

TRACHTENBERG SCHOOL OF PUBLIC POLICY AND PUBLIC ADMINISTRATION

WHICH SERVICES MATTER MOST? **FINDINGS FROM NCAN'S** **BENCHMARKING PROJECT**



**National
College
Access
Network**

**THE GEORGE
WASHINGTON
UNIVERSITY**

WASHINGTON, DC

I.

PRESENTATION OVERVIEW





MAX

JANETTE

RICHARD

CALLIE

CATHERINE

II.

ROUND 2&3 DATASET
293,000 STUDENTS

DATASET VARIABLES

Demographic

Service

Outcome



**GRADUATION
YEAR**



FIRST-GEN



GENDER



RACE

DATASET VARIABLES

Demographic

Service

Outcome



**FAFSA
ASSISTANCE**



**HIGH SCHOOL
ADVISING**



**FINANCIAL AID
EDUCATION**



**ADMISSIONS
COUNSELING**



**TEST
PREPARATION**



**LIFE SKILLS
CURRICULUM**



PSED SUCCESS



SCHOLARSHIP

DATASET VARIABLES

Demographic

Service

Outcome



ENROLLMENT



COMPLETION

NATIONAL STUDENT CLEARINGHOUSE[®]
RESEARCH CENTER

**ENROLLMENT &
COMPLETION
SNAPSHOT**

**SERVICE
EFFECTIVENESS**

**STUDENT-LEVEL
COMPARISON**

**SERVICE PATTERN
IDENTIFICATION**

III.

RESEARCH QUESTIONS & METHODOLOGY

RESEARCH QUESTION

1

How do student enrollment and completion statuses vary by type of services received and student demographics among recipients of NCAN member services?

RQ1

ENROLLMENT
& COMPLETION
SNAPSHOT

METHODOLOGY

1



Descriptive statistics for the sample

RQ1.....
ENROLLMENT
& COMPLETION
SNAPSHOT



RESEARCH QUESTION

2

Which services correlate with a higher likelihood of enrolling and/or completing among recipients of NCAN member services?

RQ1

ENROLLMENT
& COMPLETION
SNAPSHOT

RQ2

SERVICE
EFFECTIVENESS

METHODOLOGY

2



Linear Probability Model using
Ordinary Least Squares regression

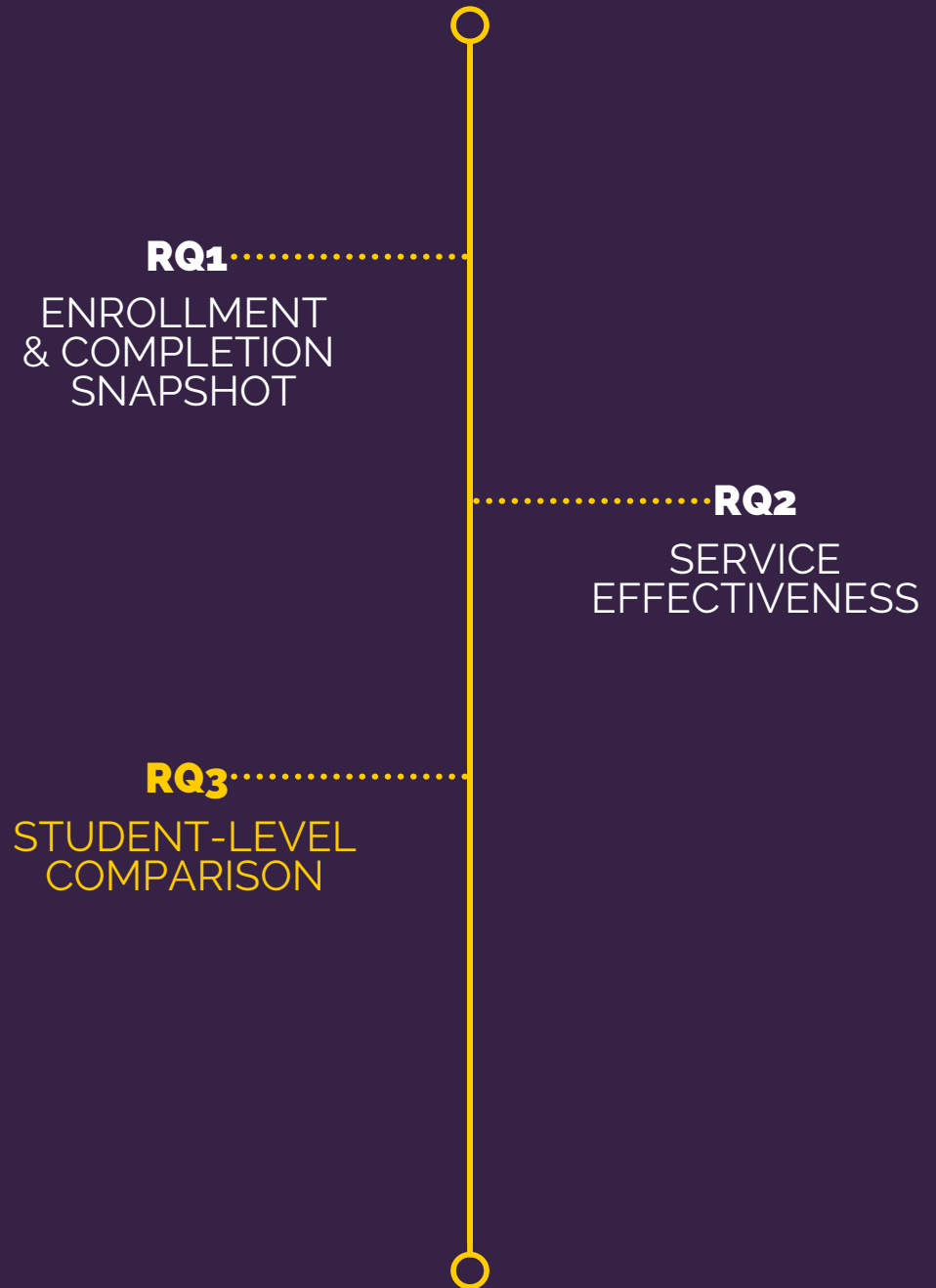
RQ1
ENROLLMENT
& COMPLETION
SNAPSHOT

RQ2
SERVICE
EFFECTIVENESS

RESEARCH QUESTION

3

Which services correlate with a higher likelihood of enrolling and/or completing among recipients of NCAN member services with similar demographics?



METHODOLOGY

3



Adjusted regression model & sample
by student demographic groups

RQ1
ENROLLMENT
& COMPLETION
SNAPSHOT

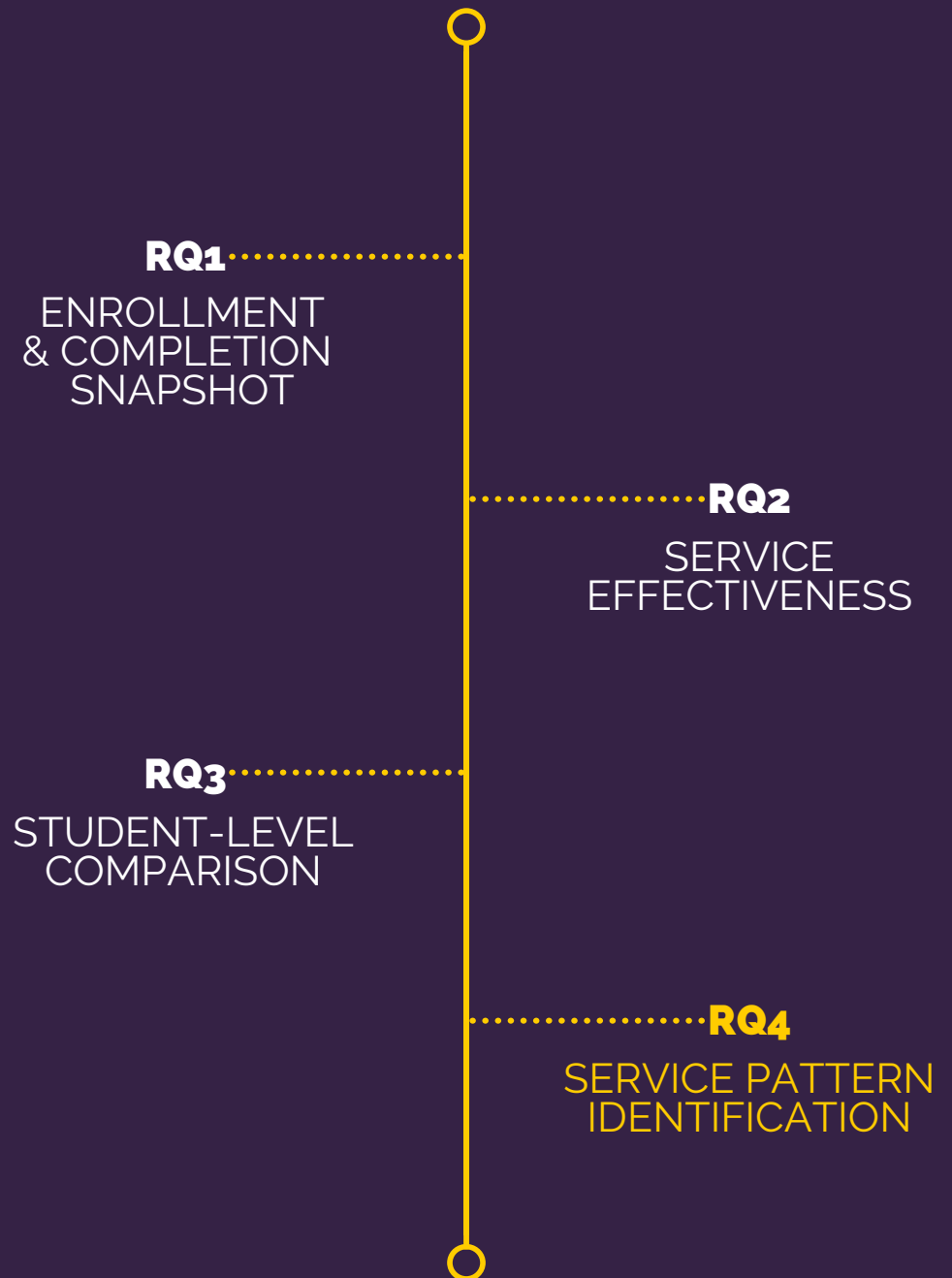
RQ2
SERVICE
EFFECTIVENESS

RQ3
STUDENT-LEVEL
COMPARISON

RESEARCH QUESTION

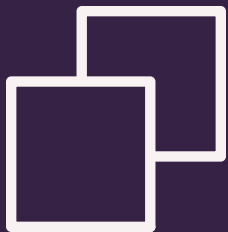
4

Are there services that when paired have a significant correlation with a higher likelihood of enrolling and/or completing among recipients of NCAN member services?

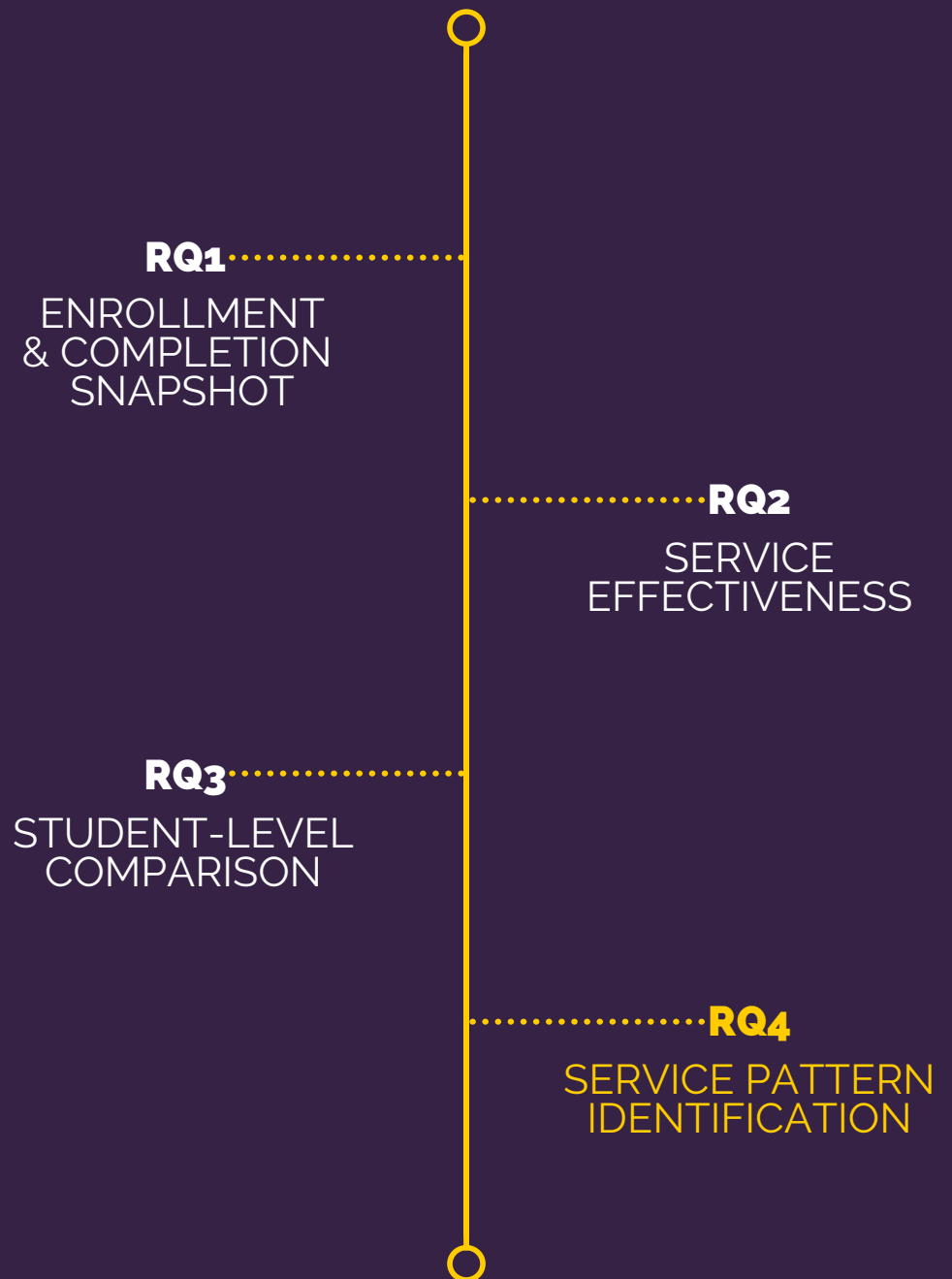


METHODOLOGY

4



Added service combination dummy variables to regression model



IV.

**KEY FINDINGS
& NEXT STEPS**

KEY FINDINGS & NEXT STEPS

RQ1: ENROLLMENT & COMPLETION SNAPSHOT



ENROLLMENT

82% > **65%**

*NCAN
Average*

*National
Average*



COMPLETION

48% < **55%**

*NCAN
Average*

*National
Average*

KEY FINDINGS & NEXT STEPS

RQ1: ENROLLMENT & COMPLETION SNAPSHOT



ENROLLMENT

82% > **65%**

*NCAN
Average*

*National
Average*



COMPLETION

48% < **55%**

*NCAN
Average*

*National
Average*



COMPLETION

REGRESSION SAMPLE DESCRIPTIVES

Enrollment and Completion Sample Descriptive Statistics, Classes of 2008 & 2009

	<i>Number</i>	<i>Percent</i>
All Students	14,981	100%
Services		
PSED Success	13,783	92%
Scholarship	10,486	70%
FAFSA Help	8,090	54%
Gender		
Female	9,288	62%
Male	5,692	38%
Race		
Black	6,592	44%
White	3,446	23%
Hispanic	2,996	20%
Asian	1,498	10%
Multi-Racial	300	2%
American Indian	150	1%
Pacific Islander	0	0%

Source: Author's tabulation

KEY FINDINGS & NEXT STEPS

RQ2: SERVICE EFFECTIVENESS



ENROLLMENT

14%

Scholarship

9%

*FAFSA
Assistance*



COMPLETION

17%

*PSED
Success*

12%

Scholarship

KEY FINDINGS & NEXT STEPS

RQ2: SERVICE EFFECTIVENESS



ENROLLMENT

14%

Scholarship

9%

FAFSA
Assistance



FAFSA
ASSISTANCE



SCHOLARSHIP



COMPLETION

17%

PSED
Success

12%

Scholarship



PSED SUCCESS



SCHOLARSHIP

KEY FINDINGS & NEXT STEPS

RQ2: SERVICE EFFECTIVENESS



ENROLLMENT



FAFSA ASSISTANCE

16%



TEST PREPARATION

14%

KEY FINDINGS & NEXT STEPS

RQ3: STUDENT-LEVEL COMPARISON



**SIMILAR OBSERVATIONS
BY GENDER**



**FAFSA HELP &
HISPANIC STUDENTS**



**TEST PREP &
WHITE STUDENTS**

KEY FINDINGS & NEXT STEPS

RQ3: STUDENT-LEVEL COMPARISON



**SIMILAR OBSERVATIONS
BY GENDER**



**FAFSA HELP &
HISPANIC STUDENTS**



**TEST PREP &
WHITE STUDENTS**



**CONSIDER
DEMOGRAPHICS
IN SERVICE
ADMINISTRATION**

KEY FINDINGS & NEXT STEPS

RQ4: SERVICE PATTERN IDENTIFICATION

2

SERVICES

**SILVER
BULLET**

KEY FINDINGS & NEXT STEPS

RQ4: SERVICE PATTERN IDENTIFICATION

~~2
SERVICES
SILVER
BULLET~~

KEY FINDINGS & NEXT STEPS

RQ4: SERVICE PATTERN IDENTIFICATION

~~2~~

~~SERVICES~~

~~SILVER
BULLET~~

5+

SERVICES

SERVICE
MIX

KEY FINDINGS

NEXT STEPS

1

ENROLLMENT & COMPLETION SNAPSHOT



FOCUS ON COMPLETION

2

SERVICE EFFECTIVENESS



INCLUDE FAFSA ASSISTANCE & PSED SUCCESS IN SERVICE MIX

3

STUDENT-LEVEL COMPARISON



RATES DIFFER BY DEMOGRAPHIC



CONSIDER DEMOGRAPHICS IN SERVICE ADMINISTRATION

4

SERVICE PATTERN IDENTIFICATION

STUDENTS RECEIVE **5+** SERVICES

SERVICE MIX NOT SILVER BULLET