Measuring the Value of Higher Education

An Inside Higher Ed webcast
October 20, 2022
2 p.m. Eastern
Presenters

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The Bill & Melinda Gates Foundation’s May Report

It called for the release of more information to help students make better choices about where to go to college, in the hopes of eliminating "completion gaps" and "removing affordability as an impediment to postsecondary value.”

The report noted that these goals very much relate to inequities in education by race, gender and class.
The Equitable Value Explorer

Exploring Equitable Postsecondary Value

Based on research from the Postsecondary Value Commission, this interactive data tool puts the power of the Value Framework at your fingertips, equipping you with data on the economic value that institutions deliver to their students.

Data Tool ➔ Methodology ➔
What Does the Tool Do?

• Percentage of students who receive Pell Grants
• Cumulative net price
• Completion rate
• Undergraduate enrollment by race
• Percentage of STEM majors
• And more…
A Major Limitation

The data showing median earnings measures 10 years after undergraduate enrollment aren’t broken down race or gender.
Using the Tool

Consider the Community College of Denver and Rowan-Cabarrus Community College (in Salisbury, N.C.):

- They are identical in the share of students receiving Pell Grants (39 percent).
- Rowan-Cabarrus has a completion rate that is twice that of the Community College of Denver (26 versus 13 percent).
- Denver is by far the more racially diverse institution, with only 32 percent white enrollment versus 59 percent at Rowan-Cabarrus.
- On earnings 10 years after enrolling, Denver is up, $33,359 to $25,446.
What the Public Thinks -- I

• 67 percent of Americans believe that although many people are qualified to attend college, the opportunity to do so is limited, a trend that has grown increasingly pessimistic since 1993, according to the survey, by Public Agenda.

• Majorities of respondents—65 percent of Republicans and 81 percent of Democrats—agreed that the economy is rigged in favor of the rich.
**What the Public Thinks -- II**

**Americans Perceive Higher Ed as a Questionable Investment**

Which of the following statements come closest to their view of a college education?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total</th>
<th>Democrats</th>
<th>Republicans</th>
<th>Independents</th>
<th>Young adults (18-34) without degrees</th>
<th>Young adults (18-34) with college degrees</th>
</tr>
</thead>
<tbody>
<tr>
<td>A college education is a questionable investment because of high student loans and limited job opportunities</td>
<td>51%</td>
<td>40%</td>
<td>59%</td>
<td>52%</td>
<td>70%</td>
<td>49%</td>
</tr>
<tr>
<td>A college education is still the best investment for people who want to get ahead and succeed</td>
<td>49%</td>
<td>60%</td>
<td>41%</td>
<td>48%</td>
<td>30%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Survey conducted May 3-6, 2022 among representative sample of 1,662 U.S. adults, with weighted margin of error of +/-2.0 percentage points.
What the Public Thinks -- III

Figure 12. Percent of Americans who say which statements describe each of the following:

- Public two-year community colleges
- Public four-year state colleges
- The most prominent and selective public university in your state

- Help students get an education in a timely, cost-effective manner: 28% (20%), 41% (39%), 7% (4%)
- Are worthwhile investments for students and their families: 26% (25%), 39% (38%), 6% (5%)
- Are a worthwhile investment of public funds because they increase opportunity for low-income students and students of color: 21% (19%), 25% (24%), 5% (4%)
- Are a worthwhile investment of public funds because they improve business conditions, attract employers, and creates jobs in your state: 25% (23%), 36% (34%), 7% (6%)
- Help students become informed, engaged citizens who can participate more thoughtfully in our democracy: 15% (12%), 35% (32%), 3% (2%)
- None of these: 1% (1%), 18% (16%), 3% (2%)
- Not sure: 3% (1%), 22% (20%)
What Gen Z and the Parents of Gen Z Think

Shares of respondents who said they have “some” or “a lot” of trust in the following:

- U.S. media organizations
- U.S. corporations
- The U.S. government
- U.S. universities and colleges

Parents

High schoolers ages 16-18
Trust in Specific Universities

Net trust among U.S. adults

- All universities (average)
  - Johns Hopkins University: 47.63
  - Howard University: 25.74
- All U.S. adults
  - Johns Hopkins University: 47.63
  - Howard University: 24.04
- Democrats
  - Johns Hopkins University: 58.65
  - Howard University: 41.44
  - University of California, Berkeley: 50.77
- Independents
  - Johns Hopkins University: 40.71
  - Howard University: 17.96
  - University of California, Berkeley: 27.76
- Republicans
  - Johns Hopkins University: 41.87
  - Howard University: 14.34
  - University of California, Berkeley: 10.09

-5.23
Debt and College Value -- I

Figure 2. At least doing okay financially (by year and education)

Note: Among all adults. Results for 2017 to 2019 differ slightly from previous reports because of adjustments in education coding for consistency.
Debt and College Value -- II

Figure 41. Self-assessed value of higher education (by education and debt status)

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Never had debt</th>
<th>Previously had debt, now repaid</th>
<th>Currently has debt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some college, no associate degree</td>
<td>32</td>
<td>46</td>
<td>22</td>
</tr>
<tr>
<td>Associate degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never had debt</td>
<td>49</td>
<td>39</td>
<td>11</td>
</tr>
<tr>
<td>Previously had debt, now repaid</td>
<td>49</td>
<td>31</td>
<td>19</td>
</tr>
<tr>
<td>Currently has debt</td>
<td>31</td>
<td>30</td>
<td>39</td>
</tr>
<tr>
<td>Bachelor's degree or more</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never had debt</td>
<td>72</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Previously had debt, now repaid</td>
<td>74</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Currently has debt</td>
<td>46</td>
<td>19</td>
<td>35</td>
</tr>
</tbody>
</table>

Note: Among adults ages who borrowed for their own education. Key identifies bars in order from left to right.
Value That Can’t Be Measured

–Kenyon College