DEED’s Graduate Employment Outcomes (GEO) Tool Tutorial

Step 1: Go to https://mn.gov/deed/data/data-tools/graduate-employment-outcomes/

The Graduate Employment Outcomes (GEO) tool shows how many recent Minnesota graduates found jobs with Minnesota employers after graduation. The dataset also shows the median wages earned and the top industries where graduates found jobs.

Users can search by year, location, award type, institution type, and instructional program. Reports are updated with a new cohort of graduates each year.

Who will use the tool?
- Prospective students, to set realistic expectations for employment and wages following graduation in a specific program;
- Parents and career counselors, to help students explore prospects for employment and earnings as they plan their education;
- Education program planners interested in more closely aligning program offerings to labor market demand; and
- Policy makers interested in identifying potential under-supply or over-supply of skilled labor in strategic sectors of the economy or evaluating the state’s returns on investments in higher education.

Step 2: The “Snapshot” tool offers a quick look at the percentage of graduates who found full-time employment and median annual wages by program (i.e. “Computer and information sciences and support services”) and award level (i.e. certificates, associate’s, bachelor’s, or graduate degrees).

Step 3: Click on the “Data Tool” link to access the full-featured GEO tool:

For additional help, contact your DEED Regional Analyst: http://mn.gov/deed/data/regional-lmi/index.jsp
Step 3: Click on “Data Tool” (https://apps.deed.state.mn.us/lmi/etd/Results.aspx)

Step 4: The GEO data tool offers many selection variables including “Graduation Year”:

“School Location”:

“Institution Type”:

Step 5: The data in the table displays employment outcomes for graduates including the number of graduates, median hourly wages, top industry of employment, and top region of employment.

Step 6: Click on the [+ ] button next to an instructional program to display the detailed list of programs.

Step 7: Click on the checkboxes for various award levels, including:

- Certificates
- Associate Degree
- Bachelor’s Degree
- Graduate Certificates and Degrees
- All Awards

Click on “View Results” button.

Step 8: Select an “Instructional Program” from the dropdown menu.
* to select multiple areas, hold down the “Ctrl” key on your keyboard

Click on “View Results” button.

Step 9: Select a specific “School” from the dropdown menu and click on “View Results”.

*Graduate Employment Outcomes Tutorial*
Step 9: Click the chart icon to see the "Top Industrys of Employment" for recent graduates.

Step 10: Click the chart icon to see the "Top Regions of Employment" for graduates.

Step 11: Click the "Annual Wage and Employment" tab to see details on median annual wage and full-time, year-round employment.

Step 12: Click the "Employment Status" tab to see the percent of graduates with reported wages in Minnesota and the percent continuing their education in Minnesota.