



CSU Counselor Conference
Gigi McGuire, Richard W. Moore
and Eric Iskowitz



Introduction and Overview

- CalStatePays is a tool for helping students in their college search.
- CalStatePays answers the question: Is college worth it?
 - For specific campuses and majors
- CalStatePays Has:
 - Data on earnings over time
 - Industries of employment
 - Compares graduates and dropouts
 - Shows return on investment for attending college

Goals Today

- Introduce CalStatePays.org as a tool for college search.
- Demonstrate CalStatePays.org.
- Discuss the site and how you can use it.

Target Users

- **Students:**

- High school students choosing campus and major
- Community college students who will transfer
- CSU students choosing a major

- **Influencers**

- High school teachers
- Counselors
- Parents
- CC Advisors
- CSU advisors

Wall Street Journal Sept 2017

U.S. | EDUCATION

Americans Losing Faith in College Degrees, Poll Finds

Men, young adults and rural residents increasingly say college isn't worth the cost



The survey results carry political implications for universities that are already under pressure to rein in their costs.

PHOTO: SPENCER PLATT/GETTY IMAGES

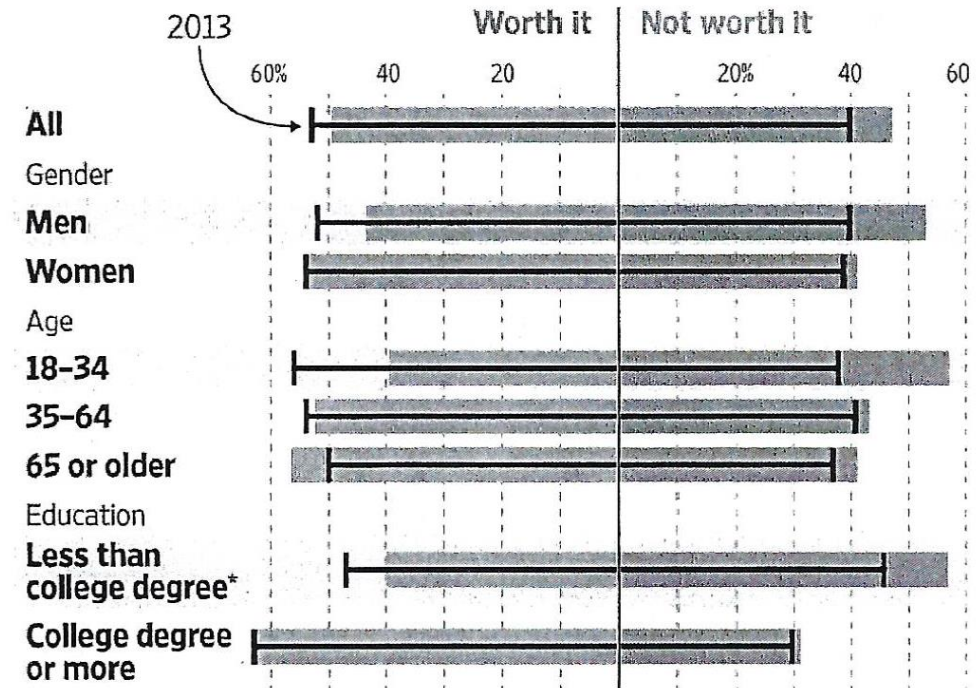
By Josh Mitchell and Douglas Belkin



Slipping Grades for Higher Education

Fewer see the benefits of a college education, especially younger people and those without a four-year college degree.

Is a four-year college degree worth the cost?



*Including those with a degree from a two-year institution

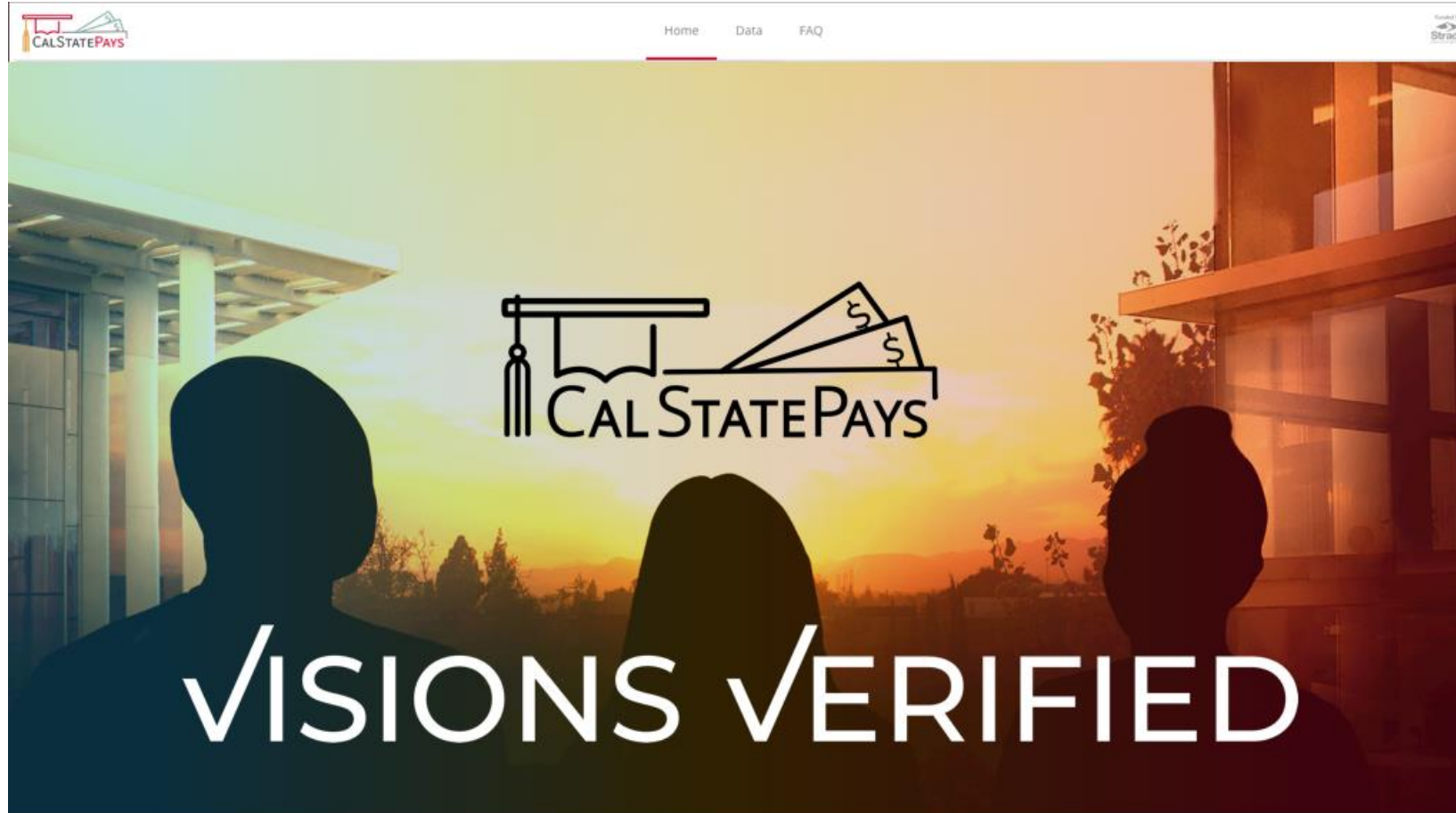
Sources: WSJ/NBC News telephone poll of 1,200 adults conducted from Aug. 5-9; Margin of error +/- 2.82 pct. pts.; CNBC AAES June 2013 survey

THE WALL STREET JOURNAL.

Official project of the CSU 5 (+CSUF and CSUCI)



How CalStatePays.org Was Put Together



Project Overview

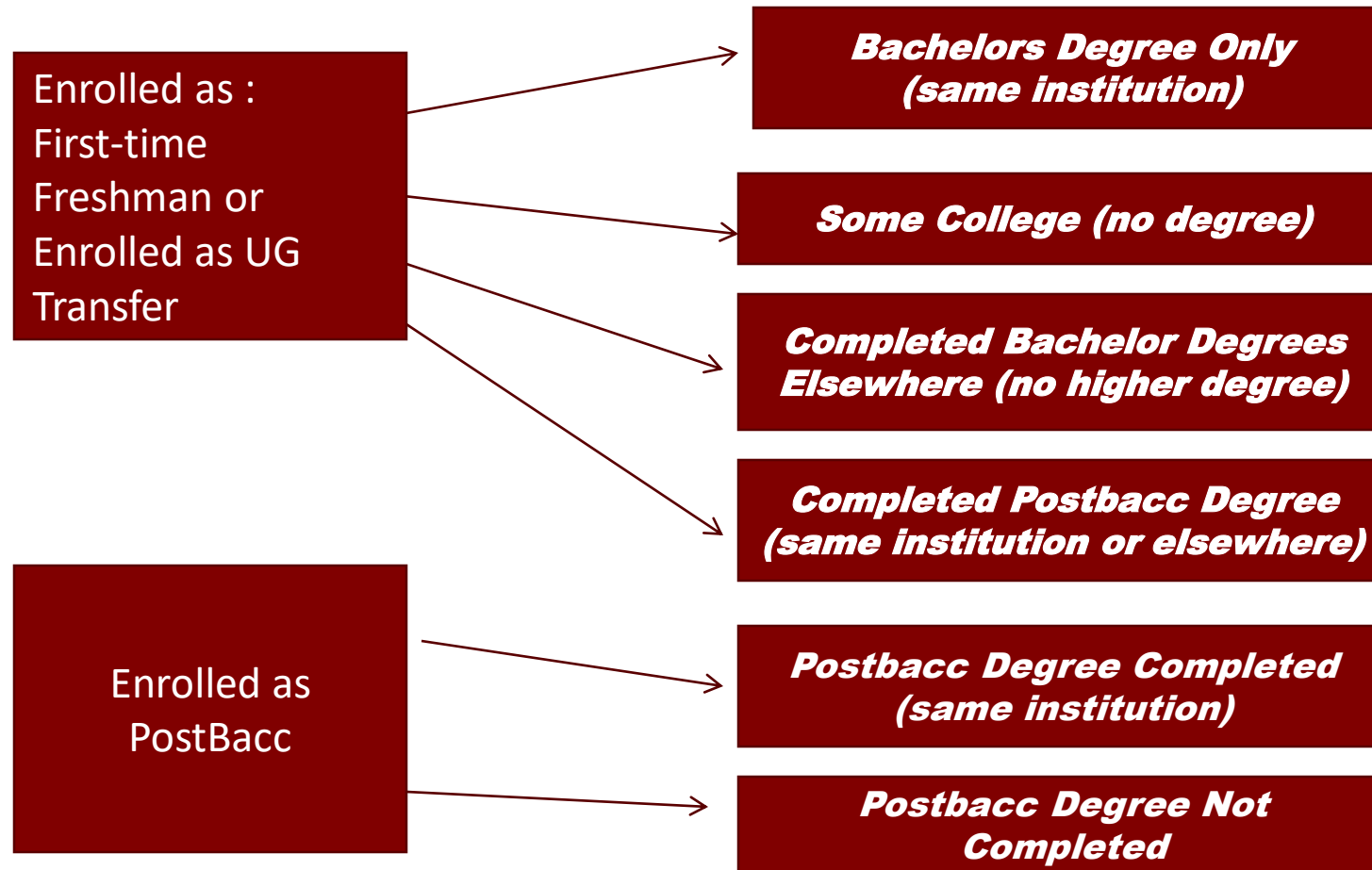
- 15 years of enrolled students who exited
 - 550,000 undergrads
 - 140,000 post bachs
- Earnings and Employment tracked for up to 15 years
- Earnings while enrolled measured

Key Methods: Our Navigational Beacons

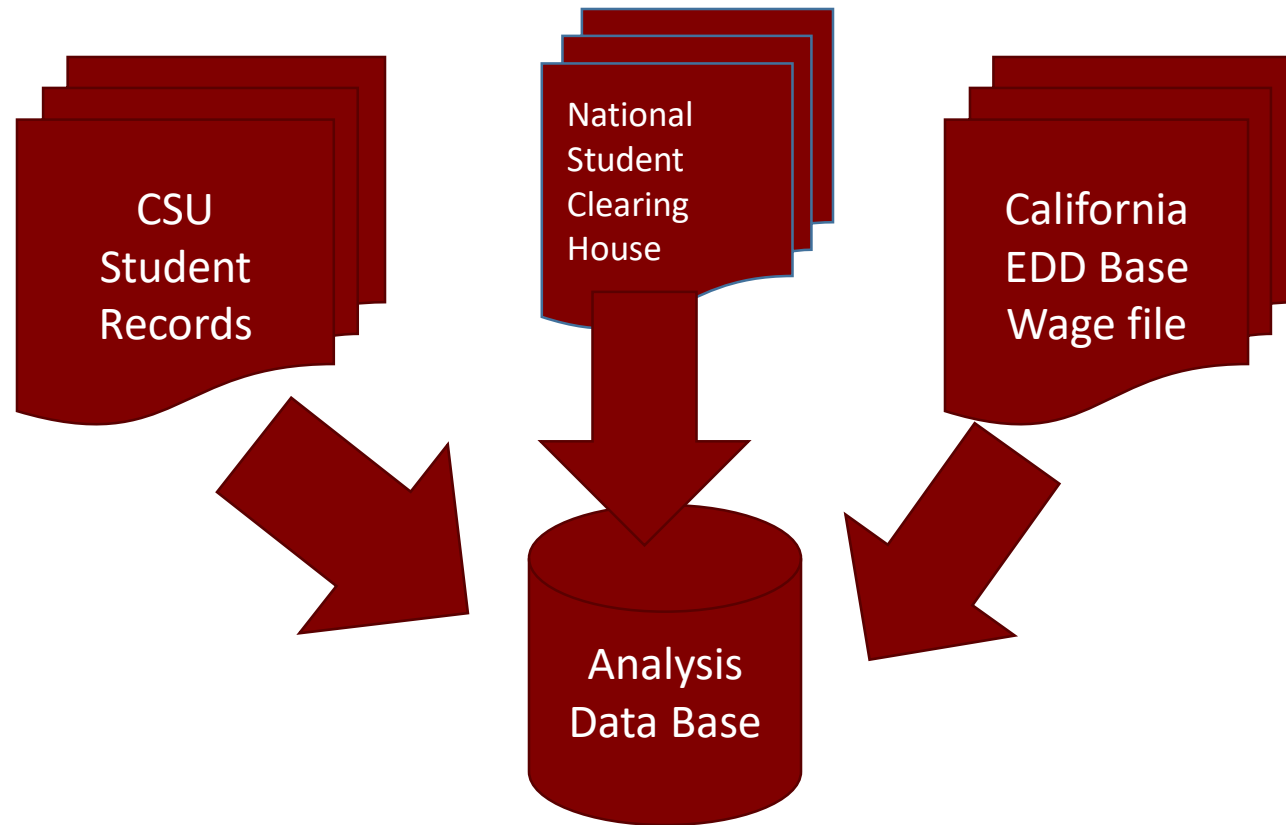


1. Follow all matriculated students, over time.
2. Use standard data sources available in every state.
3. Create standard, easily understood labor market measures (return on investment, etc.).
4. Disaggregate data to campus and program level.
5. Make results publicly available.
6. Designed to be mobile first

We Created Six Paths



The Approach



CalStatePays.org Demonstration

<https://calstatepays.org/#/>



Take 10 minutes and visit
CalStatePays.org to find out
questions you can answer with
the site.

It will work on your cell phone, tablet or PC.

Discussion Questions

- How do you think your students could use the site?
- What common career questions do you get, that you could answer with the site?
- What was unclear to you in the site?
- What aspect of the site would you like to hear more about?

If you want more information or a demonstration for your team contact:

- Richard Moore
- Richard.moore@csun.edu
- 818-677-2416

- PDFs of materials are available
- Like us at CalStatePays on Instagram or Facebook



The Student Team

The following CSUN undergraduate students were involved in the development of this application through mentorship and training by CSUN faculty and staff:



App Development Team

Designers

Jasmine Beeman, Graphic Design
Fall 2017

Jaime G. Garcia, Graphic Design
Spring 2021

Lauren Yu, Graphic Design
Spring 2019

Developers/Scrum Masters

Joseph Silva, Information Systems
Spring 2018

Mikkal McNulty, Computer Science
Spring 2020

Alec Marcum, Computer Science
Spring 2020

Back-End Developers

Michael Chan, Computer Science
Spring 2019

Carlos Benavides, Computer Science
Spring 2020

Front-End Developers

Anthony Mikhail, Computer Engineering
Spring 2019

Zane Ervin, Computer Science
Spring 2020

Edgar Cano, Computer Science
Spring 2020

Operations/Infrastructure

Jorge Ruiz, Information Systems
Spring 2019

Marketers

Ekene Akpati, Marketing
Spring 2019

Morgan Louis, Marketing
Spring 2020

Raven San Juan, Marketing
Spring 2020

Melissa Ibarra, Graphic
Design
Spring 2020

Earl Loreda, Marketing
Spring 2020

Tableau Visualizations

Contributors

Vania Walangare, Accounting,
Spring 2020



Data Research Team

Daniel Bustos, Accounting
Spring 2020

Ray Rubalcava, Finance
Fall 2018

The CSUN Faculty and Staff Team

The following CSUN staff was involved in the development of this application through mentorship and training of currently enrolled CSUN students across multiple disciplines:

A red rectangular logo with white text that reads "DAVID NAZARIAN" in a large font, "COLLEGE OF BUSINESS" in a smaller font, and "AND ECONOMICS" in the smallest font.

Research Team

Richard W. Moore, Ph.D., Professor of
Management
Project Director

Catherine Quinn Hou
Project Manager

Kenneth Chapman, Ph.D., Professor of
Economics
Labor Economist

Bettina Huber, Ph.D.
Director Emeritus

Harry Hellenbrand, Ph.D., Professor of
English
Provost Emeritus

A black square logo with white text that reads "META" in a large font, a red plus sign, and "LAB" in a smaller font.

App Development Team

Yazmin Peebles, Assistant Director
Product Owner/Project Manager

Luis Guzman, Web Developer
Technical Lead, Product Owner,
Principal Mentor

Tiffany Navales, Web Developer
UI/UX Mentor

Andrew Grano, Web Developer
Front-End Mentor

Marketing

Kristen Walker, Ph.D., Professor of
Marketing
Marketing Team Mentor

Tableau Visualizations

Yazmin Peebles, Assistant Director