

INTRODUCING



## The Value-Added College Ranking Based on Students Graduating, Earning, and Repaying

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### The Main Issue on Students' (and Their Parents') Minds: Financial Success



- We know today's students and their families are increasingly focused on financial outcomes after college.
- College ROI is the first college ranking system to use Big Data to show which colleges or universities materially improve students' financial condition after college.
- Following is the College ROI Top 20 list for public colleges/universities in the western United States.



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## The College ROI Top 20 List – Western Publics

- |   |   |
|---|---|
| 1. University of California-San Diego   | 11. Concordia University-Portland (OR)  |
| 2. Mills College (CA)                   | 12. Eastern Washington University (WA)  |
| 3. University of California-Berkeley    | 13. Cal State University-Fullerton      |
| 4. College of California-Davis          | 14. Pacific University (OR)             |
| 5. Cal State University-San Bernardino  | 15. San Francisco State University      |
| 6. University of California-Los Angeles | 16. Linfield College – McMinnville (OR) |
| 7. Cal State University-Northridge      | 17. University of the Pacific (CA)      |
| 8. La Sierra University (CA)            | 18. Fresno Pacific (CA)                 |
| 9. University of Southern California    | 19. Brigham Young University – Hawaii   |
| 10. Cal State University-Long Beach     | 20. <b>University of Nevada, Reno</b>   |



## The College ROI Top 20 List – Western Region

Composite Score Ranking and Component Performance by Institution

Institution (hover on name for rank details)	Website	State	Composite Rank	Composite Percentile	Composite Std. Dev. Rank	Loan Repayment Performance	Income Mobility Performance	Grad Rate Performance	Retention Rate Performance	Median Grad Debt	% Pell (05-15)
University of California-San Diego	<a href="#">Website</a>	CA	26	74.64	1.07	15.94	1.06	-0.33	0.38	\$19,000	36.5
Mills College	<a href="#">Website</a>	CA	33	72.88	0.65	0.53	0.42	3.89	3.84	\$23,471	40.0
University of California-Berkeley	<a href="#">Website</a>	CA	55	69.80	0.83	13.80	1.04	-1.08	-0.25	\$14,200	25.0
University of California-Davis	<a href="#">Website</a>	CA	59	69.39	1.04	18.78	1.01	-2.28	0.16	\$14,833	36.5
California State University-San Bern...	<a href="#">Website</a>	CA	65	69.03	0.64	3.78	1.01	5.93	-2.76	\$17,500	66.0
University of California-Los Angeles	<a href="#">Website</a>	CA	66	68.99	0.86	8.76	1.47	-0.20	-1.36	\$16,126	31.0
California State University-Northri...	<a href="#">Website</a>	CA	84	66.14	0.82	13.12	1.55	-7.31	1.18	\$15,000	59.0
La Sierra University	<a href="#">Website</a>	CA	88	65.87	0.54	-2.81	0.98	0.05	-4.79	\$27,000	53.5
University of Southern California	<a href="#">Website</a>	CA	90	65.19	0.43	4.19	0.56	-3.96	3.14	\$21,500	17.5
California State University-Long Be...	<a href="#">Website</a>	CA	102	63.92	0.83	18.21	1.02	-2.77	-1.39	\$15,446	47.5
Concordia University-Portland	<a href="#">Website</a>	OR	106	63.65	0.51	0.94	-0.15	9.32	1.47	\$25,000	37.5
Eastern Washington University	<a href="#">Website</a>	WA	113	62.79	0.35	5.21	-0.23	0.85	2.35	\$20,800	39.5
California State University-Fullerton	<a href="#">Website</a>	CA	121	62.16	0.81	13.76	1.53	-6.20	-0.57	\$14,944	42.0
Pacific University	<a href="#">Website</a>	OR	134	60.80	0.35	10.07	-0.66	4.63	0.53	\$26,604	33.0
San Francisco State University	<a href="#">Website</a>	CA	138	60.53	0.32	7.32	0.46	-3.92	0.52	\$17,501	43.5
Linfield College-McMinnville Cam...	<a href="#">Website</a>	OR	141	60.13	0.22	3.22	-0.84	2.39	6.15	\$25,000	29.0
University of the Pacific	<a href="#">Website</a>	CA	156	59.04	0.27	0.67	1.04	-8.21	-4.68	\$23,370	34.0
Fresno Pacific University	<a href="#">Website</a>	CA	180	57.19	0.33	-4.38	1.02	6.56	-2.22	\$19,973	51.5
Brigham Young University-Hawaii	<a href="#">Website</a>	HI	181	57.14	0.21	6.32	-0.02	0.71	-1.73	\$8,291	23.0
University of Nevada-Reno	<a href="#">Website</a>	NV	182	57.10	0.19	4.01	-0.06	0.84	-0.41	\$18,733	29.0



## Why A "New" College Ranking System?

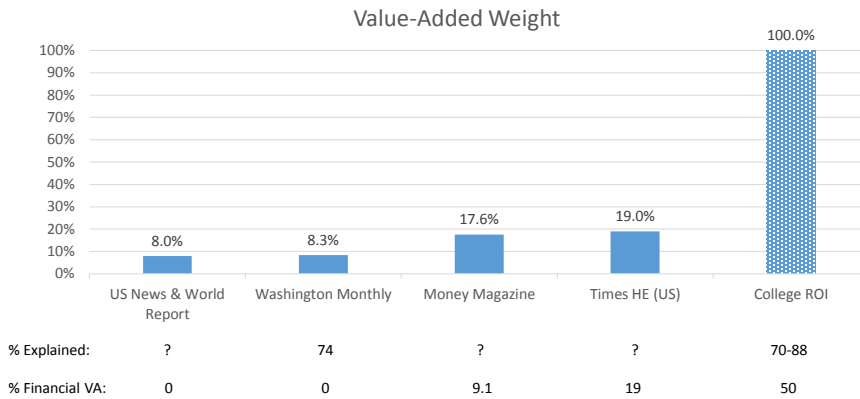


- Student loan debt hit **\$1.46 trillion** in 2018 – second only to mortgage debt as a share of Americans' total debt.
- Current rankings reward colleges for highly selective admission ("cherry picking") and spending more money.
- Graduation rates reflect **who** goes to college, **not** how effectively colleges prepare students for financial success.
- Cost per degree is rising **2x to 4x** the U.S. inflation rate.
- Reported student outcomes are almost all descriptive, **not** "value-added" or "input-adjusted" measures.
- Current rankings are largely the sum of outputs (e.g., graduation rates) and inputs (e.g., faculty resources), **not** outputs conditional on inputs (i.e. value-added measures).



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## The State of Value-Added Rankings



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# College ROI Data Sources

## Methodology at a Glance: Data Sources and Data Elements for Corresponding Cohorts

IPEDS  
(2008/2016 Cohorts)

- Institution type: Highest Degree, Control, No Distance Education
- SAT/ACT
- Average net price for Title IV-aided high-income students
- Percent Undergraduates Age 20-23
- Percent of full-time first-time undergraduates receiving Pell grants
- Percent women (First-time Full-time students Undergraduate Degree/certificate-seeking)
- Full-time first-time degree/certificate-seeking undergraduate enrollment and enrollment (admission) yield
- Percent Asian/Native Hawaiian/Other Pacific Islander total - derived (First-time Full-time students UG Degree/certificate-seeking)
- Percent admitted - total
- Freshmen Enrollment (100s)
- Percent Hispanic Full-time students Undergraduate Degree/certificate-seeking First-time
- Cost of attendance change between 2000 and 2013

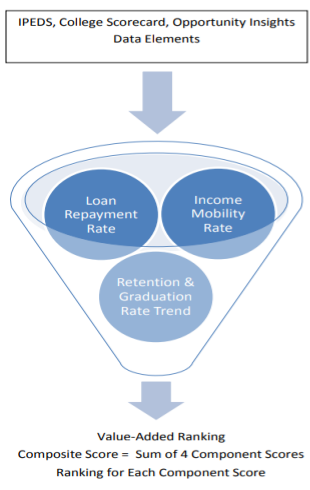
College Scorecard

- Percent of dependent students by income background
- Percent of aided students by income background
- Percent of non-traditional aged students at entry
- Percent of ethnic distribution in zip code area (via US Census)
- Percent of college graduates in zip code area (via US Census)
- Median household income of earnings cohort
- Poverty rate of earnings cohort (via US Census)
- Cumulative loan debt at selected percentiles
- Student undergraduate enrollment by ethnicity/race
- Instructional expenditures per full-time equivalent student
- Percent of all undergraduate students receiving a federal student loan
- Percentage of independent students by selected income level
- Median debt for independent students and for graduated students
- Share of married students
- Percent of first-generation students in earnings cohort
- Unemployment rate (via US Census)

Opportunity Insights

- Mobility Rate: Percent of students who have parents in the Bottom 20% of the income distribution and reach the Top 20% of the income distribution

# College ROI Methodology



**"Value-Added" Calculation for Each Component Score**

**Retention rate trend:** The difference-in-difference value between the actual and predicted trend in first-year student retention for the 2013 and the 2015 cohort period. The predicted rates are based on 12 data elements that explain 75 percent of the variation in institutional student retention.

**Graduation rate trend:** The difference-in-difference value between the actual and predicted trend in the six-year graduation rate for the 2008 and 2010 starting cohort period. The predicted rates are based on 11 data elements that explain 88 percent of the variation in institutional student graduation rate.

**Loan Repayment Rate:** The difference value between the actual and predicted three-year loan repayment rate for the 2010-11 academic year graduating cohort (as defined by the National Student Loan Data System). The predicted rate is based on 16 data elements that explain 81 percent of the variation in institutional student loan repayment rate.

**Income Mobility Rate:** The difference value between the actual and predicted student income mobility rate, which is the percent of students born 1980 through 1982 who have parents in the bottom 20% of the income distribution and reach the top 20% of the income distribution in 2014. The selected institution is the one attended most frequently by the student at the age of 19 through 22. The predicted rate is based on 13 data elements that explain 70 percent of the variation in institutional student income mobility rate.

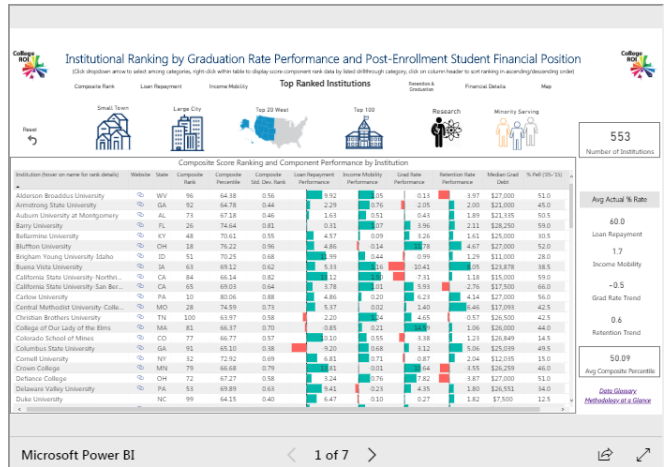
**Calculation of the Predicted Outcomes**  
A range of statistical algorithms described [here](#) control for the above-listed data elements, and they estimate each of the four outcomes separately. The final estimation model for each outcome is determined by an iterative process that aims to maximize the explained outcome variance with the most parsimonious model after exclusion of statistical outliers where deemed necessary.

## College ROI Website [unr.edu/ia/institutional-ranking](http://unr.edu/ia/institutional-ranking)

### Interactive College ROI Ranking

Seven dashboards:

1. Top ranked in select categories
  2. Composite rank – 553 institutions
  3. Loan Repayment – 1,208
  4. Income mobility – 644
  5. Graduation/retention – 1,200
  6. Financial details – 2,304
  7. Geographic map – 2,396
- Nine drilldown categories (right click on table)
  - Relative rank by each outcome (Tooltip)
  - Segmentation by college attributes



Links to [data glossary](#)/[methodology](#)



I'll be happy to answer questions.  
Thank you!

[www.unr.edu/ia/institutional-ranking](http://www.unr.edu/ia/institutional-ranking)

