Governor’s Cabinet on Children and Youth: IL College2Career Spotlight
What is Illinois College2Career?

Vision:
• Understand impact of higher education programs on career outcomes of graduates of IL colleges by connecting workforce data to college and university data.

Strategy:
• **Transparency:** Ensure high school students and parents can make more informed choices about post-secondary options based on real employment and educational outcomes in Illinois.

• **Mobile-first approach:** Design public-facing portal for smart-phone usage so high school students and parents have faster access.

• **Feedback loops to colleges and universities:** Ensure colleges and universities in Illinois can analyze their own data to inform their program offerings.
One tool, two portals

ILCollege2Career

• **Target Audience**: High school students and parents

• **Interface**: Public-facing tool

• **Innovations**:  
  • Responsive to student’s preferences  
  • Public and private Universities included  
  • 2- and 4-year institutions included  
  • Career outcomes are by program at institutions  
  • Career outcomes include average earnings, job stability, and average earnings growth

Institutional Researcher Portal

• **Target Audience**: Institutional staff at colleges and universities

• **Interface**: Non-public facing

• **Innovations**:  
  • Microdata access allows institutions to have new information about student outcomes that can improve programming and supports  
  • Outcomes are based on jobs held by graduates, to better understand career jobs, job stability, and multiple job holdings
How does it work?

ILCollege2Career.com
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>March 2016</td>
<td>IDES grant accepted for project development</td>
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<tr>
<td>November 2016</td>
<td>Pilot #1</td>
</tr>
<tr>
<td>September 2017</td>
<td>Pilot #2</td>
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<tr>
<td>December 2017</td>
<td>Data Sharing Agreement Finalized</td>
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<tr>
<td>February 2018</td>
<td>Focus Groups &amp; Regional Presentations</td>
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<tr>
<td>April 2018</td>
<td>Beta Version 1.0 Launched</td>
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<tr>
<td>May/June 2018</td>
<td>Feedback, Refinement, and Development of Version 1.1</td>
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<tr>
<td>September 6, 2018</td>
<td>Public Launch</td>
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### How do we stack up?

<table>
<thead>
<tr>
<th>Feature</th>
<th>IL College2Career</th>
<th>College ScoreCard</th>
<th>Launch My Career Tennessee</th>
<th>Seek UT (Texas)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 and 4 year schools</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>Public and Private Institutions</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Provides info on career earnings, earnings growth, and job stability by industry of employment</td>
<td>✔️</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Illustrates Career Pathways per Program of Study</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Student Preference Inputs</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
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Tracking our impact: Short-Term Outreach Goals

- Over 800 IL high schools provided information
  - January 2019
- 125 IL high schools with tool linked on website or social media
- 375 rural IL high schools provided information
- 100% of 60x25 Network Trainings provided
  - February 2019
- 1,000 IL high school counselors provided information
  - June 2019
- 400 IL high schools trained
- 1,000 users per month
  - September 2019
- 100% of ROEs trained
Tracking out impact: Long-Term Performance Goals

Reduce outmigration of IL graduates

- 45.7% of Illinois high school graduates out-migrated to 4-year schools in 2016, a 3.1% increase since 2014 (42.6%).

- Between 2010-2013, IL 2-year schools have seen an increase in transfer graduate outmigration to 4-year schools from 8.1% in to 8.8%.

Increased earnings of IL graduates

Graduates of IL 2-year colleges show earnings growth of 48% two years after graduation, and 85% four years after graduation.

Graduates of IL 4-year institutions show earnings growth of 92% two years after graduation.

More demand-driven programs offered at IL high education institutions

- From 2010-2016, the number of STEM and Health degrees awarded at Illinois institutions increased by 29.4%.

- Goal to maintain +2% annual increase in the number of STEM and Health Degrees awarded in future years.

Baselines
Example Long-Term Goal

Average Earnings of IL Graduates

- One year prior to graduation
- At graduation
- 1 year after graduation
- 2 years after graduation

IBHE  ICCB

Illustrative goal
Lessons Learned

Challenges Faced

1. Procurement
2. Governance and Decision Making
3. Communication
4. Data Availability

Resolution to Challenge

1. Flexibility with project requirements and constant communication
2. Consensus building and formal voting
3. Project team retreats
4. Learning to not let the perfect get in the way of the good

Lesson Learned for Future Projects

• A third-party, neutral, project manager can help overcome silos and misunderstandings, and keep the timeline on-track
• Develop a collaborative governance system that allows all voices equal weight for discussions and decisions
• Think about the tools needed to pull off project early and ensure procurement is engaged early in the process
<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2018</td>
<td>New data cohorts submitted for inclusion in tool</td>
<td>IBHE &amp; ICCB</td>
</tr>
<tr>
<td>January 2019</td>
<td>First set of short-term outreach goals met</td>
<td>Project Team</td>
</tr>
<tr>
<td>February 2019</td>
<td>2.0 version of tool released with additional data</td>
<td>Project Team</td>
</tr>
<tr>
<td>September 2019</td>
<td>Progress report on short-term project goal completion and long-term goal trends</td>
<td>Project Team</td>
</tr>
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</table>
How can you help?

1. Share this tool widely with your networks: www.ILCollege2Career.com

2. Host a training for your students or network using this video tutorial

3. Follow, like, and share ILCollege2Career on your social media accounts (Twitter and Facebook)

4. Contact isac.outreachtraining@illinois.gov if you have any other additional questions or requests regarding the tool
Questions?