
A NEW WAY TO MEASURE THE VALUE PROPOSITION OF COLLEGE



ASSESSING THE PROFESSIONAL, CIVIC, AND PERSONAL DIMENSIONS OF POST-COLLEGE LIFE



THE CHALLENGE

Higher education institutions lack meaningful information about their graduates—how they do in the workplace, what their lives are like in terms of civic engagement, and the extent to which their experiences (both academic training and co-curricular activities) affected their post-college life.

The Bottom line: To truly support students and graduates in realizing the full, intended benefits of their college investment—and if we are to achieve greater equity in outcomes—we need a more holistic understanding of the multifaceted impact of college.



THE OPPORTUNITY

We've made great strides as a community of scholars, researchers, practitioners, and policymakers in deciphering *data* to better understand who attends college and, to some degree, who completes college. The opportunity lies in building on that foundation to *expand and deepen our understanding of how college impacts students from a 360-degree perspective*. With this understanding, we can make decisions and changes to better serve all students.

THE PROPOSAL

HEI PROPOSES TO:



Develop a survey instrument to explore the unique lived experiences of college graduates with the intent of deciphering differences for those from underrepresented backgrounds.



Conduct an environmental scan of how institutions are utilizing data for organizational learning around student outcomes after graduation.



Gather data through interviews and focus groups to build on survey results in order to bring students' unique voice and stories to enrich the survey data.



Gather college leaders to use the study to engage campus- and sector-wide strategic conversations about the survey results, interview data, and value proposition of college.