CSU Counselor Conference
Gigi McGuire, Richard W. Moore
and Eric Iskowitz
Introduction and Overview

• CalStatePays is a tool for helping students in their college search.
• CalStatePays answers the question: Is college worth it?
  • For specific campuses and majors
• CalStatePays Has:
  • Data on earnings over time
  • Industries of employment
  • Compares graduates and dropouts
  • Shows return on investment for attending college
Goals Today

• Introduce CalStatePays.org as a tool for college search.

• Demonstrate CalStatePays.org.

• Discuss the site and how you can use it.
Target Users

• **Students:**
  - High school students choosing campus and major
  - Community college students who will transfer
  - CSU students choosing a major

• **Influencers**
  - High school teachers
  - Counselors
  - Parents
  - CC Advisors
  - CSU advisors
Americans Losing Faith in College Degrees, Poll Finds

Men, young adults and rural residents increasingly say college isn't worth the cost.

The survey results carry political implications for universities that are already under pressure to rein in their costs.

PHOTO: SPENCER PLATT/GETTY IMAGES

By Josh Mitchell and Douglas Bland
Slipping Grades for Higher Education

Fewer see the benefits of a college education, especially younger people and those without a four-year college degree.

Is a four-year college degree worth the cost?

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>Worth it</th>
<th>Not worth it</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td></td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Gender</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Men</td>
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<td></td>
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<tr>
<td>Women</td>
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<td></td>
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<tr>
<td>Age</td>
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</tr>
<tr>
<td>18-34</td>
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<td></td>
</tr>
<tr>
<td>35-64</td>
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<td></td>
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<tr>
<td>65 or older</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than college degree*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College degree or more</td>
<td></td>
<td></td>
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</tbody>
</table>

*Including those with a degree from a two-year institution

Sources: WSJ/NBC News telephone poll of 1,200 adults conducted from Aug. 5–9; Margin of error +/- 2.82 pts.; CNBC AAES June 2013 survey

THE WALL STREET JOURNAL.
Official project of the CSU 5 (+CSUF and CSUCI)
How CalStatePays.org Was Put Together
Project Overview

• 15 years of enrolled students who exited
  • 550,000 undergrads
  • 140,000 post bachs

• Earnings and Employment tracked for up to 15 years
• Earnings while enrolled measured
Key Methods: 
Our Navigational Beacons

1. Follow all matriculated students, over time.
2. Use standard data sources available in every state.
3. Create standard, easily understood labor market measures (return on investment, etc.).
4. Disaggregate data to campus and program level.
5. Make results publicly available.
6. Designed to be mobile first
We Created Six Paths

Enrolled as:
- First-time Freshman or Enrolled as UG Transfer
- Enrolled as PostBacc

Bachelors Degree Only (same institution)
Some College (no degree)
Completed Bachelor Degrees Elsewhere (no higher degree)
Completed Postbacc Degree (same institution or elsewhere)
Postbacc Degree Completed (same institution)
Postbacc Degree Not Completed
The Approach

CSU Student Records

National Student Clearing House

California EDD Base Wage file

Analysis Data Base
CalStatePays.org Demonstration
https://calstatepays.org/#/
Take 10 minutes and visit "CalStatePays.org" to find out questions you can answer with the site.

It will work on your cell phone, tablet or PC.
Discussion Questions

• How do you think your students could use the site?
• What common career questions do you get, that you could answer with the site?
• What was unclear to you in the site?
• What aspect of the site would you like to hear more about?
If you want more information or a demonstration for your team contact:

- Richard Moore
- Richard.moore@csun.edu
- 818-677-2416

- PDFs of materials are available
- Like us at CalStatePays on Instagram or Facebook
# The Student Team

The following CSUN undergraduate students were involved in the development of this application through mentorship and training by CSUN faculty and staff:

## App Development Team

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Degree</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Designers</strong></td>
<td>Jasmine Beeman</td>
<td>Graphic Design</td>
<td>Fall 2017</td>
</tr>
<tr>
<td></td>
<td>Jaime G. Garcia</td>
<td>Graphic Design</td>
<td>Spring 2021</td>
</tr>
<tr>
<td></td>
<td>Lauren Yu</td>
<td>Graphic Design</td>
<td>Spring 2019</td>
</tr>
<tr>
<td><strong>Developers/Scrum Masters</strong></td>
<td>Joseph Silva</td>
<td>Information Systems</td>
<td>Spring 2018</td>
</tr>
<tr>
<td></td>
<td>Mikkal McNulty</td>
<td>Computer Science</td>
<td>Spring 2020</td>
</tr>
<tr>
<td></td>
<td>Alec Marcum</td>
<td>Computer Science</td>
<td>Spring 2020</td>
</tr>
<tr>
<td><strong>Back-End Developers</strong></td>
<td>Michael Chan</td>
<td>Computer Science</td>
<td>Spring 2019</td>
</tr>
<tr>
<td></td>
<td>Carlos Benavides</td>
<td>Computer Science</td>
<td>Spring 2020</td>
</tr>
<tr>
<td><strong>Front-End Developers</strong></td>
<td>Anthony Mikhail</td>
<td>Computer Engineering</td>
<td>Spring 2019</td>
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<tr>
<td></td>
<td>Zane Ervin</td>
<td>Computer Science</td>
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<tr>
<td><strong>Operations/Infrastructure</strong></td>
<td>Jorge Ruiz</td>
<td>Information Systems</td>
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<td>Morgan Louis</td>
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<td>Graphic Design</td>
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<tr>
<td><strong>Tableau Visualizations</strong></td>
<td>Vania Walangare</td>
<td>Accounting</td>
<td>Spring 2020</td>
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## Tableau Visualizations Contributors

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<td>Spring 2020</td>
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The following CSUN staff was involved in the development of this application through mentorship and training of currently enrolled CSUN students across multiple disciplines:

**Research Team**
- Richard W. Moore, Ph.D., Professor of Management
  - Project Director
- Catherine Quinn Hou
  - Project Manager
- Kenneth Chapman, Ph.D., Professor of Economics
  - Labor Economist
- Bettina Huber, Ph.D.
  - Director Emeritus
- Harry Hellenbrand, Ph.D., Professor of English
  - Provost Emeritus

**App Development Team**
- Yazmin Peebles, Assistant Director
  - Product Owner/Project Manager
- Luis Guzman, Web Developer
  - Technical Lead, Product Owner, Principal Mentor
- Tiffany Navales, Web Developer
  - UI/UX Mentor
- Andrew Grano, Web Developer
  - Front-End Mentor

**Marketing**
- Kristen Walker, Ph.D., Professor of Marketing
  - Marketing Team Mentor

**Tableau Visualizations**
- Yazmin Peebles, Assistant Director