

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 21st 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.
- **Virtual Student Transition, Advising and Registration (VSTAR) (Now Purdue 101 and 102):** Scholars meet one-on-one with Student Success Coaches (SSCs) during VSTAR 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:** The course is a first-year seminar offered in the fall semester and designed specifically for Purdue Promise first-year scholars. The instructors for the course are scholars assigned SSCs. 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 eight 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 two to three times. Red scholars are most at risk for academic dismissal and/or loss of scholarship. They meet with coaches four to eight times for academic and/or scholarship recovery.
- **College Scholar Success Program:** Beginning with the fall 2019 cohort, scholars complete three online requirements via ScholarTrack each year to renew their 21st Century Scholars awards. This state requirement was modeled after and replaced Purdue Promise modules.
- **Free Printing:** Purdue Promise supplements the annual printing quota students receive by offering free printing on the fourth floor of the Krach Leadership Center.
- **GS 405:** The course is a senior seminar titled “Life After College.” Course topics focus 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(s) during Maymester. Scholars typically pay \$500 or less for the trip(s).
- **FAFSA:** We require all Purdue Promise scholars to complete the FAFSA in the fall semester. Scholars enrolled in GS 197 or GS 405 completed it as an assignment. All other scholars complete it as part of student success coaching requirements. The FAFSA now opens annually on Oct. 1, having scholars complete it early ensures they meet the April 15 deadline, and gives us more time to assist with FAFSA edits and verification.
- **Logging Outreach and Mining Data:** Staff 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.

- **21st Century Scholar Campus Mentor Network:** Staff commit to fostering collaborations with campus partners in order to assist participants and to remove barriers to scholars' success. Staff also encourage scholars' maximum utilization of personal and professional networks.

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 2021-22 include:

- Hired 4 Student Success Coaches: Quinton Skibinski, Dianne Pedroza, Lilli Hertel, and Matt Gouwens
- Hired a ScholarCorps (AmeriCorps) member: Marnie Abram
- Our program was approved to hire a second Assistant Director position
- We hosted our annual Maymester study abroad program to Spain during May 2022
- We hosted our inaugural Maymester study abroad program to Scotland during May 2022
- The entire team took the Intercultural Development Inventory and completed their Individual Development Plans. The assessment focus is to gauge and grow cross-cultural competency.
- Michelle Ashcraft departed her role as Director after 10 years with the program to pursue a position with the Indiana Commission for Higher Education
- Jazmine Clifton was promoted to Director in October 2022

OUR DATA

2021-22 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 21st Century Scholars. Since the 2012 cohort, 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 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.

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.

2021-2022 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% | 77.92% | 60.06% | 72.40% | 76.30% |
| | TfCS only | 240 | 92.50% | 87.50% | 81.67% | 62.08% | 75.42% | 81.25% |
| | Pell Eligible only | 762 | 86.35% | 81.10% | 76.38% | 54.59% | 71.65% | 75.85% |
| | Indiana Residents | 3802 | 91.30% | 86.90% | 81.51% | 63.18% | 78.35% | 82.19% |
| | University Rate | 7229 | 91.64% | 87.44% | 83.00% | 62.64% | 79.69% | 83.51% |
| 2017 | All Purdue Promise | 356 | 86.52% | 79.21% | 72.75% | 58.99% | 69.10% | |
| | TfCS only | 195 | 85.64% | 77.95% | 70.26% | 56.41% | 69.23% | |
| | Pell Eligible only | 808 | 88.00% | 82.30% | 75.00% | 59.41% | 73.64% | |
| | Indiana Residents | 4085 | 91.43% | 86.98% | 81.57% | 65.24% | 79.17% | |
| | University Rate | 7548 | 91.94% | 87.80% | 83.08% | 65.01% | 80.62% | |
| 2018 | All Purdue Promise | 313 | 84.66% | 79.23% | 72.84% | 51.76% | | |
| | TfCS only | 212 | 89.15% | 85.38% | 81.60% | 61.32% | | |
| | Pell Eligible only | 944 | 87.29% | 80.72% | 74.05% | 57.73% | | |
| | Indiana Residents | 4258 | 90.98% | 87.15% | 80.72% | 66.02% | | |
| | University Rate | 8328 | 91.57% | 87.43% | 82.66% | 65.59% | | |
| 2019 | All Purdue Promise | 317 | 90.85% | 82.02% | 76.97% | | | |
| | TfCS only | 122 | 92.62% | 82.79% | 75.41% | | | |
| | Pell Eligible only | 796 | 89.45% | 81.78% | 75.63% | | | |
| | Indiana Residents | 4032 | 93.48% | 86.90% | 80.00% | | | |
| | University Rate | 8011 | 93.55% | 87.95% | 82.32% | | | |
| 2020 | All Purdue Promise | 315 | 87.30% | 81.59% | | | | |
| | TfCS only | 156 | 80.13% | 73.08% | | | | |
| | Pell Eligible only | 859 | 86.15% | 79.16% | | | | |
| | Indiana Residents | 4315 | 90.68% | 85.68% | | | | |
| | University Rate | 8778 | 91.58% | 86.96% | | | | |
| 2021 | All Purdue Promise | 271 | 85.61% | | | | | |
| | TfCS only | 141 | 84.40% | | | | | |
| | Pell Eligible only | 969 | 86.69% | | | | | |
| | Indiana Residents | 4489 | 89.15% | | | | | p < 0.01 |
| | University Rate | 10142 | 90.68% | | | | | p < 0.05 |



Purdue Promise

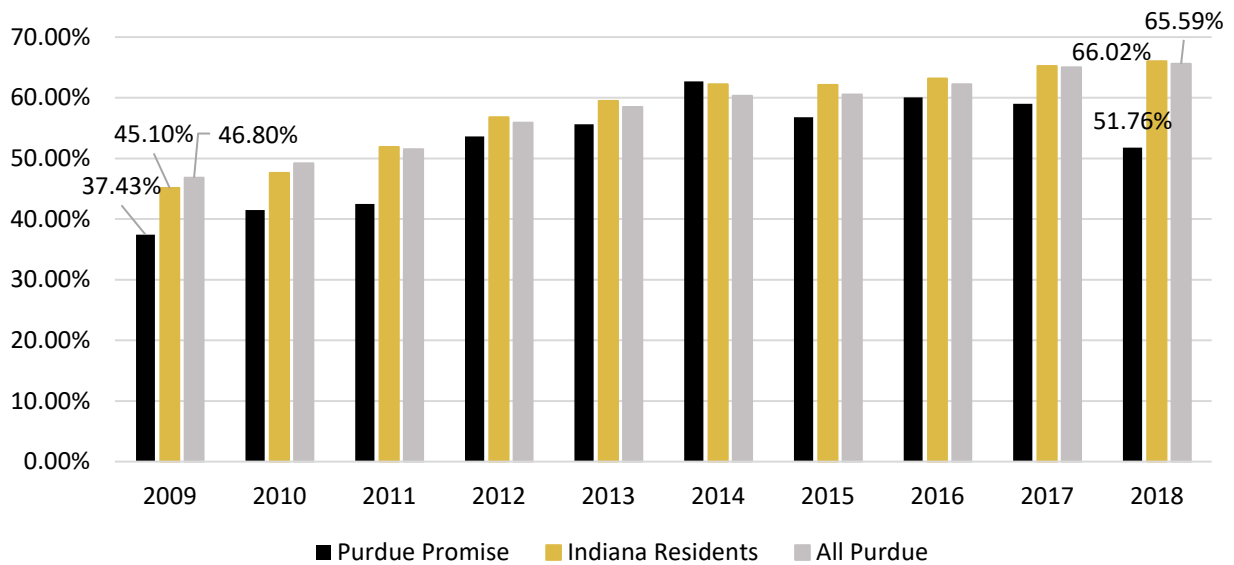
Note: See the p values that correspond to the various shades of gold and the bold/italicized font. The p values represent significance when comparing any particular rate for a given year to the University Rate for that year.

Closing the Opportunity Gap to Increase Degree Attainment

When the university created Purdue Promise, 21st 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.

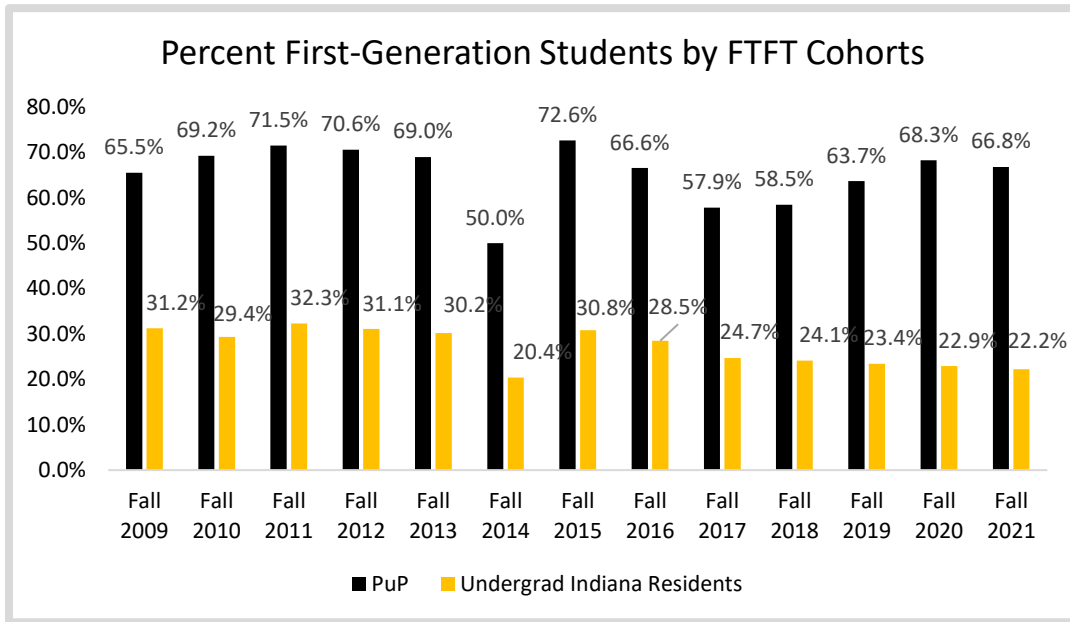
There is high variability in the Purdue Promise cohorts in terms of size, demographics (see charts for students who identify as first-generation or underrepresented minorities below), and experiences. The variability contributes to shifts in retention and graduation rates year-to-year.

4-Year Graduation



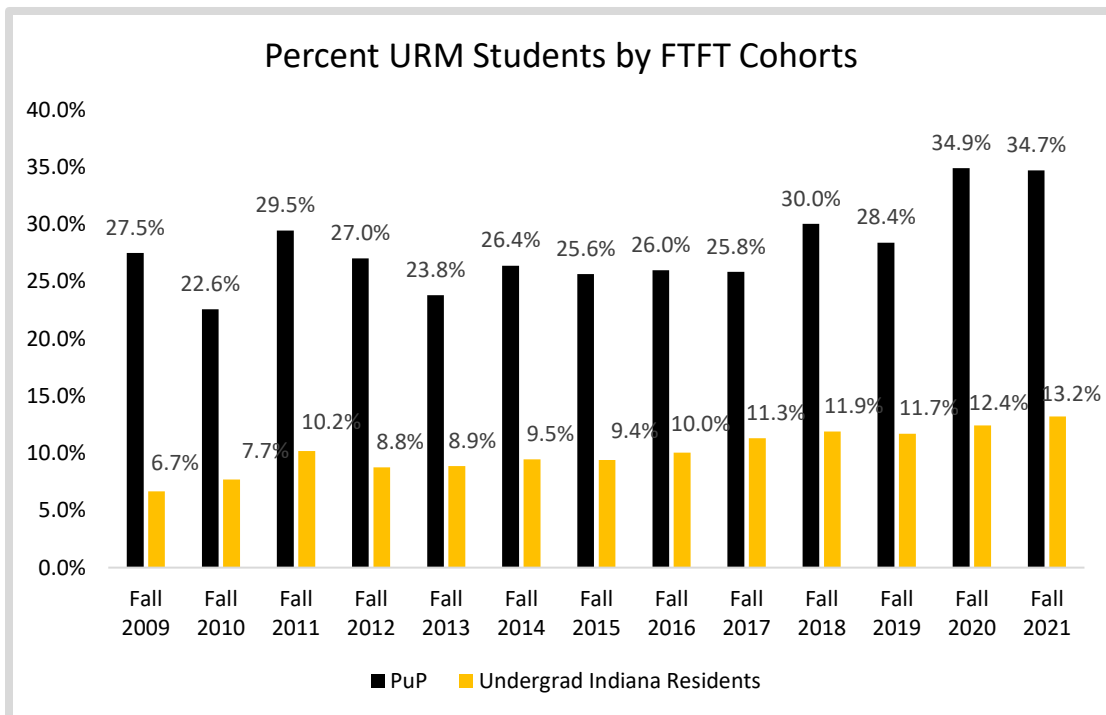
First-Generation Students

21st 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.

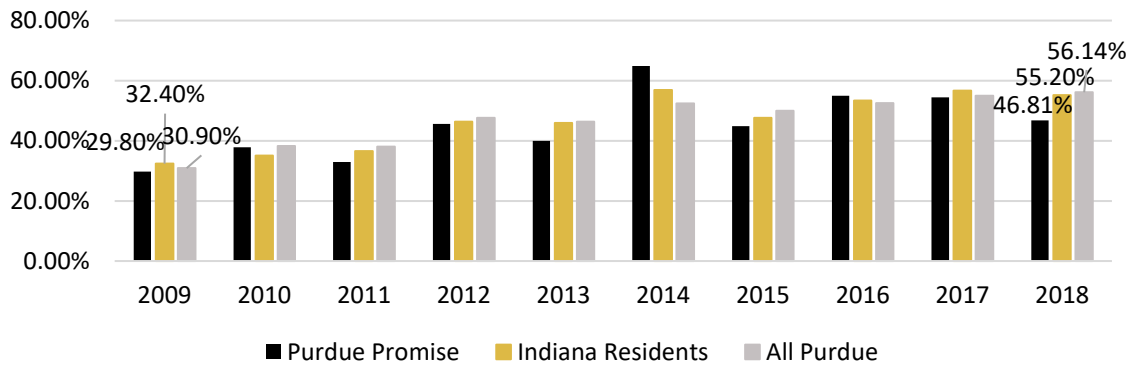


Underrepresented Minority Students

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.

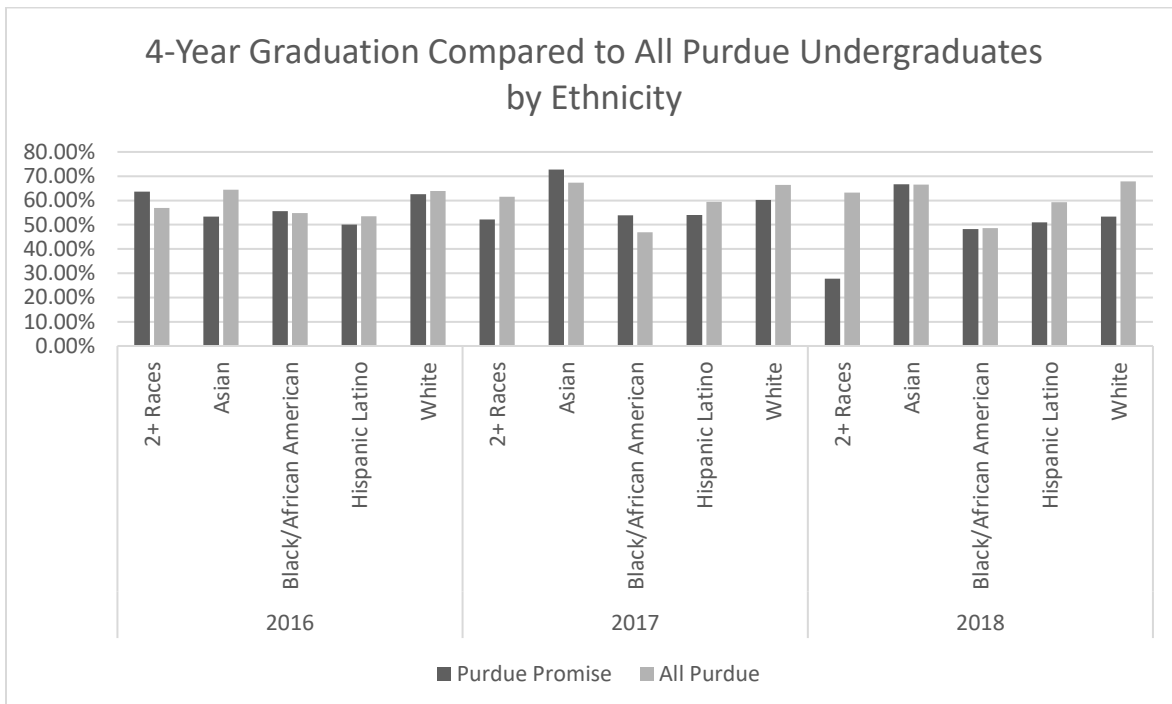


URM First Generation 4-Year Graduation Compared to Indiana Residents and All Purdue Undergraduates



Ethnicity Breakdown of Students

Purdue Promise scholars are represented by a variety of ethnic backgrounds. The chart below demonstrates the percentage of ethnicities of students in Purdue Promise cohorts compared to other all Purdue undergraduates.



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

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, Emerging Leaders, Summer Start, and Early Start
 - assignment of Purdue Promise coaches
 - BGR waiver management
- Banner
 - assignment of Purdue Promise Coaches (SGAADVR)
 - Purdue Promise and Purdue Opportunity Awards (ROARMAN)
 - FAFSA edits and verification, and other financial aid requirements (RRAAREQ)
 - financial aid appeals (RRAAREQ)
- Cognos
 - PP & 21st Student List – EMAR Ver.2
 - Email (all types) (Person Demographic Package) – Enter PUIDs
 - List of Students by Academic Standing – P/NP
 - 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 live?
- 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?

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.
- Develop a logic 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.

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 campus through a combination of support services and financial aid.

