

# Colleges & Universities

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Launch My Career TN

# LAUNCH MY CAREER TENNESSEE

A college investment is one of the most important decisions for an individual and yet increasingly, **the value of a college degree is called into question**. Consumers of postsecondary education—students and families—need to know what kinds of returns they can expect from their investment in different degrees, and which degrees or majors lead to self-sustaining employment.

American Institute for Research's (AIR) College Measures, the U.S. Chamber of Commerce Foundation (USCCF), and Gallup—with funding from USA Funds—are addressing these challenges with an interactive website, **LaunchMyCareerTN**, which provides students with outcomes information for public colleges and universities in Tennessee, including technical schools and community colleges. In addition, Launch highlights the most in-demand jobs in Tennessee and helps students assess which programs make the most sense for them.

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***An innovative and groundbreaking tool from American Institute for Research's College Measures, U.S. Chamber of Commerce Foundation, Gallup, and USA Funds***

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**There are many online college planning tools. How is LaunchMyCareerTN any different, particularly as it pertains to ROI for Tennessee residents?**

- It is the only place where data from the Tennessee Higher Education Commission and the Department of Labor and Workforce Development are linked, and in a way that is easily accessible to the public.
- It is the only tool that provides information on the ROI of public postsecondary education in Tennessee.
- It is the only site that combines quantitative ROI information on earnings with the qualitative aspects of ROI, including personal and professional satisfaction.

**What are the key features of LaunchMyCareerTN?**

- **Hot Jobs:** A list of the most in-demand jobs in Tennessee, ranked by predicted growth and wages. Each "hot job" listing leads users to information about wages and employment, skills and responsibilities, and degrees related to that job.
- **Lifestyle Goal Calculator:** Shows users, like first-time college students, how many years it will take the earnings from an occupation to meet their lifestyle goal. The estimated calculation is based on factors like the type of home a user wants and whether they expect to have a family.
- **Break-even Calculator:** Shows the number of years it will take for earnings from a degree to exceed the total net price of the program, including foregone earnings while they take classes. The calculation accounts for a user's current earnings and plans for working while earning their degree.
- **20-Year ROI:** Displays the returns (earnings over 20 years) beyond the investment students make (program costs and opportunity cost of working) for a particular program at a particular institution.
- **Comparison Report:** Allows users to run "Major at Institution" comparisons of the same major or course of study at up to three Tennessee institutions at a time. For example, if a student's career choice is becoming a CPA and the student plans to major in accounting, how will tuition costs for this degree compare at UT, UT-Knoxville, and ETSU? What ROI can the student expect from each program? What are each institution's average acceptance rates and how long does it typically take to earn a degree? Users can also compare different majors at the same institution to answer similar questions.



By 2020, **56% of jobs** in postsecondary education are expected to be in-demand jobs, and only **1 million** adults in the state are currently employed in these fields.

Several sub-baccalaureate programs in Tennessee can provide a pathway to a degree, but only **1 million**, and only a fraction of those are currently employed in these fields.

**IT'S NOT JUST ABOUT THE EXPERIENCE OF GRADUATION**—the experience of graduation also helps shape professional experiences later in life. The level of satisfaction with the experience compared to baccalaureate degrees is significantly lower.

About half of Tennessee graduates in purpose and social purpose (respectively), but nearly **50%** are **suffering** in financial terms.

**Explore all the features of LaunchMyCareerTN!**

"LaunchMyCareerTN" is a tool produced as part of a grant championed by AIR's College Measures, U.S. Chamber of Commerce Foundation, Gallup, Colorado released state-specific sites will be available in Minnesota (2017).

AIR's College Measures is an endeavor by the U.S. Chamber of Commerce Foundation, a grant program that provides solutions to some of the most pressing problems facing our country. Visit [educationvalue.org](http://educationvalue.org).

## Proximity to Colleges & Universities



 Colleges & Universities
  Technical Colleges

## Talent Overview

**28**  
Postsecondary Institutions

**20,000 +/-**  
Annual Graduates

**300 +/-**  
Programs & Majors

Within 50 Miles



[Spot Lowe Technology Center](#)



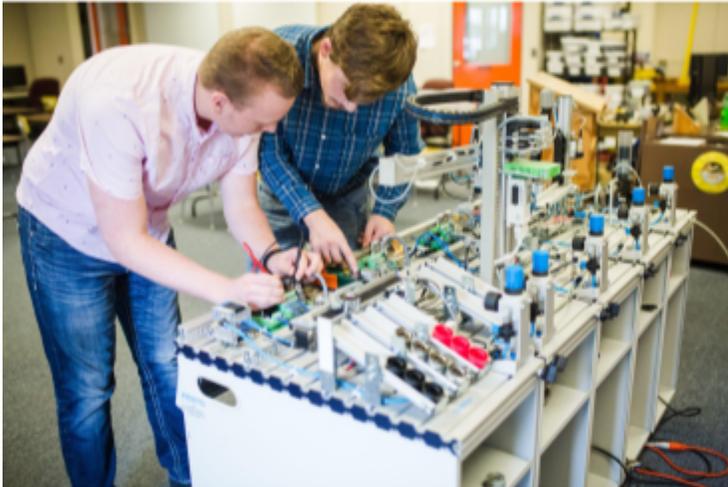
[TCAT - Pulaski](#)



[TCAT - Shelbyville](#)



[Columbia State](#)



## Marshall Co. Schools

Elementary Schools	5 - 2,385 Students
Middle Schools	3 - 1,296 Students
High Schools	3 - 1,545 Students
Public Cost Per Student	\$9,399.83
Student/Teacher Ratio	17:1
Graduation Rate	93%
Avg. ACT Score	20.3
College-Going Rate	65%
Certification/Associate's	27%
Bachelor's Degree or Higher	14%



**COLUMBIA  
STATE** COMMUNITY  
COLLEGE

## Free Community or Technical College

### Training for all Tennesseans - Tennessee Promise

- The Tennessee Promise provides free tuition through Columbia State Community College for either a degree or certificate program for graduating high schoolers.
- Columbia State features degree and certificate programs in Advanced Integrated Industrial Technology.  
[Click Here for More Information on Columbia State](#)  
[Click Here to View the Curriculum for the Degree Program](#)



Columbia State Lewisburg Campus



## Middle Tennessee State University

- Public University
- 22,729 students
- MTSU is organized into 9 colleges
- [Click Here for More Information on Middle Tennessee State University](#)



VANDERBILT  
UNIVERSITY

## Vanderbilt University

- Private University
- 12,686 students
- 4 Undergraduate Colleges
- 6 Graduate Colleges
- [Click Here for more Information on Vanderbilt University](#)



THE UNIVERSITY OF  
TENNESSEE

## University of Tennessee

- Public University
- 27,410 students
- 9 Undergraduate Colleges
- 11 Graduate Colleges
- [Click Here for more Information on The University of Tennessee](#)



## Martin Methodist College

- Private College
- [Click Here for more Information on Martin Methodist College](#)



# Motlow State Community College

- [Public College](#)
- [Click Here for more Information on Motlow State Community College](#)