

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 less¹. 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.

Table 1: Percent First Generation Students by Ethnicity for 2013-2015 Cohorts

	All				First Generation			
	Promise		Purdue		Promise		Purdue	
	N	%	N	%	N	%	N	%
Hispanic	84	9%	890	5%	67	80%	284	32%
Black	100	11%	552	3%	72	72%	180	33%
2+ Races	41	5%	465	2%	30	73%	106	23%
Asian	27	3%	1387	7%	17	63%	211	15%
Unknown	15	2%	487	2%	9	60%	59	12%
White	638	70%	12,569	64%	370	58%	2,451	20%

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 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

Cohort	1 Year Retention				2 Year Retention				4 Year Graduation				6 Year Graduation			
	Promise	URM	Purdue	URM	Promise	URM	Purdue	URM	Promise	URM	Purdue	URM	Promise	URM	Purdue	URM
2009	87.1%	91.5%	89.0%	87.0%	82.5%	89.4%	82.5%	78.3%	37.4%	29.8%	46.8%	30.9%	69.6%	72.3%	75.4%	65.3%
2010	91.3%	94.0%	90.2%	87.8%	82.1%	88.1%	83.7%	81.4%	42.6%	41.8%	49.2%	38.3%	69.5%	73.1%	77.0%	70.3%
2011	90.1%	90.1%	90.6%	87.3%	81.8%	81.3%	84.3%	79.4%	43.3%	30.8%	54.5%	38.1%				
2012	88.9%	90.1%	91.0%	87.8%	81.1%	82.7%	86.1%	80.1%	53.7%	48.2%	55.9%	47.6%				
2013	92.4%	91.2%	92.6%	90.0%	87.3%	87.5%	87.7%	83.0%								
2014	92.8%	94.8%	92.7%	87.8%	85.3%	88.3%	85.3%	82.9%								
2015	90.2%	91.0%	91.8%	90.9%												

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 illness².

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 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 – 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

*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.

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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 Wellness³. 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 2: Module Completion Rate and 1st Year GPA

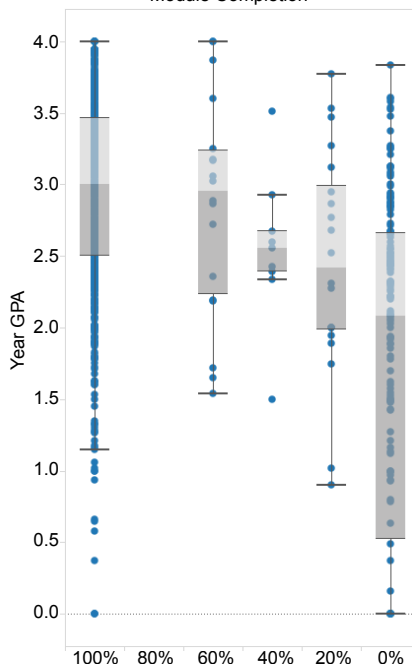


Figure 3: GS197 Grades and 1st Year GPA

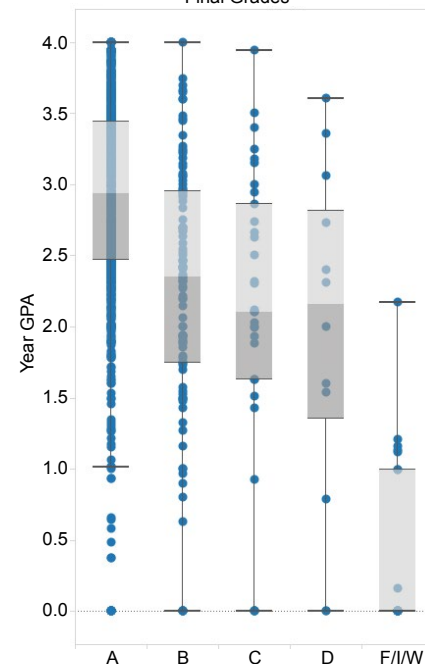
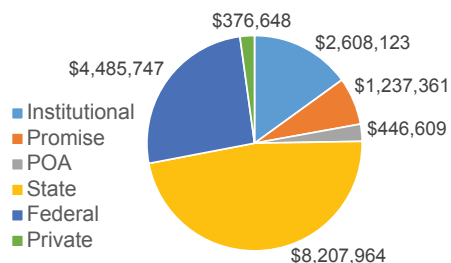


Figure 4: Gift Aid to Purdue Promise Recipients (2014-2015)



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 Scorecard⁴

	College Performance	College Retention	College Completion (On-Time)	College Completion (150% Time)
All Indiana Public Colleges	60%	72%	22%	37%
Ball State University	65%	88%	39%	51%
Indiana State University	59%	79%	18%	29%
Indiana University - Bloomington	71%	94%	48%	66%
Ivy Tech Community College	43%	48%	8%	12%
Purdue University - West Lafayette	77%	95%	50%	72%
University of Southern Indiana	64%	81%	18%	31%
Vincennes University	48%	60%	10%	26%

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/studentssuccess/specialized/purduepromise/ProspectiveStudents/pp_eligibility.html

² http://ccmh.psu.edu/wp-content/uploads/sites/3058/2016/01/2015_CCMH_Report_1-18-2015.pdf

³ <http://www.samhsa.gov/wellness-initiative/eight-dimensions-wellness>

⁴ http://in.gov/che/files/2016_Full_ScoreCard_Handout_CS6_8-2-16.pdf