

# **Pennsylvania's Master Plan for Higher Education**

Strategic Priority 5: Increase Transparency on the Value of Postsecondary Credentials to Individuals, Communities, and the Commonwealth

## **Pennsylvania State Board of Education**

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Deputy Secretary and Commissioner  
for Postsecondary and Higher Education

January 12, 2022

## Acknowledgment

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## Objectives

- Understand the urgency and complexity of measuring the value of postsecondary credentials
- Learn about strategies to increase transparency on the value of postsecondary credentials

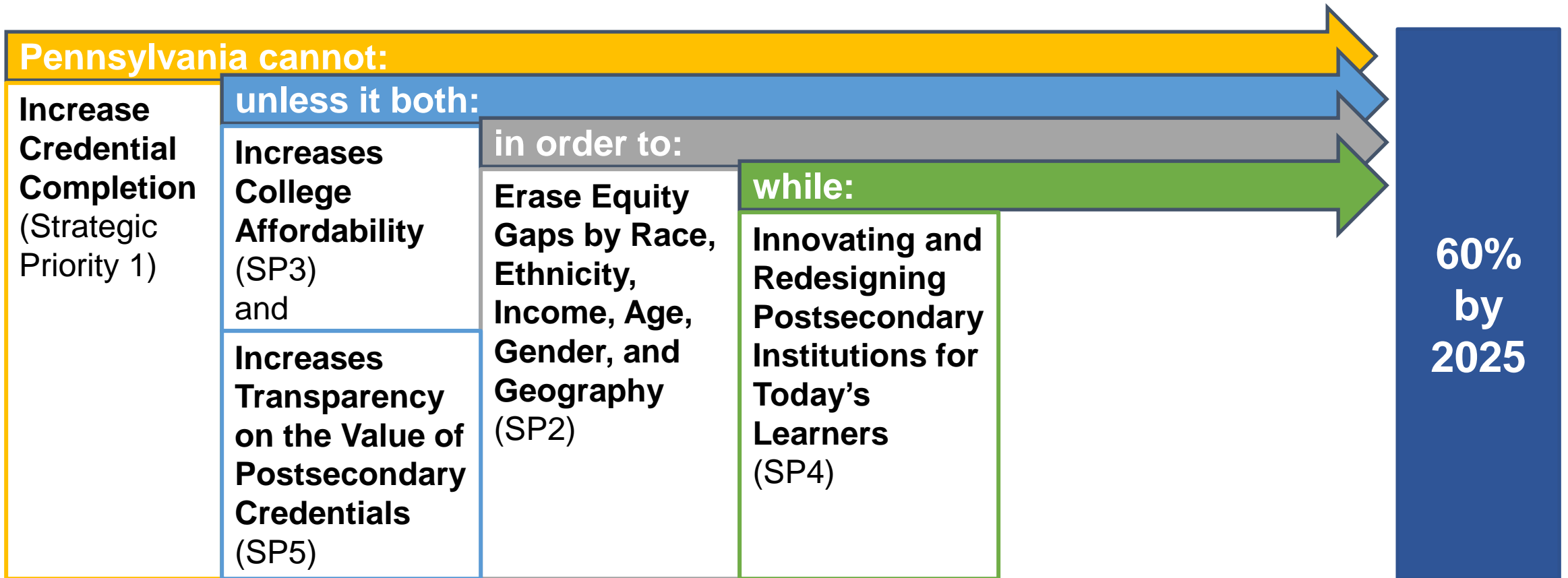
# ▶ Pennsylvania's Postsecondary Attainment Goal

## Goal:

60 percent of the population ages 25-64 will hold a **postsecondary degree or industry recognized credential** by 2025, with a particular focus on **closing attainment gaps** for historically underrepresented populations.

Current  
Rate  
**50.7%**

# Reaching Pennsylvania's Postsecondary Attainment Goal



Note: The Master Plan for Higher Education Table of Contents, which includes these five strategic priorities, was approved by the Pennsylvania State Board of Education Council of Higher Education on January 13, 2021.

# Pennsylvania's Equity Gaps

Enrollment

**77%**

Asian

**46%**

White

**50%**

Native American

**35%**

Black/African-American

**34%**

Hispanic/Latinx

18-24 year-olds enrolled in postsecondary (2019)

Attainment

**65%**

Asian

**47%**

White

**37%**

Native American

**30%**

Black/African-American

**24%**

Hispanic/Latinx

25-64-year-olds with a postsecondary credential of value (2019)

**Not all Pennsylvanians are on a path to economic self-sufficiency and intergenerational wealth creation**

## Pennsylvania's Equity Gaps

**1,068,137**

Pennsylvanians ages 25-64 with some college, no credential

**22%**

Pennsylvanians ages 25-64 enrolled in postsecondary

# Why We Need to Measure Postsecondary Value



# The US Economy Has Become Extremely Complex

**840**

# of occupations  
(2010)

**2,260**

# of programs  
of study (2010)

**4,720**

# of colleges &  
universities (2014)

**20.2 million**

# of postsecondary  
learners (2014)

**967,734**

# of unique  
credentials in US  
(2020)



**15,383**

# of unique  
credentials in PA  
(2020)

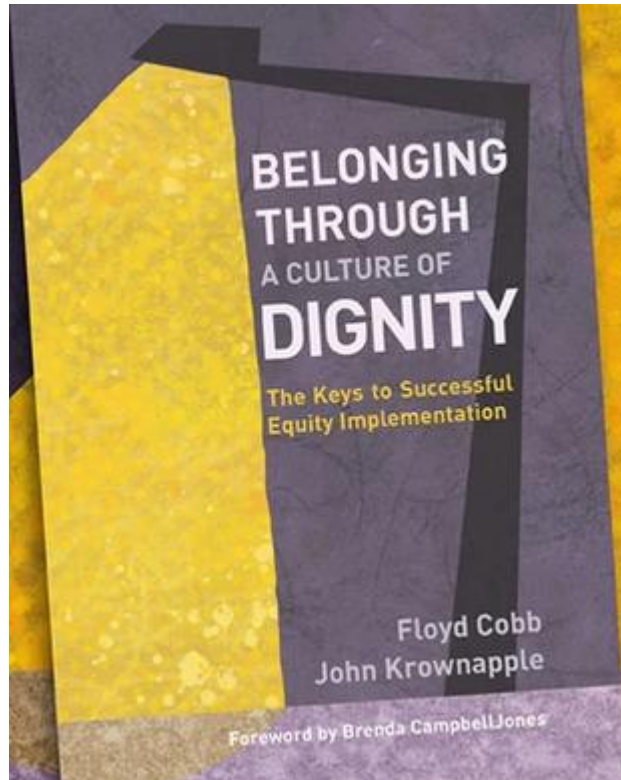
## ➤ Postsecondary Value is About Fairness

*“Measuring value is about **fairness**. How much better off are students as the result of their investment in higher education. There are a number of ways to measure value, but it really comes down to how students and society are better off because of their investment in education after high school.”*

**MAMIE VOIGHT**

Managing Partner, Postsecondary Value Commission  
President and CEO, Institute for Higher Education Policy

# What is Belonging?

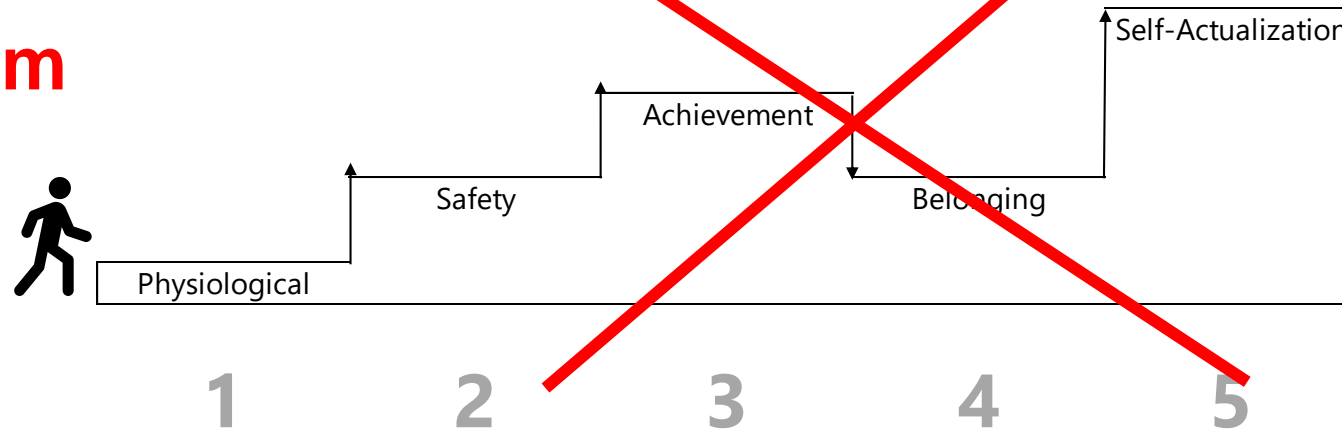


**Belonging**  
Experiencing appreciation,  
validation, acceptance, and  
**fair treatment** within  
an environment

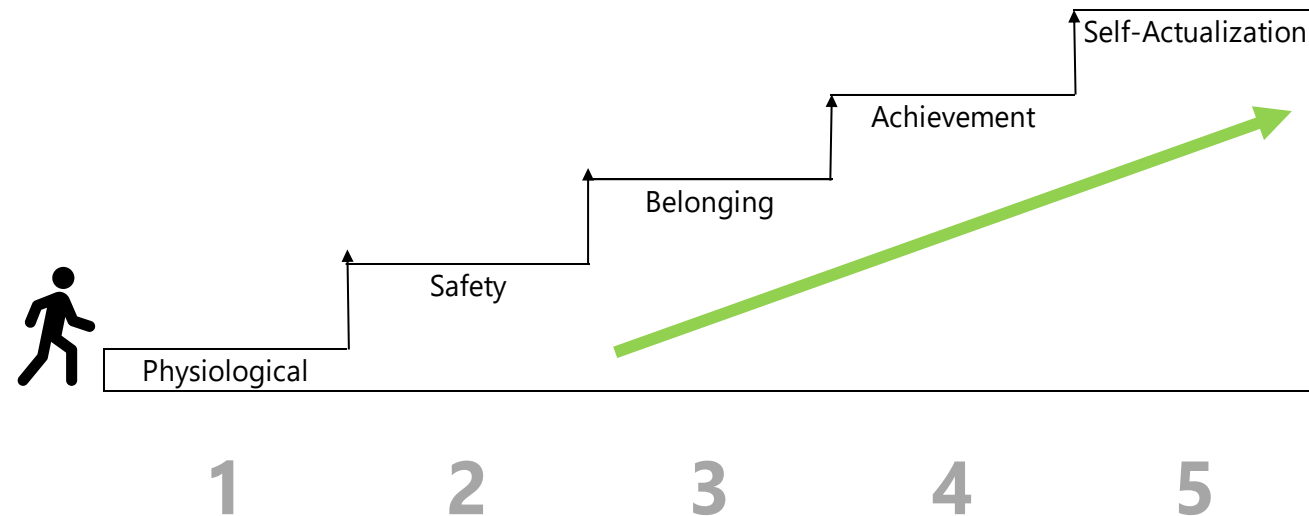
Source: Floyd Cobb and John Krownapple. 2019. *Belonging Through a Culture of Dignity: The Keys to Successful Equity Implementation*.

# Disrupting the Status Quo to Put Belonging Where It Belongs

from



to



## Importance of Publicly-Available Data on Quality

**93%**  
**very or  
somewhat  
important**

“How important is it for colleges and universities to provide publicly-available data on key indicators of quality, such as graduation rates or graduates’ employment rates?”

Source: *Varying Degrees 2021*. New America.



# Panel and Plenary Sessions

# Panel 1: Pennsylvania Institutions of Higher Education



**SHEILA IRELAND**  
*Deputy Secretary  
for Workforce Development  
Pennsylvania Department  
of Labor & Industry*



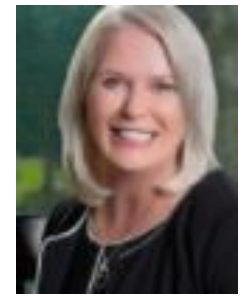
**DR. STUART BLACKLAW**  
*Provost and Executive  
Vice President  
Community College  
of Allegheny County*



**DAVID CASTRO, ESQ.**  
*President and CEO,  
I-Lead (The Institute for  
Leadership Education  
[www.i-leadusa.org](http://www.i-leadusa.org))*



**DR. LANCE KENNEDY-PHILLIPS**  
*Vice Provost for Planning,  
Assessment, and  
Institutional Research  
the Pennsylvania State University*



**CYNTHIA PRITCHARD**  
*President and CEO  
PASSHE Foundation*

**MODERATOR**

## Panel 2: Learning from Peers in Other States & National Experts



**ABBY SMITH**  
*President and CEO*  
TeamPA

**MODERATOR**



**LEANNE DAVIS**  
*Associate Director of Research and Policy*  
Institute for Higher Education Policy  
(IHEP)



**BEN MAGILL**  
*Associate Vice Chancellor*  
*of Economic Opportunity*  
Dallas College  
Labor Market Intelligence Center



# ▶ Plenary: Learning from Other States



INDIANA COMMISSION *for*  
HIGHER EDUCATION

## **DR. KEN SAUER**

*Senior Associate Commissioner and Chief Academic Officer*  
Indiana Commission for Higher Education

## Panel 3: Voices of Pennsylvania Students



**DR. KIMBERLY J. MCCURDY**

*Director*

Bureau of Postsecondary and Adult Education  
Office of Postsecondary/Higher Education  
Pennsylvania Department of Education

**MODERATOR**



**MADLYNE SANTIAGO**

Harcum College/I-Lead  
B.A. 2020



**SEAN SPENCER**

*Promise Coach Pittsburgh Promise*  
*Chief Financial Officer Future Kings Mentoring*  
Duquesne University, B.A. 2022

## Discussion Questions

- 1) What are your reactions to this information?
- 2) What else do you need to know to enact policies and practices to increase transparency on the value of credentials?



# Background Materials

## Resources for Strategic Priority 5: Transparency of the Value of Postsecondary Credentials

### Value of a Postsecondary Credential

*Final Report.* Postsecondary Value Commission. May 2021. [URL](#)

*Equitable Value Explorer.* Postsecondary Value Commission. 2021. [URL](#)

*Which College Programs Give Students the Best Bang for Their Buck?* Third Way. August 2021. [URL](#)

*A First Try at ROI: Ranking 4,500 Colleges.* Georgetown University Center on Education and the Workforce. 2019. [URL](#)

*Postsecondary Employment Outcomes.* US Census Bureau. 2021. [URL](#)

*Linking College Majors to Careers: Career Outlook.* US Bureau of Labor Statistics. [URL](#)

## Resources for Strategic Priority 5: Transparency of the Value of Postsecondary Credentials

### Value of a Postsecondary Credential (continued)

*We Earn | Penn State alumni working and earning in Pennsylvania.* The Pennsylvania State University. [URL](#)

*About the Labor Market Intelligence Center.* Dallas College. [URL](#)

*Study: Re-enrolling and completing a bachelor's degree has positive effect on annual income.* 2022. K-State News. [URL](#)

## Resources for Strategic Priority 5: Transparency of the Value of Postsecondary Credentials

### Public Perceptions on the Value of a Postsecondary Credential

*Varying Degrees 2021.* New America. 2021. [URL](#)

*Question the Quo. Gen Z Teens Seek to Blaze Their Own Higher Education Path.* ECMC Group. 2021. [URL](#)

*More students question college, putting counselors in a fresh quandary.* Hechinger Report. 2021. [URL](#)

## Resources for Strategic Priority 5: Transparency of the Value of Postsecondary Credentials

### Transparency of Postsecondary Credentials

*Credential Transparency and Informed Decision-Making in Indiana.* WCET Frontiers. 2021. [URL](#)

*Why information alone is not enough to improve higher education outcomes.* The Brookings Institution. 2021. [URL](#)

*Counting U.S. Postsecondary and Secondary Credentials - 2021 Report.* Credential Engine. 2021. [URL](#)

*Building a better data system.* Community College Daily. 2022. [URL](#)