Using Data in Postsecondary Advising to "Lift" Completion Likelihood

May 18, 2022
HI!
WE’RE GLAD YOU’RE HERE!

Bill DeBaun
Senior Director of Data and Strategic Initiatives
NCAN
debaunb@ncan.org

Todd Nolt
Director of Evaluation and Analytics
Vela Institute
todd.nolt@velainstitute.org
PRESENTATION GOALS:

01. Learn why advising students about where to go is as important as whether they go

02. Understand differences in completion rates by high school characteristics, institution type, and locale

03. Learn how to access postsecondary institutions’ completion rates to use in student advising
NCAN: WHO WE ARE, WHAT WE DO

NCAN PURSUES ITS MISSION BY BUILDING NETWORK CAPACITY, ADVOCATING FOR POLICY SOLUTIONS, AND SUPPORTING SYSTEMS CHANGE

<table>
<thead>
<tr>
<th>Build network capacity</th>
<th>Bolster the skills and competencies of college access and success leaders and practitioners through professional development, news from the field, data, and tools.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocate for policy solutions</td>
<td>Advocate for equitable college completion rates by amplifying a range of policy solutions, mobilizing members, and leveraging student voice.</td>
</tr>
<tr>
<td>Support systems change</td>
<td>Help school districts, higher education institutions, and other community stakeholders to adopt effective strategies for students.</td>
</tr>
</tbody>
</table>
VELA: WHO WE ARE, WHAT WE DO

VELA IS DEDICATED TO INCREASING ACCESS TO EVALUATION, ANALYTICS AND DATA TRACKING TO EDUCATION PARTNERS TO IMPROVE STUDENT AND COMMUNITY OUTCOMES

<table>
<thead>
<tr>
<th>External Evaluation</th>
<th>Support organizations’ efforts to understand and demonstrate impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytics</td>
<td>Make analytics accessible and relevant</td>
</tr>
<tr>
<td>Professional Development</td>
<td>Increase organizations’ capacity to make evidence-based decisions</td>
</tr>
</tbody>
</table>
THE TO AND THROUGH ADVISING CHALLENGE

CHANGE THE WAY SCHOOLS DO BUSINESS AROUND POSTSECONDARY ADVISING VIA FOUR HIGH-IMPACT PRACTICES:

1. INCORPORATING FIT AND MATCH INTO ADVISING

2. INCREASING ACCESS TO FINANCIAL AID BY DRIVING FAFSA COMPLETION

3. REDUCING EFFECTS OF SUMMER MELT

4. USING NSC DATA TO GUIDE DATA-DRIVEN PROCESSES
Completion rates vary a lot across institutions.
They also vary a lot within the same sector.
THEY ALSO VARY IN HOW OFTEN DIFFERENT GROUPS OF STUDENTS COMPLETE
KEY TAKEAWAY:

Graduation rates vary widely across postsecondary institutions, even within the same sector. Beyond that, postsecondary completion rates by race and ethnicity also vary widely even within the same institution.

Some institutions offer certain groups of students a higher likelihood of completing than others, so where students matriculate potentially matters a lot for their future.
WE KNOW THAT WHERE STUDENTS MATRICULATE MATTERS.

...but how much?
THE TO & THROUGH DATA HELP US EXAMINE THIS QUESTION

• 71,771 student records from 116 high schools across 10 states

• Matched with postsecondary enrollment records from the National Student Clearinghouse (NSC)

• Then matched with completion rates from IPEDS

• Then matched with high school attribute data from NCES: Poverty Level, Locale, Minority
37.1% AVERAGE COMPLETION RATE OF THE INSTITUTIONS WHERE ENROLLING STUDENTS FIRST MATRICULATED
AVERAGE COMPLETION RATES BY: HIGH SCHOOL INCOME LEVEL

Completion rate broken down by: HS Income Level

- Lowest Income 75-100% FRL: 35.3%
- Lower Income 50-75% FRL: 38.0%
- Higher Income 25-50% FRL: 39.9%
- Highest Income 0-25% FRL: 39.9%
AVERAGE COMPLETION RATES BY: POSTSECONDARY INSTITUTION TYPE

Completion rate broken down by: **Institution Type**

- Private for-profit, 2-year: 59.1%
- Private for-profit, 4-year or above: 25.7%
- Private not-for-profit, 2-year: 75.5%
- Private not-for-profit, 4-year or above: 56.6%
- Public, 2-year: 19.9%
- Public, 4-year or above: 44.1%
AVERAGE COMPLETION RATES BY: HIGH SCHOOL LOCALE

Completion rate broken down by: Locale

- Rural: 36.1%
- Suburban: 34.5%
- Urban: 38.8%
AVERAGE COMPLETION RATES BY: STUDENT RACE OR ETHNICITY

Overall and by Race/Ethnicity Postsecondary Completion Rate Comparison

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Completion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian</td>
<td>39.7%</td>
</tr>
<tr>
<td>Asian</td>
<td>47.0%</td>
</tr>
<tr>
<td>Black</td>
<td>26.7%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>33.2%</td>
</tr>
<tr>
<td>Multi-Racial</td>
<td>31.4%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>35.8%</td>
</tr>
<tr>
<td>White</td>
<td>40.4%</td>
</tr>
</tbody>
</table>
HOW OFTEN DID STUDENTS HAVE AN OPTION THAT WOULD’VE INCREASED LIKELIHOOD OF COMPLETING?
HOW’D WE DO IT? DATA ANALYSIS METHODS

• Geocoded high school addresses

• Identified education institutions within a 50-mile radius (via publicly available database)

• Matched nearby institutions’ completion rates and 75th percentile ACT scores for incoming freshman class of 2020

• Ran an algorithm to determine plausible alternative institutions
81.3% of students had an alternative institution within 50 miles of their high school with a higher completion rate.
HOW MUCH COULD IT HAVE MATTERED IF A STUDENT HAD ATTENDED A PLAUSIBLE ALTERNATIVE?
INSTITUTIONS CAN “LIFT” STUDENTS’ COMPLETION LIKELIHOOD

• CALCULATED COMPLETION DIFFERENCE BETWEEN WHERE STUDENT ENROLLED AND WHERE THEY COULD HAVE ENROLLED

• 34.3%: AVERAGE LIFT DIFFERENCE

• 18%: RURAL, 33%: SUBURBAN, 40%: URBAN
Postsecondary Institutions do not offer equal likelihood of success or completion.

Students often have options that increase their likelihood of attainment.

Advisors can shift students’ trajectories through postsecondary advising.

Based on all of this, we assert:
IMPLICATIONS FOR PRACTICE

1. Get Your Data; Know Your Data

2. Map the Postsecondary Pipeline

3. Put Completion on the Forefront for Students
YOUR TURN!
QUESTIONS,
COMMENTS,
RESPONSES?
REACH OUT ANY TIME!

Bill DeBaun  
Senior Director of Data and Strategic Initiatives  
NCAN  
debaunb@ncan.org

Todd Nolt  
Director of Evaluation and Analytics  
Vela Institute  
todd.nolt@velainstitute.org