Using Career Pathways Data to Change Program Culture

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1. Why Collect Career Outcome Data?

- Increasing Emphasis on Graduate Careers
- Changing nature of work
- Demands for Accountability
- Crumbling Ivory Tower
2. Who are the Consumers?

- Prospective students
- University Community
- Advancement
- Legislators/Policy Makers/Board of Trustees
- Funding agencies – impact of research
3. What information is most meaningful to each stakeholder group?

- Career category
- KSA's
- Salary
- Location
- Contact information
4. How often should you collect data?

- Continuously
- Annually
- Every few years
- Once a decade
5. Options for collecting data

Do It Yourself

- Departmental tracking
- Exit Surveys
- Alumni Surveys
- Web scraping
5. Options for collecting data
National Initiatives and Professional Associations

- CGS Career Pathways
- AAU
- Coalition NGLS
- NSF Survey of Earner Doctorates
- AHA
5. Options for collecting data

External Vendors

- Academic Analytics
- LiveAlumni
- EMSI
6. What is your data worth?

- How much should you budget for data collection?
- What is the cost of data analysis?
- What are the dissemination and communication costs?
7. Sharing data internally and externally

- Who sees what?
- Publicly available data
- Internally available data
- Should students have access to everything?
- Must all departments participate?
8. Data Presentation Options

- Institutional data repositories
- Dashboard and visualizations
- Reports and evaluations
- Newsletters
- Publications
- Social media
9. How do you use data for program improvement?

• Changing the curriculum?
• Professional development programming?
• Career counseling?
• Graduate student mentoring?
10. Validity and Reliability Considerations

- Sample size
- Representativeness of the sample
- Selection bias
- At what level can meaningful inferences be made (program, department, college, institution, all masters, all doctoral, etc).
- Common definitions for key variables
11. Beyond careers?

- Student satisfaction
- Preparation for careers
- Career Mobility
- Career Values
- Work/Life balance