College Measures was established in 2010 as a partnership between the Ameri-
can Institutes for Research (AIR) and Matrix Knowledge Group (now Optimity
Advisors). In 2016, College Measures became fully owned by AIR. It remains
focused on using data to drive improvement in higher education outcomes in the
United States.

LEADERSHIP:  President: Mark Schneider  |  Data Lead: Matthew Soldner

NUMBER OF INSTITUTIONS BY STATE

MAJOR ACTIVITIES
- Data collection
- Data tools
- Convenings
- Best practices
- Technical assistance
- Federal policy recommendations
- State policy recommendations
- Institutional policy recommendations

LEVEL OF INFORMATION
Level of commitment to initiative:
- State

Level of data submitted to initiative:
- Institution

Level of data reported publicly:
- Institution

PARTICIPATION
- Public 4-year
- Public 2-year
- Private nonprofit 4-year
- Private nonprofit 2-year
- For-profit 4-year
- For-profit 2-year

KEY RESOURCES
Description
http://www.collegemesures.org/page/About-Us.aspx

*All students at an institution are not included in the tool because of gaps in Unemployment Insurance (UI) record coverage.
Data Measures in CollegeMeasures.org: 2-Year College Data Tool and 4-Year College Data Tool

This is a summary of the measures included in CollegeMeasures.org: 2-Year College Data Tool and 4-Year College Data Tool’s data collection (indicated by a check mark). Text after a measure gives more specific information about the level of detail collected.

### ACCESS
- Enrollment

### PRICE
- Student prices
- Grant aid
- Debt

### PROGRESS
- Persistence
- Remedial course completion
- Gateway course completion
- Other course completion
- Credit accumulation
- Transfer-out
- Still enrolled beyond graduation timeframe

### COMPLETION
- Graduation rates: 150%
- Time to degree
- Credits to degree
- Credentials conferred

### OUTCOMES
- Employment rate
- Earnings
- Repayment measures
- Learning outcomes
- Continuing education outcomes

### OTHER
- Contextual information about state and/or service area
- Institution and/or program details
- Course information
- Academic and student support services
- Student experience, engagement, satisfaction, and/or behavior
- Faculty demographics, courseloads, and/or student ratios

### Student Characteristics

This list denotes which student characteristics this initiative uses to disaggregate its data measures.

- Enrollment status: First-time
- Attendance pattern: Full-time
- Degree/certificate-seeking status
- Income
- Race/Ethnicity
- Gender
- Age
- Program of study
- Military status
- Level of academic preparation