MISSION STATEMENT
Purdue Promise is a four-year experience offering financial assistance and targeted support for low-income Indiana residents. It was created as a response to 21st Century Scholars graduating at 10-11% lower rates than the Purdue University rate. The program is rooted in four guiding principles of student achievement – academic development, leadership development, social development, and life skills development – to assist students in strengthening their self-efficacy, self-advocacy, help-seeking skills, and grit. It is designed to minimize barriers to success and to provide individualized care and coaching to retain as well as graduate scholars who are prepared for navigating life after college.

VISION STATEMENT
Purdue Promise aspires to graduate scholars on-time and debt-free; exceed success rates\(^1\) of the Purdue undergraduate population and the statewide 21st Century Scholars population; and exceed success rates for the historically at-risk demographic subpopulations\(^2\) scholars represent; as well as be a nationally-recognized model for supporting those students.

PROGRAM POLICY
“Once Purdue Promise, always Purdue Promise” means all scholars will be offered continued support regardless of maintenance of “on scholarship” status.

PURDUE PROMISE FOUR-YEAR EXPERIENCE
The Purdue Promise four-year experience begins with STAR, where new scholars are introduced to the scholarship and sign their first participation contracts. GS 197 and GS 405, the program’s first-year and senior-year seminar courses, provide bookend experiences on the transition to college and life after college. First-year scholars attend a financial aid workshop in the spring semester. Throughout their experience scholars receive personalized success coaching, between 2 and 8 meetings a semester depending on risk level, to assist them in overcoming barriers and achieving success. The support program and eligibility requirements are represented as an infographic at the end of this document.

PROGRAM GOALS
Purdue Promise staff will:

(1) Provide a safe, inclusive, and equitable environment complemented by an individualized support network for each program participant from enrollment through graduation.

(2) Coach students through a four-year curriculum aimed to increase students’ self-efficacy, self-advocacy, help-seeking behavior, and grit by helping them explore the following questions:
   - What do I need to do ...? [... to achieve my goal, ... to remedy this situation, etc.]
   - What do I already know that can help me do what I need to do?
   - What resources exist that can support me if I need help?

(3) Encourage the maximum utilization of students’ personal and professional networks.

\(^1\) retention, graduation, GPA, academic standing
\(^2\) low-income, first-generation, underrepresented minority
(4) Track all interactions with students and details about their personal successes and challenges; then use this data for evidence-based decision-making and advocacy.

(5) Strive for scholars maintaining success in the following key metrics, each at a rate of 90%: fulfilling Satisfactory Academic Progress (SAP), meeting scholarship-associated requirements, maintaining good academic standing, and persisting toward graduation (currently measured by 30-60-90 credit completion for 21st Century Scholars).

(6) Commit to fostering staff collaborations with campus and community partners in order to serve participants by addressing and removing barriers to student success.

**LEARNING OUTCOMES**
As a result of participating in the Purdue Promise four-year experience, students will:

(1) Describe knowledge and application of Purdue resources and policies, particularly those pertaining to maintaining “on scholarship” status and utilizing scholarship(s) most efficiently.

(2) Reflect on the value of their experiences and transferrable skills gained.

(3) Convey how their experiences and transferrable skills lead to advancement in the four guiding principles, including increased self-efficacy, self-advocacy, help-seeking behavior, and grit.

(4) Report enhanced development of relationships in personal and professional networks.

(5) Demonstrate preparation to enter the workforce, professional/graduate school, military, and/or supporting a family after college.

**ASSESSMENT PLAN**
To improve Purdue Promise and to ensure that progress is being made toward the aforementioned goals and desired learning outcomes, a comprehensive assessment plan is conducted. This year we will focus on retention and graduation assessment in new ways by evaluating what has helped seniors be successful throughout their Purdue journeys, delving into a deep study of affordability and debt for program participants, and analyzing post-college data to determine students’ success after graduation.

**Purdue Promise Seniors: Reflecting on What Makes Them Successful**
(Assess: Program Goals 1, 2, & 3 and all 5 Learning Outcomes)

**Senior Survey**
Purdue Promise has a senior year survey that has been used since the fall 2012 semester. The survey was formerly given in paper form during GS 405, but now is an electronic assignment for the course. Quotes are often pulled from the surveys for presentations and staff performance evaluations, though comprehensive assessment of the results over the years has yet to be done. To complete this, the process of converting paper surveys to Excel data that can be manipulated must be completed. The survey allows students to reflect on their Purdue Promise and overall Purdue experiences to share their perspectives on what has impacted their ability to succeed academically and graduate on time. The following questions have remained consistent from year to year and will particularly address the goals and learning outcomes referenced above:

(1) “During your time at Purdue, have any of the following ever impacted your academic success and/or affected your ability to graduate on time?”

(2) “If there are any other issues which may have impacted your academic success and/or your ability to graduate on time, please explain here.”

(3) “Which programs and services offered by Purdue Promise have most impacted your success?”

(4) “Which programs and services offered by Purdue Promise have least impacted your success?”

(5) “What feedback do you have for us regarding the additional mentoring and coaching support you have received from Purdue Promise staff during your time at Purdue?”

Last Updated: January 4, 2017
(6) “Who else (Purdue faculty and staff) has positively impacted your experience at Purdue? Please list their relationship to you and why they have positively impacted your experience.”

(7) “What experiences have you had outside of Purdue Promise that have most impacted your success at Purdue?”

(8) “What has being in Purdue Promise meant to you?”

**GS 405 Pre-Course Assessment and Post-Course Assessment**

The GS 405 course is called “Life After College” and is the program’s commitment to helping students be successful beyond Purdue. The pre-course and post-course assessments measure growth in students’ comfort and confidence (pertaining to self-efficacy) in the skills and experiences addressed in the curriculum. These include: negotiating first job offers, understanding benefits packages, managing conflict, self-branding and marketing your skills, financial aid planning and debt management, managing finances and budgeting, understanding credit, understanding taxes, planning for retirement, understanding insurance, using proper workplace etiquette, and managing generational differences.

**Affordability and Debt**

According to a February 19, 2016 e-mail from Leo Hertling (Associate Director, Financial Aid) to the Purdue Recruitment Council, the image below represents the mean debt of graduating undergraduate borrowers for 2014-15, the most recently closed year. Leo stated, “This is broken down by resident v. non-resident and then aggregated. It is only looking at those who borrowed. One thing you should note is that almost 39% of our resident students didn’t borrow a dime ... As a whole less than half of our graduating students borrowed.” The major goal for Purdue Promise is to graduate students on-time and debt-free. However, it has yet to be determined how well the program is doing at graduating students debt-free. In preparation for a presentation on the October 2016 OIRAE Briefing on Purdue Promise (see Appendix A), 53% of the 2013 cohort reported in a GS 405 assignment that they anticipated graduating debt-free. A partnership with Financial Aid on this study will allow the program to continue a 2013-14 study on how retention and graduation rates were impacted by Federal Work Study (FWS) offer acceptance, total family income (TFI), and loan offer acceptance, as well as determine a comparison similar to the image below that looks at mean debt for Purdue Promise students vs. resident vs. all undergrads.

---

**2014-2015 MEAN DEBT OF GRADUATING UNDERGRADUATE BORROWERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Mean Debt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>$25,683</td>
</tr>
<tr>
<td>Nonresidents</td>
<td>$33,822</td>
</tr>
<tr>
<td>All undergrads</td>
<td>$27,711</td>
</tr>
</tbody>
</table>

**2014-15 PERCENT OF GRADUATING UNDERGRADUATES WHO BORROWED**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>61.1%</td>
</tr>
<tr>
<td>Nonresidents</td>
<td>28.9%</td>
</tr>
<tr>
<td>All undergrads</td>
<td>47.8%</td>
</tr>
</tbody>
</table>
Post-Graduation Outcomes
Each year the Purdue Center for Career Opportunities (CCO) conducts the First Destination Survey to collect career outcomes data for the graduating class. By the end of the fall 2016 term the program will have completed cohort coding for all Purdue Promise participants and 21st Century Scholars at Purdue. The program can then partner with the CCO to obtain First Destination Data for those graduates.

CONTRIBUTIONS TO STUDENT SUCCESS

Purdue Promise works with campus partners to ensure student success in the following ways:

- Hosting a TFCS Campus Mentor Network (TFCS = 21st Century Scholars). Membership includes at least 1 advisor and/or Multicultural/Minority Program Director (MMPD) from 11 colleges and a representative from the Honors College, 5 Cultural Center directors, 6 Financial Aid partners, and representatives from Admissions, Office of the Bursar, Office of the Registrar, University Residences, Office of the Dean of Students, Purdue Athletics, CARE, Horizons, Purdue Bound, Emerging Leaders, Business Opportunity Program, Academic Bootcamp, Summer Start, Orientation, Learning Communities, Purdue Bands, Purdue Musical Organizations, Veterans Success Center, Span Plan, Academic Success Center, Parent & Family Connections, Undergraduate Advising, Pre-Professional Advising, University Innovation Alliance, and OIRAE.
- Including a statement in Purdue Promise scholarship contracts that outlines campus partners Student Success Coaches may collaborate with to assist students with their success at Purdue.
- Inviting campus partners to present in Purdue Promise GS classes and/or be a resource freshmen can visit to complete their GS 197 assignments.
- Filing Student of Concern (SOC) reports and partnering with the Office of the Dean of Students and Purdue Police Department on wellness checks.
- Filing Hate & Bias Incident reports and reporting as Title IX Mandatory Reporters.
- Compiling documentation for scholarship appeals and filing them with Financial Aid.
- Collaborating with Financial Aid to assist students in completing verification requirements.
- Collaborating with academic advisors to ensure students meeting 30-60-90 credit completion.
- Partnering with University Residences to ensure all Purdue Promise students who sign housing contracts by priority deadlines are placed in affordable housing covered by their scholarships.
- Partnering with Exploratory Studies (EXPS) on a Purdue Promise Learning Community.
- Partnering with Study Abroad to plan the Purdue Promise pilot trips in May 2017 and May 2018.

Purdue Promise contributes to student retention, graduation, and well-being by:

- Closing the graduation achievement gap for 21st Century Scholars. Prior to Purdue Promise 21st Century Scholars graduated 10-11% behind the University 4-year rate. The 2012 cohort, the first to receive coaching (3 out of 4 years) is 2% behind the University 4-year rate.
- Leading success in graduation rates for underrepresented minorities (URM). The 1-year and 2-year URM retention rates for Purdue Promise exceeded the University rates for all cohorts from 2009-2015, the 4-year graduation rates exceeded the University rates for both 2010 and 2012, and the 6-year graduation rates exceed the University rates for both 2009 and 2010.
- Enhancing first-year students’ academic success. An algorithm produced by OIRAE looks at high school characteristics and predicts first-semester GPAs. Those predicted to be at-risk who participate in Purdue Promise are earning statistically significantly higher first semester GPAs.
- Providing personalized success coaching from dedicated staff coupled with Blackboard modules focused on the Dimensions of Wellness. Coaching meetings yield statistically significant higher GPAs in the fall, and modules yield statistically significant higher GPAs in the spring.
- Creating community through seminar courses, program connection all four years, and a welcoming and inclusive environment in the Student Success office suite.
• Serving as advocates for students by connecting them to key resources on campus and supporting them through three scholarship appeal processes. Since fall 2012, 175 out of 221 students have had their appeals approved. This includes 86% of Satisfactory Academic Progress (SAP) appeals filed, 74% of merit appeals filed, and 64% of state appeals filed.

• Mandating academic support when a student is at risk of losing his/her scholarship.

• Participating in hundreds of hours of staff training annually to assist with non-academic issues that may impact students’ success, including but not limited to medical issues, death, marriage/divorce, custody and child support, foster care, homelessness, legal concerns and imprisonment, substance abuse, mental health, hate speech and discrimination, violence, sexual assault, job loss, financial aid loss, military duties, roommate concerns, and homesickness.

**Notable accomplishments:**

• In its inaugural year, Purdue Promise was specifically mentioned in the 2009 Student Success and the Student Experience white paper as the strategy for increasing access and success of qualified first-generation and low-income students at Purdue.

• Purdue Promise won the 2011 College Board College Keys Compact Midwestern Region Innovation Award for the “Getting Through” Category.

• Purdue Promise was recognized by The Black Caucus of Faculty & Staff as the Department of the Year for the 2011-12 school year.

• Purdue Promise was recognized by President Daniels with a reception in March 2015 after Purdue’s 21st Century Scholars and Frank O’Bannon Higher Education Award recipients at Purdue out-performed their peers at other institutions under new credit completion requirements. Purdue Promise partners with Financial Aid and Undergraduate Advising to promote 30-60-90 completion for both groups of students. The Indiana Commission for Higher Education press release showed Purdue leading all state institutions in three categories measured for enrollment and completion, and placing second in a fourth category. Our success was recognized in Purdue Today (including social media) and The Lafayette Journal & Courier.

• In December 2015 Purdue Promise was recognized at the first Student Advocates Conference during the 25th Anniversary Celebration for the 21st Century Scholars program with the inaugural Champion Award from the Indiana Commission for Higher Education.

**CONTRIBUTIONS TO THE UNIVERSITY’S DIVERSITY ACTION PLAN**

In early fall 2016 the Purdue Promise team compiled a programmatic response to the report from the Provost Advisory Committee on Diversity. In Appendix B is the detailed response for how Purdue Promise contributes to the action items, as well as how Purdue Promise aspires to further contribute.

**NOTABLE CHANGES FROM 2015-16 Academic Year**

• The 2 original Assistant Directors (AD) left in late spring 2016, which led to the promotion of two original Student Success Coaches to the AD positions. Over the summer one promoted AD and two new Student Success Coaches (SSC) vacated their positions, which led to the hiring of four new SSCs and a fall 2016 promotion of another original SSC to AD. The search for the final SSC should be completed in early spring 2017.

• Freshmen have historically written donor thank you letters as a GS 197 assignment. Because not all donor accounts are stewarded, the assignment was removed from GS 197 beginning fall 2015 and the program hosted 2-3 donor letter writing events for those required to write them. Beginning summer 2016 the University moved to an online system for students to complete donor thank you letters, so Purdue Promise no longer has to collect letters for Development.

• In May 2016 Purdue Promise partnered with Horizons to pilot the possibility of a Purdue Promise study abroad experience. One Purdue Promise staff member attended the Horizons
four-week Horizons trip to Granada, Spain and Meknes, Morocco with ten Purdue Promise students. In May 2017 Purdue Promise will host its first programmatic trip for three weeks to Valencia, Spain. The program coordinator, an assistant director (who went on the pilot trip with Horizons), and 20 students will participate. Students will earn three credits through EDPS 490: Global Leadership.

- In summer 2016 the University launched Summer Start, a conditional admit program (a first for Purdue) which required students to enroll in seven credits during the summer for a five-week term in order to earn fall admission. Purdue Promise was selected as the support mechanism for the students, and was thus granted a graduate assistant to help coach the incoming cohort. Together the graduate assistant and Purdue Promise staff are serving 180 in the inaugural cohort this year. Students could earn a $500 scholarship toward fall semester by completing 5 digital badges, earning a 3.0 GPA, and meeting with their coaches twice in the summer. They can earn an additional $500 toward spring 2017 by meeting with their coaches twice in fall 2016.

- During the 2015-16 academic year Purdue Promise negotiated a pilot with the Indiana Commission for Higher Education to batch appeal for students participating in co-op work experiences that would cause them to not meet the State’s credit completion requirement for 21st Century Scholars awards. Purdue Promise successfully partnered with the Office of Professional Practice and the Division of Financial Aid to compile a historical list of co-op participants back to fall 2013 submit to the State, preventing hundreds of individual appeals.

**OUR DATA**
Retention and graduation data are calculated following Census each fall. Census takes place during the third week of the fall semester and confirms full-time enrollment for the academic year. An explanation of the current cohorts also follows.

<table>
<thead>
<tr>
<th>Cohort</th>
<th>2015-16 Academic Year (Census year)</th>
<th>2016-17 Academic Year (current year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Alumni or Super Seniors</td>
<td>Alumni or Super Seniors</td>
</tr>
<tr>
<td>2010</td>
<td>Alumni or Super Seniors</td>
<td>Alumni or Super Seniors</td>
</tr>
<tr>
<td>2011</td>
<td>Alumni or Super Seniors</td>
<td>Alumni or Super Seniors</td>
</tr>
<tr>
<td>2012</td>
<td>Seniors</td>
<td>Alumni or Super Seniors</td>
</tr>
<tr>
<td>2013</td>
<td>Juniors</td>
<td>Seniors</td>
</tr>
<tr>
<td>2014</td>
<td>Sophomores</td>
<td>Juniors</td>
</tr>
<tr>
<td>2015</td>
<td>Freshmen</td>
<td>Sophomores</td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td>Freshmen</td>
</tr>
</tbody>
</table>

To understand the populations represented in the following retention and graduation chart, please review the following definitions.

- **All Purdue Promise**: Purdue Promise program participants - All students are Indiana 21st Century Scholars. The 2009-2012 cohorts had a total family income requirement of $40,000 or less. Since then the requirement has been $50,000 or less.

- **TfCS only**: First-time, full-time 21st Century Scholars enrolling in a fall semester and not served by Purdue Promise.

- **Pell Eligible only**: First-time, full-time Pell Eligible students enrolling in a fall semester and not served by Purdue Promise or 21st Century Scholars.

- **Indiana Residents**: All first-time, full-time Indiana residents enrolling in a fall semester.

- **University Rate**: All first-time, full-time students enrolling in fall semester.
OUR STORY
Purdue Promise was created in 2009 as a response to 21st Century Scholars (TFCS) graduating at 10-11% lower rates than the Purdue University rate. Many institutions offer financial aid or specialized support programming for students from low-income backgrounds. Purdue Promise combines the two intentionally for a four-year package; making the program one of the strongest 21st Century Scholars support mechanisms in the state. For students from a combined family income of $50,000 or less, Purdue Promise combines the TFCS award with Federal, State, and institutional grants as well as Federal Work Study. The following graphic, from the recent OIRA Briefing on Purdue Promise (see Appendix A) shows aid for the 2014-15 year, which is the most recently closed out year for Financial Aid.

Purdue Promise evolved from the Purdue Opportunity Awards (POA) program. Early positive results from the support program and services gained University-wide attention and led to the addition of
Emerging Urban Leaders (EULs) participating in the program in fall 2010. The last cohort of EULs enrolled in fall 2012; however, fall 2013 marked the inaugural enrollment of Emerging Leaders (ELs). Purdue Promise serves as a secondary support program for students who qualify for both scholarships. In many cases Purdue Promise students may also qualify for and participate in Science Bound, Purdue Athletics, and Business Opportunity Program. The programs’ leaders collaborate to support the students and prevent redundancy in program requirements. While Horizons recruits students not served by Purdue Promise so that the University can serve as many low-income and first-generation students possible, the programs’ leaders work very closely to lead initiatives for these populations across campus.

Purdue Promise is both an access and success program. The populations the program serves are under-resourced and historically labeled as “at risk” for low matriculation and low degree attainment. The program enhances access with the offer of financial support. Students regularly report that the funding offered by the scholarships supported by Purdue Promise enabled them to realize their dreams of attending college. The program’s main purpose is to retain and graduate students who believe they can succeed, know how to advocate for themselves, and have help-seeking skills to overcome life’s obstacles during college and post-graduation. Purdue Promise exists to make campus a feel like “home away from home” by creating a smaller, more inclusive, and equitable space for students to learn and develop.

The 2016-17 academic year marks the eighth year of Purdue Promise. For the first four years, program design was based on research about best practices for specific cohorts - what worked for freshmen vs. sophomores vs. juniors vs. seniors. However, assessment of the first graduates revealed that a “one size fits all” approach was not effective in facilitating student learning outcomes. Though the program’s retention rates were often greater than those for TFCS students not in Purdue Promise and Pell-eligible students who were not TFCS/Purdue Promise, many scholars still did not persist and/or graduate on time. Seniors revealed that the “high touch” support given in the freshmen and sophomore years was not sustained junior and senior year.

Thus, a complete overhaul of the program as well as the pilot of a personalized one-on-one coaching model with the 2010 cohort was initiated in spring 2013. Starting fall 2013, every Purdue Promise participant was assigned to a specific staff member who would serve as a student success coach. (The goal is a 150:1 student-to-staff ratio.) Coaches teach students in the Purdue Promise GS courses, meet with them between two and eight times a semester, guide them through online modules focused on the Dimensions of Wellness, and serve as their one-stop resource and advocate.

Purdue Promise coaches strive to become acutely aware of scholars’ specific needs and help them navigate campus and community resources to minimize barriers that stand in the way of graduation.
# YEARLY CYCLE & TIMELINE

<table>
<thead>
<tr>
<th>MONTH</th>
<th>ACTIVITIES</th>
</tr>
</thead>
</table>
| August        | • monitor students confirming enrollment and maintaining full-time registration  
• BGR or other orientation experience (required for freshmen scholars)  
• Purdue Promise GS courses begin (197 for freshmen and 405 for seniors)  
• freshmen complete donor thank-you letters  
• pre-term announcements e-mail  
• wrap-up Summer Start coaching and award scholarships for fall |
| September     | • Purdue Promise GS courses (freshmen and seniors)  
• pre-course assessment for GS courses  
• freshmen meetings (at least one during week 3, one after midterms as needed)  
• Summer Start meetings (two required during fall semester)  
• sophomore and junior required coach meetings (2-3 minimum)  
• sophomore and junior Blackboard coaching modules (3-4 per cohort)  
• swap freshmen Purdue Promise scholarships to POA scholarships  
• MAPS meetings (up to eight total)  
• grade checks for freshmen (midterms) and MAPS students (as assigned)  
• monitor students maintaining full-time enrollment  
• monitor weekly holds preventing registration, graduation, release of transcripts  
• next year’s FAFSA opens October 1  
• monthly announcement e-mails |
| October       |                                                                                                                                             |
| November      |                                                                                                                                             |
| December      | • Purdue Promise GS courses end (freshmen and seniors)  
• Final Exams  
• end-of-term announcements e-mail  
• start processing financial aid appeals for spring term  
• post-course assessment for GS courses and senior survey  
• wrap-up Summer Start coaching and award scholarships for spring |
| January       | • monitor students confirming enrollment and maintaining full-time registration  
• Purdue Promise GS independent studies begin (GS 197 for freshmen)  
• pre-term announcements e-mail |
| February      | • freshmen, sophomore, and junior required coach meetings (2-3 minimum)  
• freshmen, sophomore, and junior Blackboard coaching modules (3-4 per cohort)  
• Summer Start meetings (two recommended during spring semester)  
• MAPS meetings (up to eight total)  
• grade checks for MAPS students (as assigned)  
• monitor FAFSA completion for current and prospective students  
• promote summer aid application  
• award prospective students and monitor accepting admission  
• monitor students maintaining full-time enrollment  
• monitor weekly holds preventing registration, graduation, release of transcripts  
• Purdue Promise GS independent studies end (GS 197 for freshmen)  
• recruit new professional staff (as needed)  
• renew scholarship contracts for current students |
| March         |                                                                                                                                             |
| April         |                                                                                                                                             |
| May           | • Final Exams  
• monitor students confirming enrollment for summer terms |
<table>
<thead>
<tr>
<th>MONTH</th>
<th>ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td></td>
</tr>
<tr>
<td>• end-of-term announcements e-mail</td>
<td></td>
</tr>
<tr>
<td>• prepare to meet with incoming scholars during STAR</td>
<td></td>
</tr>
<tr>
<td>• meet with new scholars and Summer Start students during STAR</td>
<td></td>
</tr>
<tr>
<td>• coach Summer Start students (two required meetings during Summer Start)</td>
<td></td>
</tr>
<tr>
<td>• monitor release of upperclass student financial aid packages</td>
<td></td>
</tr>
<tr>
<td>• assist upperclass students with scholarship appeals (as needed)</td>
<td></td>
</tr>
<tr>
<td>• monitor new scholars’ registration for BGR and issue waivers</td>
<td></td>
</tr>
</tbody>
</table>

**BENCHMARK PROGRAMS**

In the early years of the program Purdue Promise benchmarked against the following programs:

- Indiana University – IU Covenant
- University of North Carolina – Chapel Hill – Carolina Covenant
- Texas A&M – Regents Scholarship

Purdue is a ScholarCorps host site. ScholarCorps is a program through AmeriCorps hosted through the Indiana Commission for Higher Education that places one ScholarCorps member on each of 17 different Indiana campuses to serve 21st Century Scholars. At Purdue the ScholarCorps member serves 21st Century Scholars not in Purdue Promise. 2016-17 marks Purdue’s fifth year serving a host site, and the Purdue Promise program coordinator serves as the supervisor for the ScholarCorps member. It has become apparent through interactions with the State staff and other members and supervisors that Purdue has the most robust and best supported program for 21st Century Scholars across the State, and the ScholarCorps member and program coordinator regularly receive outreach from other institutions. Additionally, the current Purdue Promise coordinator is also certified as a Bridges Out of Poverty Lifetime Trainer and QPR Gatekeeper, trains all ScholarCorps members and supervisors as well as State outreach coordinators annually, and receives invitations to present to other Indiana campuses based on recommendations from those she trained. This year the Purdue Promise coordinator is currently working with other campuses through phone calls and scheduling campus visits to consult about the program and campus partnerships. These campuses include: Indiana University – Bloomington, Indiana State University, Indiana University – Kokomo, Purdue Northwest, and University of Louisville.

Purdue Promise also utilizes the following resources to stay up-to-date on research and best practices:

- CAS Standards
- [National College Access Network (NCAN)](https://www.nican.org)
- [Learn More Indiana](http://www.learnmoreindiana.org)
- [Indiana College Access and Support Network (ICASN)](http://www.indianaicasn.org)
- [University Innovation Alliance (UIA)](http://www.uia.org)
- [CollegeBoard](http://www.collegeboard.org)
- [Lumina Foundation](http://www.luminafoundation.org)
- [EAB Student Success Collaborative](http://www.studentsuccess.org)
- [National Academic Advising Association (NACADA)](http://www.nacada.edu)
- [National Resource Center on the First-Year Experience and Students in Transition (NRC FYE-SIT)](http://www.nrcfye-sit.org)

**OPPORTUNITIES FOR FUNDRAISING AND DEVELOPMENT**

Purdue Promise awarded scholarships to 893 students in the first four years of the program, enrolling a larger class each year. In 2013-14 the program enrolled a record size class of 281, partially due to an increase in the total family income (TFI) eligibility requirement. Historically the TFI was $40,000 but in 2013-14 it became $50,000. Historically approximately 12,000-13,000 TFCS graduated from high school.
each year, but fall 2014 marked the first of a four-year increase in population (between 19,000-27,000 per cohort) due to 6th graders being allowed to enroll during the recession. Enrollment is usually restricted to 7th and 8th grades. Our increased TFI limit and the increased number of 21st Century Scholars have led to continued growth in Purdue Promise. Despite rollercoaster changes in student-to-staff ratios over the years and continuously changing legislation, the program has shown great success in retaining TFCS at higher rates than before the program started. Data projections suggest the new one-on-one coaching model is producing even better results. However, there is always room to do more.

Future Growth: Students and Scholarships
Various data sources project increased growth in eligible scholars. The increase in the TFI eligibility limit and changes in TFCS population size have yielded increases in the Purdue Promise population. However, since Purdue Promise began there have been 922 first-time, full-time TFCS enroll (2009-2015 cohorts) that have not been served by Purdue Promise, meaning we have missed out on intentionally supporting at least 33.8% of the TFCS students at Purdue, not including transfer students. As previously indicated, the statewide TFCS population is increasing through at least the 2017-18 academic year. It is therefore expected that TFCS enrollment at Purdue will increase, thus increasing the number of Purdue Promise scholars served and the number of TFCS students at Purdue potentially not served the program. Annually 400-450 Frank O’Bannon Higher Education Award (FOB-HEA) first-time, full-time recipients enroll at Purdue. Students can also receive the award as upperclass students, making the total population on campus last year about 2,700. The FOB-HEA is a need-based state aid award for students who are not 21st Century Scholars. Currently there is no support program that serves these students at Purdue, but they are held to similar credit completion requirements as 21st Century Scholars, and can
earn bonus money by earning high GPAs and completing credits at an accelerated pace, so recipients could benefit from the Purdue Promise coaching model.

Additionally, 18% of in-state undergraduates and 5% of out-of-state undergraduates are receiving Pell Grants in fall 2016. Of the Pell-eligible population, 74% is not being served by Purdue Promise or Horizons, and 74% of the population not served are Indiana residents. That’s an extra 1,972 in-state students who could benefit from Purdue Promise.

“Dream big” ideas have included:

- What if Purdue Promise could serve all TFCS students at Purdue?
- What if Purdue Promise could serve all FOB-HEA recipients at Purdue?
- What if Purdue Promise could serve all Pell-eligible students at Purdue? (at least in-state)

Increased scholarship dollars could help make those ideas a reality. Additional scholarship funds could also address the following.

- **Residency requirement**: 21st Century Scholars requires students and their parent(s) to remain in-state residents during eligibility. If a parent moves out of state for a new job, a promotion, or for personal reasons, the students lose their 21st Century Scholars and Purdue Promise eligibility even though that situation is beyond the student’s control.

- **Summer enrollment**: Purdue as an institution is promoting summer enrollment to help students stay on track to graduate on time, or early. Additionally, the State’s new 30-60-90 credit completion requirement may lead to an increase in summer enrollment to help students stay on track to meet State aid requirements. For the past three summers the President’s office has assisted the Division of Financial Aid in covering full financial need for TFCS and Frank O’Bannon Higher Education Award recipients who have at least a 1.8 cumulative GPA and are within 9 hours of their credit completion requirements. Additional scholarship dollars could help students minimize debt in summer terms, or promote enrolling in summer to graduate early.

**Future Growth: Staff**

Purdue Promise works because of the high-touch, intrusive coaching and support the staff are able to offer. Such requires a reasonable student-to-staff ratio, the lower the better. The maximum desired ratio for Purdue Promise is 150:1. Thus, expansion of the student population served by the program would warrant a complementary expansion in staffing. The ratio originally assumed that the program would only serve students who maintained their scholarships during their four years of eligibility. However, realistically 100% of students will not graduate in four years, and the “Once Purdue Promise, Always Purdue Promise” policy now means we support those who lose scholarships and those who are enrolled beyond four years. With 1,137 students on campus fall 2016, the program ratio is 145:1 for Purdue Promise (not including the extra Summer Start students). This is the second year the program has technically not exceed the maximum desired 150:1 ratio, however there has been 1 staff member vacancy since the beginning of the fall 2016 term and a new vacancy as of December 2016. It is expected that both positions will be filled during the spring 2017 term.

**Future Growth: Support Services**

Additional opportunities for growth and expansion of support services include, in priority order:

- Individual private offices for all staff to protect the confidentiality of one-on-one Coaching meetings between students and staff who currently share offices with each other and share consultation spaces with the entire department;

- Continued funding for the Purdue Promise study abroad program, which will be piloted for two years beginning in May 2017 in Valencia, Spain followed by a second pilot trip in May 2018;
• Discretionary gift / emergency funds to temporarily assist students who are experiencing unexpected challenges and/or crisis; and
• Support monies to award students for testing fees (for licensing exams, etc.), graduate preparation classes and exams, and travel for professional development or interviews.

**LEGEND**
- BGR = Boiler Gold Rush
- CCO = Center for Career Opportunities
- EL = Emerging Leader
- EMAR = Enrollment Management Analysis and Reporting
- EUL = Emerging Urban Leader
- FOB-HEA = Frank O’Bannon Higher Education Award grant recipients
- MAPS = Meetings for Academic Planning and Success (academic recovery program)
- MMPDs = Multicultural/Minority Program Directors
- OIRAE = Office of Institutional Research, Assessment and Effectiveness
- POA = Purdue Opportunity Award
- SAP = Satisfactory Academic Progress (measure of financial aid eligibility)
- STAR = Summer Transition, Advising and Registration
- TfCS / TFCS = 21st Century Scholar
- URM = underrepresented minority
- Y = Year (ex. Y1 = Year 1)
The Purdue Promise four-year experience is a scholarship program that helps eligible 21st Century Scholars be successful at Purdue University’s West Lafayette campus through a combination of support services and financial aid.
Purdue Promise

Purdue Promise is a four year experience offering financial assistance and targeted support for low-income Indiana residents who are recipients of the Indiana 21st Century Scholar Award and whose total family income is $50,000 or less. The Purdue Promise program was created in 2009 in response to the fact that 21st Century Scholars were graduating at 10-11% lower rates than their peers at the university. Later in the years 2010 to 2012, Purdue Promise also served Emerging Urban Leaders, underrepresented minority (URM) students from Indianapolis Public Schools or schools in the Chicago area. In fall 2013, Purdue Promise implemented a personalized, one-on-one coaching model and shifted from reliance on student leaders to professional staff coaches. The program is designed to minimize barriers to college success and provide individualized care and coaching to retain and achieve on-time and debt-free graduation for this historically at-risk population.

Demographics
Purdue Promise is both an access and success program. The program serves students who are under-resourced and historically labeled as “at-risk” for low matriculation and degree attainment. Purdue Promise students are more likely to be URM and/or first generation college students compared to their peers. URM students made up 23%-27% of Purdue Promise students in 2013-2015, compared to the 9% overall at Purdue. Similarly, 50%-70% of Purdue Promise students are first generation students while 16%-22% of all Purdue students are first generation. In regards to gender, 44.8% of Purdue Promise students are male and 55.2% are female.

Retention/Graduation Rates
Purdue Promise is helping to close the gap between graduation rates for 21st Century Scholars and the overall undergraduate student population. There was only a 2.2% point gap in the 4 year graduation rate for the 2012 cohort, whose members received three out of four years of personalized coaching. The 2013 cohort is expected to have a four year graduation rate of 68% based on self-reported expected graduation date on Purdue Promise contracts, myPurduePlan, and current registered candidate status. Purdue Promise yields high graduation and retention rates for underrepresented minorities. The URM students in the 2009 cohort have exceeded the 3, 5, and 6 year university URM graduation rates, and the URM students in the 2010 cohort have exceeded the 4, 5, and 6 year university URM rates.

Table 2: Purdue Promise vs Purdue Retention and Graduation Rates

<table>
<thead>
<tr>
<th>Cohort</th>
<th>1 Year Retention</th>
<th>2 Year Retention</th>
<th>4 Year Graduation</th>
<th>6 Year Graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Promise</td>
<td>URM</td>
<td>Promise</td>
<td>URM</td>
</tr>
<tr>
<td>2009</td>
<td>67.1%</td>
<td>91.5%</td>
<td>69.0%</td>
<td>87.0%</td>
</tr>
<tr>
<td>2010</td>
<td>91.3%</td>
<td>94.0%</td>
<td>90.2%</td>
<td>87.8%</td>
</tr>
<tr>
<td>2011</td>
<td>90.1%</td>
<td>90.1%</td>
<td>90.6%</td>
<td>87.3%</td>
</tr>
<tr>
<td>2012</td>
<td>88.9%</td>
<td>90.1%</td>
<td>91.0%</td>
<td>87.8%</td>
</tr>
<tr>
<td>2013</td>
<td>92.4%</td>
<td>91.2%</td>
<td>92.6%</td>
<td>90.0%</td>
</tr>
<tr>
<td>2014</td>
<td>92.8%</td>
<td>94.8%</td>
<td>92.7%</td>
<td>87.8%</td>
</tr>
<tr>
<td>2015</td>
<td>90.2%</td>
<td>91.0%</td>
<td>91.8%</td>
<td>90.9%</td>
</tr>
</tbody>
</table>

Scholarship Appeals
Purdue Promise assists program participants through Satisfactory Academic Progress (SAP) appeals (loss of financial aid), merit appeals (loss of Purdue Promise and/or Emerging Urban Leader award), and state appeals (loss of 21st Century Scholars award) by providing letters of support and process support. Since fall 2012, 175 out of 221 students who used support from Purdue Promise have had their appeals approved. This includes 86% of SAP appeals filed, 74% of merit appeals filed, and 64% of state appeals filed. As of spring 2016, 59% of appeals since fall 2012 listed mental health concerns as the reason for the appeal. As such, Purdue Promise is not only helping students retain scholarships but is also helping the University deal with the growing incidence of mental illness.

Study Abroad
More than 140 (6%) Purdue Promise students have taken the opportunity to study abroad since the program started. In 2014-2015, about 20% of recent Purdue graduates had participated in a study abroad program. While the proportion is relatively small, the Purdue Promise Senior Survey (2014, 2015) showed that study abroad is listed as one of the most transformative and rewarding experiences that affected students’ success at Purdue. In May 2016, Purdue Promise partnered with Horizons Student Support Services, Purdue’s federally funded TRIO* program, to give students the opportunity to study abroad in Spain and Morocco. In May 2017, Purdue Promise will be piloting its own study abroad program, essentially doubling the number of Purdue students who are eligible for reduced-cost study abroad. A group of Purdue Promise students will be traveling to Valencia, Spain for a three-week experience.

*The Federal TRIO Programs (TRIO) are federal outreach and student services programs in the United States designed to identify and provide services for individuals from disadvantaged backgrounds. They are administered, funded, and implemented by the United States Department of Education.

"The fact that there was financial help made this particular trip too good of an opportunity to waive on. Still, had I known how much the trip would change me personally – how much I would benefit personally and professionally – then I wouldn’t have let anything, not even cost, stop me." – Daniel Cervantes, a Purdue Promise student who participated in the May 2016 Horizons Study Abroad Program
Engagement
Since starting the coaching model in August 2013, Purdue Promise staff has logged 130,292 contacts with approximately 1,000 Purdue Promise students through summer 2016. Some examples of contact logs are required coach meetings, optional meetings, emails, monthly announcements, text messages, and phone calls. Purdue Promise students receive personalized success coaching and are required to meet with their coach two to eight times per semester depending on the student’s risk level. They also complete Blackboard modules focused on the Dimensions of Wellness. Data collected from 2013 to 2015 has exhibited a positive relationship between 100% meeting attendance and module completion rates and 1st year GPA (Figure 2). Students are also required to participate in GS 197 and GS 405, the program’s first-year and senior-year seminar courses that provide bookend experiences on the transition to college and life after college. Data indicates a positive association between GS197 course grade and 1st year GPA (Figure 3). After the first year of coaching, meetings and module assessment indicates that in the fall, both meeting and modules have statistically significant correlations (p<0.01) to GPA for sophomores and juniors, and in the spring, meeting and modules are significant (p<0.01) for all cohorts.

Figure 4: Gift Aid to Purdue Promise Recipients (2014-2015)

Purdue Promise Gift Aid Sources and Program Budget
In 2014-2015, $17,362,451 in funds was gifted to 867 Purdue Promise recipients. In Figure 4, Institutional is need-based institutional aid the student would have received regardless of Purdue Promise. Promise and the Purdue Opportunity Award is the expense amount that is specifically related to Purdue Promise. State, Federal and Private is money that the students brought with them such as Pell Grants, 21st Century Scholars, and private scholarships. Additionally, the entire recurring program cost for the Promise Success Coaches is $689,527. This breaks down to an annual cost of only $578 per student.

Recognition for Support of 21st Century Scholars at Purdue
Purdue Promise is the only 21st Century Scholar program that provides students with both financial aid and specialized support programming that includes customized coaching. In November 2015, the Indiana Commission for Higher Education (ICHE) recognized Purdue Promise as a Champion Award recipient. The Champion Award recognizes an institution for its outstanding impact and contributions to the 21st Century Scholars Program. According to data from ICHE, Purdue University 21st Century Scholars outperformed other Indiana public institutions in the categories of College Performance, College Retention, and College Completion in the 2015-2016 academic year.

Table 3: ICHE 21st Century Scholars 2015 College Scorecard

<table>
<thead>
<tr>
<th>Category</th>
<th>POA</th>
<th>Promise</th>
<th>Institutional</th>
<th>State</th>
<th>Federal</th>
<th>Private</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Performance</td>
<td>60%</td>
<td>72%</td>
<td>22%</td>
<td>37%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Retention</td>
<td>65%</td>
<td>86%</td>
<td>39%</td>
<td>51%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Completion (On-Time)</td>
<td>59%</td>
<td>79%</td>
<td>18%</td>
<td>29%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Completion (150% Time)</td>
<td>71%</td>
<td>94%</td>
<td>48%</td>
<td>66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purdue University - West Lafayette</td>
<td>43%</td>
<td>48%</td>
<td>8%</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Southern Indiana</td>
<td>64%</td>
<td>81%</td>
<td>18%</td>
<td>31%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vincennes University</td>
<td>48%</td>
<td>60%</td>
<td>10%</td>
<td>26%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Conclusion
The outcomes for first generation, low-income students that Purdue Promise has achieved are exceptional and have garnered great interest both within Purdue and from partners around the country. The results have been shared with the University Innovation Alliance, a coalition of eleven public research universities who are committed to making quality college degrees accessible to a diverse body of students. The coaching model is being piloted with conditionally admitted students who are part of the Summer Start program. 21st Century Scholars have long accessed education at higher rates than their Indiana peers, but have been retained and graduated at lower rates. Purdue Promise’s coaching model is making it possible for 21st Century Scholars at Purdue to be retained and graduate at higher rates. Thus, other Indiana institutions may consider implementing a coaching model for their scholars and there is evidence for targeted expansion at Purdue University.

1 http://www.purdue.edu/studentsuccess/specialized/purduepromise/ProspectiveStudents/pp_eligibility.html
3 http://www.samhsa.gov/wellness-initiative/eight-dimensions-wellness

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Appendix B: Response to the Report of the Provost’s Advisory Committee on Diversity

Since Purdue Promise began in fall 2009, the program has served 2006 21st Century Scholars and Emerging Urban Leaders. All Purdue Promise scholarship recipients are Indiana 21st Century Scholars from low socioeconomic statuses. From 2009-10 through 2012-13 the program’s total family income requirement was $40,000 or less, and since 2013-14 the requirement has been $50,000 or less. Additionally, 26% have identified as underrepresented minorities and 53% have self-reported as first-generation. By nature of being a 21st Century Scholar, these students are 1.4 times more likely to be first-generation, 2.5 times more likely to be raised by single parents, and have a reported family income that is 75% lower than the average student that applies for financial aid (Indiana Commission for Higher Education, 2015). From 2010-11 through 2012-13 the program also enrolled 106 Emerging Urban Leaders; 100% were underrepresented minorities and 31% were first-generation. Currently, as of fall 2016 the program is serving 1160 students, 27% are underrepresented minorities and 62% are first-generation. All students are from Indiana, and are across all colleges at Purdue; but the population is more female than Purdue’s overall population (which has been a consistent trend for our program), and 72% of them are in STEM fields. In addition to racial and gender diversity and first-generation student status, students in the program identify across the LGBTTQQIAAP spectrum, are diverse in their religious affiliations and represent a wide range of physical, mental, and emotional abilities. Some are active duty and reserve military, some are married, and some are parents to their own children or through having custody of their siblings. Their families are diverse, often not a heterosexual, married, two-parent household; and many have experienced life in foster care. Some are registered with the Disability Resource Center, and some are chronically ill. However, they are all academically qualified to come to Purdue; and in of those currently enrolled who were on the at-risk list produced by OIRAE, 90% are in good standing and 77% have above a 3.0 GPA.

While 21st Century Scholars were graduating 10-11% behind the University rate before the program started, the most recent cohort graduated 53.69% in four years compared to 55.85% for the University as a whole, and the 2013 cohort is projecting at 68%. Visit the assessment section of this program overview to view historical retention and graduation information, including data showing underrepresented minorities in the program often statistically significantly exceed the University’s 3-, 4-, 5-, and 6-year graduation rates.

Purdue Promise contributes to the Provost's Advisory Committee on Diversity Action Items in the following ways.

**Increasing Diversity in Student Enrollment**

- Purdue Promise tables with ScholarCorps (21st Century Scholars) at specific Admissions prospective student events that are targeted at URM students (Explore Purdue and Destination Purdue).
Purdue Promise partners with Horizons to coordinate campus visits for groups that contact the Visitor’s Center and indicate they are affiliated with TRiO and/or 21st Century Scholars.

Purdue Promise and ScholarCorps partner with the Indiana Commission for Higher Education (ICHE) to perform outreach to prospective 21st Century Scholars regarding their FAFSA filing and edit statuses, signing their Affirmation Form, financial aid verification requirements, and Purdue Promise eligibility. Beginning spring 2017 the program will also do outreach about the new Scholar Success Program requirements. This impacts diversity because 21st Century Scholars are from a low socioeconomic status and are more likely to be first-generation and/or underrepresented minority than their peers.

Purdue Promise tables through 21st Century Scholars at the Rainbow Callout through the LGBTQ Center, which is open to the public; so we get to interact with prospective and current scholars.

Retaining Diverse Students

Purdue Promise is both an access and success program. Our program exists to retain and graduate more students, with our ultimate goal being to graduate participants in 4 years and debt-free. Thus, everything the program does is geared toward retention, graduation, and scholarship maintenance

GS 197: This is a first-year seminar specifically for Purdue Promise students that occurs in the fall semester, and focuses on how students can maintain and budget their scholarships, as well as what campus resources and skills sets can help them be successful at Purdue. Topics include semester planning and goal setting, time management, financial aid policies, studying abroad, budgeting, stress management and self-care, copying and control, healthy relationships, sex/drugs/alcohol, and exploring our identities. In recent years up to 68% of students who appeal for their Purdue Promise scholarships do so for mental health reasons, and students who appeal are more likely to be underrepresented minorities and/or males; thus this fall Michelle Ashcraft will conduct QPR suicide prevention training for all GS 197 students.

Coaching Meetings: All Purdue Promise students, regardless of their scholarship status, are assigned a designated Purdue Promise Coach. Coaches meet with students two to eight times a semester based on a program-specific at-risk color-coding system that takes into account 12 risk factors known to jeopardize students’ scholarship statuses, retention, and/or on-time graduation. Coaching meetings include customized academic success plans as well as resource referrals and advocacy to reduce non-academic barriers to students’ success. Students who complete their meetings have statistically significantly higher GPAs, particularly in the fall semester.

Modules: Freshmen, sophomores, and juniors completed an assessment and three Blackboard modules each semester focused on the 7 Dimensions of Wellness. Students who complete their modules have statistically significantly higher GPAs, particularly in the spring semester.

Data Mining: Purdue Promise staff actively mine data each week and reach out to students accordingly to address issues including but not limited to account holds, lack of registration or lack of full-time registration, signing scholarship contracts, completing FAFSAs, completing financial aid verification, meeting 21st Century Scholars credit completion, maintaining Satisfactory Academic Progress, confirming enrollment, paying bills, and maintaining good academic standing.

Financial Aid Workshop: Each spring the program conducts a financial aid workshop, mandated for freshman, to review important financial aid policies, FAFSA completion,
paying for study abroad, the impact of co-ops and internships on financial aid, and managing the costs of living on/off-campus.

- **GS 405:** This senior-year seminar in the fall semester focuses on life after college, so that we not only retain students, but also help them successfully enter graduate or professional school, the workforce, or the military. Topics include negotiating your first job offer, benefits, conflict management, workplace etiquette and generational differences, self-branding, future financial aid planning and debt management, budgeting, credit literacy, understanding taxes, planning for retirement, and insurance.

- **Indiana Summer Scholarship:** Purdue Promise partners with the Division of Financial Aid to administer a scholarship funded by President Daniels to help 21st Century Scholars and Frank O’Bannon Higher Education Award recipients stay at Purdue over the summer to meet credit completion. Students can get tuition/fees, room/board, and books paid for if they have a 1.8 GPA and are within 9 credits of their next completion marker.

- **Appeals:** Purdue Promise supports students through appeals for Indiana state aid, Purdue merit aid, Purdue satisfactory academic progress, financial aid independent student status, financial aid special circumstances, and financial aid budget adjustments.

- **Rainbow Callout:** Purdue Promise tables at the event sponsored by the LBGTQ Center, which is open to the public so we get to interact with prospective and current scholars.

- **Housing:** Purdue Promise partners with the housing placements staff to defer housing deposits to fall bills so they can be covered by financial aid, to place students in housing that will not put them over cost of attendance financial aid allotments for room/board, and to provide temporary housing to students who do not have a place to stay over breaks.

**Increasing Diversity in Faculty and Staff Hiring**

Purdue Promise students are slightly more female than male and in recent years 25-40% of program participants have been underrepresented minorities. Over half of the participants are first-generation. The program has a list of 60 listservs, professional organizations, websites, newsletters, social media accounts, and organizations utilized to market position openings. This list includes:

- **Student Affairs Professionals Involved with Leadership & Diversity Programs**
- **NCORE** (National Conference on Race & Ethnicity in American Higher Education)
- **NUFP** (NASPA Undergraduate Fellows Program)
- **The Institute for College Access & Success**
- **NCAN** (National College Access Network)
- **Diverse Issues in Higher Education**
- **College Possible**
- **Center for Leadership Development**
- **Starfish Initiative**

During on-campus interviews, staff are provided a folder of materials that include a flier from all of the University’s Cultural Centers. Since Michelle Ashcraft arrived in 2012, she has strived to hire teams that are balanced in male/female and URM/non-URM diversity. Below is our staffing history:

- 2012-13: 5 total staff – 4 female/1 male, 3 URM/2 White, 4 first-generation
- 2013-14: 6 total staff: 4 female/2 male, 4 URM/2 White, 5 first-generation
- 2014-15: 7 total staff: 3 female/4 male, 1 URM/6 White, 3 first-generation
- 2015-16: 9 total staff: 5 female/4 male, 1 URM/8 White, 4 first-generation
2016-17: 9 total staff: 6 female/3 male, 2 URM/7 White, 5 first-generation through August 2016 (note: 2 White, non-first generation males left in August and December; we will fill vacancies in spring 2017)

Retaining Diverse Faculty and Staff
- Purdue Promise developed a Housing Guide in 2012 to help new employees in their transition to West Lafayette / Lafayette. It is updated annually, and now all program leads use it in the hiring process.
- When new staff join the team, Purdue Promise holds a teambuilding day where we present creative PowerPoints about ourselves to our teammates so that we can get to know each other beyond work.
- All new Purdue Promise staff get a new employee training binder.

Embedding Diversity in the Curriculum and Creating Inclusive Classroom Settings and Learning
- See the descriptions of GS 197 and GS 405 under “Retaining Diverse Students” above.
- Students report regularly on their senior surveys that Purdue Promise matters to them because we know their names, and refer to their preferred names in class and via email. Students report their preferred names on their scholarship contracts.
- The program collects dietary restrictions on contracts so that food in the classroom and other co-curricular events can accommodate those restrictions.
- Purdue Promise freshmen are required to participate in Boiler Gold Rush, and our program covers the cost of participation. They participate in Free Zone and learn important classroom policies.
- The program promotes participation in Study Abroad through modules, and we piloted a study abroad experience for Purdue Promise in May 2016 with Horizons.
- The program promotes undergraduate research through the modules.
- The program assists students in filing Hate & Bias Incident Reports for negative classroom experiences, and staff file Student of Concern reports for high levels of absences in GS classes.
- Program participants receive weekly contact about holds that may prevent registration.

Educating Leaders to Foster Diversity and Inclusion
- All Purdue Promise staff complete Green Zone training when hired.
- All Purdue Promise staff complete Safe Zone training when hired.
- All Purdue Promise staff complete the following Title IX trainings the year they are hired: Bystander Intervention, Escalation Workshop, Supporting a Survivor.
- Michelle Ashcraft is a Lifetime Certified Bridges Out of Poverty Trainer and trains all Purdue Promise staff. She also trains all ScholarCorps staff and ICHE Outreach Coordinators statewide.
- Michelle Ashcraft is a certified QPR suicide prevention trainer, and trains all Purdue Promise and ScholarCorps staff when hired.
- Annually Michelle Ashcraft collaborates with the director of Horizons and the ScholarCorps member to present at New Advisor Orientation on access and success programs at Purdue. Purdue Promise also tables with ScholarCorps at the Advisor Resource Fair each fall.
- Each fall Michelle Ashcraft hosts information sessions for campus partners to learn about 21st Century Scholars and Purdue Promise to help them better understand the populations.
- All Purdue Promise staff participate in advocacy for individual students and campus-wide policy changes with colleagues and offices across campus to enhance support and
remove barriers for Purdue Promise participants and 21st Century Scholars. This especially happens through appeal support letters.

- Purdue Promise staff are encouraged to use their department allotted professional development funds to expand their knowledge of diversity an inclusion, and to present on our program at conferences.
- Purdue Promise maintains an active TFCS Campus Mentor Network to support 21st Century Scholars.

Purdue Promise aspires to contribute to the Provost’s Advisory Committee on Diversity Action Items in the following ways.

**Increasing Diversity in Student Enrollment**

- Purdue Promise is in the process of determining with the Division of Financial Aid whether the Total Family Income eligibility limit for Purdue Promise can be increased from $50,000 to $70,000 beginning fall 2017. This would allow the program to serve about 100 additional students annually. A long-term goal would be to serve all 21st Century Scholars and Frank O’Bannon Higher Education Award recipients.
- Target outreach to self-reported 21st Century Scholars on Admissions applications about the possibility of being Purdue Promise eligible even though we do not know eligibility until FAFSA completion.
- Participate strategically in the Indiana Black Expo by reaching out to 21st Century Scholars interested in Purdue and inviting them to visit our booth to learn about Purdue Promise.
- Work with ICHE and ScholarCorps to market Purdue opportunities to help prospective 21st Century Scholars meet their Scholar Success Program requirements.
- Revisit advertising Purdue Promise through Counselor Talk.
- Partner with the Division of Financial Aid and Development to enhance spending of Purdue Opportunity Awards (POA) designated for specific counties. Sometimes there are unspent funds because students do not enroll from those counties or those that do are not 21st Century Scholars. Purdue Promise could award those funds to diverse students from those counties regardless of 21st Century Scholars status and serve the students through the Purdue Promise program like we used to serve POA students. An Admissions diversity brainstorming session in summer 2016 revealed the most racially diverse counties are St. Joseph, Allen, Marion, and Lake, and we have designated awards for some of those counties.
- Partner with Admissions, the MMPDs, and our 21st Century Scholars Outreach Coordinator to provide funding for buses to students from racially diverse counties to attend Purdue recruitment and admitted student events. (This service used to be provided by the 21st Century Scholars Support Site that was previously located on campus prior to September 2012.)
- Coordinate College GO! Week events through ScholarCorps to bring prospective 21st Century Scholars to campus.

**Retaining Diverse Students**

- Advocate for the continuation of the Indiana Summer Scholarship, which was pilot funded for summers 2014, 2015, and 2016.
- Attend campus events geared toward diverse populations, and let students know we are attending.
- Partner with Parent & Family Programs to coordinate early move-in and orientation prior to BGR for first-generation students and parents.
Gain approval to have Banner access to view student’s bills so that we can further our mission to help students graduate debt-free and best utilize their scholarships.

Embedding Diversity in the Curriculum and Creating Inclusive Classroom Settings and Learning

- Purdue Promise will pilot a study abroad program for 20 program participants in May 2017 and May 2018. The curriculum will focus on global leadership, and will include the Intercultural Development Inventory (IDI).
- This fall staff will start asking students for their preferred pronouns during introductions in GS classes.
- The program will propose to the Office of the Dean of Students that Purdue Promise Coaches be copied on absences verifications year-round, like advisors, rather than just for the students we teach each fall.

Educating Leaders to Foster Diversity and Inclusion

- In 2016-17, all Purdue Promise staff will complete the Intercultural Development Inventory (IDI). Individual staff members will have a debriefing meetings to understand their pre-assessment and post-assessment, as well as receive guidance on their development plan. Completion of their plan will be noted as part of their performance evaluation. The program coordinator will also receive a group-profile report and will utilize professional development and training opportunities throughout the year to enhance the program’s group profile.
- Assistant Director Thomas Van Norman will be certified in IDI in September 2016 so that he can facilitate the IDI as part of the new Purdue Promise study abroad experience beginning May 2017.