

# FAQ

## Questions

### How does Alumni Outcomes work?

Your institution provided Emsi with a catalog of your academic programs and student records. We matched these records with our database of profiles and resumes to connect employment outcomes to your graduates so you get detailed, personalized results.

Alumni Outcomes Deliverables:	Description:
outcomesSummary	Excel file with match statistics of overall project
outcomesData (grad)	detailed Excel file with all matched data, including names and contact information, where available
outcomesData (non-grad)*	detailed Excel file with all matched data, including names and contact information, where available
outcomesAnalysis (grad)	Excel file with filterable pivot tables for most recent available location and employment for matched graduates/program completers (depersonalized)
outcomesAnalysis (non-grad)*	Excel file with filterable pivot tables for most recent available location and employment for matched non-completers of degrees and other awards (depersonalized)
Research portal	one year of access to a web tool for producing PDF and Word reports based on most recent available location, employment and skills for matched graduates/program completers. Contact your Emsi account manager with questions.
GoRecruit portal*	one year of access to a web tool for producing infographics based on most recent available location, employment and skills for matched graduates/program completers. Contact your Emsi account manager with questions.

### Outcomes Analytics Deliverables\*:

Alumni Outcomes Dashboard	Tableau interactive dashboard based on the Alumni Outcomes data
Benchmarking Analytics	Tableau analysis of the career earnings of your alumni compared to the earnings of alumni of other institutions in the state or nation
Career Pathways Analytics	Tableau visualization of your alumni's career growth over time
Lifetime Value of a Degree	fact sheet highlighting key findings of the Lifetime Value of a Degree and a summary report with detailed results and methodology

\*contracts may vary

### What is Emsi's profile database?

The profile database is an aggregation of publicly available, social and professional profiles, collected from more than 100 commonly used websites and sources where users openly share their own information. Currently, we have more than 120 million profiles in the database which is updated quarterly.

### How does Emsi construct a "profile"?

We consolidate billions of raw social profiles and data points from across the web. This brings back millions of duplicate profiles which we then match and unify to create one unique master profile; this profile corresponds to one real person. We attempt to match profiles based on known fields like email address, location, name, job title, etc. Finally, we export the final profile dataset and make it available to various customer facing applications.

### What does Emsi count as a matched record?

## More Resources

Emsi matched your institution's past student information (Input Fields of the Definitions tab) to a database containing public profiles. To count as a matched record, a profile had to match your institution's past student information on name and at least one of the following: contact information or award information (such as graduation year, program name, etc.). Note that if your institution listed multiple awards for some students, those awards will appear in additional rows. Using data obtained from public profiles, Emsi's core deliverables show the most recent job listed for your matched records; these fields are identified by "emp\_last" in many field names, but assumed everywhere unless otherwise stated.

### What if a student has multiple awards?

Files include one row per award (major) per student. We use the **inst\_matchFilterType** column to categorize multiple records. The record that contains the highest degree for any particular student will be marked "highest," and any other record(s) tied to that particular student will be marked "other." For example, if three records are submitted for one student (reflecting the achievement of an associate, bachelor's, and a master's degree) the master's degree record will be labeled "highest" and the other two records will be labeled "other." If the student earned two of the same level of certificate or degree, the award with the most recent date will be marked "highest." If both degree level and grad year are the same, or if your institution provided no degree level or grad year information, the record closest to the top of the file will receive "highest."

### Are our alumni employed in fields related to their program of study?

The **emp\_status** column compares the SOC code of a profile's most recent job to our custom CIP-SOC mapping to determine whether the job is in or out of the field of study indicated by the CIP code your institution provided. The mapping is based on the NCES CIP-SOC crosswalk and the experience of Emsi's Professional Services team. In cases where no determination is possible, web reports indicate "out of field." The following table outlines the possible labels in the Excel files.

emp_status label:	Description:
"No Employment Listed"	the profile has no SOC
"No CIP Listed"	the award has no CIP
"Employed, But No Match Possible"	the profile matched with certain 4-digit CIPs that are not mapped to any SOC
"In Field"	the profile's most recent job matched the first 4 digits of the CIP and the first 2 digits of the SOC
"Out of Field"	none of the above apply

[CIP-SOC](#)

### How do I filter for students whose job started after graduation?

The **emp\_lastJobType** column indicates whether the most recent job was started before, during, or after the graduation year from your institution. Filtering records in this column for 1+ years shows a more accurate picture of post-graduation employment changes for a given program. For any non-grads, the column will be based on the end year rather than the grad year. Records will receive the label "Unknown" if the profile provides no job start year, or if the institution does not provide a grad year for an award with the status of completed, or an end year for an award not completed.

### How do I tell which students went on for more education?

If your institution included National Student Clearinghouse data (NSC), the **inst\_educationStatus** column will indicate whether a student went to another institution after attending yours, and if available, whether they stayed in the same program. Emsi's inst\_educationStatus options are listed below.

inst_educationStatus label:	Description:
"Further Education - Same 2-Digit CIP"	Clearinghouse grad year and CIP indicate that student continued on to a program with the same 2-digit CIP provided by your institution
"Further Education - Other 2-Digit CIP"	Clearinghouse grad year and CIP indicate that student continued on to a program with a different 2-digit CIP than provided by your institution
"Further Education - No CIP Info"	CIP info for a student is not available in Clearinghouse data provided by your institution, but Clearinghouse grad year indicates additional education
"No Further Education Reported"	Clearinghouse grad year is blank or is the same or earlier than your institution grad year

"Unknown"

Either NSC was unable to find a record (labelled "No" in the **NSC\_RecordFound** column), or the institution sent Emsi records which have not been submitted to NSC (left blank in the **NSC\_RecordFound** column)

### Which other institutions have our alumni attended?

If your institution included Clearinghouse data, the **NSCGrad\_CollegeName** and the **NSCEnroll\_CollegeName** columns of the outcomes file will list which institution a student most recently enrolled in and graduated from. Many profiles also list institutions attended, which can be found in the "edu\_" prefixed columns of the Data file, and on the Alumni Outcomes web portal. However, the web portal does not include any indicator of grad years.

### How do I find individual student records based on filters I set on the Settings tab?

Personally identifiable individual records can only be found in the Data file. To view the results of your filter, use the slicer data map at the bottom of the Settings tab to match the slicer headings with the column headings in the Data file. Each column heading in the slicer map is linked to its definition in the Definitions tab.

[Slicer Data Map](#)

### What do the colors of the slicers on the Settings tab represent?

Data provided by the institution is in **blue**

Data provided by Emsi's profile database is in **green**

Data that is calculated from a combination of the institution's data and Emsi's database is in **gold**

Any auxiliary filter, such as Student Award, is in **gray**

### How do I cite Emsi data?

Any time you include Emsi data in a webpage, report, or other media, you must abide by the following citation guidelines.

1. If you use Emsi data along with other data sources, you must include either a footnote or an in-text citation for each instance Emsi data is used, along with the year the data was published by Emsi. E.g. "Earnings for Idaho attorneys in the 75th percentile of earners is \$57.18/hr.' (Emsi, 2019)."
2. If you include only Emsi data, with no other contributing data sources, you may choose to either cite each instance of Emsi data used, or you may include a general attribution at the beginning or end of your webpage, report, etc. If you choose to include only a general attribution, the attribution must be prominently displayed.
3. In addition to the above requirements, whenever you cite Emsi data, you must display prominently on the webpage, report, etc. Emsi's website URL as follows: "Emsi – economicmodeling.com". For instance, at the bottom of a webpage containing Emsi data, you could include the following attribution: "Source: Emsi- economicmodeling.com".

## Slicer Data Map

Slicer Name:

Column Name

Academic Subunit	<a href="#">inst_academicSubUnit</a>
Academic Unit	<a href="#">inst_academicUnit</a>
Grad Age	<a href="#">inst_ageGrad</a>
Award Status	<a href="#">inst_awardStatus</a>

Campus	<a href="#"><u>inst_campus</u></a>
CIP2	<a href="#"><u>inst_cip2wName</u></a>
Degree Level	<a href="#"><u>inst_degreeLevelFilter</u></a>
Education Status	<a href="#"><u>inst_educationStatus</u></a>
End Year	<a href="#"><u>inst_endYearFilter</u></a>
Ethnicity	<a href="#"><u>inst_ethnicity</u></a>
Gender	<a href="#"><u>inst_gender</u></a>
Grad Year	<a href="#"><u>inst_gradYearFilter</u></a>
Last Job Type	<a href="#"><u>emp_lastJobType</u></a>
Student Award	<a href="#"><u>inst_studentAward</u></a>
NAICS3	<a href="#"><u>emp_naics3</u></a>
NAICS3 Name	<a href="#"><u>emp_naics3Name</u></a>
Program	<a href="#"><u>inst_programNameFilter</u></a>
Region	<a href="#"><u>emsi_regionGrouping</u></a>
SOC2	<a href="#"><u>emp_lastSoc2</u></a>
SOC2 Name	<a href="#"><u>emp_lastSoc2Name</u></a>
Standard Company Name	<a href="#"><u>emp_lastCompanyNorm</u></a>
Standard Job Title	<a href="#"><u>emp_lastJobTitleStd</u></a>

