



West Virginia Adventure Assessment Executive Summary

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Confidential Draft



This study examines the first-time freshmen (FTF) population who participated in the Adventure West Virginia (AWV) program and compares them to FTF who take the traditional first-year seminar. The focus of this research is first year retention and six-year graduation outcomes for the 2004-2012 freshmen cohorts.

Retention Impact

AWV participation increased first year retention by 5.4 percentage points on average. Retention increases for specific population subsets were:

- Retention increase by residency status
 - Resident — 5.28%
 - Non-resident — 5.56%
- Retention increase by gender
 - Female — 5.18%
 - Male — 5.69%
- Retention increase by Expected Family Contribution (EFC)
 - Low EFC (\leq \$1,000) — 6%
 - Medium EFC (\$1,001 - \$15,000) — 5.4%
 - High EFC ($>$ \$15,001) — 4.7%

Graduation Impact

AWV participation increased graduation within six years by 6.53 percentage points on average. Graduation probability increases for specific population subset were:

- Graduation rate increase by residency for AWV participants
 - Resident — 6.81%
 - Non-Resident — 6.26%
- Gender for AWV participants
 - Female — 6.09%
 - Male — 6.99%
- Expected Family Contribution for AWV participants
 - Low EFC (\leq \$1,000) — 7%
 - Medium EFC (\$1,001- \$15,000) — 6.5%
 - High EFC ($>$ \$15,001) — 6%



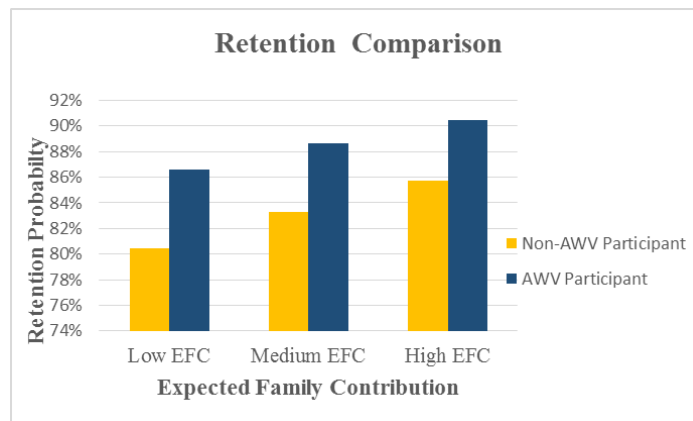
Impact of AWW on Retention and Graduation Probabilities for Students at Most Risk

When comparing the student population most at risk of not being retained or graduating within six years, AWW participation significantly increases the probability of both outcomes. The following observations highlight the key findings:

- Compared to students with the lowest probability (most at risk) of retention¹ (61%), students with similar characteristics who were AWW participants had a retention probability that was 10 percentage points higher, an increase of 16%.
- Compared to students with the lowest probability (most at risk) of graduating within six years¹ (27%), students with similar characteristics who were AWW participants had a six year graduation probability that was 7 percentage points higher, an increase of 26%.

Research findings suggest a larger impact of student first year experiences for low EFC students allowing them to achieve student success similar to more financially advantaged peers. As EFC increases the impact of AWW participation decreases for both retention and graduation outcomes. Students who have high EFC are already more likely to succeed, so the AWW program does not have as large of an effect as it does on those students with low EFC. Figure 1 and 2 illustrate these effects.

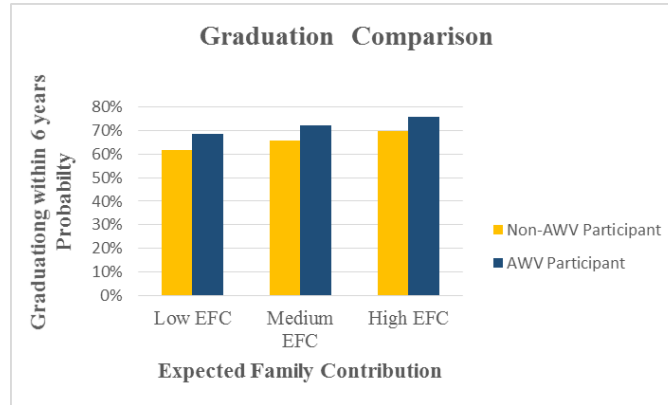
Figure 1



¹ Students with the lowest probabilities of retention and graduation had the following profile: male, non-resident, non-white, first generation, receiving federal aid but no state aid with below average test scores and is not an AWW participant.



Figure 2



Although, the data suggest that expansion of AWV program would have positive results on both retention and graduation outcomes, the costs associated with the program were not studied and therefore no conclusions about the cost effectiveness of expanding the program can be made.

Financial Impact of One Year Additional Retention as a Result of AWV Participation

The report estimates the financial impact of AWV participation on retention. Tables 1 & 2 present the retention rates of students by residency and AWV participation. These tables further express the estimated revenue gain associated with the increase in retention found to be associated with AWV participation. For both resident and non-resident students the percentage of students retained was higher for AWV participants across all years in the study (AY 2004-2012).

Table 1

Academic Year	First Time Freshmen Year One Retention : Resident								
	AWV Participants			Non-AWV Participants			Impact		
	Students	Retained	%Retained	Students	Retained	%Retained	Change in Retention	Students Retained due to AWV ¹	Additional Revenue due to a 1 Year Retention Increase ²
2004-2005	46	41	89%	2,323	1,923	83%	6%	2	\$7,876
2005-2006	88	80	91%	2,194	1,820	83%	8%	7	\$29,148
2006-2007	131	121	92%	2,236	1,836	82%	10%	13	\$58,188
2007-2008	185	163	88%	2,074	1,708	82%	6%	10	\$47,220
2008-2009	249	220	88%	2,213	1,828	83%	6%	14	\$71,400
2009-2010	255	236	93%	2,077	1,740	84%	9%	22	\$116,688
2010-2011	240	214	89%	2,173	1,751	81%	9%	20	\$108,120
2011-2012	240	205	85%	2,273	1,802	79%	6%	14	\$79,436
2012-2013	210	185	88%	2,299	1,829	80%	9%	17	\$103,530
Total								119	\$621,606

¹Students Retained due to AWV is calculated by multiplying Change in Retention by the number of AWV Participants in a given year.

²Additional Revenue due to a 1 Year Retention Increase is calculated by multiplying Students Retained due to AWV by that Academic Year's tuition.



Table 2

First Time Freshmen Year One Retention : Non-Resident									
Academic Year	AWV Participants			Non-AWV Participants			Impact		
	Students	Retained	% Retained	Students	Retained	% Retained	Change in Retention	Students Retained due to AWV ¹	Additional Revenue due to a 1 Year Retention Increase ²
2004-2005	76	69	91%	1,809	1,403	78%	13%	10	\$120,600
2005-2006	119	102	86%	2,084	1,608	77%	9%	10	\$128,740
2006-2007	224	191	85%	2,134	1,599	75%	10%	23	\$318,320
2007-2008	284	235	83%	2,083	1,612	77%	5%	15	\$219,000
2008-2009	293	244	83%	2,266	1,709	75%	8%	23	\$362,710
2009-2010	337	277	82%	1,832	1,339	73%	9%	30	\$492,060
2010-2011	285	242	85%	2,256	1,639	73%	12%	34	\$578,068
2011-2012	266	226	85%	2,184	1,590	73%	12%	32	\$571,008
2012-2013	269	223	83%	2,326	1,698	73%	10%	26	\$490,568
Total								203	\$3,281,074

¹ Students Retained due to AWV is calculated by multiplying Change in Retention by the number of AWV Participants in a given year.

² Additional Revenue due to a 1 Year Retention Increase is calculated by multiplying Students Retained due to AWV by that Academic Year's tuition.

Table 3 summarizes the retention rate for all FTF based on participation in AWV.

Table 3

First-Time Freshmen Year One Retention : All-students ¹									
Academic Year	AWV Participants			Non-AWV Participants			Impact		
	Students	Retained	% Retained	Students	Retained	% Retained	Change in Retention	Students Retained due to AWV ¹	Additional Revenue due to a 1 Year Retention Increase ²
2004-2005	122	110	90%	4,132	3,326	80%	10%	12	\$128,476.00
2005-2006	207	182	88%	4,278	3,428	80%	8%	17	\$157,888.00
2006-2007	355	312	88%	4,370	3,435	79%	9%	36	\$376,508.00
2007-2008	469	398	85%	4,157	3,320	80%	5%	25	\$266,220.00
2008-2009	542	464	86%	4,479	3,537	79%	7%	37	\$434,110.00
2009-2010	592	513	87%	3,909	3,079	79%	8%	52	\$608,748.00
2010-2011	525	456	87%	4,429	3,390	77%	10%	54	\$686,188.00
2011-2012	506	431	85%	4,457	3,392	76%	9%	46	\$650,444.00
2012-2013	479	408	85%	3,527	3,527	100%	9%	43	\$594,098.00
Total								322	\$3,902,680.00

¹ Calculated independently. Not a sum of the resident and non-resident tables.

² Sum of tables 1 and 2.

The total estimated additional revenue associated with a one-year increase in retention as a result of AWV participation for AY 2004-2013 is \$3,902,680.

Impact of AWV Participation on Graduation Rate

Tables 4 & 5 present the six year graduation probabilities of students by residency and AWV participation, regardless of residency status the six year graduation probability was higher for AWV participants for each cohort group available within the study time period.



Table 4

First Time Freshmen 6 Year Graduation : Resident (Cohorts 2004-2007)								
	AWV Participants			Non-AWV Participants			Impact	
Academic Year	Students	Graduated	% Graduated	Students	Graduated	% Graduated	Change in Graduation Rate	Students Graduated due to AWV
2010-2011	76	54	71%	1,809	1,027	57%	14%	10
2011-2012	119	74	62%	2,084	1,128	54%	8%	9
2012-2013	224	151	67%	2,134	1,078	51%	17%	37
Total								56

Table 5

First Time Freshmen 6 Year Graduation : Non-Resident (Cohorts 2004-2007)								
	AWV Participants			Non-AWV Participants			Impact	
Academic Year	Students	Graduated	% Graduated	Students	Graduated	% Graduated	Change in Graduation Rate	Students Graduated due to AWV
2010-2011	46	32	70%	2,323	1,388	60%	10%	4
2011-2012	88	66	75%	2,194	1,290	59%	16%	14
2012-2013	131	101	77%	2,236	1,325	59%	18%	23
Total								41

Table 6 summarizes the graduation rate for all FTF based on participation in AWV.

Table 6

First Time Freshmen 6 Year Graduation : All Students (Cohorts 2004-2007) ¹								
	AWV Participants			Non-AWV Participants			Impact	
Academic Year	Students	Graduated	% Graduated	Students	Graduated	% Graduated	Change in Graduation	Students Retained due to AWV ²
2010-2011	122	86	70%	4,132	2,415	58%	12%	14
2011-2012	207	140	68%	4,278	2,418	57%	11%	23
2012-2013	355	252	71%	4,370	2,403	55%	16%	60
Total								97

¹ Calculated independently. Not a sum of the resident and non-resident tables.

² Sum of tables 1 and 2.

Within the Fall 2006 cohort, the overall graduation rate was 56.2%. If 60 fewer students had graduated, the number attributable to AWV participation, the graduation rate would have been 54.9%

*** Detailed Research Report Available Upon Request***

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