

CHOOSING THE RIGHT COLLEGE WITH THE  
**COLLEGE SCORECARD**

*- a special webinar with guest speaker -*

**Michael Itzkowitz**

Director, College Scorecard  
U.S. Department of Education

TUESDAY, APRIL 12<sup>th</sup> at 2 PM ET

presented by:

**MICHIGAN**  
COLLEGE ACCESS NETWORK

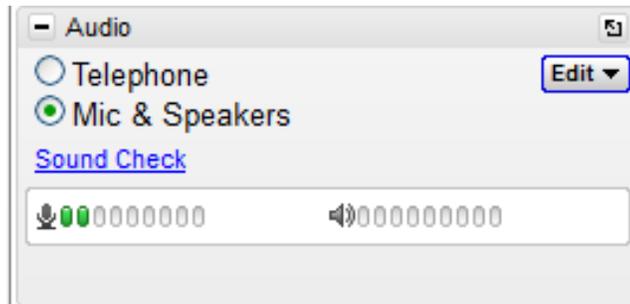


research • communication • advocacy • support

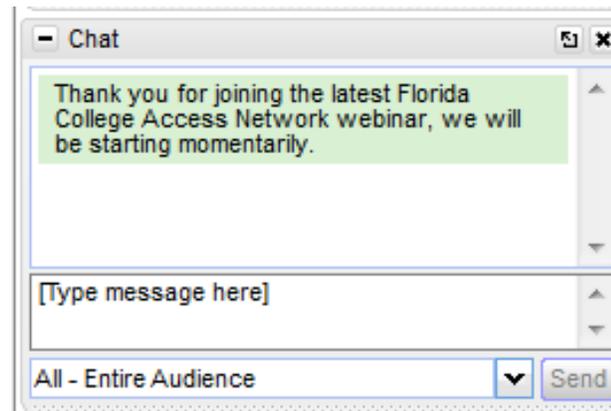
# Thank you for joining us for today's webinar!

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**Check Audio:** Click “Mic & Speakers” to use computer audio or Telephone to call conference line



**To Ask Questions:** Use the “Chat” or “Questions” feature in the control panel



**Note:**

This webinar is being recorded, all webinar registrants will receive a link to view the webinar and slides used

# About the Florida College Access Network

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**Our Mission:** To create and strengthen a statewide network that catalyzes and supports communities to improve college and career readiness, access, and completion for all students.

**Our Vision:** At least 60% of working-age Floridians will hold a high-quality post-secondary degree or credential by the year 2025.



# About the Michigan College Access Network

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**Mission:** To increase college readiness, participation, and completion in Michigan, particularly among low-income students, first-generation college-going students, and students of color.

## **Vision and Values:**

College is *postsecondary education*

College is *a necessity*

College is *for everyone*

College is *a public good*



# COLLEGE SCORECARD

Michael Itzkowitz

Director, College Scorecard

U.S. Department of Education



# COLLEGE SCORECARD

- First College Scorecard launched on February 2013 following the State of the Union Address
- Over the next two years, the Department held over 170 in-person meetings, arranged public hearings, and put out requests for information to get feedback on how to best present this information to students and families.



# COLLEGE SCORECARD

- New College Scorecard launched in September 2015.
- Since launch, we have had over 1.3 million users visit the site, helping them make a more informed college decision.
- We've also had over 400 developers download our Scorecard API, which has resulted in an additional over 250,000 API pulls of Scorecard data



## Who We Had in Mind

# INTENDED USERS

We set out to build a website that was both **robust and accessible**, one that could serve as a tool for those looking to make a more informed college decision.

And, we wanted to make our data open, so that analysts, researchers, and third party developers could use our information to meet students where they are.



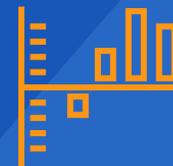
## STUDENTS

The student interested in a postsecondary education but feeling overwhelmed by their options—or lack of them.



## THEIR PERSONAL ADVOCATES

The parents, teachers, guidance counselors, and others in a student's life invested in helping them navigate the college application process.



## ANALYSTS

The social scientists, policymakers, and others working to answer questions of college quality and access using the best available evidence.

# WHERE DOES THE DATA COME FROM?

## INTEGRATED POSTSECONDARY EDUCATION DATA SYSTEM (IPEDS)



Survey information collected by the National Center for Education Statistics. Includes information such as net cost, graduation, and enrollment.

## NATIONAL STUDENT LOAN DATA SYSTEM



Information through our Federal student loan database. Includes information on loan repayment rates and median debt,

## Department of Treasury



We match data from NSLDS to tax records from the Department of Treasury. We receive information on aggregate earnings and % earning more than a HS graduate.

# COLLEGE SCORECARD HOMEPAGE

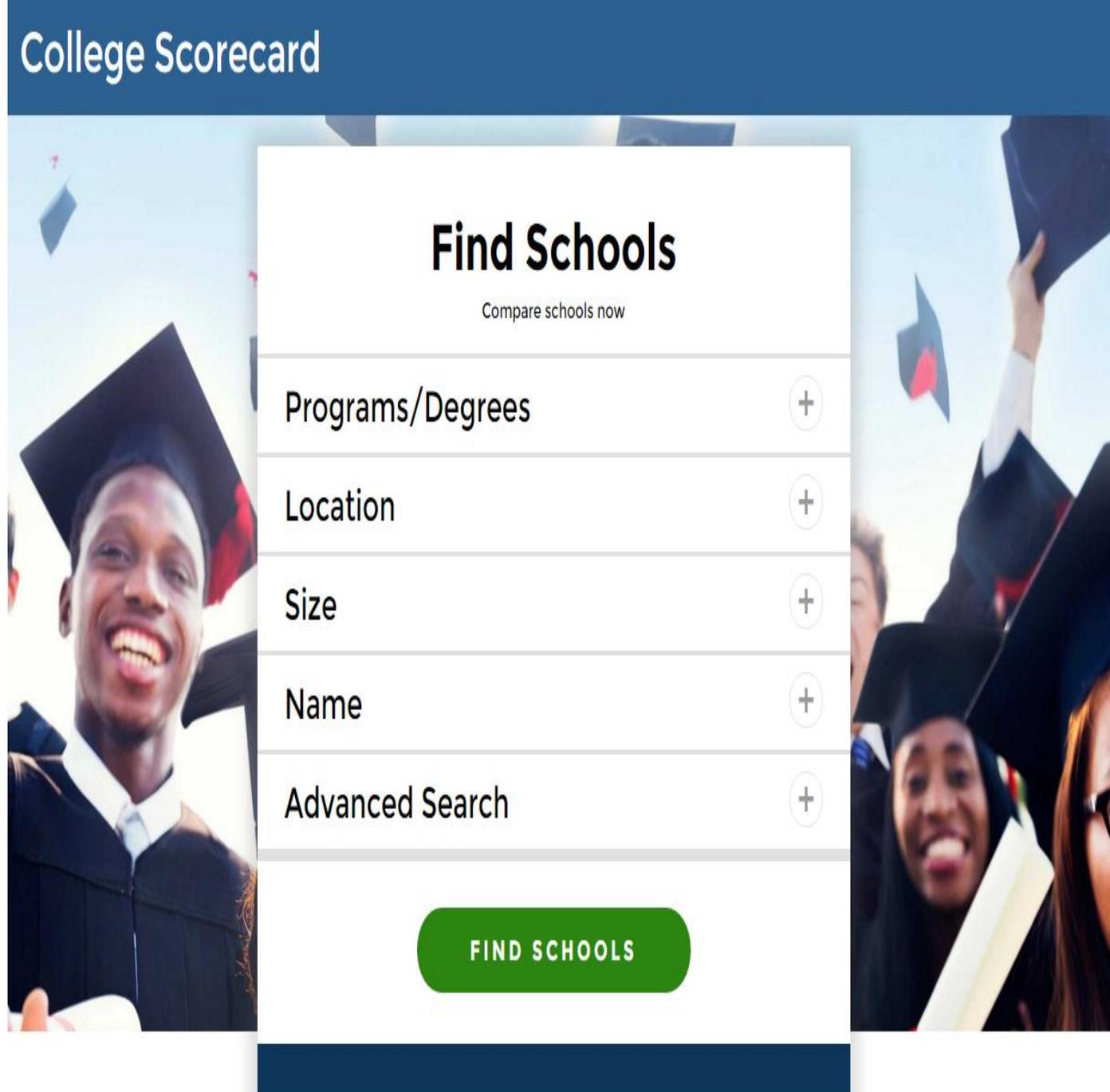
**Programs/Degree:** Associate's or Bachelor's Degree, Schools that offer specific program

**Location:** State, Region, Zip Code

**Size:** <2,000, 2,000-15,000, > 15,000

**Name:** Type the name of college

**Advanced:** Public/Private Non-profit/  
Private For-profit, Specialized Mission (e.g. HBCUs, HSIs,) Religious affiliation



# COMPARE INSTITUTIONS

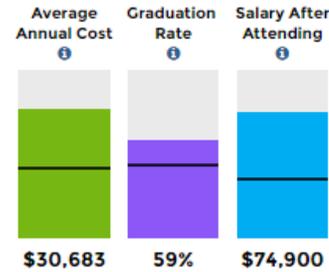
After you choose your search criteria, a list of schools will show up side-by-side.

On this comparison page, users can view a school's average annual cost, graduation rate, and earnings after graduation.

They can click on the school for more information.

## Keettering University

Flint, MI  
1,640 undergraduates

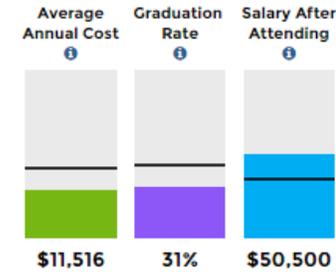


National Average

[VIEW MORE DETAILS >](#)

## Cleary University

Ann Arbor, MI  
450 undergraduates

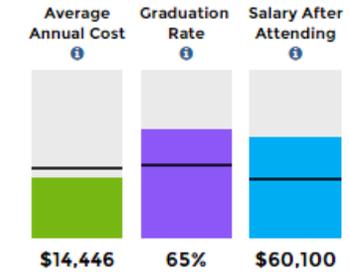


National Average

[VIEW MORE DETAILS >](#)

## Michigan Technological University

Houghton, MI  
5,536 undergraduates

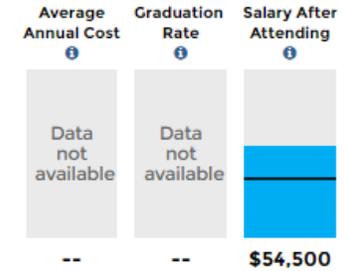


National Average

[VIEW MORE DETAILS >](#)

## Walsh College of Accountancy and Business Administration

Troy, MI  
967 undergraduates

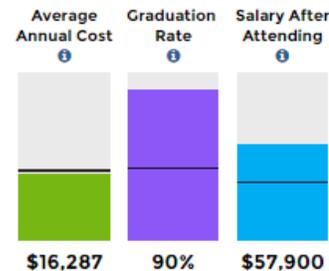


National Average

[VIEW MORE DETAILS >](#)

## University of Michigan-Ann Arbor

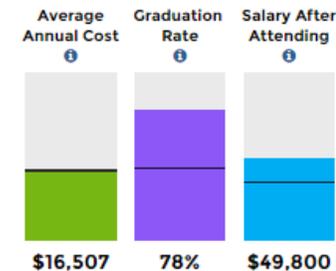
Ann Arbor, MI  
28,077 undergraduates



National Average

## Michigan State University

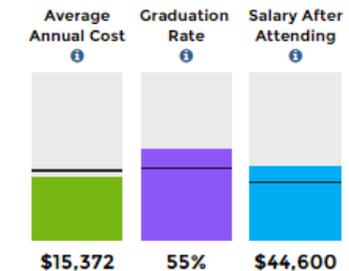
East Lansing, MI  
37,622 undergraduates



National Average

## Northwood University-Michigan

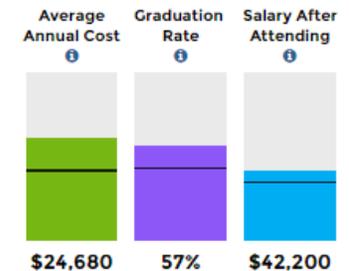
Midland, MI  
2,920 undergraduates



National Average

## University of Detroit Mercy

Detroit, MI  
2,871 undergraduates



National Average

A Deeper Look  
**EXAMPLE PROFILE**

Clicking on a school profile helps display even more detail on schools, including crucial information on costs by income level.

If a student's family makes less, they will often pay less to attend (sometimes a lot less).

Let's take a tour. 12

# Florida State University

Tallahassee, FL  
32,086 undergraduate students  
fsu.edu

SHARE THIS SCHOOL

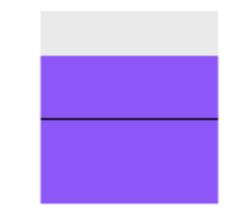


4 Year   Public   City   Large

### Average Annual Cost



### Graduation Rate



### Salary After Attending



### Costs

#### Average Annual Cost



✓ ABOUT AVERAGE  
National Average

#### By Family Income

Depending on the federal, state, or institutional grant aid available, students in your income bracket may pay more or less than the overall average costs.

FAMILY INCOME	AVERAGE COST
\$0-\$30,000	\$11,542
\$30,001-\$48,000	\$12,964
\$48,001-\$75,000	\$15,576
\$75,001-\$110,000	\$17,573
\$110,001+	\$18,190

CALCULATE YOUR PERSONAL NET PRICE

## A Deeper Look

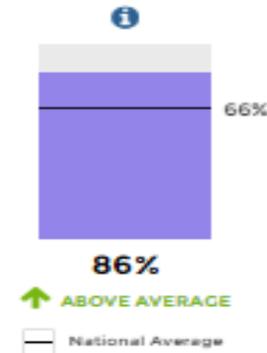
# EXAMPLE PROFILE

School profiles also include information on:

- Percentage of students paying down their debt
- The % of students that receive Federal loans at that school
- Median debt and the typical monthly loan payment
- Graduation and retention rate

### Financial Aid & Debt

#### Students Paying Down Their Debt



#### Get Help Paying for College

Submit a free application for Federal Student Aid. You may be eligible to receive federal grants or loans.

[START MY APPLICATION](#)

#### Students Receiving Federal Loans

47%

At some schools where few students borrow federal loans, the typical undergraduate may leave school with \$0 in debt.

#### Typical Total Debt

\$21,000

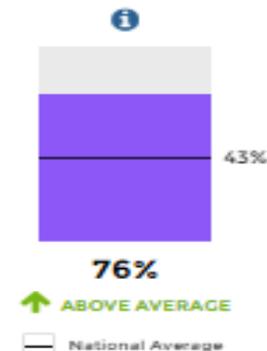
For undergraduate borrowers who complete college

#### Typical Monthly Loan Payment

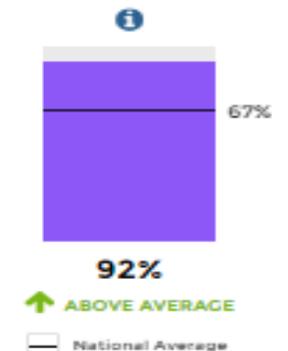
\$233/mo

### Graduation & Retention

#### Graduation Rate



#### Students Who Return After Their First Year



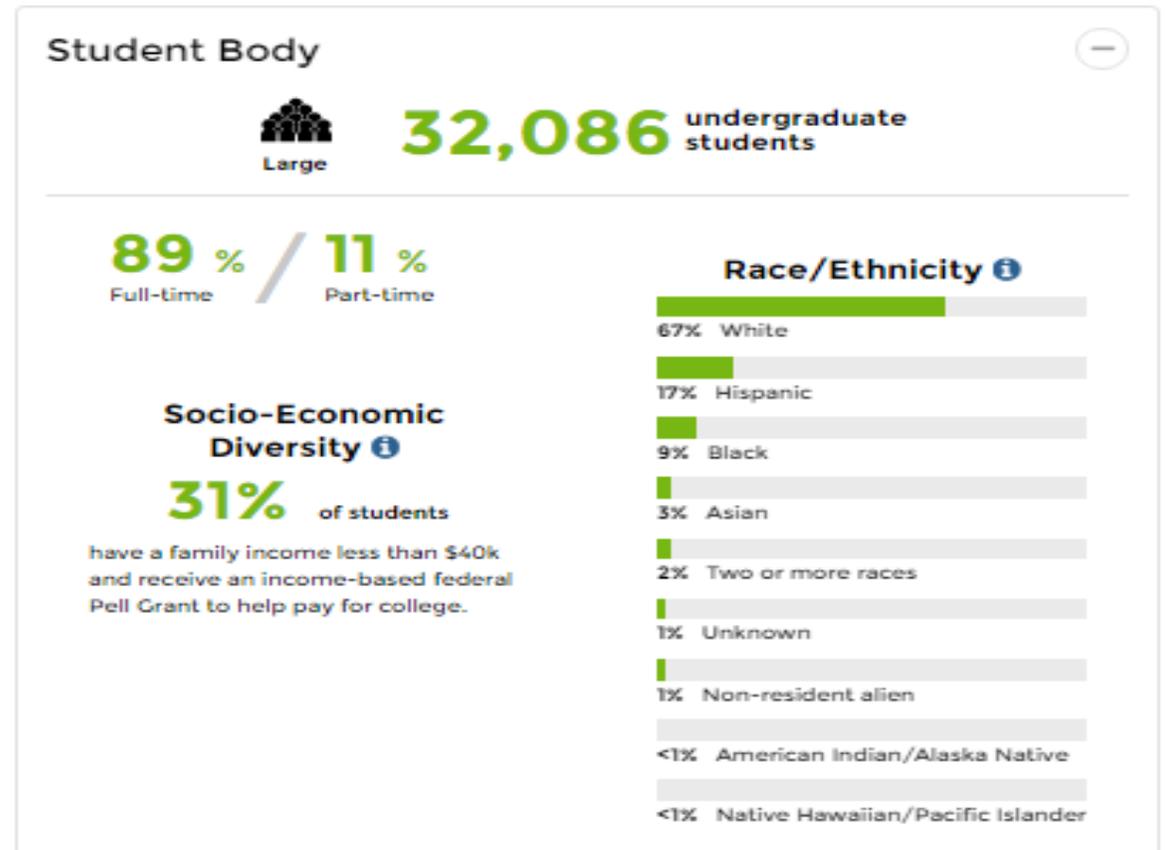
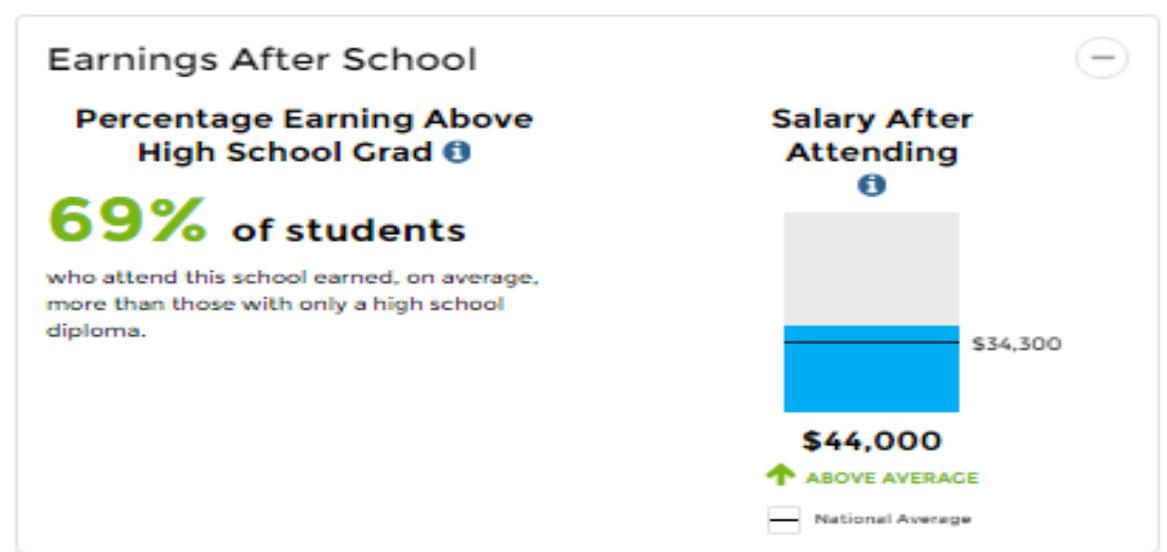
# A Deeper Look

## EXAMPLE PROFILE

Will you earn more than a high school graduate after attending?

What's the median salary of graduates?

What kind of student typically attends? Is this a diverse campus?



# A Deeper Look EXAMPLE PROFILE

What test scores do students have who attend? 25<sup>th</sup> and 75<sup>th</sup> percentile

Academic Programs: Top 5 most popular academic programs

## SAT/ACT Scores

### Test Scores ⓘ

Students who were admitted and enrolled typically had standardized test scores in these ranges.

#### SAT

##### Critical Reading



##### Math



##### Writing



#### ACT



## Academic Programs

### Most Popular Programs ⓘ

1. Business, Management, Marketing, and Related Support Services (19%)
2. Social Sciences (18%)
3. Psychology (6%)
4. English Language and Literature/Letters (6%)
5. Homeland Security, Law Enforcement, Firefighting and Related Protective Services (6%)

### Available Areas of Study ⓘ

- Area, Ethnic, Cultural, Gender, and Group Studies
- Biological and Biomedical Sciences
- Business, Management, Marketing, and Related Support Services
- Communication, Journalism, and Related Programs
- Computer and Information Sciences and Support Services

What We Hope You Do With It

# EMPOWER YOURSELF (AND YOUR STUDENTS) WITH DATA

Consult the College Scorecard to incorporate the best available data into your students' college search.

Go beyond the schools students know by name. Help yourself and others find strong options.

Having trouble finding the right college? Remember: just Scorecard it!



**Michael Itzkowitz**

Director, College Scorecard  
U.S. Department of Education  
[Michael.Itzkowitz@ed.gov](mailto:Michael.Itzkowitz@ed.gov)

College Access Affinity Group:  
<http://www2.ed.gov/news/av/audio/college-access/index.html>

**Brandy Johnson**

Executive Director  
Michigan College Access Network  
[brandy@micollegeaccess.org](mailto:brandy@micollegeaccess.org)

**Troy Miller**

Associate Director for Research & Policy  
Florida College Access Network  
[tmiller@floridacollegeaccess.org](mailto:tmiller@floridacollegeaccess.org)

Q & A: Type your questions in the chat or questions box

Find the College Scorecard at <https://collegescorecard.ed.gov>

# MICHIGAN

## College Decision Day

[brandy@micollegeaccess.org](mailto:brandy@micollegeaccess.org)



<https://www.whitehouse.gov/reach-higher>

# FLORIDA COLLEGE DECISION DAY

[tmiller@floridacollegeaccess.org](mailto:tmiller@floridacollegeaccess.org)

College Decision Day is April 26<sup>th</sup>!

## Introducing... FloridaShines: A New Website to Help Students Plan for College

FLORIDA COLLEGE ACCESS NETWORK



Compare schools. Get admissions info. Browse degree programs.

Review transcripts. Search libraries. Find an online course.

Find career resources. Explore becoming a Florida educator.

[www.FloridaShines.org](http://www.FloridaShines.org)

## Supporting Florida's Undocumented Students

FLORIDA COLLEGE ACCESS NETWORK



## How can we help students make better college decisions?

FLORIDA COLLEGE ACCESS NETWORK



with the federal

making under \$50k  
funded Pell Grants.

and  
some  
Pell.

A quarter said they had never heard of Pell before this survey.

[Find archived webinar slides and recordings at:](http://www.floridacollegeaccess.org/events/)  
<http://www.floridacollegeaccess.org/events/> or  
<http://www.floridacollegeaccess.org/research-and-data/>

# Better Together



## 2016 Florida College Access and Success Summit

**May 11–12, 2016** B Resort and Spa, Lake Buena Vista

Register for #FCAN2016 now at [FCANSummit.org](http://FCANSummit.org)

Early registration ends April 13!

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COLLEGE ACCESS NETWORK

[www.micollegeaccess.org](http://www.micollegeaccess.org)



research • communication • advocacy • support

[www.floridacollegeaccess.org](http://www.floridacollegeaccess.org)

Thank you for joining us!