



GRAY[™]
DECISION INTELLIGENCE



UTAH VALLEY
UNIVERSITY[™]

From Graduation to Career

Measuring student workforce outcomes in the STATS era

Thursday, October 8, 2026



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PROPRIETARY



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AGENDA

1. What is STATS?
2. Tracking graduate outcomes
3. Modeling program risk
4. Reaching students
5. Q&A



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1. What is STATS?



Poll

Where is your institution on STATS today?

- a) Just learning about it
- b) Monitoring, but no formal plan yet
- c) Actively modeling program-level risk
- d) Already making program decisions



STUDENT TUITION AND TRANSPARENCY SYSTEM (STATS)

One earnings test for nearly every program

Who is covered

Nearly all Title IV programs in every sector, not just certificates and for-profit programs

The test

Graduates' median earnings must exceed a federal benchmark for their credential level

The consequence

A program that fails in 2 of 3 consecutive years loses Direct Loan eligibility

UNDERGRADUATE BENCHMARK

Working adults 25-34 with only a high school diploma

GRADUATE BENCHMARK

Working adults 25-34 with only a bachelor's degree





STATS compared with FVT/GE

	FVT/GE (2024–2027)	STATS (from July 2027)
Metrics	Debt-to-earnings and earnings premium	Earnings premium only
Programs that can lose aid	GE programs only: certificates and for-profit programs	Nearly all Title IV programs, in every sector
Graduate benchmark	High school graduates' earnings	Bachelor's degree holders' earnings
Consequence	Loss of Title IV eligibility for failing GE programs	Loss of Direct Loan eligibility; wider risk for institutions with many low-earning programs
Legal basis	Regulation only	Federal statute plus regulation



WHO GETS MEASURED

The first results reflect 2020-21 graduates

1ST TEST – EARLY 2027

2020-21 grads

Earnings from tax year 2025

2ND TEST – EARLY 2028

2021-22 grads

Earnings from tax year 2026

3RD TEST – EARLY 2029

2022-23 grads

Earnings from tax year 2027

Small programs reach back

Under 30 completers? ED adds earlier years, as far back as 2017-18 in the first test

The COVID cohort

The first graduates measured entered the job market during the pandemic

Earliest penalty

Two failures in three years could cost loan access starting in 2028-29



THE BENCHMARK

Thresholds are set by rule, not yet in dollars

UNDERGRADUATE PROGRAMS

Median earnings of adults 25-34 with only a high school diploma who worked and weren't enrolled

Home state figure, or national if under 50% of students are in-state

GRADUATE PROGRAMS

The lowest of three bachelor's-holder medians for adults 25-34

Same state – same field in that state - national

~\$34k

Utah's high school threshold under FVT/GE (Dec 2024). STATS counts only people who worked, so expect higher figures.

~\$55k
(estimate)

Graduate thresholds can vary widely across fields, and with three thresholds available, it will be hard to nail down a specific target.



What could still change, and what won't

STILL IN MOTION

Litigation

Possible court challenges and shifting legal interpretation

Legislation

Future changes from Congress or state legislatures

Implementation details

ED guidance on exclusions, delays, and data corrections

State metrics

State workforce reporting with its own definitions

WHAT IS SETTLED

The earnings standard is written into federal law.

Results will reflect students who have already graduated, so the time to measure is now



How is UVU thinking about this?



Quinn Koller

Director of Academic Strategy
Utah Valley University



UVU at a glance

Students	Location	Completion	Programs
48,669	Orem, Utah	47%	307
enrolled, fall 2025	94% Utah residents	completion rate (2025); 72% retention	110 bachelor's, 65 associate, 22 master's, 99 undergraduate certificates, 11 graduate certificates; 73 online



One earnings number serves different audiences

Regulators, leaders, and students use outcomes data for different decisions.

Regulators

**Threshold
and eligibility**

Institutional leaders

**Portfolio
and program action**

Students

**Program
and career choice**



Policy pressure raises the stakes

Earnings accountability and borrowing limits converge at the program level, at “program viability.”

STATS

Does the program produce an earnings premium?

Loan limits

Can students finance the program?

Program viability



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2. Tracking graduate outcomes



Poll

Which data sources do you use today?

- a) Alumni surveys
- b) Alumni profiles (such as LinkedIn)
- c) State wage or IRS-based earnings
- d) Credit agency data (such as Experian)
- e) American Community Survey
- f) College Scorecard
- g) Other



DATA SOURCES – Part 1

Sources that start with the graduate

Alumni Surveys

STRENGTHS

Direct answer to the job title, field, employer, and satisfaction

LIMITATIONS

Low response rates, self-reported pay, and a tilt toward engaged alumni

Professional profiles

STRENGTHS

Broad coverage of career paths and job titles over time

LIMITATIONS

No salary data, so wage must be estimated; skews toward professional fields; requires a lot of codifying the profiles to occupations

Credit agency data

STRENGTHS

Wide coverage, including graduates who move out of state

LIMITATIONS

Cost, modeled rather than reported income, and privacy review

PES Markets – Alumni Insights

Profiles
118

Avg Inferred Salary
\$80,247

Avg Yrs Since Latest Ed
5.2

CIP Code 30.3201 Marine Sciences

Grad Year

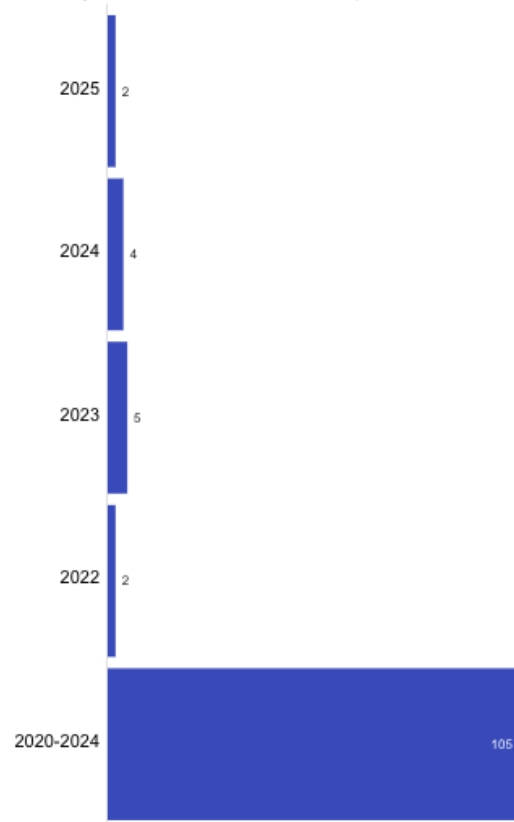
Current Employer

Award Level Bachelors

Current Industry

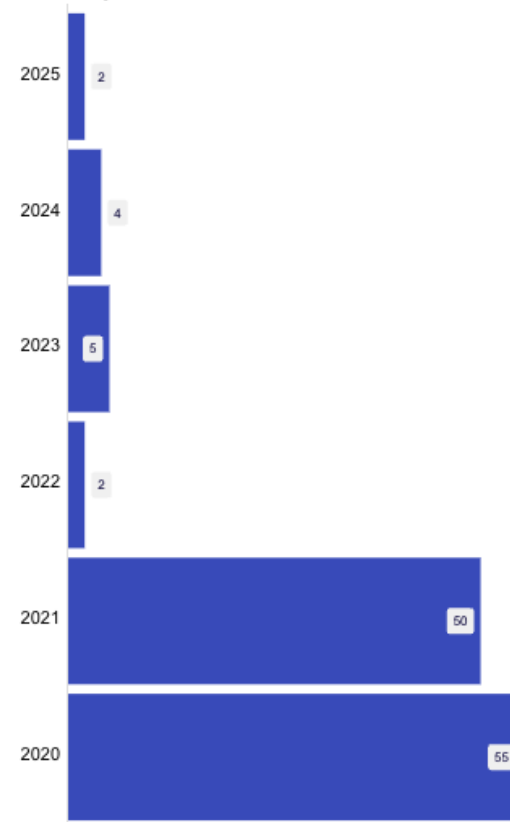
Current Occupation

Alumni by Graduation Year Group



Alumni

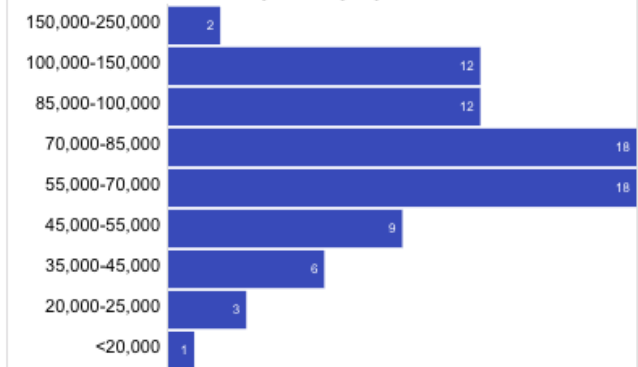
Alumni by Graduation Year



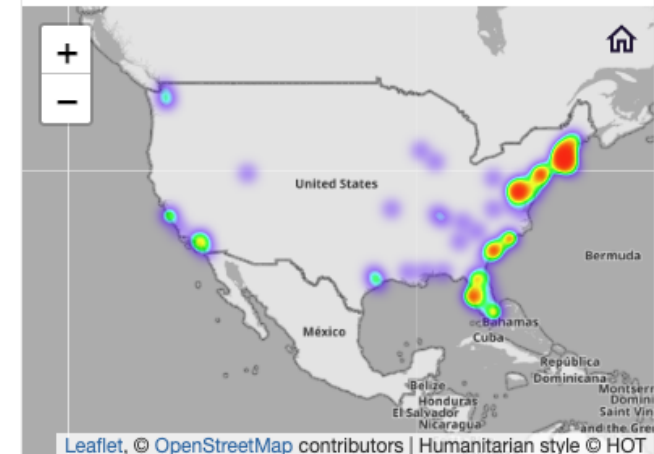
Alumni

Latest Education	Total
Massachusetts Maritime Academy	17
Coastal Carolina University	16
University Of South Carolina	11
University Of Maine	9
Eckerd College	7
University Of Florida	6
Boston University	5
California State University, Monterey Bay	5
Florida Gulf Coast University	3
North Carolina State University	3
University Of Tampa	3
Jacksonville University	2
Savannah State University	2
Stockton University	2
The University Of Southern Mississippi	2
University Of Hawaii At Hilo	2
University Of Miami Rosenstiel School Of Marine, A...	2
University Of New England	2
Auburn University	1
Bay High School	1
California Polytechnic State University - San Luis O...	1
Cuny Graduate School Of Public Health And Health...	1
Goddard College	1

Current Inferred Salary Category



Alumni Location from Current Status





DATA SOURCES – Part 2

Sources built on administrative records

State wage records

STRENGTHS

Actual earnings from employer filings, with strong in-state coverage

LIMITATIONS

Misses out-of-state, self-employed, and federal workers; needs data sharing agreements

College Scorecard

STRENGTHS

IRS-based program earnings, closest to how ED measures outcomes

LIMITATIONS

Lagged by several years and suppressed for small programs

American Community Survey

STRENGTHS

Public data and a common basis for earnings benchmarks

LIMITATIONS

Not program-specific, thin samples for many graduate fields

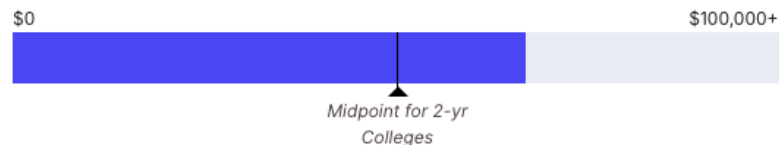


Institution-wide

Median Earnings ⓘ

\$66,978

Midpoint for 2-yr Colleges: \$50,232



Field of Study

Computer Engineering - Bachelor's Degree

☐ Include debt borrowed at any prior institutions ⓘ

Number of Graduates ⓘ

27

Median Earnings (At this College) ⓘ

\$121,466



Median Earnings (National) ⓘ

\$109,015



English Language and Literature, General - Bachelor's Degree

☐ Include debt borrowed at any prior institutions ⓘ

Number of Graduates ⓘ

83

Median Earnings (At this College) ⓘ

\$44,206



Median Earnings (National) ⓘ

\$48,590





DATA SOURCES – Part 3

Sources that start with the occupation

BLS wage data (OEWS)

STRENGTHS

Wages by occupation, state, and metro area, with percentiles

LIMITATIONS

Covers all workers in a job, not your graduates or new entrants. Requires a crosswalk to the academic program.

Job Postings

STRENGTHS

Current postings data with listed wages

LIMITATIONS

Not all postings list wages; postings are not hires. Requires a crosswalk to the academic program.

Crosswalks

STRENGTHS

CIP-to-SOC links to infer salary by program

LIMITATIONS

Graduates don't always enter mapped jobs. General versus for your graduates.

PES Markets - Program Scorecard

Student Demand				Employment				Competitive Intensity			
Score	23.5	Percentile	89	Score	13.2	Percentile	43	Score	11.5	Percentile	90
Criterion	Value	Pctl	Score	Criterion	Value	Pctl	Score	Criterion	Value	Pctl	Score
<u>Size</u>	-	-	-	<u>Size: Entry Jobs</u>	-	-	-	<u>Volume of In-Market Competition</u>	-	-	-
Google Search Volume (12 Months)*	28,340	42	2.5	Job Postings Total (12 Months)	190	64	2.6	Campuses with Graduates**	13	32	NS
New Student Enrollment Volume (12 Mo.)	798	84	5.0	BLS Current Employment	1,483	68	0.7	Campuses with Grads YoY Change (Units)**	1	14	NS
On ground Completions at In Market Institutions	306	76	4.6	BLS Annual Job Openings	138	69	0.7	Institutions with Online In Market Students**	0	100	NS
Online Completions by In Market Students	0	0	NS	<u>Growth: Entry Jobs</u>	-	-	-	<u>In-Market Programs</u>	-	-	-
Sum of On ground and Online Completions	306	73	4.4	BLS 1 Year Historical Growth	3%	89	1.8	Average Program Completions	22	77	3.1
<u>Growth: Year-over-year Unit Change</u>	-	-	-	BLS 3 Year Historic Growth (CAGR)	5%	87	1.7	Median Program Completions	10	67	2.7
Google Search YoY Change (Units)*	-2,140	14	NS	BLS 10 Year Future Growth (CAGR)	0.6%	40	0.4	YoY Median Prog. Compl. Change (Units)	1	82	1.6
New Student Enrollment Vol. YoY Change (Units)	155	95	1.9	<u>Saturation: Entry Jobs</u>	-	-	-	YoY Median Prog. Compl. Change (%)	10%	74	1.5
Completion Volume YoY Change (Units)	44	92	1.8	Job Postings per Graduate	0.6	12	0.5	<u>In-Market Saturation</u>	-	-	-
<u>Growth: Year-over-year % Change</u>	-	-	-	BLS Job Openings per Graduate	0.5	29	0.3	Google Search * Cost per Click**	7	44	1.3
Google Search YoY Change (%)*	-7%	17	NS	<u>Weighted-Avg BLS Wages</u>	-	-	-	Google Competition Index**	0.4	43	1.3
New Student Enrollment Vol. YoY Change (%)	24%	82	1.6	Entry 25th Percentile	\$48,805	14	1.1	<u>National Online Competition</u>	-	-	-
Completion Volume YoY Change (%)	17%	82	1.6	Post Entry Median	\$77,252	25	2.0	National Online Institutions (Units)**	0	100	NS
<u>Size: International Demand</u>	-	-	-	Post Entry w Associates Median		0	NS	Nat'l Online % of Institutions	0	0	NS
International Page Views (12 Months)	2,616	95	NS	Post Entry w Bachelors Median	\$77,252	42	NS	Nat'l Online % of Completions	0	0	NS
				Post Entry w Masters Median							

Award Level	Enrollment %	Completions %
Certificate	1	5
Associates	4	4
Bachelors	72	63
Postbaccalaureate Certificate	0	0
Masters	17	20
Post-masters Certificate	0	0
Doctoral	6	7

<u>Weighted-Avg BLS Wages</u>			
Entry 25th Percentile	\$48,805	14	1.1
Post Entry Median	\$77,252	25	2.0

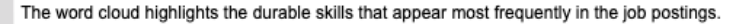
% Unemp. (Age <30)**	3%	35	NS
% in Direct Prep Jobs*	0	0	NS

Pctl - Percentile
ACS - American Community Survey.
NS - Not scored in Rubrics (Value=0)
Definitions - Hover over the criterion row to view the data definition.

Workforce Insights: 30.3201 Marine Sciences , Bachelors in the National market.

The table ranks the top 15 graduate career paths by current job posting volume and their weighted average salaries.

The word cloud highlights the technical skills that appear most frequently in the job postings.





Higher education has plenty of outcomes data

The challenge is turning separate measures into a decision system.

State wage records

College Scorecard

What happened to graduates, compared with what?

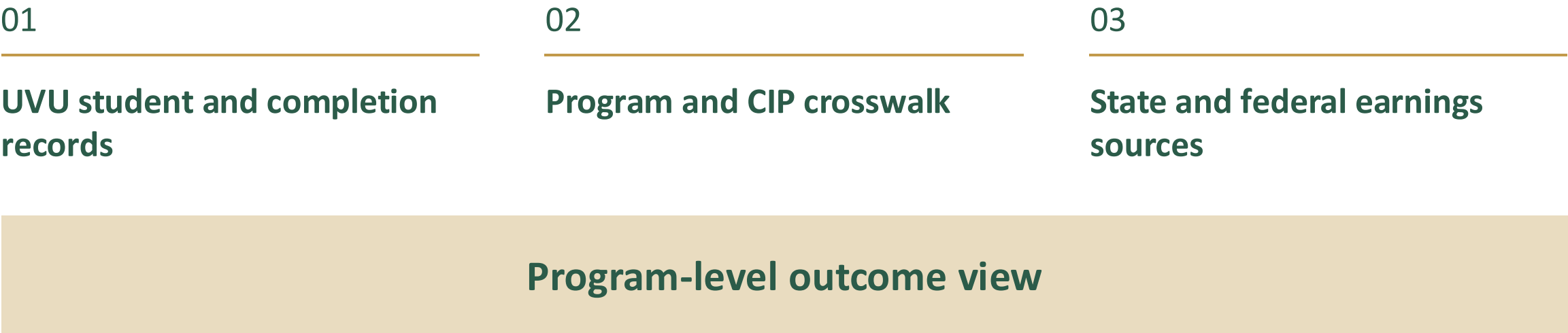
Institutional records

Regional labor market data



UVU's model combines three layers

A credible view connects student records, program structure, and observed workforce outcomes.





State data and College Scorecard answer different questions

The sources complement each other.

Dimension	State workforce data	College Scorecard
Geographic view	Strong local detail	National consistency
Timing	Often more adaptable	Standard federal windows
Coverage	Workers in the state wage system	Federal-data population
Best use	Regional pathways and program analysis	External comparison and validation
Main caution	Misses some workers and movers	Lag, aggregation, and population limits



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3. Modeling program risk

**ESTIMATE**

Model each program against its benchmark

Gather

Review current employment statistics by program to estimate wage outcomes

Supplement

Review alumni profiles to estimate wage potential where data is thin

Compare

Set each program's estimated median against its benchmark and sort by margin

How does UVU approach its model?



Five modeling choices determine the result

Definitions matter as much as the dashboard. Document these choices before interpreting a program result.

- 1 Cohort definition
- 2 Program and CIP alignment
- 3 Earnings window
- 4 Coverage rules
- 5 Small-cell suppression or pooling



Our baseline: a program-level earnings premium

Each program’s post-entry wages compared with an estimated earnings threshold of \$38,052.

Department	Program Type	Program Title	CIP Code	CIP Code (Revised)	Post Entry Wages Associates Median	Post Entry Median	Entry 25th Percentile	Post Entry Wages Bachelors Median	Post Entry Wages Masters Median	Estimated Earnings Threshold (\$)	Earnings Premium (\$)	Earnings Premium (%)	Federal
Accounting	Associate Degree	Accounting, A.S.	52.0301	520301	-	\$ -	\$ -	\$ -	\$ -	\$ 38,052.00	(\$38,052)	-100.0%	Fail
Art and Design	Associate Degree	Art and Design, A.A.	50.0401	500401	49,269.00	\$ 51,663.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$11,217	29.5%	Pass
Art and Design	Associate Degree	Art and Design, A.S.	50.0401	500401	49,269.00	\$ 51,663.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$11,217	29.5%	Pass
Technology Management & Mechatronic	Associate Degree	Automation and Electrical Technology, A.A.S.*	15.0405	150405	49,269.00	\$ 60,412.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$11,217	29.5%	Pass
Applied Engineering & Transportation Technologies	Associate Degree	Automotive Technology, A.A.S.	47.0604	470604	49,269.00	\$ 56,246.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$11,217	29.5%	Pass
Aviation Science	Associate Degree	Aviation Science, A.A.S.	49.0102	490102	49,269.00	\$ 67,641.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$11,217	29.5%	Pass
Aviation Science	Associate Degree	Aviation Science, A.S.	49.0102	490102	-	\$ 67,641.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$29,589	77.8%	Pass
Biology	Associate Degree	Biology, A.A.	26.0101	260101	-	\$ 57,233.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$19,181	50.4%	Pass
Biology	Associate Degree	Biology, A.S.	26.0101	260101	-	\$ 57,233.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$19,181	50.4%	Pass
Strategic Management and Operations	Associate Degree	Business Management, A.S.	52.0201	520201	58,173.00	\$ 57,123.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$20,121	52.9%	Pass
Construction Technologies	Associate Degree	Cabinetry and Architectural Woodwork, A.A.S.	46.0412	460412	54,922.00	\$ 66,285.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$16,870	44.3%	Pass
Computer Science	Associate Degree	Computer Science, A.S.	11.0701	110701	62,126.00	\$ 62,294.00	\$ -	\$ -	\$ -	\$ 38,052.00	\$24,074	63.3%	Pass



An earnings figure needs more than one baseline

Different comparisons answer different institutional questions.

Minimum economic baseline

Similar field or credential

Regional labor market opportunity

UVU programs at the same credential level

“Compared with what?” should appear beside every program result.



The baseline creates a review queue, not a verdict

Use outcomes to decide where deeper review belongs.

Monitor

Clears the baseline with stable data.

Review

Near the baseline or based on uncertain estimates.

Act

Meaningful gap in earnings, cost, financing, or completion.





Honest limits make the model more useful

Label uncertainty instead of hiding it.

- Out-of-state and uncovered employment
- Self-employment and federal work
- Data lag

- Small cohorts
- Continuing education
- Differences in student background and local conditions

Treat results as directional evidence and update them as coverage improves.



The final question is ownership

A model changes decisions only when the institution assigns responsibility.

Who maintains and validates the model?

Who reviews program results?

Who can authorize a response?

Where do students encounter the information?

The advantage comes from making workforce outcomes part of ordinary institutional decisions.





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4. Reaching students



Students need a pathway, not a salary tile

Student-facing information needs context and a moment of use.

Program and common occupations

Regional demand

Early and later earnings

Required licensure or further education

Completion cost and time

Advising → Course planning → Internships → Job search



SHARING OUTCOMES

Bring outcome data to decision and support points

Program web pages

Publish wage and employment outcomes on each program page, for example, with an embedded tool like a widget

Career companion

Equip students with tools that support their career journey from the start

Career services

Equip advisors and career staff with program-level outcome data for conversations about major and next steps



Program webpages

Career Insights Widget Includes:

- ☐ Realistic Outcomes
- ☐ Current Demand
- ☐ Wage Potential

Career Insights



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Mechanical Engineering (Bachelors)

Job Postings

3,701

Average Salary

\$108,735

Currently Employed

18,549

Employment Growth

0.9%

Top Occupations by Postings

Occupation	Postings	Average Salary
Mechanical Engineers	1,334	\$109,059
Industrial Engineers	637	\$103,329
Software Development and Software QA Analysts & Testers	308	\$132,563
General and Operations Managers	163	\$98,211
Civil Engineers	157	\$101,974

Summary

In the Colorado market, for careers relevant to Mechanical Engineering (Transfer) graduates, there were 3,701 job postings with an average salary of \$108,735. There are 18,549 people currently employed in these occupations with a growth rate of 0.9%.

The top five occupations in order of Job Postings include Mechanical Engineers with 1,334 job postings and an average salary of \$109,059, Industrial Engineers with 637 job postings and an average salary of \$103,329, Software Development and Software QA Analysts & Testers with 308 job postings and an average salary of \$132,563, General and Operations Managers with 163 job postings and an average salary of \$98,211, and Civil Engineers with 157 job postings and an average salary of \$101,974.

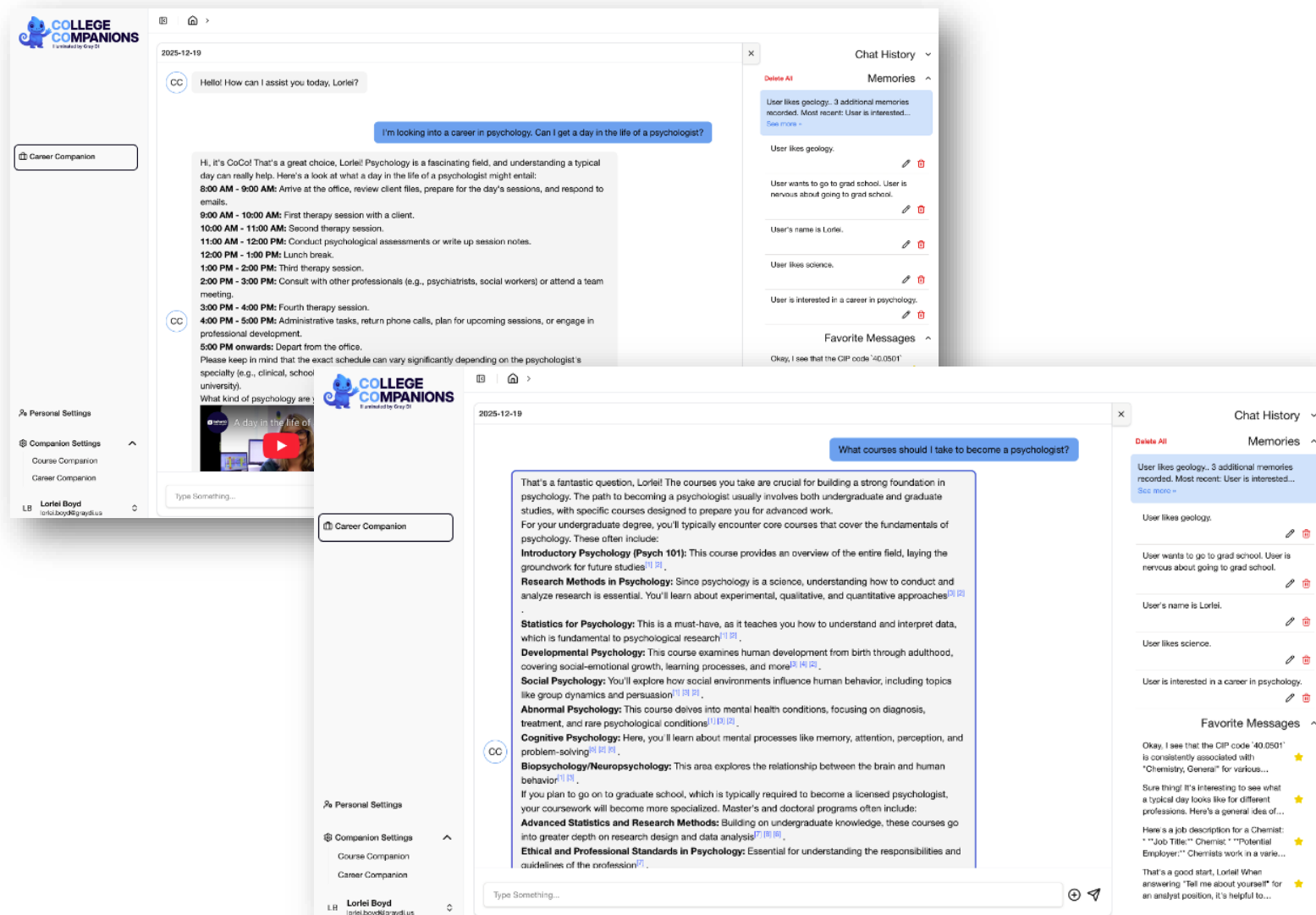
This data shows regional statistics, actual results may vary substantially by market, degree, individual, and economic conditions. The data is not a promise of employment or wages in any occupation. [Career Insights Data Guide](#)



Career companion

Includes:

- Career Insights
- Personalized Career Matching
- Progress Towards Career Goals
- Resume and Interview Coaching
- Always On, Always Available



Source: Gray DI College Companions (CoCo) - Careers



Career services

Occupations	TTM Volume ↓	YOY Change: Vo...	YOY Change: Pe...	Average Salary
11-1021 General and Operations Managers	701,877	97,076	16.1%	\$99,997.09
15-1256 Software Development and Software QA Analysts & Testers	328,860	129,778	65.2%	\$130,694.31
29-1141 Registered Nurses	317,472	-735	-0.2%	\$93,946.59
41-2031 Retail Salespersons	208,175	29,695	16.6%	\$65,962.06
43-6014 Secretaries and Administrative Assistants, Except Legal, Me...	183,217	-8,100	-4.2%	\$53,523.05
11-2021 Marketing Managers	160,175	18,676		
15-1232 Computer User Support Specialists	149,895	1,146		
13-2011 Accountants and Auditors	125,927	13,757		
11-3031 Financial Managers	122,674	13,153		

Alumni Profiles and Inferred Salaries

Profiles
21M

Avg Inferred Salary
\$101,663

Avg Yrs Since Latest Ed

CIP Code

Award Level Bachelors

Grad Year

Current Industry

Current Employer

Current Occupation

Current Industries

Industry	Count
Hospital & Health Care	1,529,178
Financial Services	1,076,471
Computer Software	900,906
Information Technology And...	710,190
Higher Education	702,280
Retail	591,359
Government Administration	554,353
Education Management	512,075
Insurance	455,739
Real Estate	452,213
Non-Profit Organization Ma...	392,975
Construction	374,301
Primary/Secondary Education	352,138
Marketing And Advertising	339,519
Management Consulting	308,096

Alumni

Current Employers

Employer	Count
Amazon	76,606
Wells Fargo	51,875
Deloitte	45,686
Us Army	43,856
United States Air Force	41,009
Microsoft	40,831
Google	39,178
Lockheed Martin	38,828
Bank Of America	36,766
Boeing	33,984
Apple	32,754
Target	32,492
Fidelity Investments	32,339
Ey	29,765
Pwc	29,603

Alumni

Current Job Title

Current Job Title	Total ↓
Owner	238k
Registered Nurse	219k
Project Manager	185k
Teacher	152k
Software Engineer	151k
President	141k
Account Manager	100k
Account Executive	96k
Chief Executive Officer	91k
Senior Software Engineer	82k
Administrative Assistant	82k
Vice President	82k
Operations Manager	76k
General Manager	76k
Manager	71k
Director	69k
Substitute Teacher	60k
Business Owner	59k
Executive Director	57k

Current Inferred Salary Distribution

Salary Range	Count
>250,000	460,556
150,000-250,000	1,964,156
100,000-150,000	2,173,233
85,000-100,000	2,458,582
70,000-85,000	2,596,845
55,000-70,000	1,207,513
45,000-55,000	929,721
35,000-45,000	461,713
25,000-35,000	20,605
20,000-25,000	83,539
<20,000	

Alumni Location from Current Status

Job Posting Trends and Posted Salaries

Source: Gray DI Workforce and Alumni Insights



KEY TAKEAWAYS

Three things to do before July 2027

1. Know where every program stands

Estimate each program's earnings against its benchmark

2. Blend your data

Combine administrative, survey, and profile data rather than relying on one source

3. Plan and communicate

Revise, reprice, or realign at-risk programs, and show students and stakeholders realistic outcomes



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Questions?

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