

CREDLENS

How Franklin Cummings Tech Used Outcomes Data to Improve Economic Mobility for Underresourced Students

Franklin Cummings Tech (FCTech) holds a unique position as the only college in Massachusetts where the majority of students are men of color. Because the college's mission is to help students boost their careers and achieve economic advancement, leadership needed a way to measure the real-world impact of their programs. In partnering with CredLens to understand their alumni's longitudinal earnings outcomes, FCTech discovered a stark difference between their two automotive technology offerings: associate degree holders achieved significantly higher earnings than those in the certificate program. Based on this evidence, FCTech made the strategic decision to prioritize the high-growth degree path for all students by transitioning the certificate students into the degree program and sunsetting the certificate.

\$12K

EARNINGS GAP AT
24 MONTHS
Associates degree vs
certificate

33%

PREMIUM
Degree holders vs
certificate holders

33

STUDENTS
TRANSITIONED
One-year certificate to
degree track

Why Franklin Cummings Tech shuttered a program to boost alumni earnings

The **CredLens Insights Platform** provided Michael Goldstein, Chief Innovation Officer at FCTech, the earnings and employment outcomes for alumni pre- and post-graduation for all the programs. These data are presented in dashboards and visualizations that can be filtered by time, award year, and student demographic characteristics. Goldstein identified a performance gap between the

automotive technology programs: 24 months after graduation, associate degree holders were out-earning certificate holders by approximately \$12,000—a premium of over 33%. FCTech transitioned its 33 enrolled one-year certificate students into the two-year associate degree track to strengthen the economic mobility of its graduates by aligning program offerings with higher-yield outcomes.



**Franklin
Cummings
Tech**

- **Location:**
Roxbury, Massachusetts
- **Type:**
Non-profit technical college
- **Enrollment:**
1,125 students
- **Programs:**
HVAC, building automation, practical electricity, robotics, construction management, opticianry, cybersecurity, automotive technology, and biotechnology.

Student Demographics and Outcomes:

- **Student population:**
74% students of color; it is the only college in Massachusetts where the majority of students are men of color.
- **Graduation rates:**
Over 50%, compared to 11%–20% at local 2-year colleges serving the same population.
- **Job placement rate:** 80%

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Moving Beyond Incomplete Outcomes Data

“As an innovative institution focused on driving real economic advancement, we need a systematic way to track and prove the trajectory of our graduates to ensure our programs are delivering real value.”

Michael Goldstein, Chief Innovation Officer, Franklin Cummings Tech



FCTech needed to understand how its programs advance the economic mobility of alumni to manage the portfolio effectively. This requires high-quality and reliable outcomes data, especially on employment and wage progression. Like many other institutions providing technical and trade education, FCTech relies on self-reported data from surveys and one-on-one phone outreach to recent graduates. These methods were time- and resource-intensive and yielded incomplete results for numerous students, with many students missing altogether. Consequently, the available outcomes data were not useful for determining program effectiveness or shaping decision-making on the program portfolio.

In searching for third-party data solutions, President and CEO Dr. Aisha Francis and Goldstein established three requirements for a partnership:

- + **Reliability:** Generate data using recognized, reliable third-party sources.
- + **Depth:** Provide both robust point-in-time and longitudinal analytics.
- + **Efficiency:** Minimize the internal and external costs for accessing and processing the data.

Having explored several external options, FCTech partnered with CredLens as the only platform that met its requirements for tracking the career and wage growth of alumni.



Making Data-driven Decisions a Reality

“Our college is only as strong as its graduates, so it is important to know how they are doing and what we need to do to support them and the next generation of students.”

Dr. Dr. Aisha Francis, President and CEO, Franklin Cummings Tech

The CredLens Insights Platform gives FCTech access to data and insights that demonstrate the real-world outcomes for alumni in terms of earnings and employment. The platform provides dashboards, visualizations, and data cuts that help FCTech determine specific outcomes including:

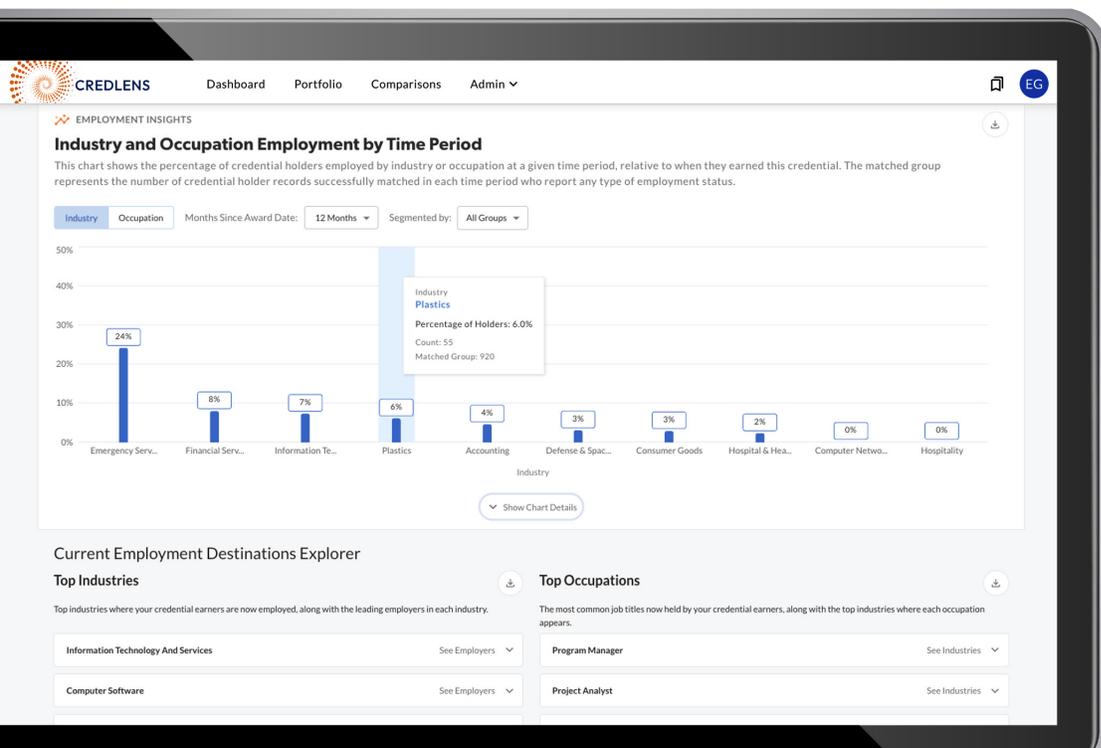
Earnings

- + The salary of alumni after earning the credential
- + How their earnings change over time

Employment

- + Where alumni work after earning the credential
- + The alumni employment rate across time
- + How many alumni are in a new job and working in an aligned role

Data is representative of what the CredLens Insights Platform will share.



“The platform is a powerful tool for us both externally and internally. These data help us demonstrate to funders and accreditors how we’re helping our graduates thrive. The dashboards and reporting makes us a stronger organization because we know exactly how we’re doing – and that’s gold.”

Michael Goldstein, Chief Innovation Officer, Franklin Cummings Tech

Low Lift, High Impact Implementation

FCTech worked with CredLens via an implementation process designed to streamline activities, minimize the lift for campus personnel, and align with strict data privacy and security protocols. Typically, implementation from project kick-off to gaining access to the analytics takes two months. The implementation process involved:

- + **Seamless Data Sharing:** The registrar securely uploads alumni data to CredLens' platform, with little campus IT support required.
- + **Data Matching:** CredLens delivers outcomes insights by synthesizing data from multiple third-party providers, including professional job profiles and consumer credit bureau information.
- + **Accessible Insights:** Outcomes data are accessed via contextualized dashboards and reporting.



Franklin Cummings Tech and CredLens will continue to update the case study as additional data and insights are available.

Ensuring Data Security and Privacy:

CredLens' approach relies on strict policies and systems to protect Personally Identifiable Information (PII) and ensure data confidentiality and integrity.

[Click to learn more](#)

About CredLens

CredLens is a neutral source of high-quality outcomes data for non-degree credentials, bridging the gap between issuer records and real-world results. By connecting issuer-verified records with robust outcomes data, we empower policymakers, funders, and educators to measure program impact, optimize investments, and build clearer pathways to economic mobility. Governed as a data trust, CredLens utilizes a privacy-first model to ensure the secure exchange of information.

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