How to Read a Scorecard

The Scorecard provides an in-depth look at each major category. We will start by exploring Student Demand.

The header of this section shows us the same information we saw on the Program Rank tab. In this case, it highlights that this program scores in the 99th percentile compared to all other bachelor's programs in the currently selected market (national).

The Pctl (percentile) column helps you understand how this program compares to all others for each metric.

This quickly allows you to put the Value column into perspective, comparing your selected program to all other programs. Once again, the data is specific to the award level and market you have selected.

We can see that this program (11.0103 Information Technology) has had 9,957 New Student Enrollments in the past 12 months. The Pctl column shows us that this value is in the 98th percentile compared to the new student enrollment volumes of all other bachelor's programs in the nation.

Now that we know how to read an individual metric on the Scorecard, let's discuss the category of Student Demand more broadly. This category looks at Google search, New Student Enrollment, and Completion volumes, as well as how each of those areas has trended year over year.

This creates two distinct sub-categories:
- Size
- Growth

You can combine this information to see the broader story of Student Demand. In this case, the Size sub-category shows us that this is a large program. Google Search Volume is in the 93rd percentile, New Student Enrollment is in the 98th Percentile, and the Sum of On-ground and Online Completions is also in the 98th percentile.

In the Growth sub-category, we can see that Google Search Volume is down year over year by 4,830 searches, which is a 4% decrease. New Student Enrollment is also down year over year seeing a decrease of 766 or 7%. However, Completions have grown by 9% year over year.

Overall, this seems to be large , with mixed signals around the growth of this program. When you combine all of the data in the Student Demand category, this program scores in the 99th percentile.

| CIP: 11.0103 Information Technology | | | | Award Level: Bachelors | | Market: Nationa |

Student Demand
Score: 23 Percentile: 99

Category	Pctl	Criterion	Value	Score
Size	93	Google Search Volume (3 Months)*	127,500	4
	99	International Page Views (12 Months)	2,526	NS
	98	New Student Enrollment Volume (12 Mo.)	9,957	8
	97	On-ground Completions at In-Market Institutions	8,631	3
	99	Online Completions by In-Market Students	4,592	4
	98	Sum of On-ground and Online Completions	13,223	4
Growth	8	Google Search YoY Change (Units)*	-4,830	NS
	1	New Student Enrollment Vol. YoY Change (Units)	-766	NS
	99	Completion Volume YoY Change (Units)	1,098	NS
	46	Google Search YoY Change (%)*	-4%	NS
	39	New Student Enrollment Vol. YoY Change (%)	-7%	NS
	69	Completion Volume YoY Change (%)	9%	NS

Competitive Intensity
Score: -9 Percentile: 1

Category	Pctl	Criterion	Value	Score
	96	Campuses with Graduates**	263	-6

Employment
Score: 20 Percentile: 99

Category	Pctl	Criterion
Size: Entry Jobs	98	Job Postings Total (12 Months)
	98	BLS Current Employment
	98	BLS Annual Job Openings
Underemployed	4	Underemployed Percent of Graduates**
Growth: Entry Jobs	91	BLS 1-Year Historical Growth
	91	BLS 3-Year Historic Growth (CAGR)
	29	BLS 10-Year Future Growth (CAGR)
Saturation: Entry Jobs	99	Job Postings per Graduate
	96	BLS Job Openings per Graduate
Weighted Avg BLS Wages	95	Entry 25th Percentile
	84	Post Entry Median
		Post Entry w/Associates Median
	90	Post Entry w/Bachelors Median
	96	Post Entry w/Masters Median
	90	Post Entry w/Doctoral Median
National American Community Survey Bachelor's Degree Outcomes	17	% with Any Graduate Degree*
	33	% with Masters*
	10	% with Doct/Prof Degree*
	87	% Unemp. (Age <30)**

Next, we will explore the category of Competitive Intensity.

The header of this section shows us the same information we saw on the Program Rank tab. In this case, it highlights that this program scores in the 29th percentile compared to all other bachelor's programs in the currently selected market (national).

The Pctl (percentile) column helps you understand how this program compares to all others for each metric.

This quickly allows you to put the Value column into perspective, comparing your selected program to all other programs. Once again, the data is specific to the award level and market you have selected.

Let's use the first line, "Campuses with Graduates," as an example.

We can see that for this program (11.0103 Information Technology), there are 263 Campuses with Graduates at the bachelor's award level in the currently selected market (national). Compared to all other programs, this is a 96th percentile value, potentially indicating that there is a high volume of competition.

Now that we know how to read an individual metric on the Scorecard, let's discuss the category of Competitive Intensity. This category looks at measures of competition: How many competitors are there? How large are these programs? How competitive/ expensive is it to capture Google search volume? These are some of the questions that this category addresses.

There are a few sub-categories of Competitive Intensity:
- Volume of In-Market Competition
- In-Market Program Sizes
- In-Market Saturation
- National Online Competition

You can combine this information to see the broader story of Competitive Intensity. In this case, we can see that there is a large volume of in-market competition with 263 campuses with graduates in the currently selected market (national), as well as a net change of two new campuses with graduates compared to last year.

The In-Market Program Sizes sub-category shows us that despite a large volume of competitors, the average program has 33 completions, which is in the 86th percentile. The median program completion size of 13 falls into the 71st percentile. We do see that year over year, the median completion size for these programs has decreased by 11% compared to the previous year.

We can see from the In-Market Saturation sub-category that Google keywords around this program have an average cost per click of $26, which is in the 97th percentile compared to all other programs.

Finally, we see that this program has a strong online presence, with 35% of completions nationally happening online.

98	Sum of On-ground and Online Completions	13,223	4	
8	Google Search YoY Change (Units)*	-4,830	NS	
1	New Student Enrollment Vol. YoY Change (Units)	-766	NS	
99	Completion Volume YoY Change (Units)	1,098	NS	
46	Google Search YoY Change (%)*	-4%	NS	
39	New Student Enrollment Vol. YoY Change (%)	-7%	NS	
69	Completion Volume YoY Change (%)	9%	NS	

Growth (category label, leftmost)

Competitive Intensity
Score: -9 Percentile: 1

Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	96	Campuses with Graduates**	263	-6
	99	Campuses with Grads YoY Change (Units)**	17	NS
	99	Institutions with Online In-Market Students**	87	NS
In-Market Program Sizes	86	Average Program Completions	33	0
	71	Median Program Completions	13	0
	47	YoY Median Prog. Compl. Change (Units)	-1	NS
	42	YoY Median Prog. Compl. Change (%)	-11%	NS
In-Market Saturation	97	Google Search * Cost per Click**	$26	-3
	89	Google Competition Index**	0.67	0
National Online Competition	99	National Online Institutions (Units)**	98	NS
	90	Nat'l Online % of Institutions	25%	NS
	91	Nat'l Online % of Completions	35%	NS

* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.

Jobs	91	BLS 3-Year Historic Growth (CAGR)
	29	BLS 10-Year Future Growth (CAGR)
Saturation: Entry Jobs	99	Job Postings per Graduate
	96	BLS Job Openings per Graduate
Weighted Avg BLS Wages	95	Entry 25th Percentile
	84	Post Entry Median
		Post Entry w/Associates Median
	90	Post Entry w/Bachelors Median
	96	Post Entry w/Masters Median
	90	Post Entry w/Doctoral Median
National American Community Survey Bachelor's Degree Outcomes*	17	% with Any Graduate Degree*
	33	% with Masters*
	10	% with Doct/Prof Degree*
	87	% Unemp. (Age <30)**
	96	% in Direct Prep Jobs*

-- IPEDS Demographics (Not Scored) --

Category	Pctl	Criterion	
IPEDS Gender	14	Female	
	85	Male	
IPEDS Ethnicity	82	American Indian or Alaska Native	
	85	Asian	
	85	Black or African American	
	63	Hispanic or Latino	
	87	Native Hawaiian or Other Pacific Islander	
	16	White	

Now let's dive into the Employment category of the Scorecard.

The header of this section shows us the same information we saw on the Program Rank tab. In this case, it highlights that this program scores in the 91st percentile compared to all other bachelor' s programs in the currently selected market (national).

The Pctl (percentile) column helps you understand how this program compares to all others for each metric.

This quickly allows you to put the Value column into perspective, comparing your selected program to all other programs. Once again, the data is specific to the award level and market you have selected.

Let's use the first line, "Job Postings Total (12 Months)," as an example.

We can see that for this program (11.0103 Information Technology), there were 75,161 Job Postings in the past 12 months, and the Pctl column shows us that this value is in the 96th percentile compared to all other programs. As a quick reminder, these job postings are specific to our selected market (in this case, the nation).

Now that we know how to read an individual metric on the Scorecard, let's discuss the category of Employment more broadly. This category looks at three main data sources: Bureau of Labor Statistics (BLS) data, American Community Survey (ACS) data, as well as alumni profile data that tracks real outcomes for graduates of specific programs.

There are several sub-categories of Employment:

- Size: Entry Jobs
- Underemployed
- Growth: Entry Jobs
- Saturation: Entry Jobs
- Weighted Avg BLS Wages
- National American Community Survey Bachelor's Degree Outcomes

You can combine this information to see the broader story of Employment. In this case, we can see that the entry-level job market is large, with 75,161 relevant job postings in the past year, which is in the 96th percentile. We can also see that wages for graduates of this program are strong , with Post Entry w/Bachelor's Median wage of $87,201, which is in the 90th percentile compared to all other programs. Furthermore, for those who go on to earn a master's degree (in any field), the Median wages go up to $113,879.

Lastly looking at some of the ACS data, we can see that 56% of Bachelor's graduates of this program go on to work in Direct Preparation Jobs.

The Scorecard also includes IPEDS-reported demographic information.

This category does not impact the scoring.

You can look at both the demographics of your selected program in your selected market, as well as how they compare to ALL programs within your selected market.

The final category to explore is Degree Fit.

Degree Fit will quickly help you identify if a program has a body of completions at your selected award level. The role that this category plays is to help ensure that the CIP code you choose is a fit. In most cases, you will see a score of 50th percentile, essentially a neutral score.

You want to pay attention if you ever see a score lower than the 50th percentile, as this indicates that you may need to look further.

The final section of the Scorecard to look at is the Cost Benchmarking table.

This table does not impact the scoring.

The Cost Benchmarking data included here shows the Average and Median cost index per Student Credit Hour (SCH). This data comes from Gray DI's database of participating institutions that work with our PES Economics and Outcomes system.

Values are indexed to the average so that the average program has a value of 1.0. A value less than one would indicate that the Cost per SCH is less than the average program.

			Total Score: 34	Percentile: 99

Degree Fit
Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
Cost Benchmarking**	21	Average Cost per SCH Index**	0.42	NS
	22	Median Cost per SCH Index**	0.76	NS

National Completions by Level
Score: 0

National Workforce Ed. Attainment
Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)	BLS Educational Attainment
No College				6%

Degree Fit looks primarily at the National Completions by Level and National Workforce Ed. Attainment table.

This table shows the percentage of completions for this program reported at each award level. For this program, 41% of completions happen at the bachelor's award level.

If we were reviewing this program at th e doctoral level, where 0% of completions are reported, we would have seen the Degree Fit header highlighted in pink, indicating that this CIP code may not be a match for this award level.

The BLS Educational Attainment column (right-hand side of the table) shows the highest level of education achieved by those currently employed in direct preparation jobs related to this program. This can also help determine whether a CIP code is a good match for a particular award level.

Note: This table will not change based on your award level filters, it will always show you data across all award levels for your selected CIP

(12 Months)	75,161	NS
yment	149,198	NS
enings	12,906	NS
rcent of Graduates**	24%	0
al Growth	0.4%	NS
Growth (CAGR)	2.7%	1
Growth (CAGR)	1.3%	0
raduate	5.7	4
per Graduate	1.0	NS
e	$63,102	9
	$90,692	6
iates Median	NA	NS
lors Median	$87,201	NS
rs Median	$113,879	NS
ral Median	$114,547	NS
te Degree*	23%	NS
	21%	NS
egree*	2%	NS
)**	4%	NS
bs*	56%	NS

	This	All

Cost Benchmarking**	21	Average Cost per SCH Index**	0.42	NS
	22	Median Cost per SCH Index**	0.76	NS

National Completions by Level
Score: 0

National Workforce Ed. Attainment
Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)	BLS Educational Attainment
No College				6%
Some College				14%
Certificate	22%	22%	12%	
Associates	17%	17%	31%	8%
Bachelors	41%	41%	32%	
Postbaccalaureate Certificate	1%	1%	0%	
Masters	18%	18%	19%	23%
Post-masters Certificate	0%	0%	2%	
Doctoral	0%	0%	5%	4%

CIP Description:
A program that focuses on the design of technological information systems, including computing systems, as solutions to business and research data and communications support needs. Includes instruction in the principles of computer hardware and software components, algorithms, databases, telecommunications, user tactics, application testing, and human interface design.