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

PRESENTATION OVERVIEW

1. MEET THE TEAM
2. BACKGROUND
3. RESEARCH QUESTIONS & METHODOLOGY
4. KEY FINDINGS & NEXT STEPS
5. PROJECT SUMMARY
6. Q&A
ROUND 2&3 DATASET

293,000 STUDENTS
DATASET VARIABLES

Demographic

- Graduation Year
- Gender

Service

- 1st

Outcome

- First-Gen
- Race
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?
METHODOLOGY

1

Descriptive statistics for the sample

RQ1
ENROLLMENT & COMPLETION SNAPSHOT
Which services correlate with a higher likelihood of enrolling and/or completing among recipients of NCAN member services?
METHODOLOGY

Linear Probability Model using Ordinary Least Squares regression
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
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

RQ1
ENROLLMENT & COMPLETION SNAPSHOT

RQ2
SERVICE EFFECTIVENESS

RQ3
STUDENT-LEVEL COMPARISON

RQ4
SERVICE PATTERN IDENTIFICATION
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
## Enrollment and Completion Sample
### Descriptive Statistics, Classes of 2008 & 2009

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

*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

**COMPLETION**
- **17%** PSED Success
- **12%** 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
KEY FINDINGS & NEXT STEPS
RQ4: SERVICE PATTERN IDENTIFICATION

2 SERVICES
SILVER BULLET

5+ SERVICES
SERVICE MIX
1. ENROLLMENT & COMPLETION SNAPSHOT
   - NCAN ENROLLMENT > NATIONAL AVERAGE > NCAN COMPLETION
   - 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