It’s Public and Personal: Demonstrating the Value of a College Degree

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Value:

1) the amount of money that something is worth: the price or cost of something

2) something that can be bought for a low or fair price

Demonstrating Value

Return on Investment: Lifetime Earnings by Level of Education

- High School Diploma: $1,304,000
- Some College: $1,547,000
- Associate's Degree: $1,727,000
- Bachelor's Degree: $2,268,000
- Advanced Degree: $2,671,000

Source: Carnevale, Rose and Cheah, "The College Payoff," Georgetown University Center on Education and the Workforce.

### University of California-Berkeley
Berkeley, CA
27,126 undergraduates

<table>
<thead>
<tr>
<th>Average Annual Cost</th>
<th>Graduation Rate</th>
<th>Salary After Attending</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13,707</td>
<td>91%</td>
<td>$60,800</td>
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### University of California-Los Angeles
Los Angeles, CA
29,627 undergraduates

<table>
<thead>
<tr>
<th>Average Annual Cost</th>
<th>Graduation Rate</th>
<th>Salary After Attending</th>
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</thead>
<tbody>
<tr>
<td>$13,399</td>
<td>91%</td>
<td>$59,600</td>
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### University of California-San Diego
La Jolla, CA
24,801 undergraduates

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<tr>
<th>Average Annual Cost</th>
<th>Graduation Rate</th>
<th>Salary After Attending</th>
</tr>
</thead>
<tbody>
<tr>
<td>$14,136</td>
<td>86%</td>
<td>$59,000</td>
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### University of California-Davis
Davis, CA
27,547 undergraduates

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<tr>
<th>Average Annual Cost</th>
<th>Graduation Rate</th>
<th>Salary After Attending</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,514</td>
<td>82%</td>
<td>$56,400</td>
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Value:

1) the amount of money that something is worth : the price or cost of something
2) something that can be bought for a low or fair price
3) usefulness or importance

How has UCSC changed you?

UCSC has helped me find my identity, become an adult and create a group of friends from all different types of backgrounds and identities. By coming to an university nine hours away from home I have learned how to ask for help when I need it and I have been given so many resources by UCSC that has helped me continue being a successful student.

https://admissions.sa.ucsc.edu/studentprofile/
Demonstrating Value

How has UCSC changed you?

UCSC has definitely helped me develop a broader world view. Programs such as Rainbow Theater, a theater program to highlight cultural diversity at UCSC, have truly helped me empathize with the challenges and achievements of some minority cultures and groups, and shown how truly important diversity is to UCSC and society. Overall, the commitment UCSC has to diversity has helped me become a more aware and less prejudiced person.

https://admissions.sa.ucsc.edu/studentprofile/
Demonstrating Value

Mary Klingensmith ’88

Wellesley prepared me to lead in a male dominated field

Confidence - the ability to stand up and stand out in any setting

Danielle Brown ’10

Madeleine Albright ’59

http://campaign.wellesley.edu/wellesley-voices
Demonstrating Value

UCLA is made up of people who take on any challenge and find solutions to any problem. People for whom excellence is a way of life. We call them Optimists. And every day, our lives are made better by something they have discovered, improved, invented or created. Here are just some of their stories.

http://www.ucla.edu/optimists
Compared to high school grads, bachelor’s degree holders:

- Receive $82,000 less in government spending
- Pay $273,000 more in taxes
- Net benefit to government: $355,000

Bachelor’s degree holders are 2x more likely to volunteer.

Charitable contributions by bachelor’s degree holders are 3.5x higher.

Post Collegiate Outcomes (PCO) Framework developed by the AACC, AASCU and APLU (March 2015)
Public Economic quadrant represents outcomes related to the public good, defined primarily in financial terms.

Examples: tax revenues, fulfillment of state workforce needs.
Personal Economic quadrant encompasses outcomes related to the personal (or individual) financial good.

Examples: earnings, employment outcomes.
**Personal Social Capital** quadrant includes outcomes that demonstrate the personal (or individual) value not defined in financial terms.

Examples: “soft skill” development, health outcomes.
Public Social Capital quadrant represents outcomes related to the public good, defined primarily in non-financial terms.

Examples: civic engagement, social cohesion/appreciation of diversity.
70% of recent alumni join California’s workforce

Generates 48,000 Bachelors degree recipients per year to serve CA workforce needs

$\$\$
Over 300 million dollars in state tax revenue generated*

*Not verified, sample statistic
Personal Economic

Salaries of recent graduates by major

$ \rightarrow $$$

Within five years of graduation, Alumni who started as low income students earn twice as much as their parents.
72% of seniors reported an increase in their Analytic and Critical Thinking skills from when they started UC.

1 out of 2 seniors rate themselves as very good or excellent at understanding international perspectives.

60% of seniors report very good or excellent interpersonal skills.
Public Social Capital

92% of graduates report being able to appreciate cultural and global diversity

More than 30,000 doctors and nurses caring for CA*

Social Workers & Marriage and Family Counselors working in 32 of 58 CA counties

20,000 new teachers per year*

*Not verified, sample statistic
What was valuable to us?

What was a moment that you noticed that your college education was valuable?

Please take 5 minutes to jot down some notes about that experience:

- What was the moment?
- What part of your college experience contributed to this moment?
What was valuable to others?

Take 5 minutes to share your experiences with your partner:

• What is being represented in these moments?
• How can we determine if others had similar experiences?
• In which quadrant might these moments be placed? Place your post-its in the quadrant that best represents them.
What are some different ways you found effective in communicating out the value of a degree from your institution?
Post Collegiate Outcomes Initiative: [http://aacc.nche.edu/AboutCC/Trends/pco](http://aacc.nche.edu/AboutCC/Trends/pco)

Data Sources:

Leadership Directories (Government officials, judges, CEOs, Media, Nonprofit Boards, etc.)
[https://www.leadershipdirectories.com/Products/LeadershipDataServices.aspx](https://www.leadershipdirectories.com/Products/LeadershipDataServices.aspx)

California Department of Consumer Affairs (Licensed social workers, doctors, nurses, architects, accountants, cosmetologists, etc.)
- Data request help: [PublicInformation@dca.ca.gov](mailto:PublicInformation@dca.ca.gov)

California Economic Development Department (Alumni earnings data): Labor Market Information Division:
- Contact Andy Wong, Email: [Andy.Wong@edd.ca.gov](mailto:Andy.Wong@edd.ca.gov)