

Glendale Community College 2009–2010 EYOp and FYRe Program Usage Report

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Overview: Glendale Community College implemented two EducationDynamics solutions to enrollment yield and retention: The *Admitted Student Program™* and *Undergraduate Retention Program™*. The goals of these programs were to increase student engagement, enrollment and retention with the university and to deliver actionable intelligence to the university to assist with recruiting and retention initiatives. Invitations to the program were sent to a list of students. Program features included articles and self-management content, an early warning student alert system, rotating student assessments, and open discussion boards and community networking.

Results Summary: Logistic regression analyses of enrollment, and retention behavior indicated that students engaging in the program were over 1.9 times more likely to enroll and return. This result was statistically significant.

EYOp Effectiveness Criteria and Statistical Results

Email Messaging and Deployment

Email Performance Metrics:

- 29 email campaigns since 9/21/2009
- Emails delivered: 584,232
- 99% average deliverability rate
- 1405 students - average unique opens
- 163 students - average unique clicks/unique opens

Top 3 Emails Based on Open Rate

Subject Line	Open Rate
Don't be a no-show	35.57%
Congratulations on your admission	23.11%
Want to play Race to GCC?	20.76%

Is there a statistically significant difference in enrollment rate between program users and non-program users?

Yes – As shown below, the odds of program users enrolling were **1.95** times higher than non-program users. This odds ratio is statistically significant at the $p < .01$ level.

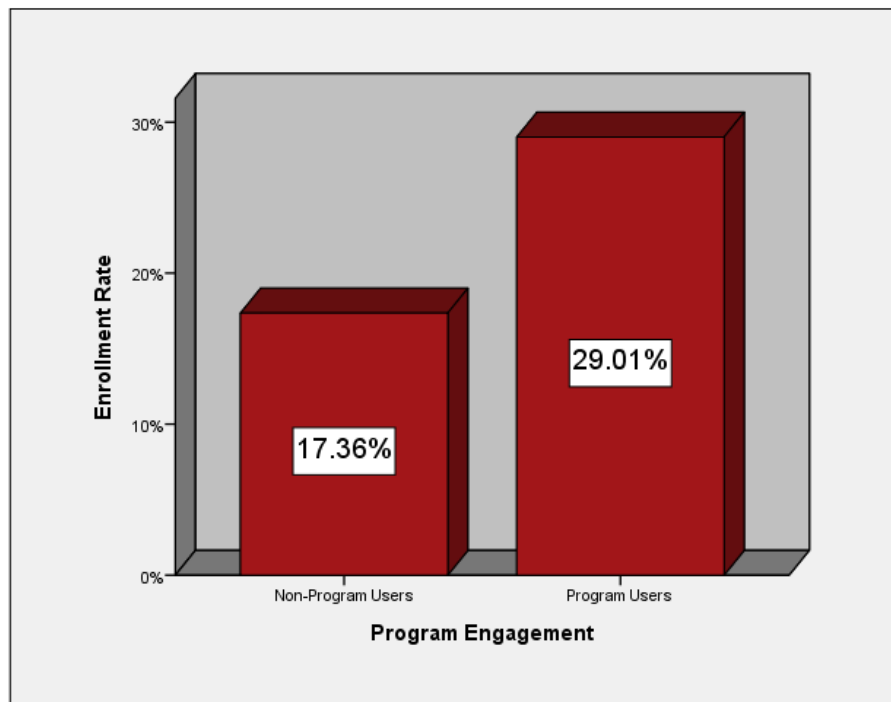
- Total uploaded (admitted) students: **37,768**
- Overall enrollment rate of uploaded sample: **18.3%** ($N = 6,923$ enrolled)
- Program engagement rate: **8.4%** ($N = 3,157$ engaged)
- **17.4%** of non-program users enrolled ($N = 6,007$)
- **29.0%** of program users enrolled ($N = 916$)
- Average difference: **11.6%**

Logistic regression predicting application outcome from program usage ($N = 37,768$)

Predictor*	B	S.E.	Wald	df	Significance	Odds Ratio	95% C.I. for EXP(B)	
							Lower	Upper
Program Usage	.666	.042	254.980	1	.000	1.946	1.794	2.112
Constant	-1.561	.014	12091.083	1	.000	.210		

*Program users were coded as 1 and non-program users were coded as 0.

Enrollment Rate by Program Engagement



FYRe Effectiveness Criteria and Statistical Results

Email Messaging and Deployment

Email Performance Metrics:

- 41 email campaigns since 8/11/2009
- Emails delivered: 1,001,501
- 99.9% average deliverability rate
- 721 students – average unique opens
- 117 students – average unique clicks/unique opens

Top 3 Emails Based on Unique Opens

Subject Line	Unique Opens
Important info on your college financial aid	1657 students
Important info about your college financial aid	1616 students
Congrats on finishing your semester	1613 students

Effect of Autoresponders

Surveys	Responses	Responses	Autoresponders Triggered
I am concerned about my ability to handle college work at GCC.	Strongly Agree	255	610
	Agree	355	
	Neutral	691	
	Disagree	487	
	Strongly Disagree	366	
The cost of GCC will be a burden to me or my family	Strongly Agree	140	305
	Agree	165	
	Neutral	253	
	Disagree	133	
	Strongly Disagree	95	
The students at GCC are very similar to me.	Strongly Agree	49	
	Agree	86	
	Neutral	211	
	Disagree	49	65
	Strongly Disagree	16	

Is there a statistically significant difference in retention rate between program users and non-program users?

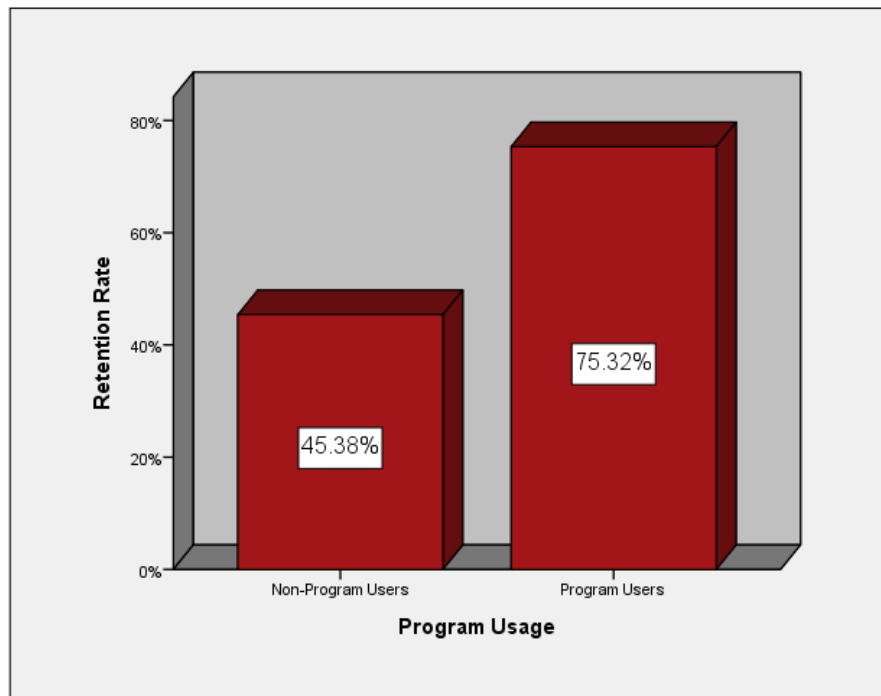
Yes – As shown below, the odds of program users returning were **3.67** times higher than non-program users. This odds ratio is statistically significant at the $p < .01$ level.

- Total uploaded (enrolled) students: **26,418**
- Overall retention rate of uploaded sample: **49.5%** ($N = 13,123$ retained)
- Program engagement rate: **13.7%** ($N = 3,635$)
- **45.4%** of non-program users were retained ($N = 10,385$ retained)
- **75.3%** of program users were retained ($N = 2,738$ retained)
- Average difference: **30%**

Logistic regression predicting retention outcome from program usage ($N = 26,418$)

Predictor	B	S.E.	Wald	df	Significance	Odds Ratio	95.0% Confidence Interval for Odds Ratio	
							Lower	Upper
Program Use	1.301	.041	1022.088	1	.000	3.673	3.392	3.978
Constant	-.185	.013	194.556	1	.000	.831		

Student Retention by Program Engagement



FYRe Program Recommendations

After reviewing how the students are utilizing the site, below are a few recommendations for moving forward.

- **Allow students to choose from a list of majors as they set up their profile.** This will standardize the list so students can more easily find others within their major.
- **Create and maintain staff and student blogs.** A student blog would be maintained by a current student who can write about their experiences during their time at GCC. Student bloggers can also help advertise campus events. Having a staff-supported blog that not only provides students with important campus information but also responds to student questions would help meet the needs and concerns of the GCC population. With the new enhancements of the program, both blogs can be featured on the home page.
- **Utilize the Events page to inform students of important dates and events.** The new program enhancements will allow these dates to rotate through the main column of the home page as they approach.
- **Increase staff use and knowledge of the Student Relationship Manager (SRM) i.e. Reporting Center.** EducationDynamics recommends further training for any GCC staff member involved in the program to make data mining easier and more effective. This additional training can be offered to ensure the staff is using the SRM to its fullest potential.
- **Include more survey questions that are indicative of retention.** Dr. Adam Troy has recently designated a list of current survey questions that are good predictors of enrollment. Adding more of these questions to the rotating surveys will help you be aware of students' intentions to enroll.
- **Utilize all channels to promote the program and enrollment efforts.** These include placing a button on the .edu page driving students to the site and including the GCC URL on all emails and print materials. Education Dynamics can help with design.
- **Send a series of emails to students' personal email address.** Since students were having difficulty utilizing their gmail account, EducationDynamics can send several emails directly to students' personal email address with instructions on how to access their gmail account. This will help to capture the students who are unaware of the program resources simply because they are unaware of their new email address.