

Unlocking the Power of Census PSEO

Showcasing Your Graduates' Outcomes for North Carolina Colleges

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Welcome & Framing the Conversation

- Census PSEO is a secure federal data resource tracking graduate outcomes.
- Designed to help institutions demonstrate labor market impact with credibility.
- More relevant than ever amid ROI, affordability, and workforce debates.

**WHO CURRENTLY REPORTS
POST-GRADUATE
EMPLOYMENT OUTCOMES?**

What is PSEO?



POST-SECONDARY
EMPLOYMENT OUTCOMES BY
THE U.S. CENSUS BUREAU



MATCHES COMPLETIONS DATA
TO NATIONAL WAGE RECORDS
(UI, IRS)



DISPLAYS EARNINGS,
INDUSTRY, AND GEOGRAPHIC
MOBILITY



COVERS 97% OF U.S. JOBS—
INCLUDES SELF-EMPLOYED
(IRS 1040/1099 PILOT)

Why PSEO? Strategic Value for Institutions

- Highlight graduate earnings outcomes—no debt data, just facts.
- Benchmark across states, institutions, or degree programs (by CIP).
- Supports recruitment, fundraising, accreditation, and advocacy.

LIVE DEMONSTRATION

How Participation Works

- Submit completions data: name, DOB, grad date, degree, CIP.
- Files processed securely by Census's PIC matching team.
- PII deleted after match; data is anonymized and aggregated.
- Institutions receive access 60 days before public release for review and internal use.
- Optional API access available for tech-savvy campuses.

What You Receive

- Earnings files (median wages by CIP, year, state).
- Flows files (graduate migration patterns across states).
- Suppressed when $n < \text{threshold}$ to protect privacy.
- Downloadable CSVs for institutional use.

Addressing Common Concerns

- Title 13 protections make Census one of the most secure federal agencies when it comes to data handling.
- Institutions view their own data before release – no surprises.
- Participation is voluntary; opt-out institutions can be excluded.
- Bachelor's degree treated as enabling credential—even with grad degrees.
- No parent/student complaints on privacy to date.

Timeline and Cost

- Start-to-finish participation: ~8 months.
- Zero cost to institutions.
- Review period: 60 days before public release.
- Ongoing updates post-launch; handled entirely by Census.

Coalition Support & Resources



MONTHLY CALLS WITH ~75 STATE
PARTICIPANTS ON ROI AND RESOURCES



MEMBERS GET ACCESS TO COMMUNICATIONS
TOOLS AND TALKING POINTS

<https://pseocoalition.org/resource-library/>
https://pseocoalition.org/wp-content/uploads/2024/12/THECB_PSEO-Report.pdf
<https://pseocoalition.org/wp-content/uploads/2024/12/PSEO-Coalition-Introduction.pdf>

THANK YOU!