Between Majors for Graduates Working Anywhere in the US

Comparisons between institutions are most meaningful between institutions of the same type. Click here for a list of institutions by type.

Type	Institution
Research Universities	Augusta University
Research Universities	Georgia Institute Of Technology
Research Universities	Georgia State University
Research Universities	University Of Georgia
Comprehensive Universities	Georgia Southern University
Comprehensive Universities	Kennesaw State University
Comprehensive Universities	University Of West Georgia
Comprehensive Universities	Valdosta State University
State Universities	Albany State University
State Universities	Clayton State University
State Universities	Columbus State University
State Universities	Fort Valley State University
State Universities	Georgia College & State University
State Universities	Georgia Southwestern State University
State Universities	Middle Georgia State University
State Universities	Savannah State University
State Universities	University Of North Georgia
State Colleges	Abraham Baldwin Agricultural College
State Colleges	Atlanta Metropolitan State College
State Colleges	College Of Coastal Georgia
State Colleges	Dalton State College
State Colleges	East Georgia State College
State Colleges	Georgia Gwinnett College
State Colleges	Georgia Highlands College
State Colleges	Gordon State College

Note: Chart s



Compare Between Majors

Georgia

Nation

Use the dropdown menus below to select the majors, program level, college/university, and years after graduation to see the range of salaries associated with graduates of those majors 1, 5, or 10 years after graduation. The reset button near the bottom resets the selections to the default values. No results will appear if the selected program level and major are not offered at the institution or if there are fewer than 10 graduates represented. Be aware these results are also based on graduates of academic programs that existed at the time but may have since been discontinued. Consult institution websites for current offerings.

Select

Comparisons between institutions are most meaningful between institutions of the same type. Click here for a list of institutions by type.

Albany



USG Institutions by Type

Select a Program Level

Bachelor

Select Major(s)

Multiple selections

Select Year(s) Post Graduation

1 year after graduation

Reset

MORE +



academic programs that existed at the time but may have since been discontinued. Consult institution websites for current offerings.

Select a College/University

Albany State University

USG Institutions by Type

Select a Program Level

Bachelor

Select Major(s)

Multiple selections

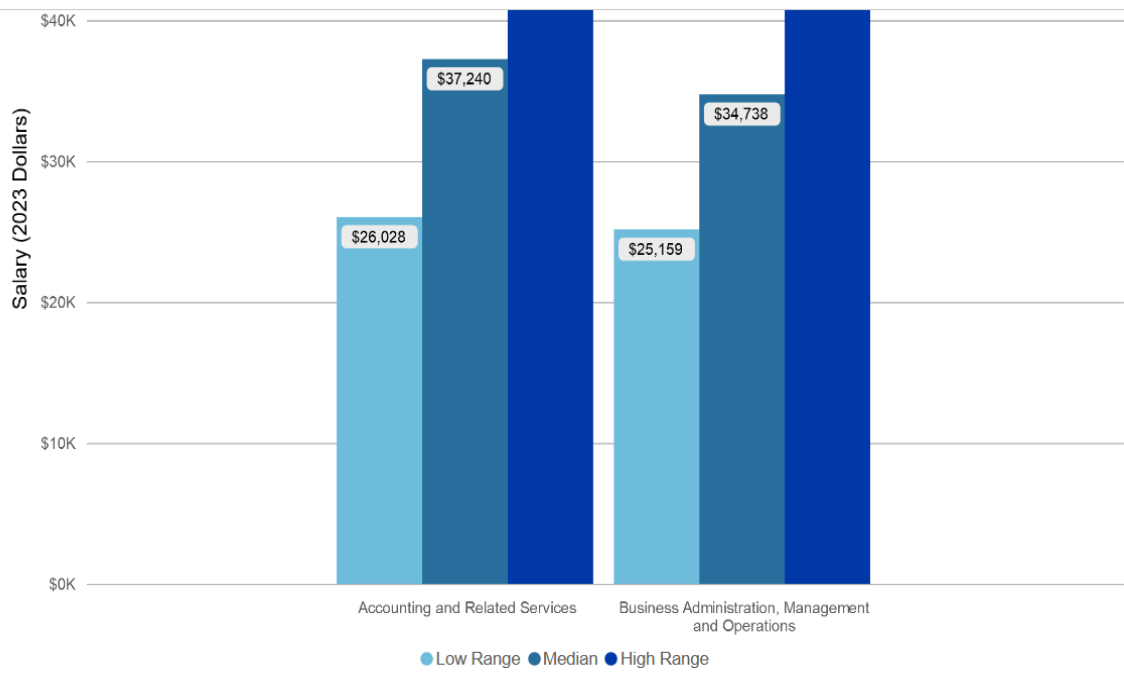
Select Year(s) Post Graduation

1 year after graduation

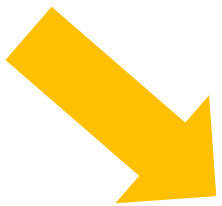
Reset

About the Data

Microsoft Power BI



Note: Chart shows 25th percentile (low), 50th percentile (median) and 75th percentile (high) gross (before tax) earnings for graduates found working full-time.



Did you know...

Graduates' wages can be affected by the cost of living where they work. For example, students who graduate from urban schools are more likely to work in cities where cost of living and wages are higher.

Your Future Earnings

Your Future Earnings | Georgia Degrees Pay



Compare Earnings & Loan Payments



Georgia



Nation

MORE +

Use the dropdown menus below to select the academic area, program level, institution, and loan amount to see typical monthly earnings and monthly loan payment. The reset button near the bottom resets the selections to the default values. No results will appear if the selected program level and area are not offered at the institution or if there are fewer than 10 graduates represented. Be aware these results are also based on graduates of academic programs that existed at the time but may have since been discontinued. Consult institution websites for current offerings.

Select an Institution Type

Georgia College & State University



USG Institutions by Type

Select a Program Level

Bachelor

Select a Major Area

Business, Management, Marketing, and Rela...

The median debt among graduates who borrowed for the selections above is \$26,329. Select the loan amount you might borrow to get the associated typical monthly loan payment.

Select a Loan Amount

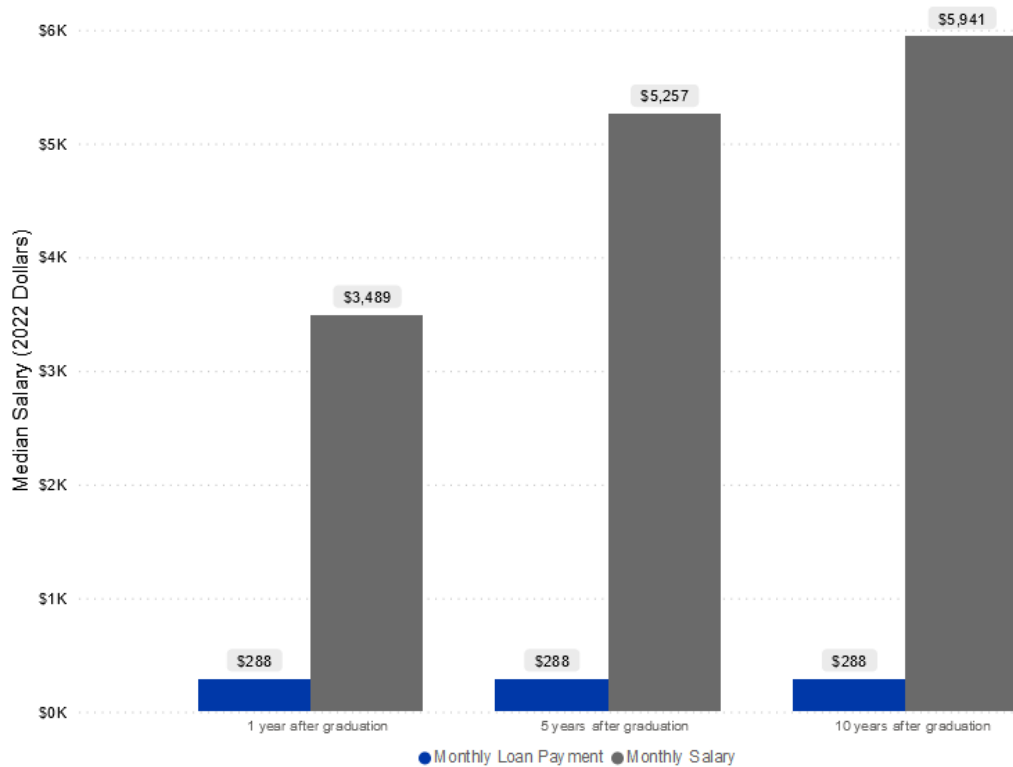
\$25,000

About the Data

Reset

Median Monthly Earnings and Loan Payment

Graduates who borrowed \$25,000 can expect a monthly payment of \$288 over 10 years.

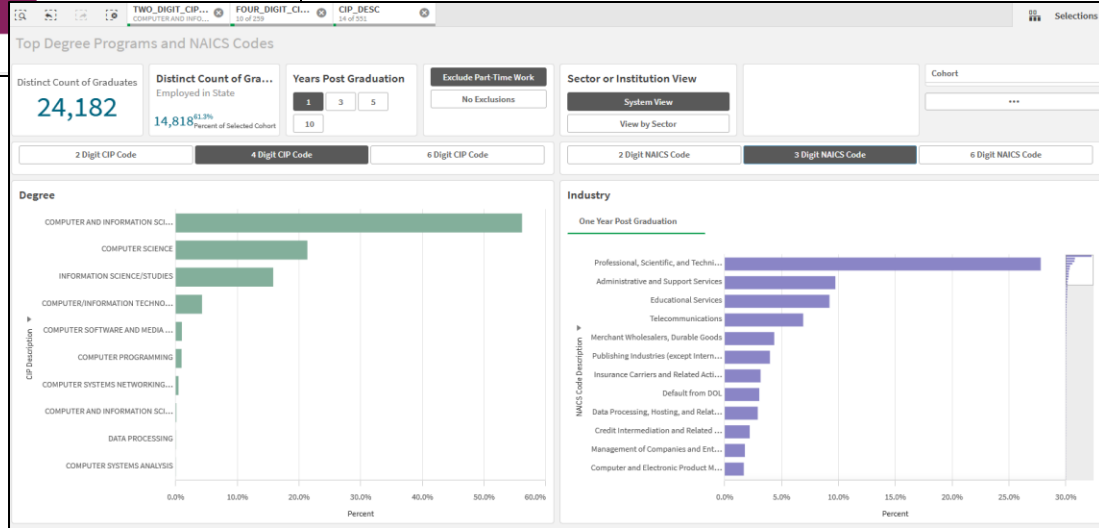
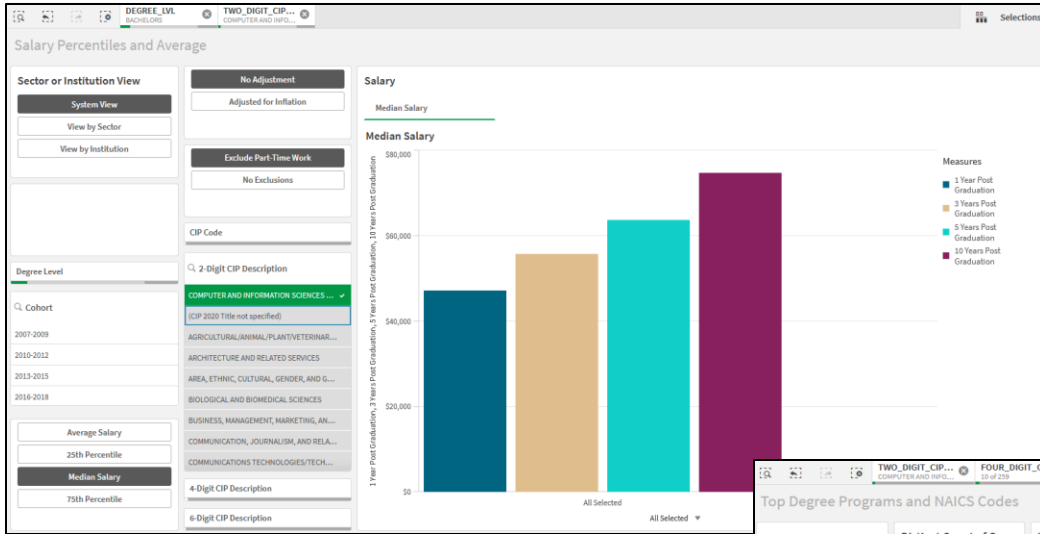


Know Your Audience

- Consulted current college students on
 - What they want to know
 - How they would approach the tool
 - What terms are familiar to them



Detailed tool for practitioners



Streamline for Public

Use the dropdown menus below to select the academic area, program level, and college/university to see the percent of graduates by debt at graduation. The reset button near the bottom resets the selections to the default values of all USG institutions, bachelor level programs, and all majors. If there are fewer than 10 graduates represented at the institution for the selected program level and major, no results will appear.

Select an Institution Type

All USG Institutions



USG Institutions by Type

Select a Program Level

Bachelor

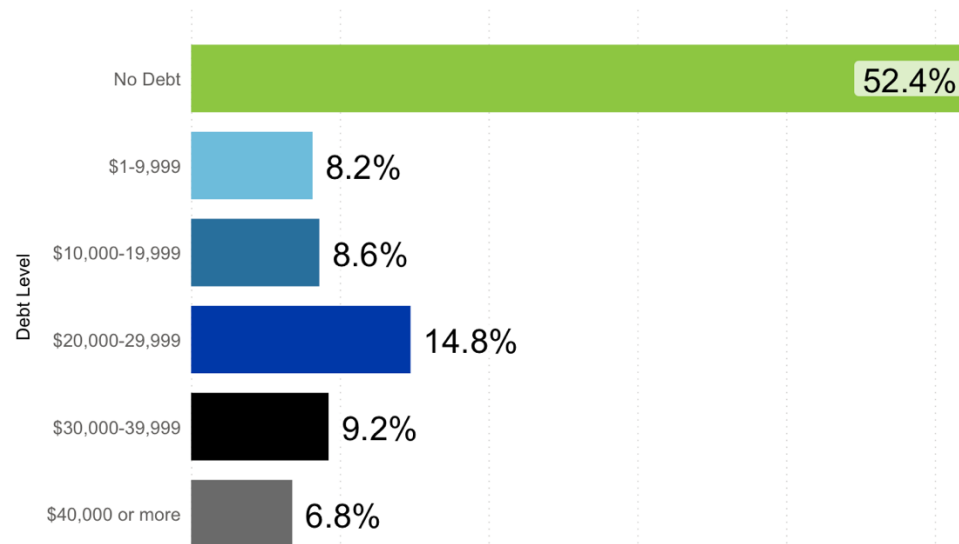
Select a Major Area

Business, Management, Marketing, And Relat...

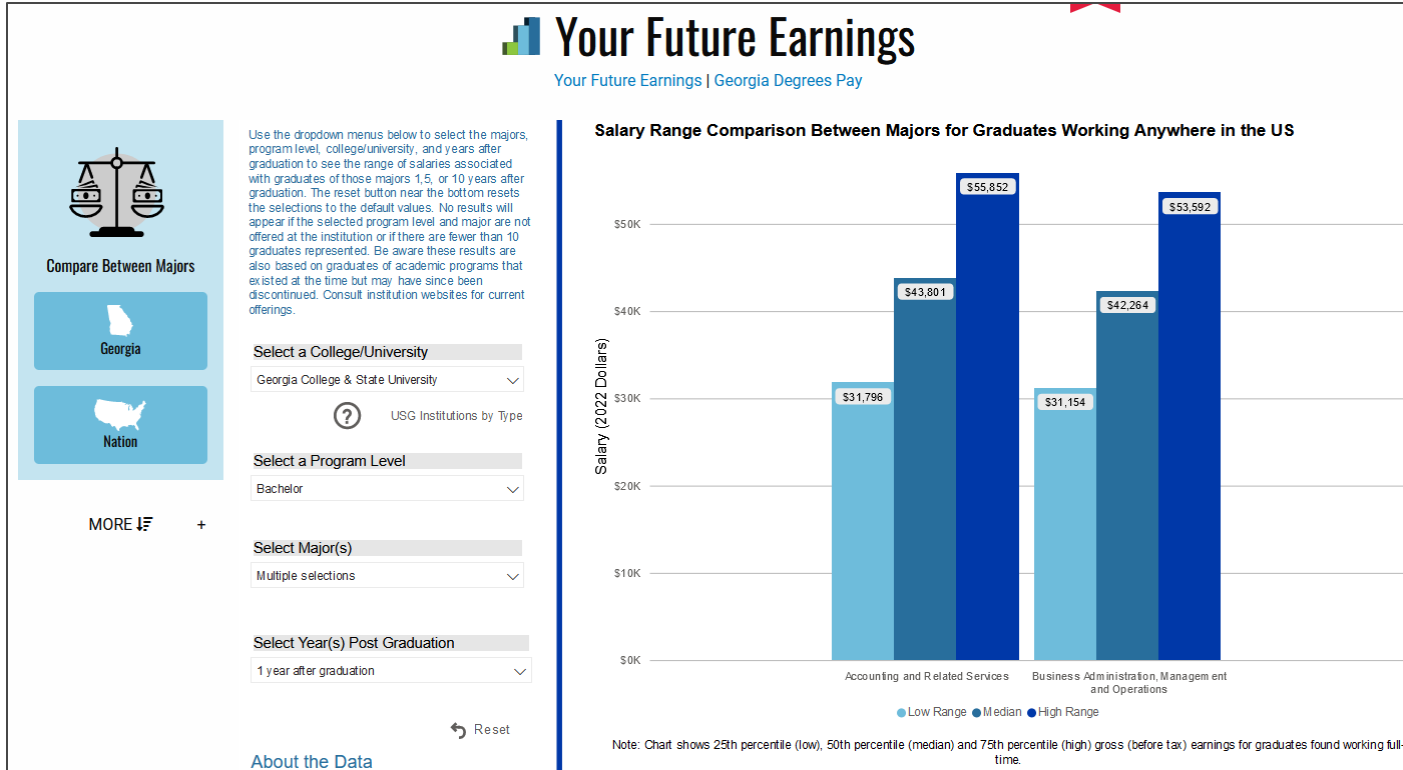
Reset

Percent of Graduates by Loan Amount at Graduation


52.4 percent of graduates completing a bachelor program in Business, Management, Marketing, and Related Support Services from all USG institutions had no loan debt at graduation; 8.2 percent had \$1-10K in loans; 8.6 percent had \$10K-20K in loans; 14.8 percent had \$20K-30K in loans; 9.2 percent had \$30K-40K in loans; and 6.8 percent had more than \$40K in loans.




Fewer Options




What does the student want to know?



Cost of Attendance



Student Loan Outcomes



Time to Degree Cost Calculator

Use this page to compare costs per year between two USG colleges/universities. Choose the residency status below and then select two colleges/universities from the dropdown menus on the right and the table will adapt.

? Which schools should I compare?

College/University 1

College/University 2







Albany State University

Clayton State University

Select Residency Status

In-State

Out-of-State

① Percent of Students Who Borrow per Year	 71%	 53%
① Average Amount Borrowed per Year	\$5,634	\$5,385
① Percent of Graduates Who Have Any Debt (Bachelor's)	 90%	 68%
① Average Amount Borrowed Among Graduates (Bachelor's)	\$23,459	\$28,567
① Percent of Graduates Who Have Any Debt (Associate)	 82%	 57%
① Average Amount Borrowed Among Graduates (Associate)	\$16,936	\$21,285
① Cohort Loan Default Rate	9%	8%

NA-Not applicable; NR-Fewer than 10 students are redacted to protect student privacy

How much do students typically take out in loans?



User Experience Decision Points

Level of Detail

Include “All
Majors”
option?

Default
Choices

Order of
prompts &
dependencies

Webpage
Analytics

Word Choice



Accessibility and Branding

- Attend to accessibility through colorblind friendly palette, adequate contrast, and facilitating screen readers
- Utilizing official USG fonts and colors

Primary Colors		
<p>Blue is a unifying brand element across the USG, and there are several shades to choose from within the primary and secondary color palettes. When creating communications, be sure to adopt our official color palette.</p>		
<p>The USG logo, as well as any division/department identifiers, can only be reproduced in white and the primary colors below.</p>		
<p>USG Blue 100, 88, 0, 0 0, 56, 168 0038A8</p>	<p>CMYK RGB HEX</p>	
<p>USG Grey 58, 50, 50, 18 106, 106, 106 6A6A6A</p>	<p>CMYK RGB HEX</p>	
<p>USG Black 75, 68, 67, 90 0, 0, 0 000000</p>	<p>CMYK RGB HEX</p>	
Secondary Colors		
<p>USG Dark Blue 84, 68, 47, 38 45, 63, 80 2D3F50</p>	<p>CMYK RGB HEX</p>	
<p>USG Red 5, 100, 78, 0 227, 28, 61 E31C3D</p>	<p>CMYK RGB HEX</p>	
<p>USG Light Blue 54, 9, 7, 0 110, 188, 219 6EBCDB</p>	<p>CMYK RGB HEX</p>	
<p>USG Green 50, 0, 99, 0 141, 198, 65 8DC641</p>	<p>CMYK RGB HEX</p>	
<p>USG Light Grey 7, 5, 5, 0 235, 235, 235 EBEBEB</p>	<p>CMYK RGB HEX</p>	
<p>USG Medium Blue 87, 53, 19, 2 40, 110, 156 286E9C</p>	<p>CMYK RGB HEX</p>	

Georgia Degrees Pay Rollout Plan

Key message: Georgia Degrees Pay is a one-stop source for potential students, families and stakeholders about the value of a USG degree and Georgia's 26 public colleges and universities. It puts good data about degree attainment, student success, costs and affordability at their fingertips, better helping them make informed decisions.

Secondary message: As one of the best public university systems in the nation, the University System of Georgia is leading the nation in giving students, families and stakeholders in-depth access to data in a centralized, easy to use and transparent fashion.



Rollout of Georgia Degrees Pay

- Site demo at Board meeting
- Press release and URL go live at same time



Rollout of Georgia Degrees Pay

- Media relations
 - Story pitch to strategic list of state and national media
 - Asked campus media relations contacts to pitch their media outlets as well
 - Wound up getting significant coverage



Social Media and Digital Advertising

- Sponsored ad words on Google: “Georgia college”, “Georgia degree”, “Georgia jobs,” “where to go to college”, “what to major in”, “how much money do you make”, “best colleges”, etc.
- Posts on all social media accounts with links
- Geo-targeted Facebook ads for Georgia and border areas in neighboring states
- Ads on LinkedIn



State Coordination

- USG Government Relations channeled news release to key stakeholders (committee chairs, etc.)
- Asked relevant sister state agencies (GA Student Finance, etc.) and the Governor's office to emphasize those posts and the site.
- Asked sister agencies to link to GDP on own pages (ongoing).



Rollout Within USG

- Presentation to system-wide committees:
 - Financial aid
 - Advising
 - Career services
 - Institutional research
 - Student affairs
- Student government presidents



Ongoing Promotion

- Handout for targeted promotion by Student Affairs and Comms
- Embed talking points about GDP and transparency it represents in Chancellor's and other leaders' remarks and interviews
- Continue to seek other ways. E.g., mentioned along with link in last month's news release on our latest degrees awarded record



UNIVERSITY SYSTEM OF GEORGIA | USG.EDU

Make an informed decision

All the information you need about USG's 26 colleges and universities.


Student Success
Compare student enrollment, progress and success rates for every USG institution.


Cost & Affordability
Find and compare affordability, borrowing and debt at every USG college and university.


Earning Potential
Learn what you can earn with a degree from academic programs at USG's 26 schools.

GEORGIA DEGREES PAY
Compare student success, affordability, costs and more.

SCAN OR CLICK ME



We're a great deal for Georgia students


9th-lowest tuition in the country


No tuition increases in 6 of the last 9 years


\$1.4M+ more in average lifetime earnings than peers without college degrees


About \$49 million saved yearly by students using no-cost and low-cost online educational resources


1 of only 2 states with 2 or more institutions ranked in the Top 20 of the Best Public Schools (U.S. News & World Report)


\$21.9B annual economic impact in Georgia


14,500+ online course sections
480 fully online degree programs
199 certificate or endorsement programs


39.6% increase in annual degree completion since 2011

Fall 2024