

## 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 students and students of color.

## PROGRAM ELEMENTS (View attached infographic.)

Purdue Promise is both a scholarship and a support program. 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 scholars' accounts. The 21<sup>st</sup> Century Scholars award covers tuition and regularly assessed fees, whereas Purdue Promise applies to other elements beyond the cost of attendance: room/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 contract. 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:** The course is offered in the fall semester and designed specifically for Purdue Promise first-year scholars. The instructors for the course are scholars assigned to SSC's. Scholars meet at least once with coaches outside of class during the semester.
- **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/or scholarship status. Green scholars are least at risk and meet at least twice with their coaches. Yellow scholars are at risk for academic probation status and meet with coaches three times. Red scholars are most at risk for academic dismissal and/or loss of scholarship. They meet with coaches at least four times for academic and/or scholarship recovery.
- **GS 405 – Advancing Tomorrow's Leaders: Preparing for Employment and Life After College:** The course is offered in the fall semester and focuses on transition into the workplace, financial literacy, and lifelong financial planning.
- **Study Abroad:** Purdue Promise coordinates and supplements the cost of a three-week, three-credit study abroad experience during Maymester – currently to Spain and Scotland. Scholars typically pay \$500 or less for the trip(s).

- **Free Application for Federal Student Aid (FAFSA):** We require all Purdue Promise scholars to complete the FAFSA by April 15<sup>th</sup> annually as part of a student success coaching requirements.
- **Logging Outreach and Mining Data:** SSCs track all interactions with scholars, including details about personal successes and challenges. They use this data for evidence-based decision-making and advocacy. They regularly respond to “issue lists” to reduce barriers to success.
- **21<sup>st</sup> Century Scholar Campus Mentor Network:** Staff commit to fostering collaborations with campus partners to assist scholars and to remove barriers to scholars’ success. Staff also encourage scholars’ maximum utilization of personal and professional networks.
- **Free Printing:** Purdue Promise supplements the annual printing quota scholars receive from the University by offering free printing on the fourth floor of the Krach Leadership Center.

## PROGRAM OUTCOMES

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

- Maintain or return to good academic standing.
- 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.
- 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, professional/graduate school, military, and/or supporting a family after college.

## NOTABLE CHANGES

The following changes for 2022-23 include:

- Jazmine Clifton was promoted to Director in October 2022; Dylan Whipple was promoted to Assistant Director in November 2022; Dianne Pedroza was promoted to Assistant Director in July 2023; Summer Bowman was hired as Senior Assistant Director in September 2023;
- Megan Borg, Joshua Delgado, Kara Natzel, Lily Peck, and Katelyn Simon were hired as Student Success Coaches in August 2023;
- Leaders evaluated program details and functionality based on climate assessment related to student and staff retention;
- The MAPS Academic Recovery program was restructured for increased effectiveness for scholars on Academic Notice;
- Developed partnership with Horizons to co-serve overlapping student populations;
- Created an ‘After Appointment Survey’ for scholars to reflect on their coaching and program experience;
- Submitted proposal to support scholars in the upcoming expansion to Purdue Indianapolis location;
- Dianne Pedroza graduated from Purdue Global with a Master’s of Higher Education degree with a Student Affairs focus in January 2023;
- Lilli Hertel and Quinton Skibinski started their Masters of Higher Education degree with a Student Affairs focus in January 2023;
- Hosted inaugural 21<sup>st</sup> Century Scholar and Purdue Promise Mixer in January 2023 and September 2023 fostering belonging and community within the program;

- Hosted the annual Maymester study abroad programs to Spain and Scotland during May 2023 with 31 scholars;
- Scholars completed a pre-test and post-test for the Intercultural Development Inventory, which showed a collective (Spain and Scotland groups) 34 IDI point gain in improved student outcomes;
- Coordinated and facilitated the pre-BGR Welcome Orientation in August 2023 for all incoming 21<sup>st</sup> Century Scholars. The program was rebooted after a brief hiatus during the COVID-19 pandemic;
- Strengthened campus and community partnerships, adding value to the 21<sup>st</sup> Century Scholars Campus Mentor Network; and
- The College Scholar Success Program is no longer a requirement by the state for scholars to renew their 21<sup>st</sup> Century Scholar award.

**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 belonging and inclusive excellence for students at Purdue through:

- Supporting first-generation and low-income students
- Sending customized, weekly announcements that include resources, important dates and information from the state and University, and timely reminders
- Bringing students together to interact inside the classroom as a larger community (21<sup>st</sup> Century Scholars) for semester socials/mixers, and the pre-BGR Welcome Orientation. It provides the space and opportunity to have 1:1 in-person interactions with other scholars on campus with a similar background to build a community of peers
- Our GS courses provide resources to assist scholars in navigating the hidden rules of the college experience and the transition into adulthood after graduation
- Our study abroad opportunities offer affordability and inclusion for a beneficial experience without barriers

## 2022-23 PURDUE PROMISE DATA

### Retention and Graduation Outcomes

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 21<sup>st</sup> Century Scholars. Since the 2012 cohort, the total family income requirement has been \$50,000 or less.
- **TfCS only:** First-time, full-time 21<sup>st</sup> 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 21<sup>st</sup> Century Scholars.
- **Indiana Residents:** All first-time, full-time Indiana residents enroll in a fall semester.
- **University Rate:** All first-time, full-time students enrolling in fall semester.

The 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 2016.

### 2022-2023 Purdue Promise Data (Purdue Promise without Emerging Urban Leaders)

Cohort Year	Cohort	Original Cohort	1 Year Retention	2 Year Retention	3 Year Retention	4 Year Graduation	5 Year Graduation	6 Year Graduation
2016	All Purdue Promise	308	90.26%	83.44%	<b>77.92%</b>	60.06%	<b>72.40%</b>	<b>76.30%</b>
	TfCS only	240	92.50%	87.50%	81.67%	62.08%	75.42%	81.25%
	Pell Eligible only	762	<b>86.35%</b>	<b>81.10%</b>	<b>76.38%</b>	<b>54.59%</b>	<b>71.65%</b>	<b>75.85%</b>
	Indiana Residents	3802	91.30%	86.90%	<b>81.51%</b>	63.18%	<b>78.35%</b>	<b>82.19%</b>
	<i>University Rate</i>	7229	91.64%	87.44%	83.00%	62.64%	79.69%	83.51%
2017	All Purdue Promise	356	<b>86.52%</b>	<b>79.21%</b>	<b>72.75%</b>	<b>58.99%</b>	<b>69.10%</b>	<b>70.22%</b>
	TfCS only	195	<b>85.64%</b>	<b>77.95%</b>	<b>70.26%</b>	<b>56.41%</b>	<b>69.23%</b>	<b>72.82%</b>
	Pell Eligible only	808	<b>88.00%</b>	<b>82.30%</b>	<b>75.00%</b>	<b>59.41%</b>	<b>73.64%</b>	<b>76.73%</b>
	Indiana Residents	4085	91.43%	86.98%	<b>81.57%</b>	65.24%	<b>79.17%</b>	<b>82.03%</b>
	<i>University Rate</i>	7548	91.94%	87.80%	83.08%	65.01%	80.62%	83.82%
2018	All Purdue Promise	313	<b>84.66%</b>	<b>79.23%</b>	<b>72.84%</b>	<b>51.76%</b>	<b>64.22%</b>	
	TfCS only	212	89.15%	85.38%	81.60%	61.32%	<b>72.64%</b>	
	Pell Eligible only	944	<b>87.29%</b>	<b>80.72%</b>	<b>74.05%</b>	<b>57.73%</b>	<b>71.50%</b>	
	Indiana Residents	4258	90.98%	87.15%	<b>80.72%</b>	66.02%	<b>79.05%</b>	
	<i>University Rate</i>	8328	91.57%	87.43%	82.66%	65.59%	80.63%	
2019	All Purdue Promise	317	90.85%	<b>82.02%</b>	<b>76.97%</b>	63.41%		
	TfCS only	122	92.62%	82.79%	75.41%	62.30%		
	Pell Eligible only	796	<b>89.45%</b>	<b>81.78%</b>	<b>75.63%</b>	<b>58.54%</b>		
	Indiana Residents	4032	93.48%	<b>86.90%</b>	<b>80.00%</b>	66.69%		
	<i>University Rate</i>	8011	93.55%	87.95%	82.32%	66.61%		
2020	All Purdue Promise	315	<b>87.30%</b>	<b>81.59%</b>	76.83%			
	TfCS only	156	<b>80.13%</b>	<b>73.08%</b>	<b>68.59%</b>			
	Pell Eligible only	859	<b>86.15%</b>	<b>79.16%</b>	<b>72.76%</b>			
	Indiana Residents	4315	<b>90.68%</b>	<b>85.68%</b>	<b>79.49%</b>			
	<i>University Rate</i>	8778	91.58%	86.96%	81.59%			
2021	All Purdue Promise	271	<b>85.61%</b>	<b>79.34%</b>				
	TfCS only	141	<b>84.40%</b>	<b>80.14%</b>				
	Pell Eligible only	969	<b>86.69%</b>	<b>80.19%</b>				
	Indiana Residents	4489	<b>89.15%</b>	<b>84.96%</b>				
	<i>University Rate</i>	10142	90.68%	86.77%				
2022	All Purdue Promise	268	<b>91.42%</b>					
	TfCS only	129	<b>88.37%</b>					
	Pell Eligible only	868	<b>87.90%</b>					
	Indiana Residents	4257	91.75%					<b>p &lt;0.01</b>
	<i>University Rate</i>	9275	92.27%					<b>p&lt;0.05</b>

Note: See the *p* values that correspond to the various shades of gold and the bold/italicized font. The *p* values represent significance when comparing any particular rate for a given year to the University Rate for that year.

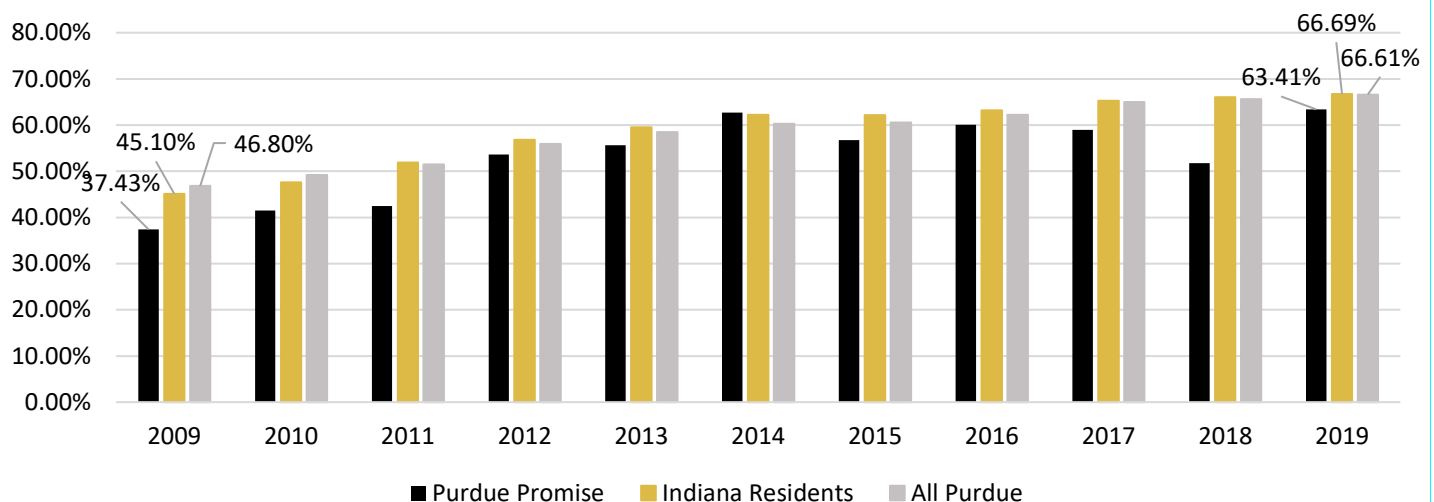
### Closing the Opportunity Gap to Increase Degree Attainment

When the university created Purdue Promise, 21<sup>st</sup> Century Scholars were graduating approximately 10% behind the Purdue all-undergraduate four-year graduation rate. Since then,

the goal has been to reduce educational debt and close the opportunity gap for the students served by Purdue Promise. That happened with the 2014 cohort. Their four-year graduation rate was 62.67% and exceeded the Purdue rate of 60.25%. It is important to note that the 2014 cohort was the first to receive the current Purdue Promise coaching model all four years.

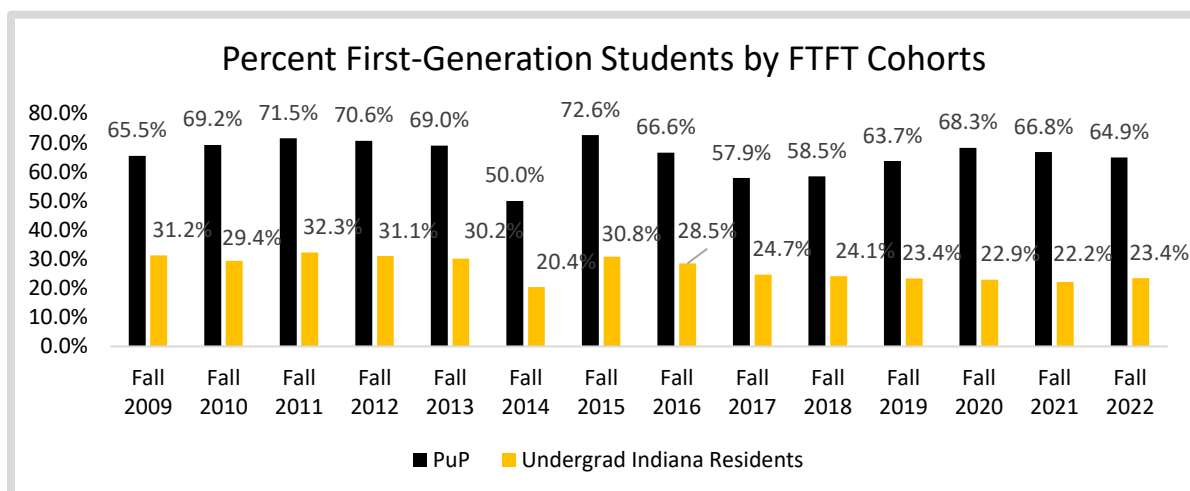
There is high variability in the Purdue Promise cohorts in terms of size, demographics (see charts for students who identify as first-generation or underrepresented minorities), and experiences. The variability contributes to shifts in retention and graduation rates year-to-year.

## 4-Year Graduation



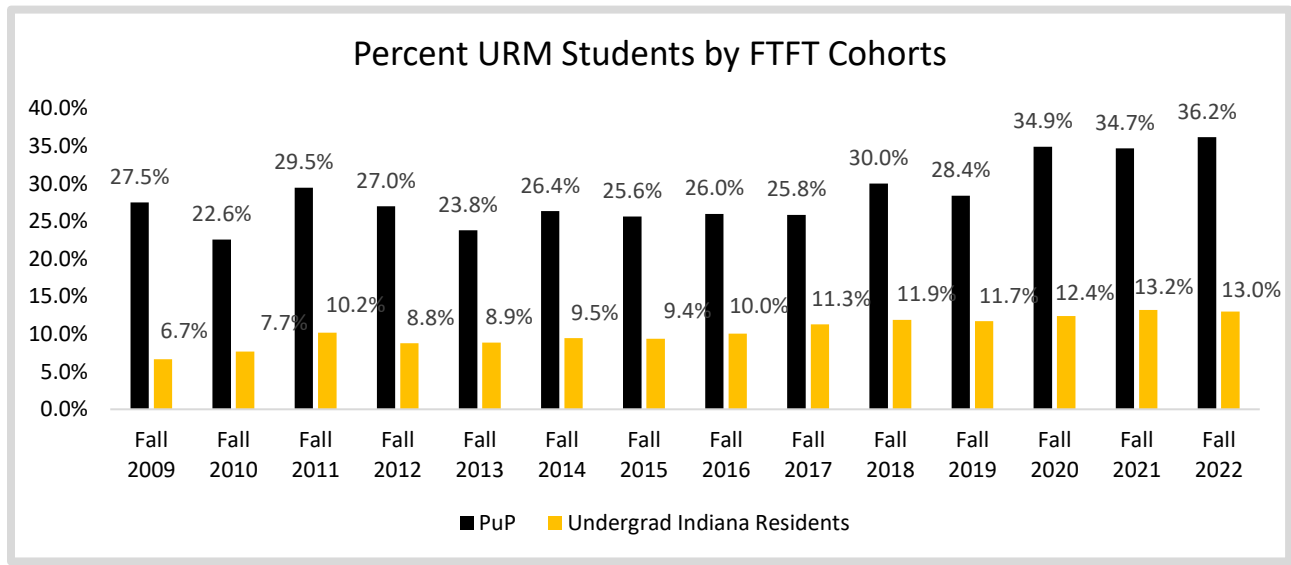
## First-Generation Students

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

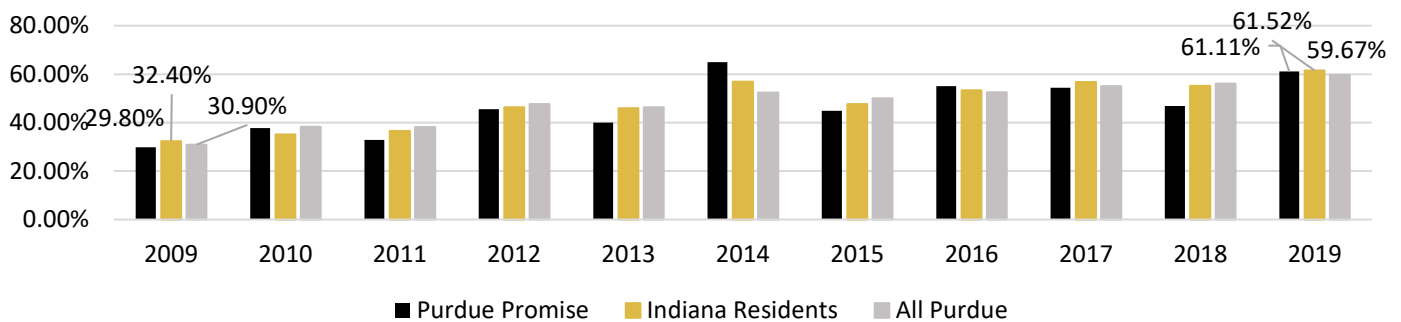


### Underrepresented Minority Students

Purdue Promise scholars are also 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.



### URM 4-Year Graduation Compared to Indiana Residents and All Purdue Undergraduates



### Ethnicity Breakdown of Students

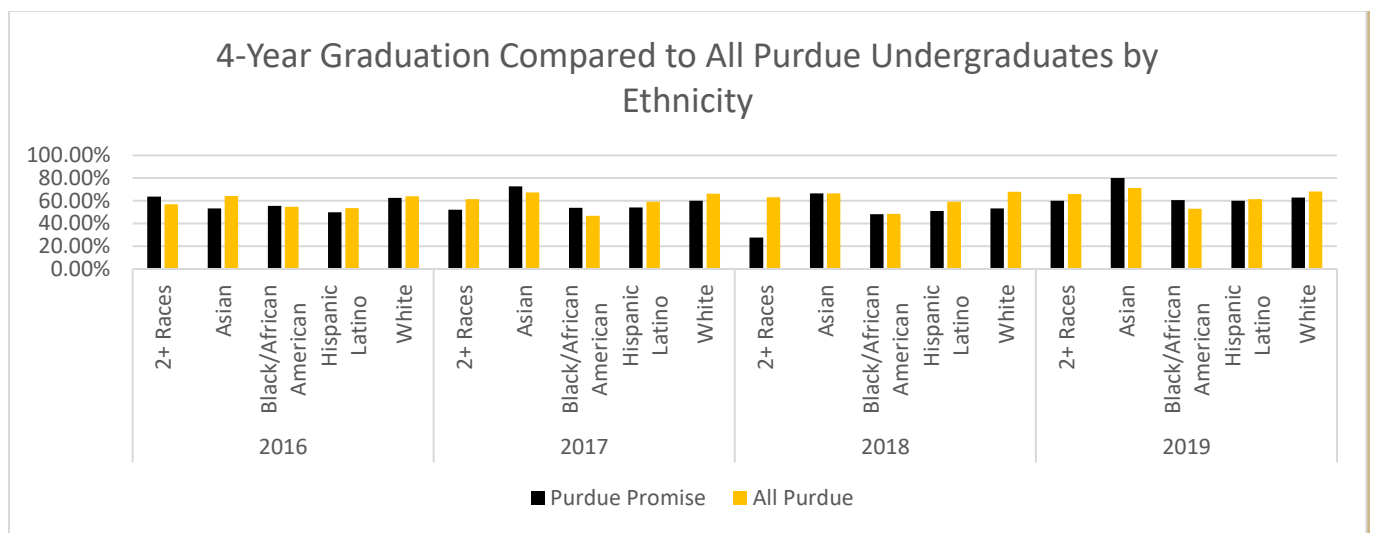
Purdue Promise scholars are represented by a variety of ethnic backgrounds. The table below represents the count & percentage of ethnicities within Purdue Promise since 2016. The chart below demonstrates the percentage of ethnicities of students in Purdue Promise cohorts compared to other all Purdue undergraduates.



## 2016-2022 Purdue Promise Ethnicity by Academic Period

Count (n) & percent of total

Ethnicity	2016		2017		2018		2019		2020		2021		2022	
White	206	66.9%	231	64.9%	193	61.7%	199	62.8%	177	56.2%	150	55.4%	147	54.9%
Hispanic Latino	36	11.7%	37	10.4%	53	16.9%	55	17.4%	63	20.0%	49	18.1%	56	20.9%
Black/African American	36	11.7%	39	11.0%	27	8.6%	28	8.8%	29	9.2%	32	11.8%	29	10.8%
Asian	15	4.9%	22	6.2%	21	6.7%	25	7.9%	21	6.7%	22	8.1%	18	6.7%
2+ Races	11	3.6%	23	6.5%	18	5.8%	10	3.2%	25	7.9%	17	6.3%	17	6.3%
Other	4	1.3%	4	1.1%	1	0.3%	0	0.0%	0	0.0%	1	0.4%	1	0.4%
<b>Grand Total</b>	<b>308</b>	<b>100.0%</b>	<b>356</b>	<b>100.0%</b>	<b>313</b>	<b>100.0%</b>	<b>317</b>	<b>100.0%</b>	<b>315</b>	<b>100.0%</b>	<b>271</b>	<b>100.0%</b>	<b>268</b>	<b>100.0%</b>



## ASSESSMENT PLAN

Purdue Promise staff aspire to strengthen our understanding of (a) the influence our program and services have on students and campus outcomes, and (b) how the experiences of Purdue Promise students align with or differ from their fellow Purdue undergraduates' experiences.

### Current Assessments

The list of assessments below 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 contract
- 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-test (study abroad)
- student success coaching meeting completion (semester review)
- BoilerConnect meeting metrics



- Student Success Programs database and BoilerConnect metrics regarding outreach to students
- After Appointment survey

### **Current Data Collection and Usage**

This data is used for day-to-day decision-making in support of Purdue Promise scholars individually and collectively.

- Student Success Programs database
  - annual Purdue Promise contracts
  - recruitment eligibility list management and recruitment letters
  - contact logs: e-mails, phone calls, social media outreach, text messages, and notes
  - attendance tracking for events
  - tracking program/scholarship statuses by semester for Purdue Promise, 21st Century Scholars, and Summer Start
  - assignment of Purdue Promise coaches
  - BGR waiver management
- Banner
  - assignment of Purdue Promise Coaches (SGAADVR)
  - FAFSA edits and verification, and other financial aid requirements (RRAAREQ)
  - financial aid appeals (RRAAREQ)
- Cognos
  - PP & 21st Student List (EMAR)
  - Email (all types) (Person Demographic Package) (Enter PUIDs)
  - List of Students by Academic Standing
  - Telephone (all types) (enter PUIDs)
  - 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
  - FAFSA completion
  - high school Scholar Success Program completion
  - College Scholar Success Program completion
  - credit completion
  - credit bank
  - 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 assignments
  - GS 405 assignments
  - EDPS 490 assignments (study abroad)
- Qualtrics
  - various surveys and assessments for GS 197, GS 405, EDPS 490, and events/activities
- Brightspace
  - Purdue Promise study abroad applications

### **Aspirational Assessment: Research Questions**

The Purdue Promise staff aspires to answer the following research questions, and this is not an exhaustive list of questions. It is important to note that Purdue Promise scholars are historically more likely to be identify as first-generation students, underrepresented minorities, and/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?
- How do Purdue Promise students define and describe their relationship(s) with their Purdue Promise coach(es)?
- What factors contribute most significantly to Purdue Promise students' attrition? How do the experiences of Purdue Promise students who are retained compared to the experiences of those who leave?
- How do Purdue Promise students' engagement with the following units at Purdue University compared 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
- What life skills do Purdue Promise students learn by participating in the program? How does knowledge of these life skills influence Purdue Promise students' post-Purdue lives?
- 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?
- How does 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?
- Does participation in the Purdue Promise program to increase the likelihood of being successful for the majority of our students who identify as first-generation and/or an underrepresented minority?

**Aspirational Assessment Plans**

- Analyze data from the 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 success.
- Analyze the data from the Purdue Promise senior survey.
- Analyze the data from the After Appointment Survey.
- Develop a logical model to understand the shared relationships among the resources, activities, outputs, outcomes, and impact for Purdue Promise.
- Conduct a historical quantitative study of student debt for Purdue Promise and various comparison groups.
- 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.
- Assess the influence of the ongoing room/board rates freeze on the commitment by University Residences to place first-year Purdue Promise students in predominant rate housing.
- In support of the Equity Task Force, develop a mixed-methods study to understand the experiences of Black Purdue Promise students.
- 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; engagement in processes and supports pertaining to undergraduate Academic Advising.
- Conduct a mixed methods study of Purdue Promise alumni to understand the influence of Purdue Promise on their post-graduation outcomes.

**2022-23 PURDUE PROMISE WEBSITE REPORT**

The following data is gathered from Google Analytics, a data tracking website used across the world to learn about website performance, user demographics, and more. In many places, data is taken from a small percentage of users, who may or may not accurately represent the whole dataset.

All data was collected from the following dates: **Sept. 1, 2022 – Sept. 1, 2023**

The following report is broken up into three main sections:

**Website Usage**

- These are general statistics about total numbers of website users, page views, session times, and more. Generally, these will help to see large trends across the site such as popular times for the site throughout the year, and how users interact with the site on a basic level.
- This section also discusses which pages on the site are most popular and is particularly interesting for noting the success/failure of newly created pages.

**User Demographics**

- This section explores the types of users on the website with categories such as age, gender, and geolocation. This section can be particularly interesting for sites with very

particular expected audiences, such as “undergraduate students in West Lafayette”, because we can explore the expected vs. actual audiences.

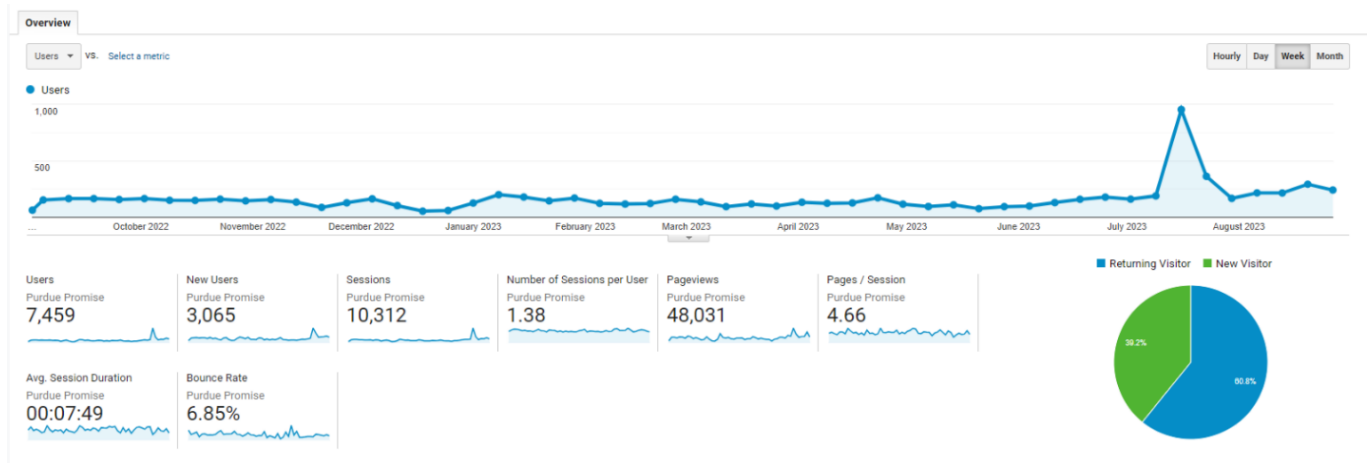
### Technology

- This section shares information about the types of devices and browsers that users are utilizing. This can be helpful for web development & design purposes because it will help us know on which devices to test the website more extensively.

### Acquisition

- This section shows the ways in which users reach the website, such as via a social media post or an email.

## WEBSITE USAGE – GENERAL OVERVIEW



### Notable Data Points:

- The Purdue Promise website has experienced a higher number of Pages / Session in the past year than many other programs (4.66). Additionally, the average time a user spends on the website is approaching 8 minutes (7:49).
  - This may be due to the fact that staff in the department rely on the website for key scholarship information, which students will need to read in depth. Additionally, students visit the Staff page at a higher rate than any other page (see data in Web Usage section below), which likely means a lot of time spent reading staff bios – this would increase the average page time significantly.
- There is a clear spike in website traffic in late July, while the rest of the year remains mostly consistent. This increase in traffic may be due to the start of the new academic year when students first need to connect with their Student Success Coach.

## WEB USAGE – TOP VIEWED PAGES OF THE WEBSITE

Page		Pageviews	% Pageviews
1.	<a href="https://purdue.edu/purduepromise/">purdue.edu/purduepromise/</a>	6,856	14.27%
2.	<a href="https://purdue.edu/purduepromise/contact-us.html">purdue.edu/purduepromise/contact-us.html</a>	2,962	6.17%
3.	<a href="https://purdue.edu/purduepromise/how_do_i_get_purdue_promise.html">purdue.edu/purduepromise/how_do_i_get_purdue_promise.html</a>	2,395	4.99%
4.	<a href="https://purdue.edu/purduepromise/how_do_i_keep_purdue_promise.html">purdue.edu/purduepromise/how_do_i_keep_purdue_promise.html</a>	1,789	3.72%
5.	<a href="https://purdue.edu/purduepromise/faq.html">purdue.edu/purduepromise/faq.html</a>	1,458	3.04%
6.	<a href="https://purdue.edu/purduepromise/what_does_purdue_promise_provide.html">purdue.edu/purduepromise/what_does_purdue_promise_provide.html</a>	1,412	2.94%
7.	<a href="https://purdue.edu/">purdue.edu/</a>	1,300	2.71%
8.	<a href="https://purdue.edu/studentsuccess/">purdue.edu/studentsuccess/</a>	712	1.48%
9.	<a href="https://purdue.edu/purduepromise/talk_to_your_coach.html">purdue.edu/purduepromise/talk_to_your_coach.html</a>	708	1.47%
10.	<a href="https://purdue.edu/purduepromise/index.html">purdue.edu/purduepromise/index.html</a>	646	1.34%

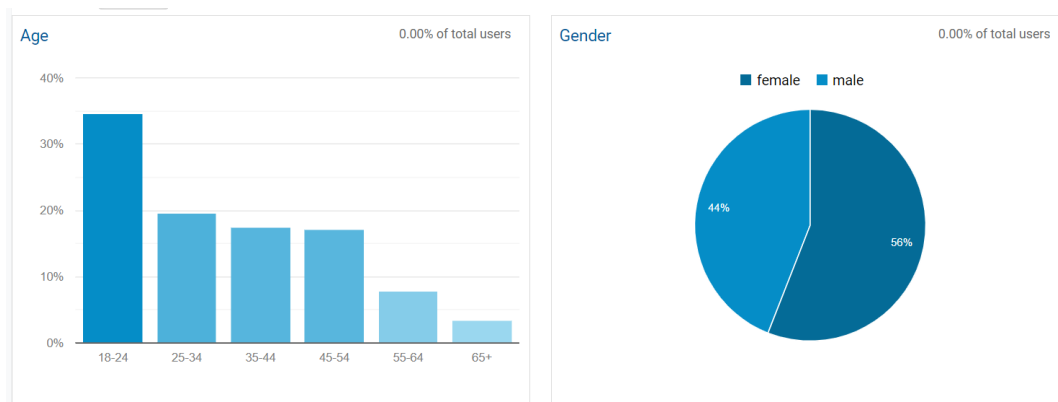
### Explanation of Graphic

The chart pictured above shows the ten most viewed pages associated with the URL “purdue.edu/purduepromise/”. This includes web pages visited directly before or after visiting the Purdue Promise website, which explains items 7 and 8 on the above list.

### Notable Data Points:

- Purdue Promise is unique among Student Success websites in having the Staff page as the most viewed page on the website (excluding the home page). This may be due to students wanting to learn more about their coach before meeting them in-person.

## USER DEMOGRAPHICS



### Explanation of Graphics

The charts above break down users by age range and gender. This data is gathered from three third-party sources who pay for user information for marketing/analytics usages.

### Notable Data Points:

- **Only about 1/3 of the users were identified as being undergraduate student age (18-24).** Although this data is not always reliable, this implies that roughly 2/3 of all users are staff/faculty/guardians. It may be worth considering adding information specifically for that audience.

## TECHNOLOGY – DEVICE TYPE AND BROWSER

	<b>Purdue Promise</b>	7,459 % of Total: 0.02% (40,888,746)
<input type="checkbox"/>	1. desktop	3,989 (53.42%)
<input type="checkbox"/>	2. mobile	3,412 (45.69%)
<input type="checkbox"/>	3. tablet	66 (0.88%)

	<b>Purdue Promise</b>	7,459 % of Total: 0.02% (40,888,746)
<input type="checkbox"/>	1. Chrome	3,489 (46.72%)
<input type="checkbox"/>	2. Safari	2,468 (33.05%)
<input type="checkbox"/>	3. Safari (in-app)	682 (9.13%)
<input type="checkbox"/>	4. Edge	447 (5.99%)
<input type="checkbox"/>	5. Android Webview	162 (2.17%)

### Explanation of Graphics

**Platform:** The first chart above breaks up website users into categories based on the type of device the user was using. The percentages are calculated based on a small number of users, assuming they are indicative of total usage.

**Browser:** The second chart above lists the most popular browsers for users on the ASC website, listed from most popular (top) to least popular (bottom)

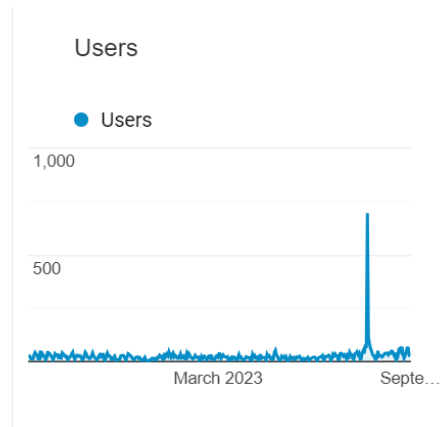
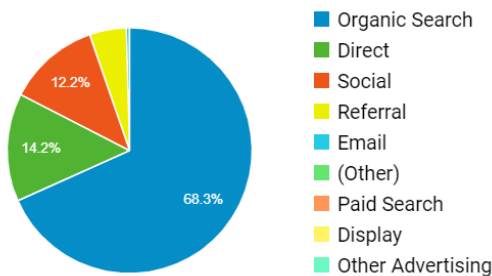
### Notable Data Points

- Safari continues to sit toward the top of the list for Browser popularity, yet we remain unable to test our websites on Safari due to Purdue staff technology (e.g. Purdue uses Windows machines, which are unable to run Safari without additional administrative support). **This may be an issue for web and UX design.**

- The desktop/mobile split for the Purdue Promise is approaching 50/50. Given that this website is maintained almost entirely by the Purdue Promise team, it may be advisable to have a mobile review done by the department web developer to ensure mobile compatibility.

## Acquisition

Top Channels



## Explanation of Graphics

- “Organic Search” refers to users who found the site via a search engine (e.g. Google, Bing, Yahoo)
- “Direct” refers to users who came to the site via directly typing the link directly into their browser.
- “Social” refers to users who came to the site via a link on a social media platform
- “Referral” refers to users who came to the site via a link on another website
- “Email” refers to users who came to the site via a link from an email (this number is extremely unreliable, because these users are often lumped into other categories such as “Referral” or “Direct”)

## Notable Data Points

Nearly 70% of all users who visit the Purdue Promise website arrive via a search engine search (Google, Bing, etc.). Because of this, it may be worth considering a revision of our website metadata in order to improve SEO functionality.

- This would include rewriting web page keywords, descriptions, and other meta data pieces.



# PURDUE PROMISE

The Purdue Promise four-year experience is a scholarship program that helps eligible 21st Century Scholars be successful at Purdue University's West Lafayette and Indianapolis campuses through a combination of support services and financial aid.

