The College Scorecard

Apples Vs. Oranges Vs. Bananas

Group 2

Nancy Casey
St. Bonaventure University

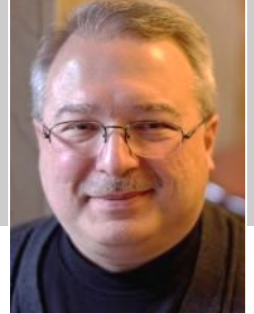**Christopher Gallant**
Hilbert College

Sabrina Fennell
Daemen College

Bhakti Sharma
SUNY Buffalo State

Lamark Shaw
Daemen College

Timothy Tomczak
Genesee Community College

In Brief

- https://collegescorecard.ed.gov/
- Federal Government attempt to provide information about post-secondary education

- Initial conception was to provide a *Consumer Reports*-style ratings system for postsecondary institutions

- Can you compare all institutions? No, say college presidents: any particular ranking is somewhat arbitrary

- As released, it avoids rating or ranking colleges.

- Combines data from the Treasury and IRS with Department of Education records on more than 7,000 colleges and universities, going back 18 years

- Provides earnings data for 6-10 years after graduation…BUT
 - earnings data are available *only* for students who received federal aid

What Data Is the Scorecard Built On?

- You can search on (and then compare)
  - Degree (2- and 4-year)
  - Program/Major (38 categories from traditional A&S to professional studies to construction)
  - By specific institution name, state, region, zip code and/or distance
  - UG Student Body size (small, medium, large)
  - Type of school (public, private, not-for-profit, for-profit)
  - Religious affiliation

New York, Private, non-Profit

Columbia University in the City of New York

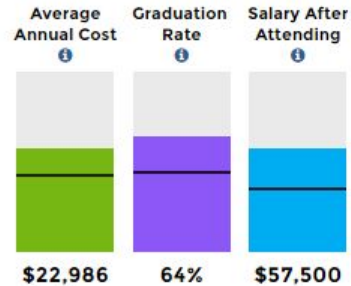New York, NY
7,970 undergraduates

Average Annual Cost	Graduation Rate	Salary After Attending
$22,672	94%	$72,900
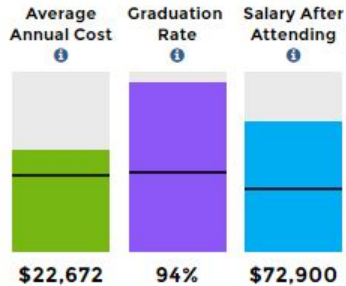
— National Average

VIEW MORE DETAILS >

Molloy College

Rockville Centre, NY
3,322 undergraduates

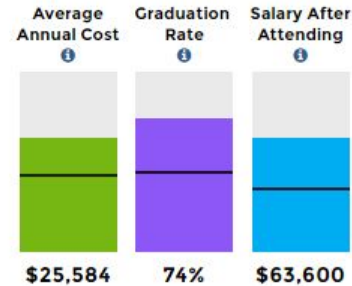| Average Annual Cost	Graduation Rate	Salary After Attending
$22,986	64%	$57,500

— National Average

VIEW MORE DETAILS >

Manhattan College

Riverdale, NY
3,403 undergraduates

Average Annual Cost	Graduation Rate	Salary After Attending
$25,584	74%	$63,600

— National Average

VIEW MORE DETAILS >

Siena College

Loudonville, NY
3,102 undergraduates

Average Annual Cost	Graduation Rate	Salary After Attending
$27,070	77%	$55,100
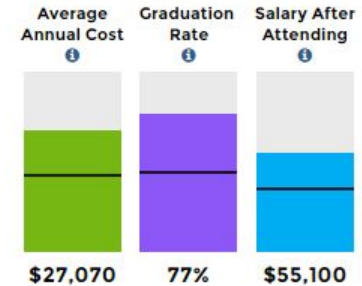
— National Average

VIEW MORE DETAILS >

Going Deeper
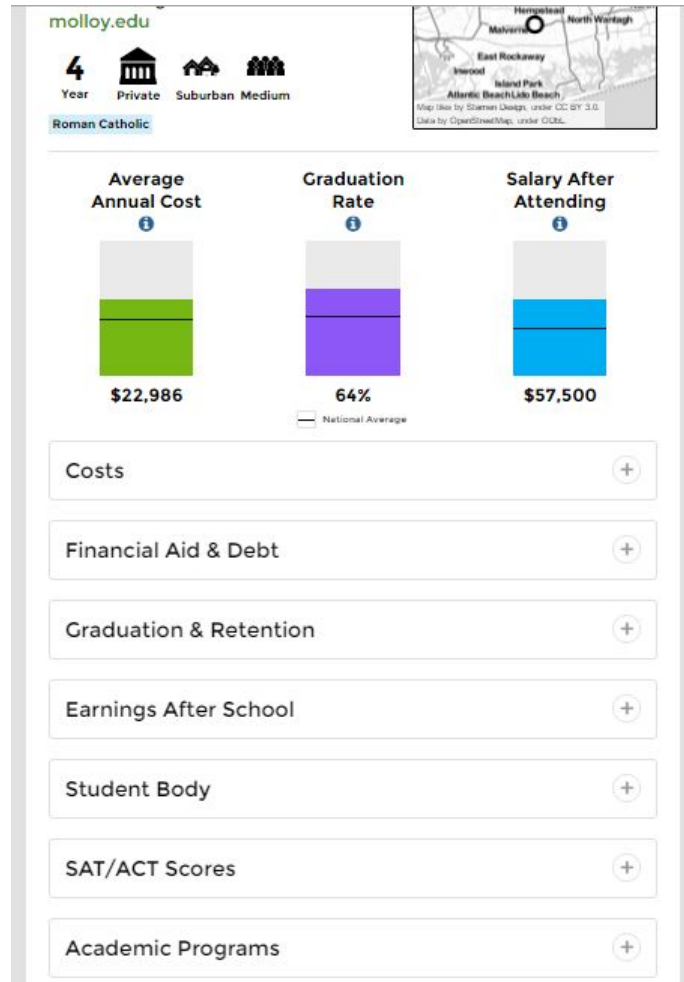
The Scorecard Is Designed to Help Answer:

- How much will it cost me to go to *X* College?
- How much debt will I end up with?
- How many students graduate?

History

- Announced by President Obama in 2013 at the SOTU

- Started as a ranking system that saw a lot of relentless opposition from both Democrats and Republicans. After original 'ranking system' plan failed, college scorecard was introduced to

  - Make college more affordable; Empower Americans to rate; Highlight schools that serve students of all backgrounds

- Prototype was created after consultation with leaders of higher education institutions, college counselors, students and parents. Data was compiled without external review.

Problems

- Earnings Data are only available for students who received federal financial aid

- Inaccuracy with respect to schools with branch campuses, because earnings data are only reported at the system level, not for each distinct campus.

- The tool shows but does not readily allow for large comparisons between schools on the three basic criteria of cost, graduation rates, and salary after attendance

- The tool makes no effort to isolate the school's contribution to earnings from what one could reasonably expect based on family incomes and test scores of its students or the level of degrees it offers.

- Graduation rate only lists first time degree seeking full time students over a 6 year graduation rate.

- Catered toward financial ROI for low income students – How do you compare quality vs quantity

Limitations: The Earnings Data

- The salary data are based completely on IRS records ONLY for students who received federal student aid (Pell Grants)

- The salary data are credited to **any (and EVERY) institution** a student attended with federal student aid, regardless of whether it was for a full degree program or only a single semester

- The salary data are **not** disaggregated or provided by program or major – the data are aggregated for ALL students who attended the institution
  - That makes it impossible to compare outcomes across institutions for students who major in any specific subject (e.g., accounting majors at XYZ University versus ABC University)

How does the Scorecard compare to other college rankings?

Well, not cleanly!

The New York Times comparison:

Ranking	U.S. News	College Scorecard (by Salary After Attending)	Brookings (Value-Added Ranking*)	PayScale (Mid-Career Pay)
1	Princeton University	SUNY Downstate Medical Center	California Institute of Technology	State University of New York, Maritime College
2	Harvard University	MCPHS University	Colgate University	Harvey Mudd College
3	Yale University	Upstate Medical University	Massachusetts Institute of Technology	x Harvard University; x United States Naval Academy
4	Columbia University	Samuel Merritt University	Rose-Hulman Institute of Technology	
5	Stanford University	Albany College of Pharmacy and Health Sciences	Carleton College	California Institute of Technology
6	University of Chicago	Massachusetts Institute of Technology	Washington and Lee University	Massachusetts Institute of Technology
7	Massachusetts Institute of Technology	United States Merchant Marine Academy	State University of New York, Maritime College	Stanford University
8	Duke University	Harvard University	Clarkson University	Princeton University
9	University of Pennsylvania	University of the Sciences	Manhattan College	Babson College
10	California Institute of	Babson College	Stanford University	y Stevens Institute of Technology; y United States Military Academy at West Point; y University of Pennsylvania; y Washington and Lee

The Atlantic comparison:

School "Rankings" From U.S. News and the College Scorecard

Four-Year Bachelor's Degree Programs

"Rank"▼	U.S. News	College Scorecard (By Average Annual Cost)	College Scorecard (By Salary After Attending)	College Scorecard (By Graduation Rate)
1	Princeton University	Yeshivat Mikdash Melech	SUNY Downstate Medical Center	Universidad Teologica del Caribe
2	Harvard University	Divine Word College	MCPHS University	Harvard University
3	Yale University	Berea College	Upstate Medical University	Yale University
4	Columbia University	Saint John Vianney College Seminary	Samuel Merritt University	Careers Unlimited
5	Stanford University	Elizabeth City State University	Albany College of Pharmacy and Health Sciences	Princeton University
6	University of Chicago	Caribbean University-Bayamon	Massachusetts Institute of Technology	Franklin W Olin College of Engineering
7	Massachusetts Institute of Technology	University of Puerto Rico-Aguadilla	United States Merchant Marine Academy	Williams College
8	Duke University	Escuela de Artes Plasticas de Puerto Rico	Harvard University	University of Pennsylvania
9	University of Pennsylvania	The University of Texas-Pan American	University of the Sciences	Pomona College
10	California Institute of Technology	Talmudical Seminary of Bobov	Babson College	Stanford University

Indeed, with the *Scorecard* data set available, you could...

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ADMISSIONS & STUDENT AID

f ☉ 8· ✉ | 🖶 Comments (13)

Make Your Own College Rankings

FEBRUARY 27, 2015

Love 'em or hate 'em, you can hardly miss them: College rankings are proliferating. The phenomenon is fueled by families' growing interest in getting the most out of their investment in college, and magazines' and companies' responses to that anxiety.

Powered by College Scorecard Data | v1.7.3

U.S. DEPARTMENT OF EDUCATION

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http://chronicle.com/article/Make-Your-Own-College-Rankings/151473/

Positives

"...My administration will release a new **'College Scorecard' that parents and students can use to compare schools based on a simple criteria**—where you can get the most bang for your educational buck. "

- President Obama, 2013 State of the Union

- The **net price** represents what **the "average" student would pay after grants and scholarships are subtracted** from the institution's cost of attendance

Reference: Koc, E. W. (2013). Understanding the college scorecard. NACE Journal, (4), 18.

Positives

Net price…
Let's take a look

Figure 1: Average cost to attend Penn State University

Medium

Low   High

$21,342/year

Source: www.whitehouse.gov/issues/education/higher-education/college-score-card

no negative thoughts allowed

Reference: Koc, E. W. (2013). Understanding the college scorecard. NACE Journal, (4), 18.

Positives

- In addition to providing the average price to attend, **the scorecard also provides information about how the price at the college has changed in recent years**
- The scorecard lists the individual school's **federal loan defaulting rate and compares it to the overall national federal loan default rate.**
- **The greatest benefit of the College Scorecard is financial transparency**
- **Research on average income of graduates, graduation rates**

Reference: Koc, E. W. (2013). Understanding the college scorecard. NACE Journal, (4), 18.

Parent & Prospective Student Reaction

(cg1)

> "When consumers have more access to information, it means they can make better financial decisions for themselves and their families. This is a huge win for students, families, and the marketplace"
>
> -U.S. Department of Education

- What are Americans saying?

- Is CS effective?

- Do they think CS gives them what it says it does?

What are Americans saying?
(cg2)

Jason Gauthier I love the idea of providing useful information, but if it only includes earnings of people who took student loans, the data is misleading. If it doesn't break down earnings by major, it's useless.

Like · Reply · 👍 3 · September 13, 2015 at 3:32am

Mike Voss This will provide a completely worthless snapshot into what a college degree would have done for you 10 years ago. At the rate that the landscape is changing (and the college education model becoming less valuable) a 1-3 year window is the only thing that would be of any use.

Like · Reply · September 12, 2015 at 2:29pm

The Online Mom
September 20, 2015 · 🌐

I am LOVING the College Scorecard site making it very easy to narrow down college choices and providing financial aid information and the average earnings of their graduates! Check it out!
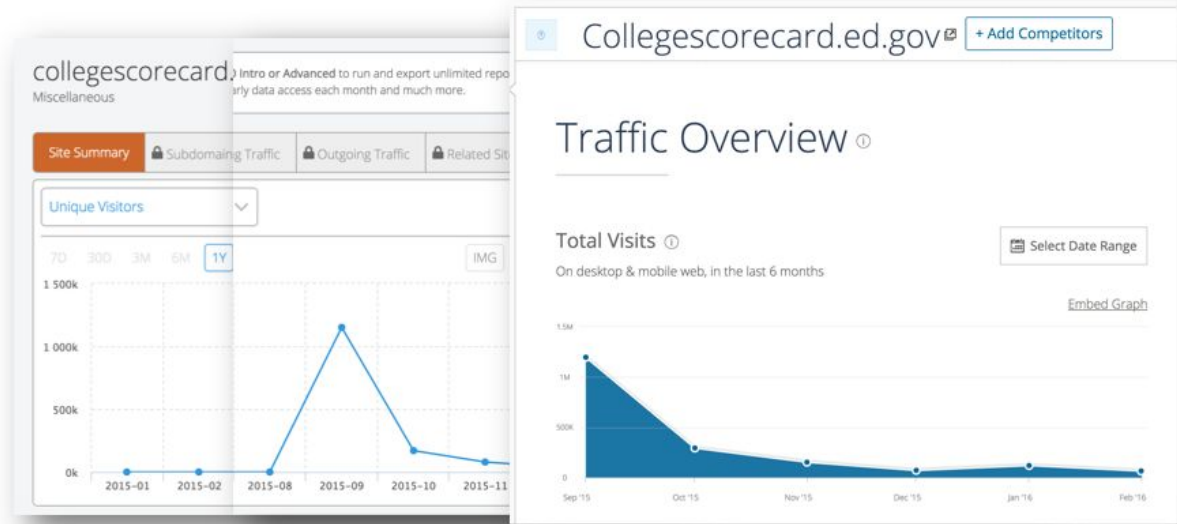
Sources:
http://blog.ed.gov/tag/college-scorecard/
https://www.facebook.com/search/top/?q=%23collegescorecard
https://talk.collegeconfidential.com/

Is CS effective?

(cg3)

Do people use the site?

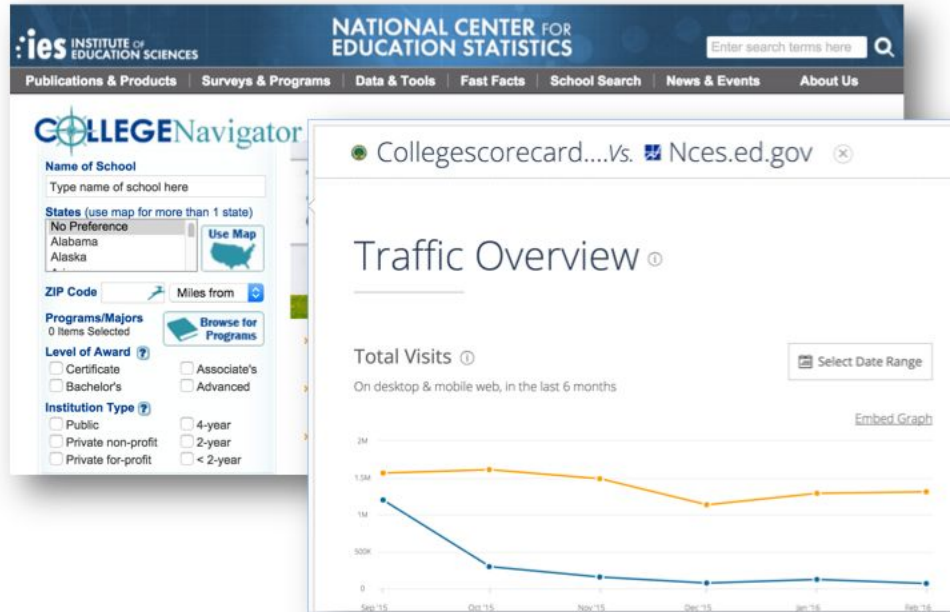(Site analytics from compete.com & similarweb.com)

Is CS effective?

(cg4)

Do people use the site?

College Navigator

(Site analytics from compete.com & similarweb.com)

Do they think CS gives them what it says it does?

(cg5)

- Tuition

How about delineating in state versus out of state tuitions? That would factor into cost drastically for each of these state institutions...

I can go on, and on...

- Graduation

09-15-2015 at 6:25 am

6year graduation allows just enough leeway for study abroad, personal leave, etc. Not everyone's path is a straight or smooth one.

Reply

porcupine98

- Salaries

09-15-2015 at 7:59 am

Given the limitations of our data, these are the best measures of post-college earnings currently available.

Iglooo
Posts: 5,783
Registered User
Senior Member

I get that there are limitations to the data. But that's no reason to publish a study done on a biased sample. It's misleading. IMO, it is worse than not leading.

Do earnings incude graduates from professional schools, law, medical, business? If so, it would furtgher skew the outcome.

Doesn't appear to matter…

people are speaking with their clicks.

Is CS effective?

(cg6)

(Site analytics from compete.com & similarweb.com)

Recommendations

- Remember: apples...oranges...**bananas**!
- Users beware: do your homework!

Additional resources:

- Understanding the College Scorecard; Brookings. 9/28/15 http://www.brookings.edu/research/opinions/2015/09/28-understanding-the-college-scorecard-rothwell

- Deconstructing and reconstructing the College Scorecard. 10/15/15. http://www.brookings.edu/research/papers/2015/10/15-deconstructing-reconstructing-college-scorecard-whitehurst-chingos

- http://www.usnews.com/news/articles/2015/10/08/obamas-college-scorecard-shows-pell-grant-data-problem