

MISSION STATEMENT

Purdue Promise will champion access, affordability and holistic support to facilitate opportunities for qualifying Indiana scholars to graduate on time, debt-free and prepared for life after Purdue.

Purdue Promise has three core values:

- **Include:** Embrace and celebrate our diverse community.
- **Support:** Foster caring relationships based on trust and accountability.
- **Empower:** Cultivate confidence and courage in ourselves and others.

VISION STATEMENT

Purdue Promise aspires to be a nationally recognized model for supporting low-income students, including those who identify as first-generation and students of color.

PROGRAM ELEMENTS

Purdue Promise is both a scholarship and a support program for students at the West Lafayette and Indianapolis locations. The “Once Purdue Promise, Always Purdue Promise” policy is a commitment that students will receive support through graduation.

- **Scholarship:** Purdue Promise functions as a gap scholarship, covering remaining financial need after the Division of Financial Aid applies all other eligible aid to a scholar’s account. The 21st Century Scholars (TfCS) award covers tuition and regularly assessed fees, whereas Purdue Promise applies to other elements beyond the cost of attendance, including room and board, books, transportation, and miscellaneous expenses. Scholarships are both donor-funded and Purdue-funded.
- **Purdue 102:** Scholars meet one-on-one with Student Success Coaches (SSCs) during Purdue 102 to sign their first scholarship agreement, learn about services, and review their financial aid package. Scholars must agree to participate in the support program to receive the Purdue Promise award.
- **Boiler Gold Rush (BGR):** The Purdue Promise support program requires participation in BGR, Purdue’s welcome week experience. Purdue Promise covers scholars’ cost of participation.
- **GS 197 – Purdue Promise First-Year Experience Course:** This course is offered in the fall semester and designed specifically for Purdue Promise first-year scholars. SSCs serve as instructors for the course, and scholars are assigned to their instructor’s caseload. Scholars meet at least once with coaches outside of class during the semester.
- **GS 405 – Advancing Tomorrow’s Leaders, Preparing for Employment and Life After College:** This course is offered in the fall semester and focuses on transition into the workplace, financial literacy, and lifelong financial planning.
- **Student Success Coaching Meetings:** Between GS 197 and GS 405, scholars meet with SSCs two to four times per semester. The program uses an internal color-coding system based on several factors correlated with scholars’ academic standing and scholarship status. Green scholars are least at risk and meet with their coach at least twice. Yellow scholars are at risk of academic notice status and meet with their coach three times. Red scholars are most at risk for academic separation or loss of scholarship and meet with their coach at least four times for academic or scholarship recovery.
- **Study Abroad:** Purdue Promise coordinates and supplements the cost of a three-week, three-credit study abroad experience during the May semester. Trips offered currently include Spain and Scotland. Scholars typically pay \$1,000 or less for these trips.

- **Free Application for Federal Student Aid (FAFSA):** All Purdue Promise scholars are required to complete the FAFSA by April 15 annually as part of their 21st Century Scholarship requirements.
- **Logging Outreach and Mining Data:** SSCs track all interactions with scholars, including details about personal successes and challenges. This data is used for evidence-based decision-making and advocacy. SSCs regularly respond to “issue lists” to reduce barriers to success.
- **21st Century Scholar Campus Mentor Network:** Staff commit to fostering collaborations with campus partners in order to assist scholars and remove barriers to their success. They also encourage scholars to utilize their personal and professional networks.



PROGRAM OUTCOMES

As a result of participating in the Purdue Promise four-year experience, scholars will:

- Maintain “on scholarship” status and utilize financial aid efficiently to graduate with a higher debt-free rate than the rate for undergraduate Indiana residents at Purdue.
- Maintain or return to good academic standing.
- Report increased confidence in a defined set of life skills.
- Reflect on the value of their experiences and transferrable skills gained.
- Demonstrate preparation to enter the workforce, enroll in professional or graduate school, enlist in the military or support a family after college.

NOTABLE CHANGES

Changes for the 2023-24 academic year include:

- Secured the College Success Coach Grant from the Indiana Commission of Higher Education in November 2023 to support 21st Century Scholars who are not eligible for Purdue Promise.
- Martina McQuay was hired as a College Success Coach in February 2024.
- Hosted study abroad programs to Spain and Scotland in May 2024 with 29 scholars.
- Study abroad scholars completed pre- and post-tests for the Intercultural Development Inventory (IDI), resulting in a collective gain of 34 IDI points in improved student outcomes.
- Lilli Hertel and Quinton Skibinski graduated from Purdue Global with their Masters of Higher Education in Student Affairs in May 2024.
- Purdue Promise welcomed its first cohort of 26 students at Purdue University in Indianapolis in August 2024.
- 21st Century Scholars welcomed its first cohort of 157 students at the Indianapolis location in August 2024.
- Katelyn Simon was selected to serve as the Student Success Coach and instructor for GS 197 for Purdue in Indianapolis in July 2024.
- Quinton Skibinski was promoted to Assistant Director in July 2024.
- Desmine Robinson, Jay Snedeker, Melissa Maggard and Jamie Jones were hired as Student Success Coaches.
- Campus and community partnerships were increased through meetings, presentations and donations, adding value to the 21st Century Scholars Campus Mentor Network.
- Hosted programming events to support student development in the areas of Academic Performance and Persistence (academic support), Student Engagement and Enrichment (social and civic engagement), Career Exploration and Preparation (career development), and Financial Literacy and Debt Management (financial literacy).
- Participated in the Out of the Darkness Walk to support Suicide Awareness and Prevention, earning fifth place and raising \$440 toward the cause.

FOSTERING BELONGING AND A CAMPUS CULTURE OF INCLUSIVE EXCELLENCE

Transformative Education at Purdue University and the Boyer 2030 report highlight the critical importance for students, staff and faculty to have a sense of belonging on their campus as a basic need to maximize their potential and seek their excellence. Purdue Promise contributes to a sense of belonging and inclusive excellence for students at Purdue through:

- Supporting first-generation, low-income and minority student populations.
- Customizing and sending weekly announcements that include resources, important dates, timely reminders and information from the state and university.
- Coordinating opportunities for 21st Century Scholars to interact inside the classroom, at semester socials and during pre-BGR Welcome Orientation. These events build a sense of belonging among peers by providing space and opportunities for one-on-one, in-person interactions with other scholars who share similar backgrounds.
- GS courses provide resources to help scholars navigate the hidden rules of the college experience and the transition into adulthood after graduation.
- Study abroad offers affordability and inclusion for a beneficial experience without barriers.

OUR DATA

2023-24 Purdue Promise Data

Future data will include information for the incoming cohort of Purdue Promise students at the Indianapolis location who receive the same support as students in West Lafayette.

The available retention and graduation chart shows one-year, two-year and three-year retention rates along with four-year, five-year and six-year graduation rates since 2017.

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

- **All Purdue Promise:** Purdue Promise program participants, all of whom are Indiana 21st Century Scholars. Since 2012, the total family income 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 nor TfCS.
- **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.

Retention & Graduation Rates (Purdue Promise without Emerging Urban Leaders)

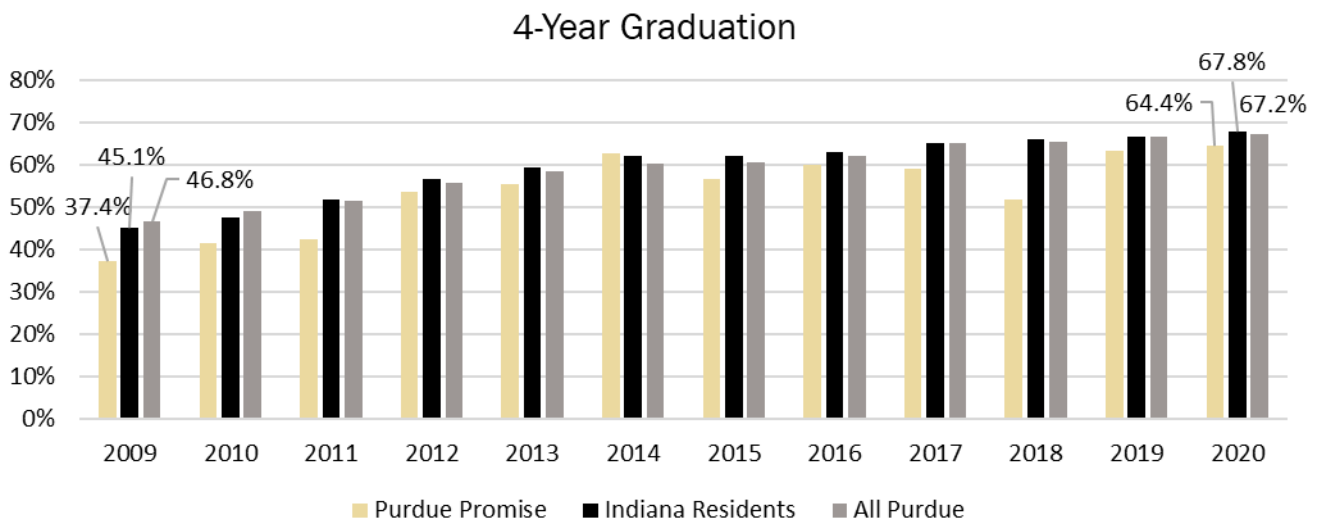
Cohort Year	Cohort	Original Cohort	1Yr Ret.	2Yr Ret.	3Yr Ret.	4Yr Grad.	5Yr Grad.	6Yr Grad.
2017	All Purdue Promise	356	86.5%	79.2%	72.8%	59.0%	69.1%	70.2%
	TfCS only	195	85.6%	78.0%	70.3%	56.4%	69.2%	72.8%
	Pell Eligible only	808	88.0%	82.3%	75.0%	59.4%	73.6%	76.7%
	Indiana Residents	4085	91.4%	87.0%	81.6%	65.2%	79.2%	82.0%
	University Rate	7548	91.9%	87.8%	83.1%	65.0%	80.6%	83.8%
2018	All Purdue Promise	313	84.7%	79.2%	72.8%	51.8%	64.2%	66.5%
	TfCS only	212	89.2%	85.4%	81.6%	61.3%	72.6%	76.4%
	Pell Eligible only	944	87.3%	80.7%	74.1%	57.7%	71.5%	74.9%
	Indiana Residents	4258	91.0%	87.2%	80.7%	66.0%	79.1%	81.7%
	University Rate	8328	91.6%	87.4%	82.7%	65.6%	80.6%	83.5%
2019	All Purdue Promise	317	90.9%	82.0%	77.0%	63.4%	72.6%	
	TfCS only	122	92.6%	82.8%	75.4%	62.3%	73.0%	
	Pell Eligible only	796	89.5%	81.8%	75.6%	58.5%	73.1%	
	Indiana Residents	4032	93.5%	86.9%	80.0%	66.7%	78.9%	
	University Rate	8011	93.6%	88.0%	82.3%	66.6%	81.1%	
2020	All Purdue Promise	315	87.3%	81.6%	76.8%	64.4%		
	TfCS only	156	80.1%	73.1%	68.6%	62.2%		
	Pell Eligible only	859	86.2%	79.2%	72.8%	59.3%		
	Indiana Residents	4315	90.7%	85.7%	79.5%	67.8%		
	University Rate	8778	91.6%	87.0%	81.6%	67.2%		
2021	All Purdue Promise	271	85.6%	79.3%	70.5%			
	TfCS only	141	84.4%	80.1%	72.3%			
	Pell Eligible only	969	86.7%	80.2%	73.8%			
	Indiana Residents	4489	89.2%	85.0%	78.2%			
	University Rate	10142	90.7%	86.8%	81.7%			
2022	All Purdue Promise	268	91.4%	87.7%				
	TfCS only	129	88.4%	78.8%				
	Pell Eligible only	868	87.9%	84.5%				
	Indiana Residents	4257	91.8%	88.2%				
	University Rate	9275	92.3%	89.2%				
2023	All Purdue Promise	250	85.6%					
	TfCS only	138	82.6%					
	Pell Eligible only	807	88.7%					
	Indiana Residents	4187	92.1%					
	University Rate	9222	92.9%					

PuP Greater than TfCS or Pell Eligible
 PuP Greater than TfCS & Pell Eligible

Closing the Opportunity Gap to Increase Degree Attainment

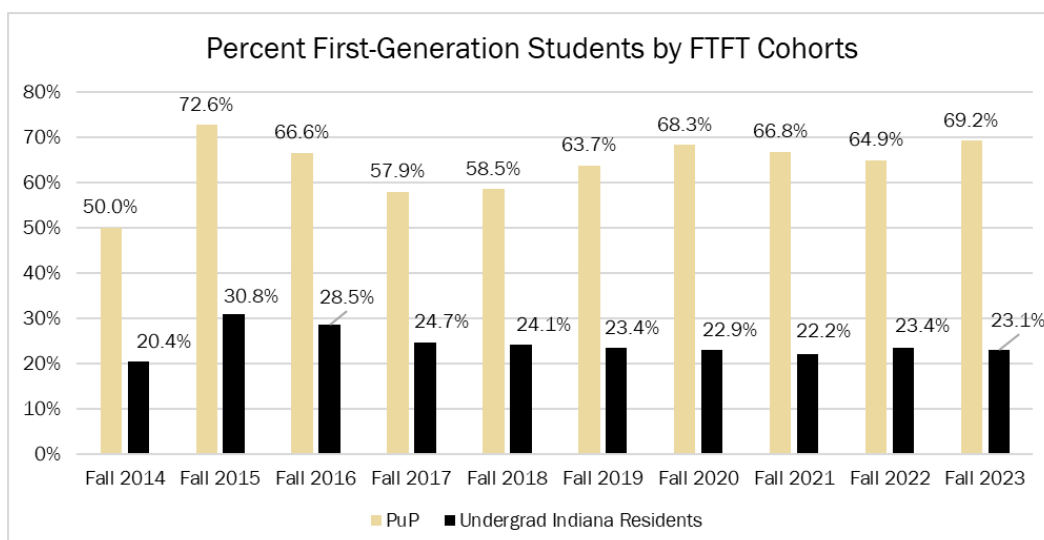
When the university created Purdue Promise, 21st Century Scholars were graduating approximately 10% behind Purdue's all-undergraduate four-year graduation rate. Since then, the goal has been to reduce educational debt and close the opportunity gap for students served by Purdue Promise. That was accomplished with the 2014 cohort. Their four-year graduation rate was 62.67% and exceeded the Purdue rate of 60.3%. It is important to note that the 2014 cohort was the first to receive the current Purdue Promise coaching model for all four years of their undergraduate experience.

There is high variability in Purdue Promise cohorts' size, demographics (see charts for students who identify as first-generation or underrepresented minorities below), and experiences. This variability contributes to shifts in retention and graduation rates year to year.



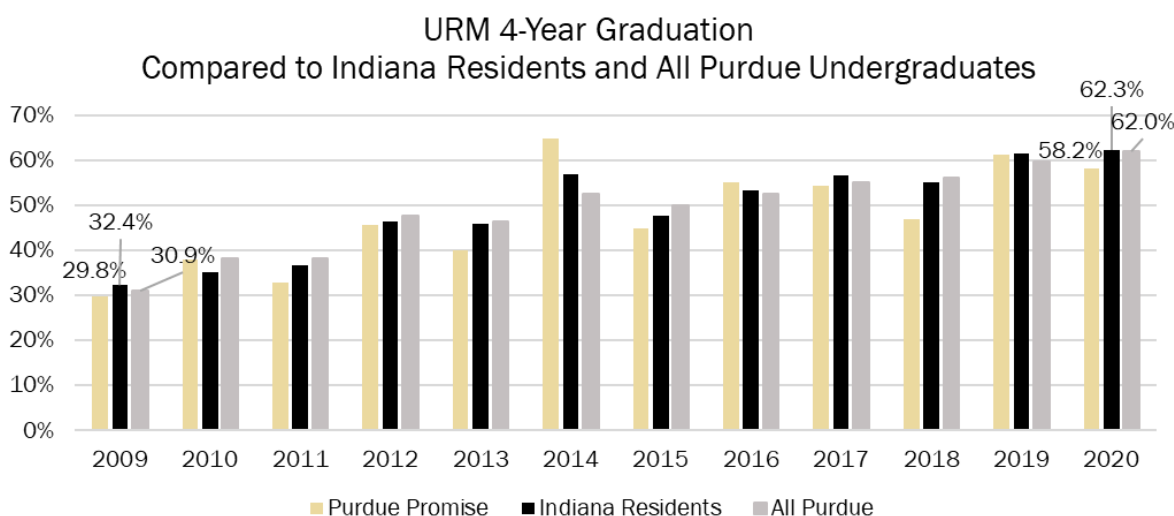
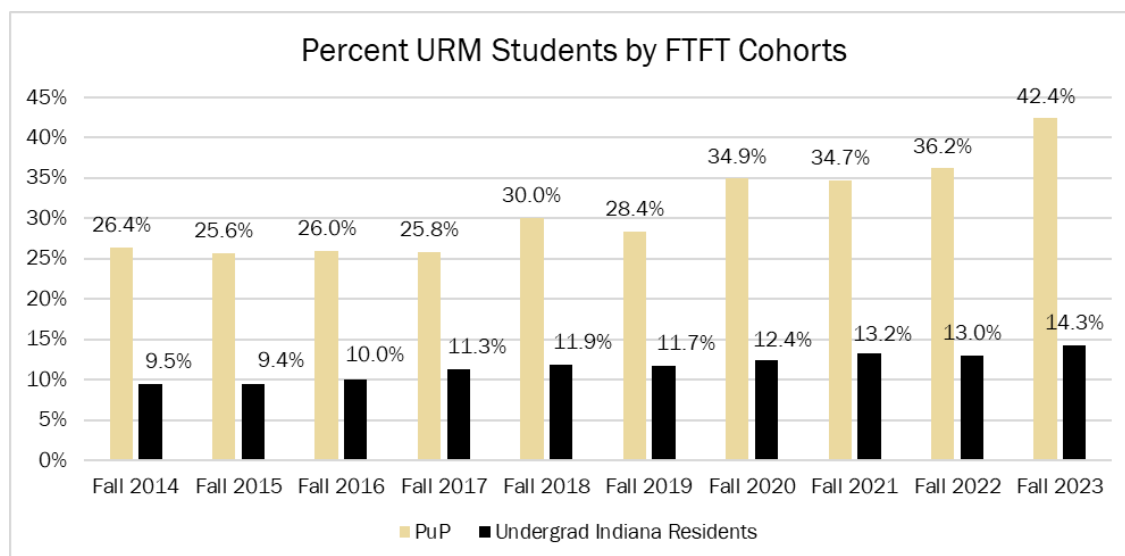
First-Generation Students

21st Century Scholars across Indiana are more likely than their in-state peers to be first-generation college students. Similarly, Purdue Promise scholars are more likely than their Purdue peers to be first-generation students. The chart below demonstrates the percentage of first-generation students in Purdue Promise cohorts compared to other Indiana residents at Purdue and all Purdue undergraduates.



Underrepresented Minority Students

Purdue Promise scholars are more likely than their Purdue peers to identify as underrepresented minorities (URM). The first chart below demonstrates the percentage of URM students in Purdue Promise cohorts compared to other Indiana residents at Purdue. The second chart represents a comparison of four-year graduation rates for URM students in Purdue Promise compared to Indiana residents at Purdue and all Purdue undergraduates.

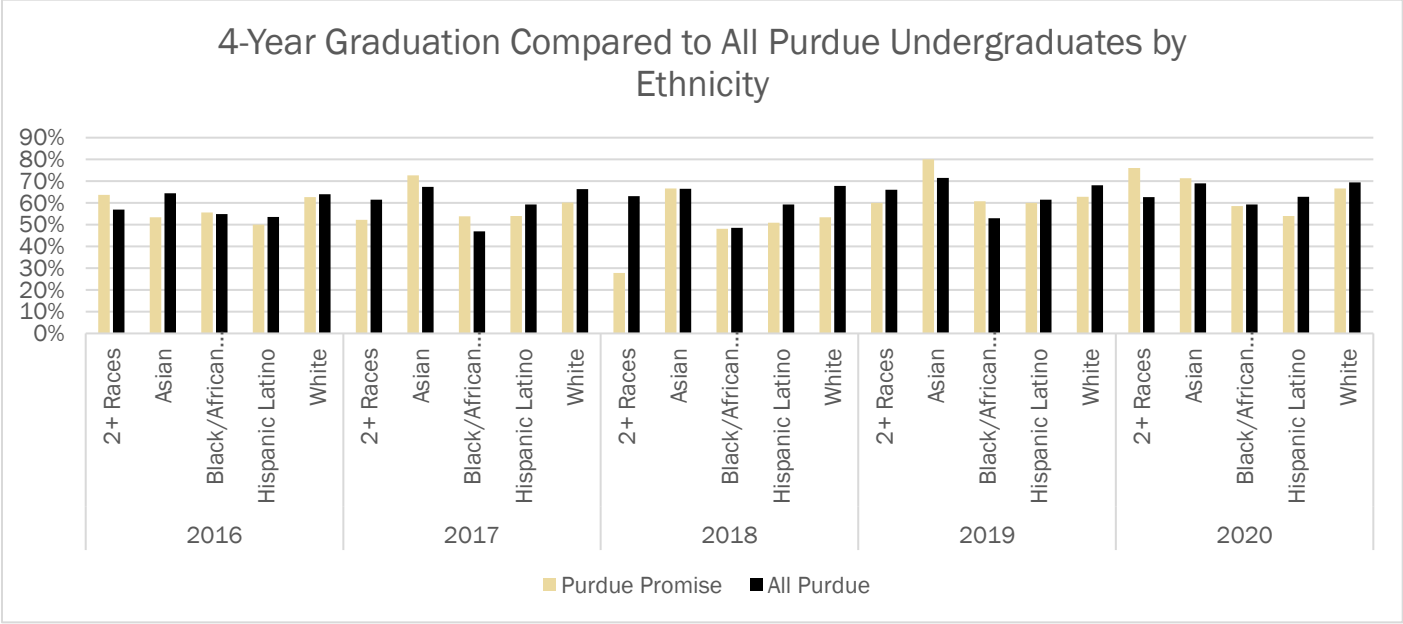


Ethnicity Breakdown of Students

Purdue Promise scholars are represented by a variety of ethnic backgrounds. The table below represents the count and percentage of ethnicities within Purdue Promise since 2019. The chart represents a comparison of four-year graduation rates by ethnicity of Purdue Promise graduates and all Purdue undergraduates.

	2019		2020		2021		2022		2023	
White	199	62.8%	177	56.2%	150	55.6%	147	55.1%	126	50.4%
Hispanic Latino	55	17.4%	63	20.0%	49	18.1%	56	21.0%	55	22.0%
Black/ African American	28	8.8%	29	9.2%	32	11.9%	29	10.9%	33	13.2%
Asian	25	7.9%	21	6.7%	22	8.1%	18	6.7%	16	6.4%
2+ Races	10	3.2%	25	7.9%	17	6.3%	17	6.4%	19	7.6%
Grand Total	317	100.0%	315	100.0%	270	100.0%	267	100.0%	250	100.0%*

*One student self-identified as 'Other' not included.

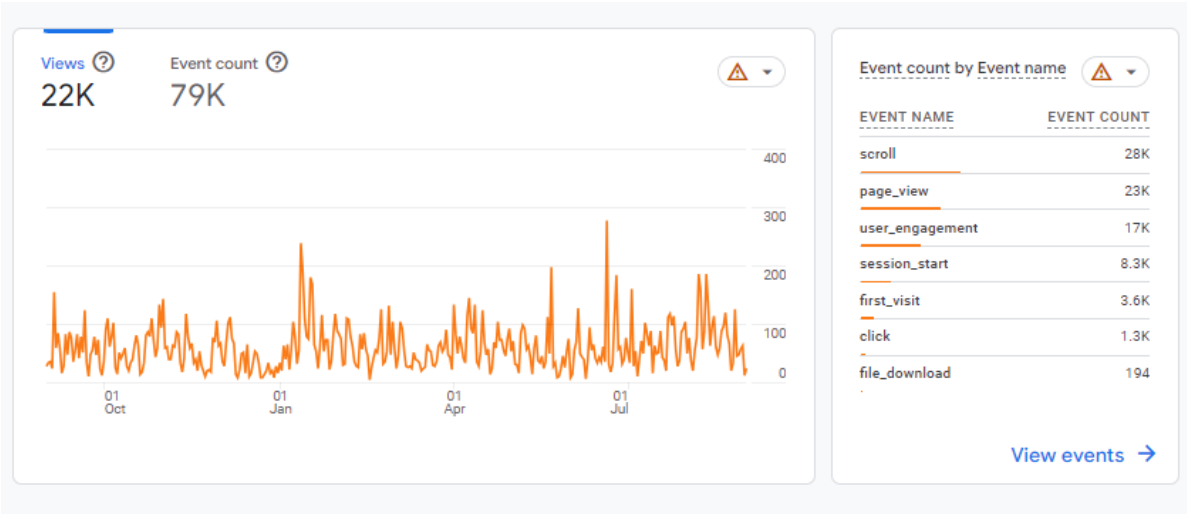


Website and Social Media Usage

The Purdue Promise Instagram account currently has 783 followers, and the Facebook account currently has 993 followers. The 21st Century Scholars Support Program created an Instagram account and currently has 114 followers, and its Facebook account has 349 followers.

The tables below represent Purdue Promise’s website data.

- Purdue Promise website users engaged in roughly **3.59 events per session**, where an event is qualified as any kind of direct interaction with the web page, including scrolling, clicking, downloading, etc.
 - This is slightly higher than the Purdue-wide average number of events per session, which sits at 3.5 for 2023-24, suggesting that users are willing to engage with the Purdue Promise website more than the average Purdue website.
- Another positive sign of website health is that the average engagement time per user for 2023-24 sits at **2m 11s**, roughly the same as the average Purdue website session (2m 08s). Combined with the session events data, this reveals that the Purdue Promise website aligns itself well within the overall Purdue website ecosystem.



The chart below shows the ten most viewed pages on Purdue Promise's website.

*Important: The first item listed as “/purduepromise/” indicates the website’s home page. This is the same page as the eighth item listed as “/purduepromise/index.html.”

- The Contact Us page continues to remain in the top 3 most viewed pages of the Purdue Promise site year over year, which may imply:
 - Students desire to learn about their success coach before arriving for appointments.
 - Students and faculty are looking for specific people to email.
- Due to the small number of pages on the Purdue Promise website, it is hard to decipher any trends on what style of page is most popular. Many pages hover between 1,000-2,000 views per year, implying that students visit them all with somewhat similar regularity.
 - The one exception is the “How Do I Get Purdue Promise” page, which received nearly 2,500 views in the past year. This is likely because it holds the highest amount of information on the site and holds the information all students need to know about the program.

Page path and screen class		Views	Active users	Views per active user	Average engagement time per active user	Event count All events
<input checked="" type="checkbox"/>	Total	21,910 0.04% of total	6,541 0.06% of total	3.35 Avg -29.02%	2m 11s Avg +2.49%	79,498 0.05% of total
<input checked="" type="checkbox"/>	1 /purduepromise/	6,295	4,710	1.34	22s	26,395
<input checked="" type="checkbox"/>	2 /purduepromise/how_do_i_get_purdue_promise.html	2,409	1,664	1.45	38s	8,045
<input checked="" type="checkbox"/>	3 /purduepromise/contact-us.html	1,620	1,077	1.50	1m 07s	6,115
<input checked="" type="checkbox"/>	4 /purduepromise/how_do_i_keep_purdue_promise.html	1,364	977	1.40	31s	4,387
<input checked="" type="checkbox"/>	5 /purduepromise/faq.html	1,075	764	1.41	45s	3,751
<input type="checkbox"/>	6 /purduepromise/what_does_purdue_promise_provide.html	1,016	692	1.47	41s	3,449
<input type="checkbox"/>	7 /purduepromise/talk_to_your_coach.html	527	360	1.46	35s	1,672
<input type="checkbox"/>	8 /purduepromise/index.html	359	244	1.47	22s	1,178
<input type="checkbox"/>	9 /purduepromise/highlights.html	335	234	1.43	36s	1,174
<input type="checkbox"/>	10 /purduepromise/espanol.html	277	222	1.25	55s	1,268

ASSESSMENT PLAN

Purdue Promise’s staff aspire to strengthen their understanding of the influence the program and services have on students and campus outcomes, and how the experiences of Purdue Promise students align with or differ from their fellow Purdue undergraduates’ experiences.

Current Assessments

The following list of assessments follows a complete assessment cycle, including writing outcomes, planning assessment, delivering interventions, collecting data, analyzing data, reporting on the data and using the results for continuous improvement:

- Annual Purdue Promise scholarship agreement
- Coaching After Appointment survey
- GS 197 pre- and post-course assessments
- GS 405 pre- and post-course assessments
- Senior Survey (GS 405 assignment)
- EDPS 490 pre- and post-course assessments (study abroad)
- Intercultural Development Inventory (IDI) pre- and post-tests (study abroad)
- Student Success coaching meeting completion (semester review)
- Student Success Programs database and BoilerConnect metrics on outreach to students
- BoilerConnect meeting metrics

Current Data Collection and Usage

The following data is used for day-to-day decision-making that supports Purdue Promise scholars individually and collectively:

- Student Success Programs database
 - Annual Purdue Promise agreements
 - Recruitment eligibility list management and recruitment letters
 - Contact logs for e-mails, phone calls, social media outreach, text messages and notes
 - Attendance tracking for events
 - Tracking program and scholarship statuses by semester for Purdue Promise, 21st Century Scholars and Summer Start
 - Assignment of Purdue Promise coaches
- Banner
 - Assignment of Purdue Promise Coaches (SGAADVR)
 - FAFSA edits and verification plus other financial aid requirements (RRAAREQ)
 - Financial aid appeals (RRAAREQ)
- Cognos
 - PP & 21st Student List (EMAR)
 - Email (all types) (Person Demographic Package)
 - List of Students by Academic Standing
 - Telephone (all types)
 - Admits by Admission Attribute-Current and Past Semesters
 - Consolidated Report of Registered Students (Multiple semesters)
 - List of Current Admits
 - Pending and Awarded Degrees
 - Grade Roster – Multiple Terms
 - List of Students by Academic Standing
 - Missing Grades
 - Consolidated Report of Registered Students
 - List of Student Credit Hours
 - Withdrawn Student Report
 - Active Student Holds
- ScholarTrack
 - High School Scholar Success Program completion
 - Credit completion
 - Credit bank
 - FAFSA completion
 - Scholarship appeals
- BoilerConnect
 - Appointments scheduling and summaries
 - Alerts
 - Progress reports
 - Notes
 - Activity dashboard and reports
 - Population health dashboard
- Purdue Promise Program (not in other aforementioned databases)
 - Caseload spreadsheets for each coach for each semester
 - GS 197 and GS 405 assignments
 - EDPS 490 assignments (study abroad)
 - Red Flags List
- Qualtrics
 - Various surveys and assessments for GS 197, GS 405, EDPS 490, and events and activities
- Brightspace
 - Purdue Promise study abroad applications (EDPS 490)
 - GS 197 and GS 405 content

Aspirational Assessment: Research Questions

The Purdue Promise staff aspires to answer the following research questions, though this is not an exhaustive list. It is important to note that Purdue Promise scholars are historically more likely to identify as first-generation students, underrepresented minorities or female compared to their Purdue peers. Whenever possible, data should be disaggregated, and intersectional identities should be considered.

- How does Purdue Promise students' participation in student success coaching influence their (a) retention, (b) academic outcomes, (c) completion and (d) First Destination Survey outcomes? What themes emerge when students share about their student success coaching experiences? How do those themes further explain their retention, academic outcomes, completion and First Destination Survey outcomes?
- Does participation in the Purdue Promise program increase the likelihood of being successful for most students who identify as first-generation or an underrepresented minority?
- How do Purdue Promise students' engagement with the following units at Purdue University compare to (a) 21st Century Scholars not served by Purdue Promise, (b) all undergraduate Indiana residents and (c) all Purdue undergraduates?
 - Office of the Dean of Students
 - Office of Student Rights and Responsibilities
 - University Residences
 - Counseling and Psychological Services
 - Undergraduate Academic Advising
- How do the First Destination Survey outcomes for Purdue Promise students compare to outcomes for (a) 21st Century Scholars not served by Purdue Promise, (b) all undergraduate Indiana resident graduates and (c) all Purdue undergraduates? What are the contributing factors for any differences in outcomes?
- How does the student loan debt of Purdue Promise graduates historically compare to student loan debt of (a) 21st Century Scholars not served by Purdue Promise, (b) all undergraduate Indiana resident graduates and (c) all Purdue undergraduates?

Aspirational Assessment Plans

- Analyze data from leavers, stayers and contemplators to better understand Purdue Promise students' attrition, completion and retention.
- Analyze data from the Tableau dashboard created to understand challenges Purdue Promise students persist through and challenges that become barriers to their success.
- Analyze data from the Purdue Promise senior survey.
- Analyze data from the Coaching After Appointment Survey.
- Develop a logic model to understand shared relationships among resources, activities, outputs, outcomes and impacts for Purdue Promise.
- Conduct a twin study that compares outcomes for Purdue Promise students and outcomes for other undergraduate Indiana residents with a total family income of \$50,000 or less, including debt ratio.
- Analyze data of student use with various campus partners against data for various comparison groups in areas such as Student of Concern reports; Student Conduct processes; engagement with Counseling and Psychological Services; use of emergency loans; and engagement in processes and supports pertaining to undergraduate academic advising.



Purdue Promise