



Education Industry Landscape

Higher education is undoubtedly expensive, but still it is one of the most important investments an individual will make during their lifetime. Institutions of higher learning are either privately or publicly owned and private institutions can be categorized as “for-profit” or “non-profit”. In the past, a University’s reputation alone was enough to attract the top students and launch them into high status careers. Change is afoot...

These days, a degree is the expectation not the exception. But questions about the cost and the value of education are more complex. Should you go to an ‘elite’ school? What if you have to take on significant debt? Parents and students alike are becoming savvier about how the costs and the implications for future employment opportunities match up when selecting an institution for higher education. This shift from focus on school status to employment potential has created an increase in the amount of competition among Universities.

Furthermore, the battle between colleges to enroll and retain students has led to large amounts of spending on student facilities and other non-educational attractions which is contributing to higher tuition rates. In this industry where costs are skyrocketing, the consumer is beginning to demand more assurances when it comes to their return on investment.

"In the past I had purchased a chunk of data in a binder. PayScale is more intuitive and user friendly."

Macalester College

hot jobs

Research Scientist
Reference Librarian⁺
Financial Aid
Officer
Director, Student
Services
Academic Advisor
(College/University)



What we do

For parents and students: Selecting a quality University is almost as difficult as getting into one, and it doesn't help that the costs of attending college may not be worth the mountains of student loans that follow. PayScale has collected data from more than 1.4 million college alumni and developed several tools that help you to compare institutions of higher education without getting a migraine. Our yearly College Salary Report has data for more than 1,000 US colleges and 120 different majors. By looking at which institutions and degrees will get you the most for your money, you can make a more educated decision about which college is right for you. PayScale has ranked colleges and universities across the nation and calculated the potential financial return of attending each school given the cost of tuition and the payoff in median lifetime earnings associated with each school.

For institutions: Attracting students means creating a compelling experience. PayScale's cloud software and benchmark data will help you attract and retain faculty, support staff and administrators.

Customers

