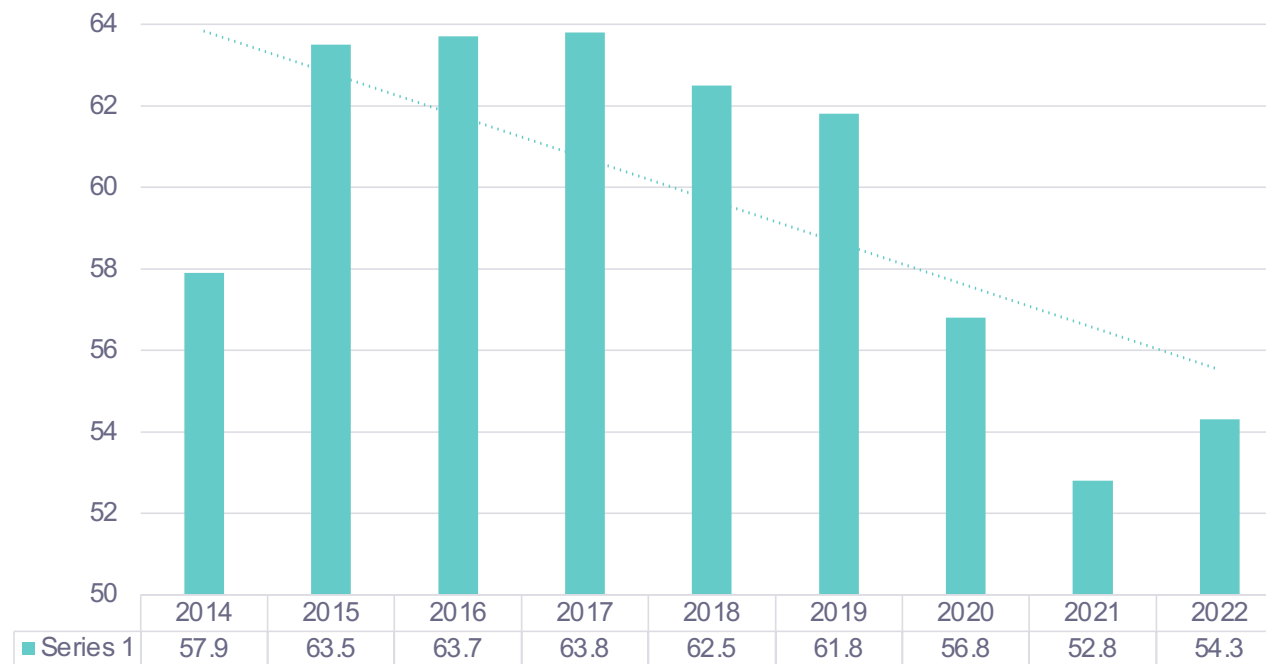# LABOR MARKET DATA AND HIGHER EDUCATION:
# WHAT THE NUMBERS TELL US

Dr. Kacie Hutson de Saint Georges

Director, Title III Coaching and Student Success Initiatives

# Tennessee College Going Rate



| Series 1 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|---|---|---|---|
| | 57.9 | 63.5 | 63.7 | 63.8 | 62.5 | 61.8 | 56.8 | 52.8 | 54.3 |

THEC, 2023

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# College-Going Rate Change by County 2018-2022
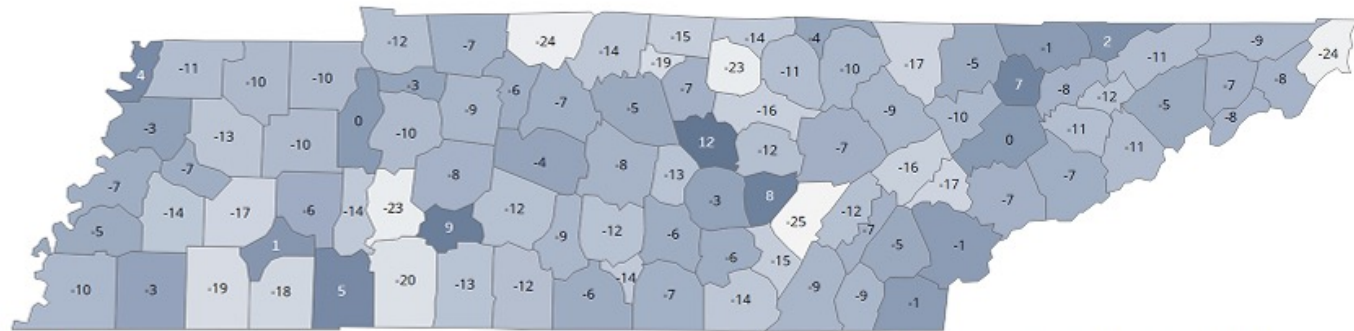
Montgomery County -7%
Robertson -24%

Female -8%
Male -8.4%

Black -9.2%
Latinx -8.1%
White -7.2%

## Figure 6: College-Going Rate Change by County, 2018-2022

Note: Numbers shown in each county represent county percentage point change in college-going rate for the class of 2018 compared to the class of 2022.

## Where are they going?

LGI'S SUPPORT THE LARGEST
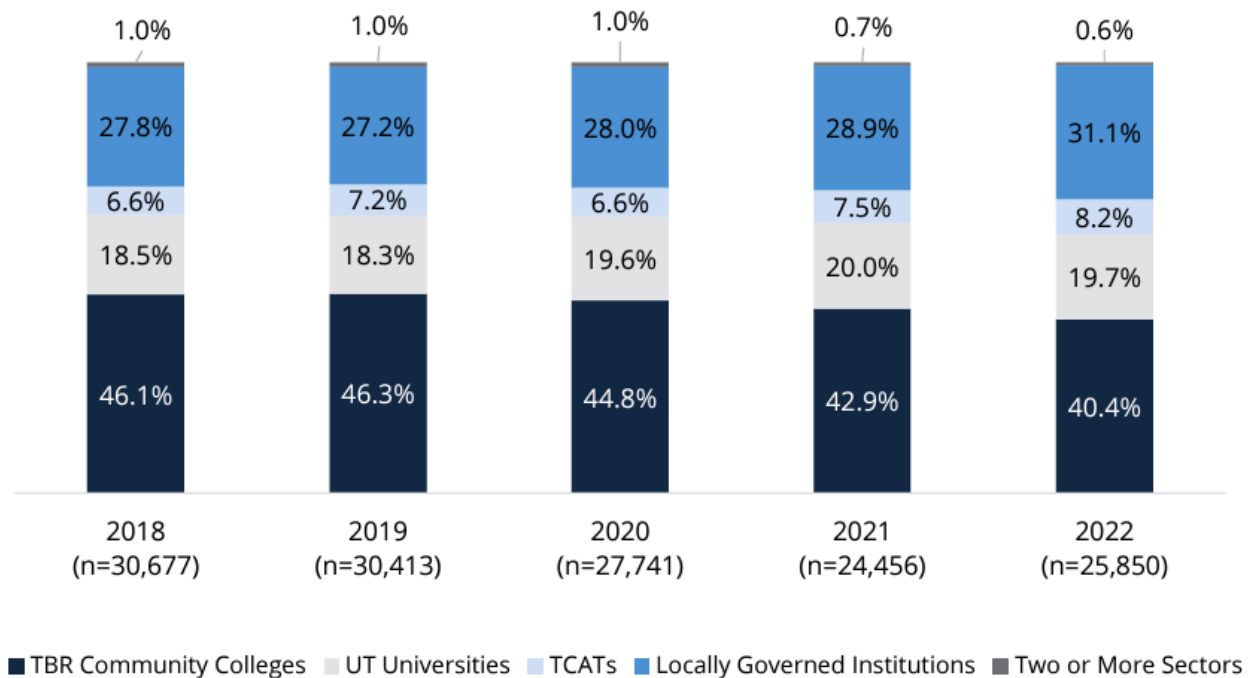POPULATION OF 4 YEAR STUDENTS

CHANGES IN ENROLLMENT:

TBR -5.7%

LGI +3.3

UT +1.2 (Added UT Southern)

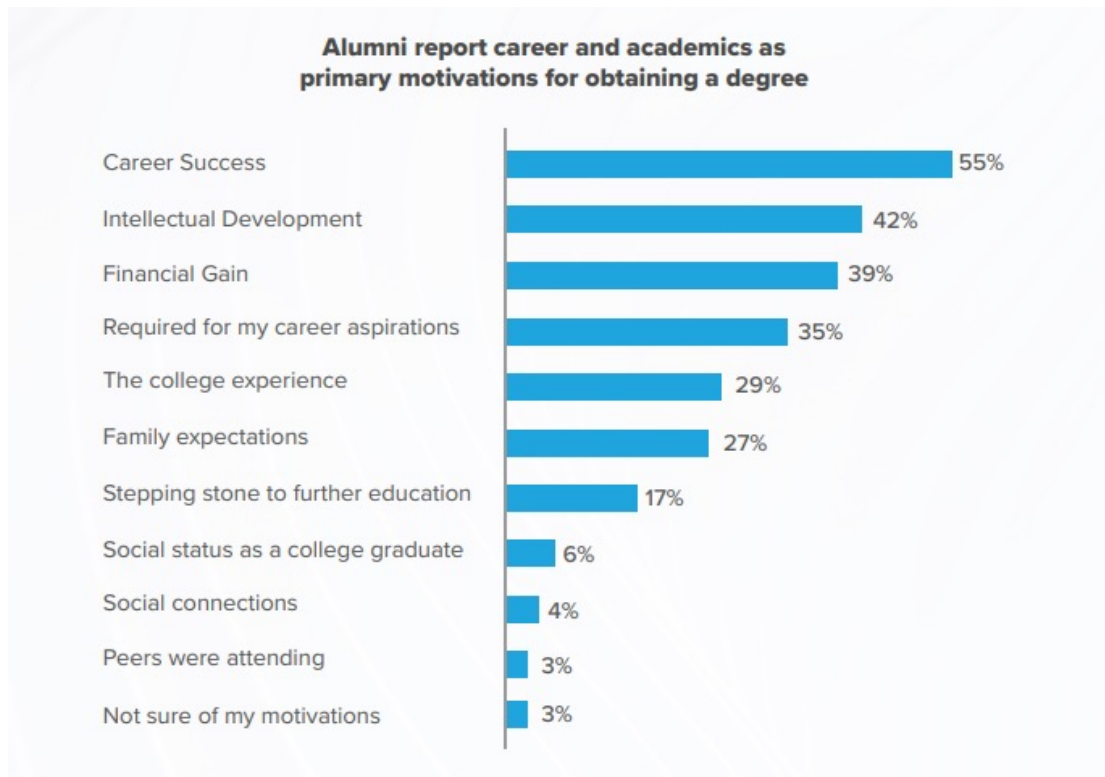**Figure 11: Public In-State High School Graduate Enrollment by System**

| | 2018 (n=30,677) | 2019 (n=30,413) | 2020 (n=27,741) | 2021 (n=24,456) | 2022 (n=25,850) |
|---|---|---|---|---|---|
| Two or More Sectors | 1.0% | 1.0% | 1.0% | 0.7% | 0.6% |
| Locally Governed Institutions | 27.8% | 27.2% | 28.0% | 28.9% | 31.1% |
| TCATs | 6.6% | 7.2% | 6.6% | 7.5% | 8.2% |
| UT Universities | 18.5% | 18.3% | 19.6% | 20.0% | 19.7% |
| TBR Community Colleges | 46.1% | 46.3% | 44.8% | 42.9% | 40.4% |

■ TBR Community Colleges  ■ UT Universities  ■ TCATs  ■ Locally Governed Institutions  ■ Two or More Sectors

Note: The classes of 2021 and 2022 include UT Southern in the UT Universities proportion.

# WHY STUDENTS CHOOSE POST-SECONDARY DEGREES

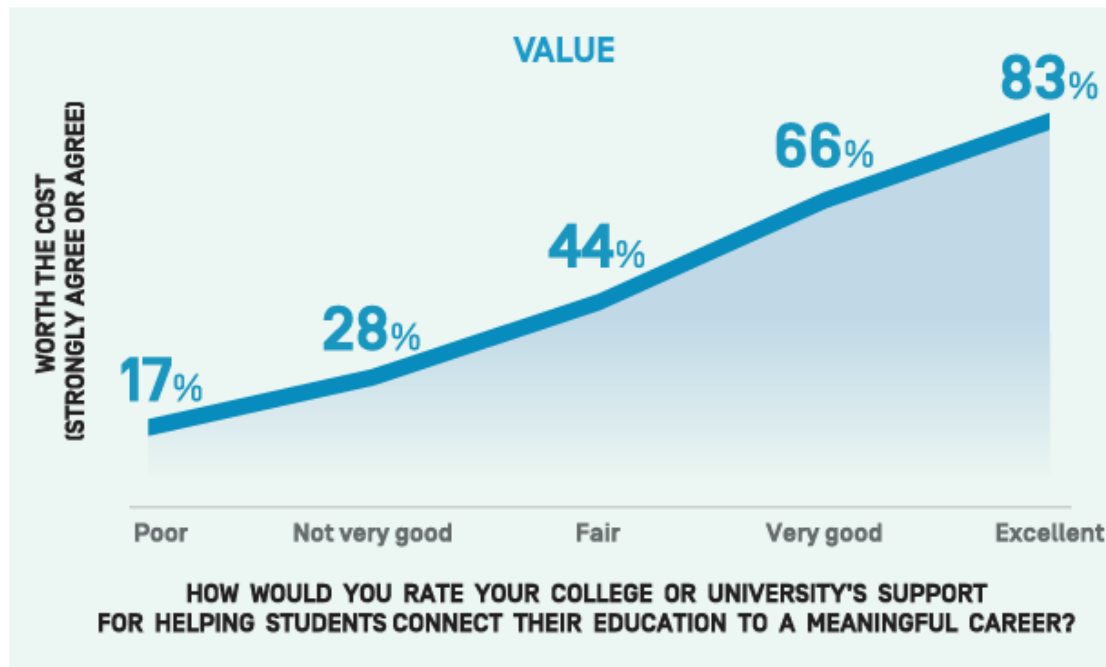# Primary Motivations for Obtaining Degree

**Alumni report career and academics as primary motivations for obtaining a degree**

| Motivation | Percentage |
|---|---|
| Career Success | 55% |
| Intellectual Development | 42% |
| Financial Gain | 39% |
| Required for my career aspirations | 35% |
| The college experience | 29% |
| Family expectations | 27% |
| Stepping stone to further education | 17% |
| Social status as a college graduate | 6% |
| Social connections | 4% |
| Peers were attending | 3% |
| Not sure of my motivations | 3% |

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# ROI Value of College Degree



VALUE

83%

66%

44%

28%

17%

WORTH THE COST
(STRONGLY AGREE OR AGREE)

Poor    Not very good    Fair    Very good    Excellent

HOW WOULD YOU RATE YOUR COLLEGE OR UNIVERSITY'S SUPPORT
FOR HELPING STUDENTS CONNECT THEIR EDUCATION TO A MEANINGFUL CAREER?

- Students are more confident when they feel their institution supports education to career goals.
- More likely to say education is worth the cost

Strada, 2020

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# POST GRADUATION OUTCOMES

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# Employment Outcomes

**52%** of college graduates are *underemployed

**First job** after graduation is critical
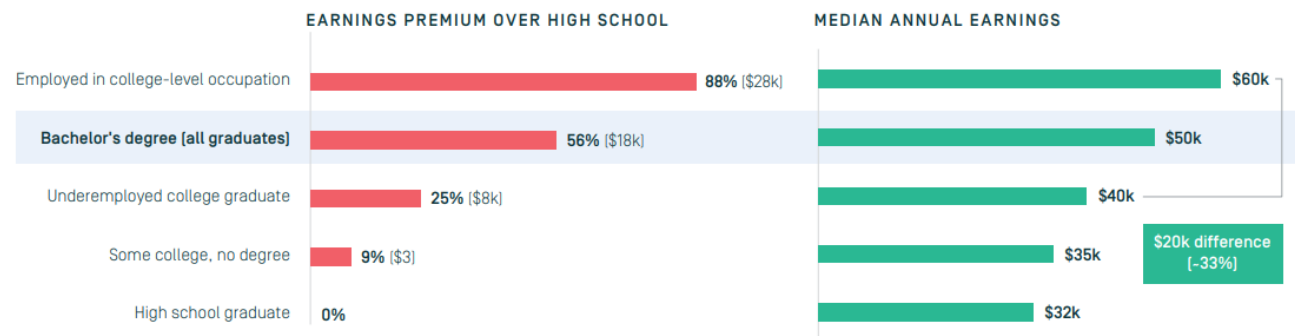
Figure 1.1 Employment outcomes by years after graduation

| | 1 year post-completion | 5 years post-completion | 10 years post-completion |

100 College Graduates

48 — 55 — 55 — College-level job

52 — 45 — 45 — Underemployed
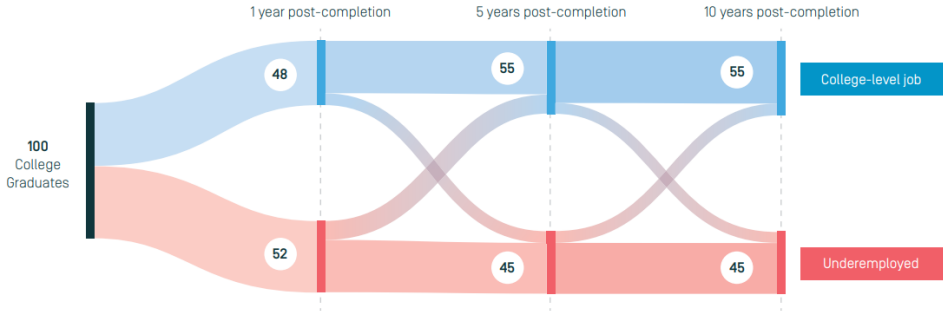
Source: Burning Glass Institute analysis of Lightcast Career Histories Database, 2022. Calculated for workers with a terminal bachelor's degree.

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# Earnings Outcome

- Underemployed graduates earn 33% less than those in college level jobs

- College Level earn 88% more than high school graduates

Figure 1.5 Earnings premium over high school graduates and median annual earnings by educational attainment for recent college graduates with a terminal bachelor's degree

EARNINGS PREMIUM OVER HIGH SCHOOL | MEDIAN ANNUAL EARNINGS

| | EARNINGS PREMIUM OVER HIGH SCHOOL | MEDIAN ANNUAL EARNINGS |
|---|---|---|
| Employed in college-level occupation | 88% ($28k) | $60k |
| Bachelor's degree [all graduates] | 56% ($18k) | $50k |
| Underemployed college graduate | 25% ($8k) | $40k |
| Some college, no degree | 9% ($3) | $35k |
| High school graduate | 0% | $32k |

$20k difference [-33%]

Source: Burning Glass Institute analysis of American Community Survey, 2022. Calculated for workers with a terminal bachelor's degree aged 22–27, employed full-time, year-round, and not enrolled in school.

# WE CAN DO BETTER

How can this information inform our work?

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# Communicating Relationship Between Education And Career

How will college get me a better job? (ROI)

Understanding typical outcomes of different degrees early in career

Connect SLO's to Labor Market Skills

Job Searching Strategies

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# University and Labor Market Alignment

Fill Job Market Needs/Gaps

Ensuring Skills Competency in Academic Programs

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# APSU Labor Market Data

**Inform Student Major Choice increasing career alignment**

- Career Coach
- Widgets
- CIP to SOC Mapping

**What programs to offer to fill available jobs**

- Analyst Occupation Reports
- CIP to SOC

**Assess current program effectiveness**

- Analyst Program Reports
- Alumni Pathways Reports
- Skillibi

**Demonstrate ROI to stakeholders**

- Analyst Alumni Report
- Alumni Pathways
- Skillibi

# Skillabi

Faculty and Administration Tool

Program Review

Finding common language between academic and labor market

Taught Skills vs Sought Skills

Program Effectiveness

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# Skillabi Alignment Assessment

- **15 programs assessed so far**
  - **3 CoAL** programs: Broadcast Communication, English, Studio Art
  - **6 CoBHS** programs: Kinesiology, Sociology, Public Health, Criminal Justice, Political Science, Management
  - **4 STEM** programs: Earth and Environmental Science, Medical Lab Science, Biology, Chemistry
  - CoED: SPED
  - AS Liba Core

Stats

- 49% average alignment to labor market

**Most frequent skill keywords in courses:**

- Research
- Critical Thinking
- Writing
- Communications
- Presentations
- Planning
- Vocabulary

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**Career Coach and Widgets -** Inform Student Major Choice, increase career alignment

Inform students major choice aligned with career pathways with Career Assessment

Maps Careers to APSU programs (CIP to SOC mapping)

AI Resume Tools – Align skills to labor market needs

# Analyst - What programs to offer to fill available jobs

Faculty and Administration Tool

Program Review

Create New Programs meet the needs of the labor market

Map labor market skills to programs

Alumni Outcomes

Mapping Career Pathways

# Data by College: College of Arts and Letters

**174,998**

Jobs (2021) ❓
10% below National average

**+28.9%**

⊞ % Change (2021-2034)
Nation: +19.7%

**$28.33/hr**
**$58.9K/yr**

⊞ Median Earnings
Nation: $33.58/hr; $69.9K/yr

**21,463**

Annual Openings

Top 5 Occupations (for graduates of CoAL programs in Tennessee):

Product Managers

Graphic Designers

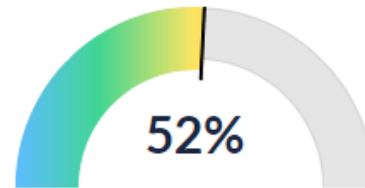Marketing Coordinators

Elementary Teachers

Technical Writers

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## Alumni Pathways
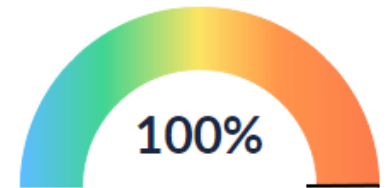
College of Arts and Letters
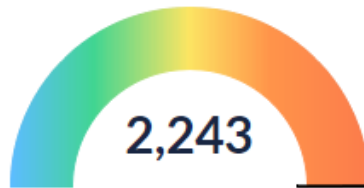
**2,243**

**Alumni with Employment Outcomes**

100% of the 2,243 total alumni that match your applied filters.

**52%**

**Employed in Field**

In field is based on Lightcast's custom program (CIP) to occupation (O*NET) mapping.

**100%**

**Reside in Region**

In region is based on the service area defined by your institution.

### Earnings

Based on their occupations and where they live, these are estimates of what your alumni could be making at their current ages, and a potential wage based on the average wage for their occupations.
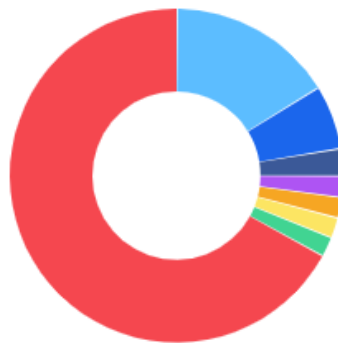
**$67.4K**

Estimated Wage ❓

**$84.7K**

Potential Wage ❓

# Alumni Pathways

College of Arts and Letters
Top Industries

| | Industry | ❓ % of Alumni in Industry | Alumni in Industry |
|---|---|---|---|
| 🔵 | Educational Services | 16.1% | 362 |
| 🔵 | Professional, Scientific, and Technical Services | 6.2% | 139 |
| 🔵 | Religious, Grantmaking, Civic, Professional, and Similar Organizations | 2.6% | 59 |
| 🟣 | Administrative and Support Services | 2.1% | 46 |
| 🟠 | Executive, Legislative, and Other General Government Support | 2.0% | 45 |
| 🟡 | National Security and International Affairs | 2.0% | 44 |
| 🟢 | Credit Intermediation and Related Activities | 1.9% | 43 |
| 🔴 | Other | 67.1% | 1,505 |

# Alumni Pathways

College of Arts and Letters
Top Occupations

| Occupations (SOC 5-Digit) | Alumni Profiles ❓ | Percent |
|---|---|---|
| Postsecondary Teachers | 134 | 5.97% |
| Chief Executives | 83 | 3.70% |
| Public Relations Specialists | 73 | 3.25% |
| General and Operations Managers | 67 | 2.99% |
| Managers, All Other | 60 | 2.67% |
| Public Relations Managers | 57 | 2.54% |
| Marketing Managers | 55 | 2.45% |
| Teachers and Instructors, All Other | 50 | 2.23% |
| First-Line Supervisors of Office and Administrative Support Workers | 48 | 2.14% |
| Sales Managers | 44 | 1.96% |

# Alumni Pathways

College of Arts and Letters
Top Specialized Skills

| Specialized Skills | Alumni Profiles | Percent |
|---|---|---|
| Marketing | 586 | 26.13% |
| Event Planning | 546 | 24.34% |
| Social Media | 456 | 20.33% |
| Public Relations | 448 | 19.97% |
| Social Networks | 319 | 14.22% |
| Social Media Marketing | 310 | 13.82% |
| Project Management | 300 | 13.37% |
| Community Outreach | 264 | 11.77% |
| Fundraising | 233 | 10.39% |
| Press Releases | 229 | 10.21% |

# Data by College: College of STEM

**261,141**

Jobs (2021)* ?
8% *below* National average*

**+28.4%**

% Change (2021-2034)*
Nation: +23.4%*

$28.04/hr
$58.3K/yr

Median Earnings
Nation: $33.09/hr; $68.8K/yr

**29,489**

Annual Openings*

Top 5 Occupations (for graduates of CoSTEM programs in Tennessee):
- Registered Nurses
- Secondary School Teachers
- Postsecondary Teachers
- Managers
- Software Developers

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# Data by College: College of Behavioral and Health Sciences

**400,896**

Jobs (2021)* ❓

1% *above* National average*

**+29.0%**

% Change (2021-2034)*

Nation: +21.1%*

**$27.94/hr**
**$58.1K/yr**

Median Earnings

Nation: $32.06/hr; $66.7K/yr

**49,386**

Annual Openings*

Top 5 Occupations (for Graduates of CoBHS Programs in Tennessee):

 Registered Nurses

 General and Operations Managers

 Customer Service Reps

 Secondary School Teachers

 Postsecondary School Teachers

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# Data by College: College of Education

**77,701**

Jobs (2021)* ❓
1% *below* National average*

**+11.3%**

% Change (2021-2034)*
Nation: +12.7%*

**$24.60/hr**
**$51.2K/yr**

Median Earnings
Nation: $26.97/hr; $56.1K/yr

**7,518**

Annual Openings*

Top 5 Occupations (for graduates of CoED programs in Tennessee):

Elementary School Teacher

Secondary School Teachers

Middle School Teachers

Teaching Assistants

Pre-School Teachers

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# Data by College: College of Business

277,969

Jobs (2021)* ❓
0% *above* National average*

+31.5%

% Change (2021-2034)*
Nation: +22.1%*

$29.14/hr
$60.6K/yr
Median Earnings
Nation: $33.87/hr; $70.4K/yr

35,718

Annual Openings*

Top 5 Occupations (for graduates of College of Business programs in Tennessee):

General and Operations Managers

Accountants and Auditors

Managers

Human Resource Managers

Financial Managers

# Data by College: University College

**280,046**

Jobs (2021)* ❓

*2% below National average**

**+30.6%**

% Change (2021-2034)*

*Nation: +20.2%**

**$26.99/hr**
**$56.1K/yr**

Median Earnings

Nation: $30.34/hr; $63.1K/yr

**37,532**

Annual Openings*

Top 5 Occupations (for graduates of University College programs in Tennessee):

General and Operations Managers

Retail Salespersons

Accountants and Auditors

Customer Service Reps

Managers

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# Brainstorm Ways to Include Data

SYLLABUS

ADVISING/MENTORING STUDENTS

CREATING NEW PROGRAMS

ASSESSING CURRENT PROGRAMS

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# Want to dive deeper into the data?

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