



## 2025 College Viability App for Executive Analysis

### User's Guide

The 2025 College Viability App for Executive Analysis tracks IPEDS data from 2016-2023 over more than 50 reports and fields. The list of reports is included below.

The 2025 version also combines all private and public 4-year colleges – along with public 2-year colleges.

The app has two tabs for basic comparisons and analysis. For this year's version, we have also added 5 Rapid Reports.

### The first tab is the 'Data Tab'.

1. On the left side of the app, use the top three filters to select
  - a. Year(s)
    - i. Select any combination from 2016-2023 or use the 'All' default.
  - b. Institution size
    - i. Tip: only use this filter when looking to create a big picture perspective based on enrollment size
  - c. Sector
    - i. Private 4-year and above NFP
    - ii. Public 4-year and above
    - iii. Public 2-year
2. The main data table will change as you select and change filters.
3. The 3 filters on the top of the app page are:
  - a. Comparison Report Name:
    - i. This dropdown will list all the 60-plus available reports (fields) in this version of the College Viability app.
      1. At release, there were 66 different comparison reports available
      2. Note: Private and public colleges have a few different accounting standards. Users will see some blank entries for

both public and private colleges – depending on the report being viewed.

- b. State(s)
  - c. College(s)
    - i. Use this drop down to select a specific set of public and/or private colleges you want to compare. Note the state filter will limit your choices on this filter.
    - ii. The colleges you select are shown in the upper right corner of the page. You can add and delete colleges for comparison at any time.
4. Using the data table
- a. There are 8 years you can track for each of the Comparison Reports
    - i. 2016-2023
  - b. Red numbers in each column indicate that year's value is lower than the previous year.
  - c. The difference from the past to most recent value is shown in the right column and decreased values are noted with a down arrow. ▼

## **Rapid Reports**

1. *Rapid Reports* is new to the College Viability App in 2025. Many users have asked for a resource they can use to identify potential business and academic partners. Each of the five rapid reports starts with every 2 and 4-year public and 4-year private colleges listed. Filters are available on some of the rapid report pages.
2. The 5 rapid reports are:
  - a. Percent Admitted
    - i. You can filter this by sector. The app has a predetermined filter for colleges with a percentage admitted greater than 85%.
  - b. Total Enrollment
    - i. Use the YoY % change button to track the total enrollment change for each year from 2016-2023.
  - c. Tuition & Fees
    - i. The filter button sorts the colleges by those with less than \$60M in tuition and fee revenue – and those with tuition and revenue greater than \$60M
  - d. Revenue v. Expenses
    - i. This rapid report will have filters by state and college in future updates.

e. End-of-Year Endowment

- i. The filter on this report lists public and private colleges with endowments below \$30M and between \$200-500M. This filter can be used as a screening resource to identify colleges with sufficient resources for potential partnerships.

3. Click on the back arrow in the top left portion of the app window to navigate back to the previous page(s).

## The second tab is the 'Chart Tab

1. This tab simply converts the data from the user-selected filters to a column chart. Alter the columns by making changes to the filters for :
  - a. Comparison report
  - b. State
  - c. College
2. Users can click on the college name on the left to see its columns highlighted.
3. Rolling over the top of a column will provide more details on that data point.
4. The colleges shown will be impacted by the sector and year filters on the data tab page.

NOTE: The FAQ button in the top right corner also provides a link to the most recent user's guide.

NOTE: The 2025 College Viability App will be updated regularly. Purchasers of the app will get those updates automatically.

### **Here are the list or reports (fields) available at the app release.**

Some fields are only available for either private or public college accounting purposes

4-year graduation rate

6-year graduation rate

Academic support expenses as a percent of total core expenses

Academic support expenses per FTE

Admissions yield - total

Average federal loan

Equity ratio

Federal appropriations

Full-time retention rate 2015

Full-time undergraduate enrollment

Graduate enrollment

Institutional grants (funded)

Institutional grants (unfunded)

Institutional support expenses as a percent of total core expenses

Institutional support expenses per FTE

Instruction expenses as a percent of total core expenses

Long-term debt (current)

Long-term debt – (non current)

Long-term investments

Number of students receiving a Bachelor's degree

Number of students receiving a Master's degree

Number of students receiving an Associate's degree

Part-time undergraduate enrollment

Pell grants

Percent admitted - total

Percent of full-time first-time undergraduates awarded any financial aid

Percent of undergraduate students awarded Pell grants

Salaries and wages for academic support as a percent of total expenses for academic support

Salaries and wages for instruction as a percent of total expenses for instruction

Sector of institution

State appropriations

Student service expenses as a percent of total core expenses

Student service expenses per FTE

Total assets

Total discounts and allowances (beginning in FY 2016)

Total discounts and allowances

Total enrollment

Total expenses

Total expenses-Salaries and wages

Total expenses and deductions - Salaries and wages

Total liabilities

Total nonoperating revenues

Total operating and nonoperating revenues

Total operating revenue

Total student grants

Tuition and fees - Total

Value of endowment assets at the end of the fiscal year