

# **Co-curricular Engagement through the lens of Key Performance Indicators (KPIs) for New Freshmen in Fall 2014**

**Presented at the IUPUI Assessment Institute  
October 17<sup>th</sup>, 2016  
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# Built on a Foundation of Collaboration

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- Began with a cross-divisional collaboration around examining co-curricular assessment and research
  - Division of Administration and Finance and Division of Student Affairs
- Summer of 2014 arrangement between Division of Student Affairs (DOSA) and Division of Institutional Excellence
  - DOSA would support a position but it would be housed in Institutional Research
  - Access to institutional data on students and student academic performance but with a focus on co-curricular engagement

# How can we show that co-curricular engagement has an impact?

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1. Began by looking at individual programs
  - Able to provide direct feedback to directors
2. Next began to think about the students in the aggregate across programs
  - Began to look at NKU's most "at risk" students
3. Lastly looked at students involved in more than just programming
  - Building a model that integrates the various facets of co-curricular engagement to see how NKU students are involved.
4. Connected co-curricular engagement to college-readiness measures

# 8 co-curricular programs were examined

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1. African American Student Affairs (ROCKS)
2. Latino Student Affairs (LAMP)
3. University Housing
4. Fraternity and Sorority Life
5. Freshmen Leadership Retreat (FreshStart)
6. Book Lending Library
7. Student Support Services (TRIO)
8. Campus Recreation Center (CRC)

# The Relationship of 1<sup>st</sup> Fall GPA and Retention (Fall 2013)

	Students	2nd Fall Retention	3rd Fall Retention
<b>First Fall GPA above 3.0</b>	<b>1,007</b>	<b>87.9%</b>	<b>79.0%</b>
High School above 3.0	876	88.6%	80.5%
High School below 3.0	131	83.2%	69.5%
<b>First Fall GPA below 3.0</b>	<b>935</b>	<b>50.8%</b>	<b>34.8%</b>
High School above 3.0	498	56.6%	41.8%
High School below 3.0	437	44.2%	26.8%
<b>Total</b>	<b>1,942</b>	<b>70.0%</b>	<b>57.7%</b>

# **Phase I: Examining Outcomes for Individual Programs**



# Co-Curricular Programming

Fall 2014 first-time, full-time bachelor's degree seeking students

## NKU ROCKS

	Students	1st Fall GPA	1st Fall ECH	1st Year CGPA	1st Year CECH <sup>1</sup>	Fall to Fall Retention
ROCKS Participants B cohort**	73	2.82	12.8	2.71	26.0	76.7%
Other AA Students B Cohort	84	2.30	10.5	2.16	20.6	50.0%
All Other Students B cohort*	1,920	2.70	12.1	2.60	27.5	68.9%

## LAMP

	Students	1st Fall GPA	1st Fall ECH	1st Year CGPA	1st Year CECH <sup>1</sup>	Fall to Fall Retention
LAMP Participants B Cohort**	33	3.04	13.2	2.93	31.2	72.7%
Other Latino Students B Cohort	43	2.66	11.1	2.55	23.9	62.8%
All Other Students B Cohort*	1,960	2.70	12.1	2.60	27.4	69.1%

## FreshStart

	Students	1st Fall GPA	1st Fall ECH	1st Year CGPA	1st Year CECH <sup>1</sup>	Fall to Fall Retention
Fresh Start Participants B Cohort	119	3.11	13.8	3.00	35.3	87.4%
All Other Students B Cohort*	1,874	2.68	12.0	2.58	26.9	68.0%



# Co-Curricular Programming

Fall 2014 first-time, full-time bachelor's degree seeking students

## Fraternity and Sorority

	Students	1st Fall GPA	1st Fall ECH	1st Year CGPA	1st Year CECH <sup>1</sup>	Fall to Fall Retention
Fraternity and Sorority B Cohort	277	3.05	13.6	2.95	32.5	87.0%
All Other Students B Cohort*	1,716	2.65	11.9	2.55	26.6	66.3%

## Housing

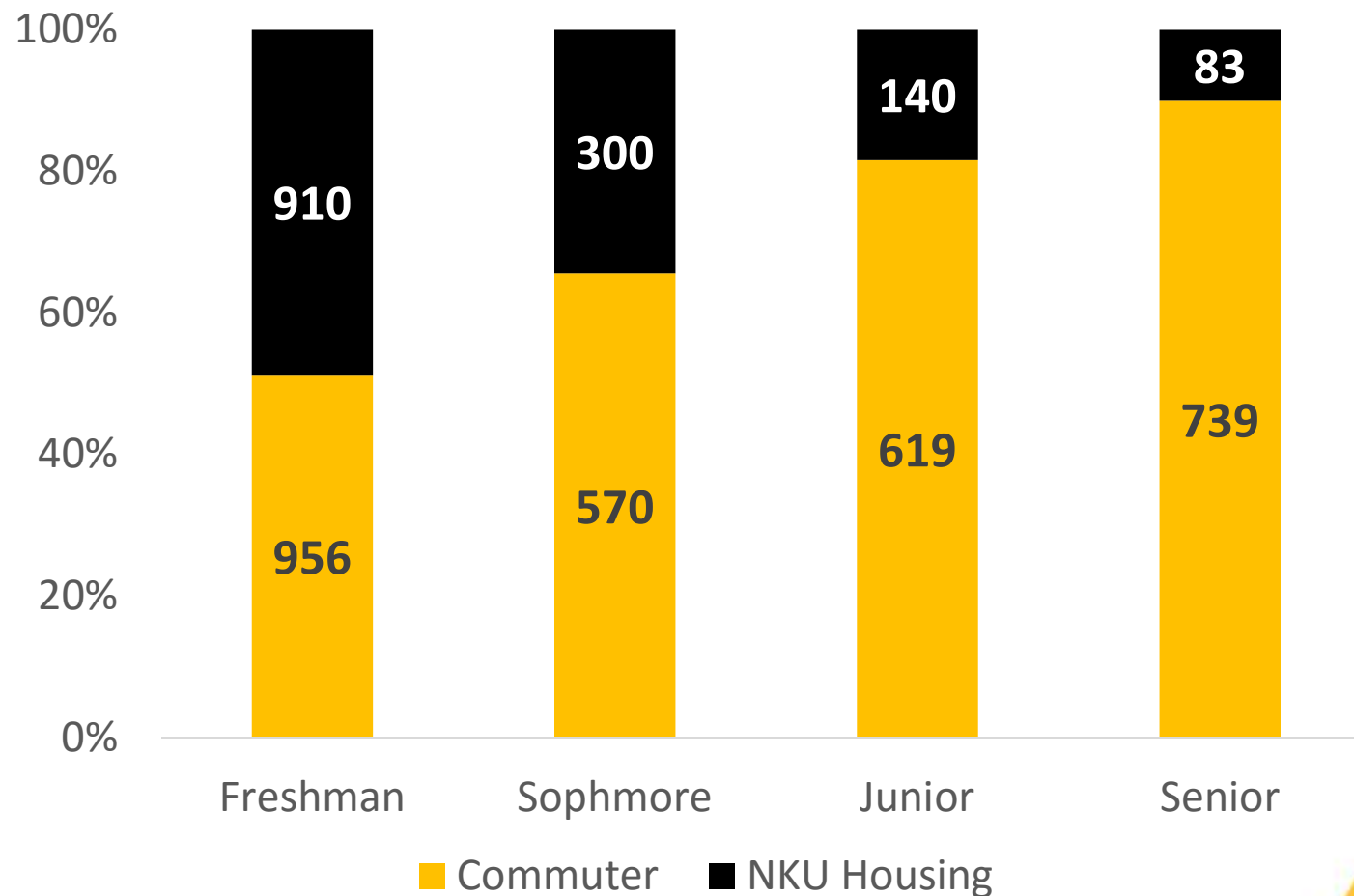
	Students	1st Fall GPA	1st Fall ECH	1st Year CGPA	1st Year CECH <sup>1</sup>	Fall to Fall Retention
NKU Housing B Cohort	872	2.85	12.7	2.76	30.4	74.8%
All Other Students B Cohort*	1,121	2.59	11.6	2.48	25.1	64.8%

## Campus Rec Center

	Students	1st Fall GPA	1st Fall ECH	1st Year CGPA	1st Year CECH <sup>1</sup>	Fall to Fall Retention
1 visit to CRC B Cohort	337	2.59	11.8	2.50	26.6	66.2%
2-15 visits to the CRC B Cohort*	747	2.79	12.5	2.68	28.6	71.5%
16+ visits to CRC B Cohort*	245	2.91	12.9	2.78	29.6	80.8%
All Other Students** B Cohort	664	2.59	11.4	2.50	25.8	63.7%



# Campus Recreation Student Visits: Myth-busting



# Campus Recreation Student Visits

	Total NKU Students Fall '14	CRC Visitors	CRC Visitors	CRC Visitors 2x or more	CRC Visitors 2x or more	Next Fall Persistence*	Overall NKU Persistence
Freshman	3,281	1,866	56.9%	1,405	42.8%	72.0%	65.5%
Sophomore	2,372	870	36.7%	677	28.5%	87.2%	80.5%
Junior	2,444	759	31.1%	573	23.4%	91.1%	86.0%
Senior	3,567	822	23.0%	599	16.8%	81.3%	76.2%
Totals	11,664	4,317	37.0%	3,254	27.9%	81.9%	75.9%

# Phase II: Looking beyond individual programs



# Co-Curricular Engagement: a collection of experiences

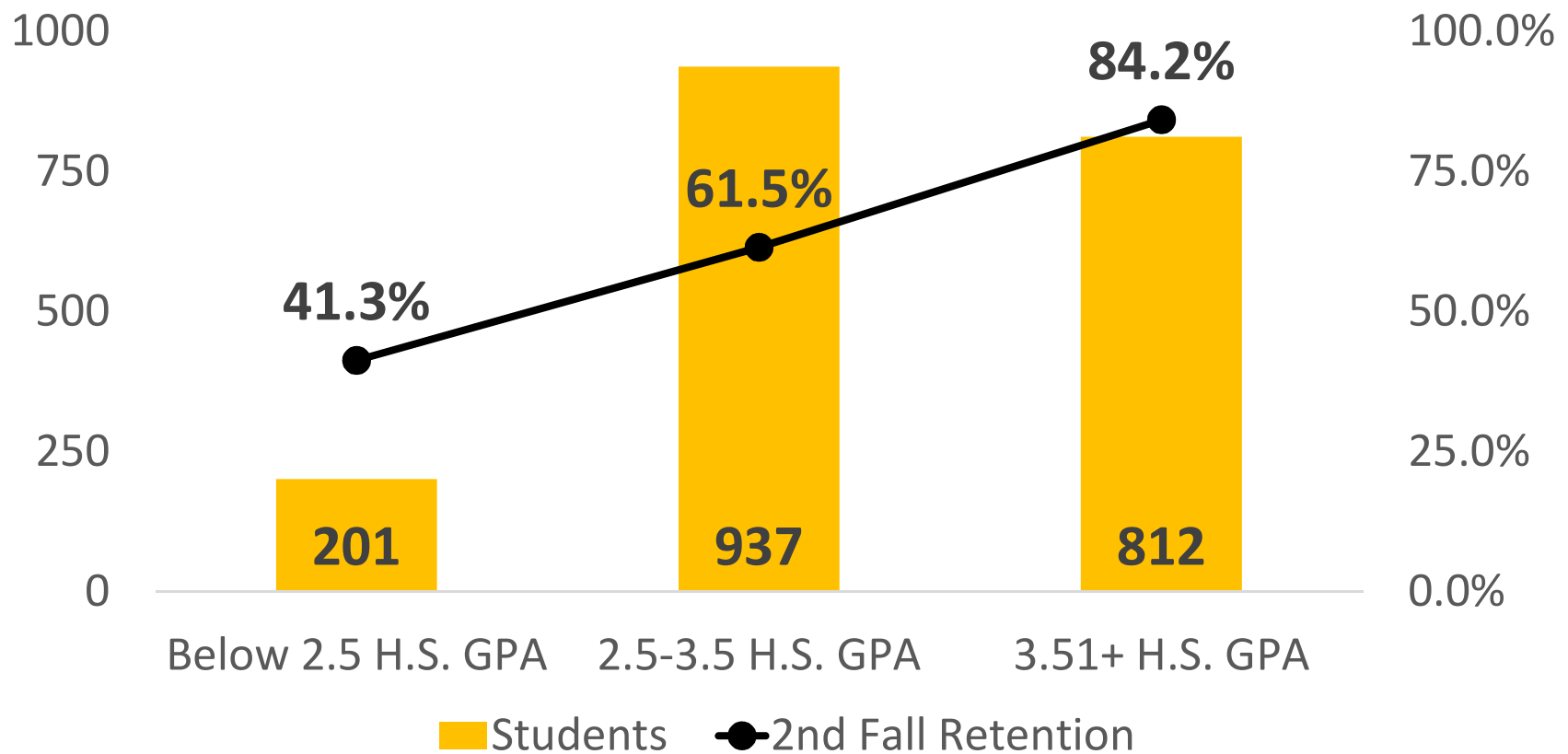
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**According to the leaders in Higher Education Research research, we know the impact of co-curricular engagement is in the collection of experiences and not necessarily one experience or any one program.**

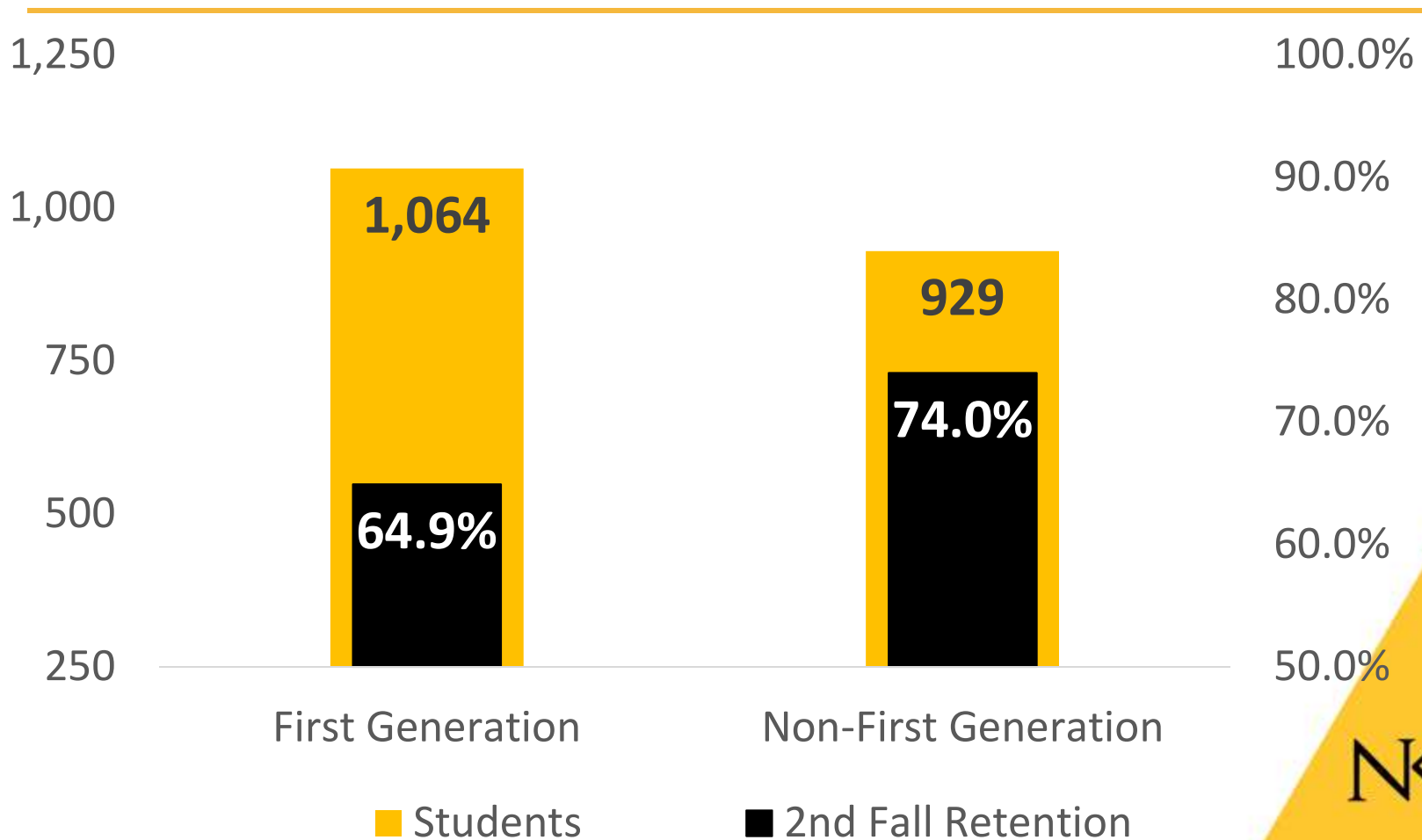
- Astin, A. W. (1993). *What matters in college?: Four critical years revisited*. San Francisco: Jossey-Bass.
- Kuh, G., D. (1995). The Other Curriculum: Out-of-Class Experiences Associated with Student Learning and Personal Development. *Journal of Higher Education* 66:123–155.
- Pascarella, E., T., & Terenzini, P., T. (1991). *How College Affects Students*. San Francisco: Jossey-Bass.



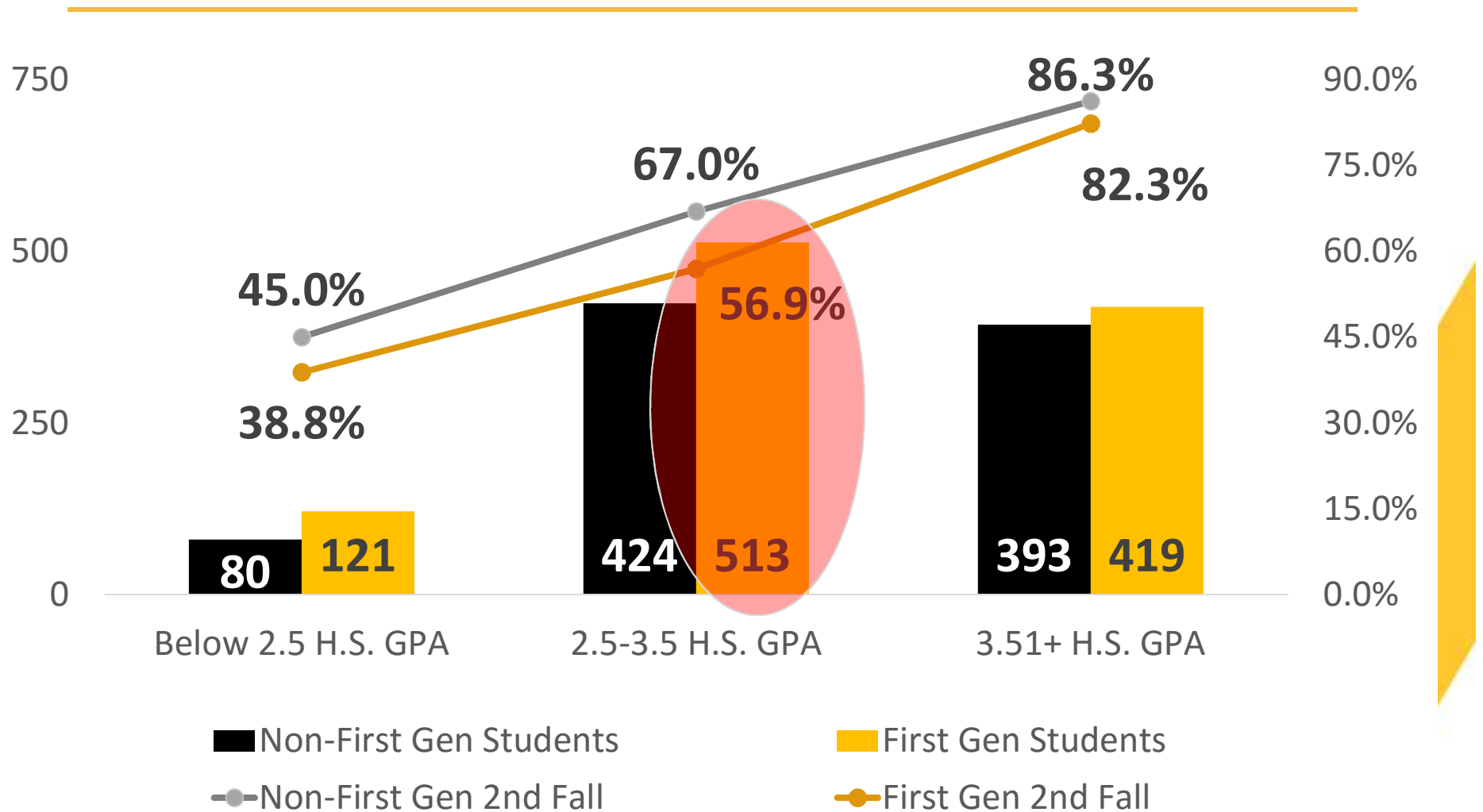
# High School GPA and 2<sup>nd</sup> Fall Retention



# First Generation and 2<sup>nd</sup> Fall Retention



# First Generation, H.S. GPA, and 2<sup>nd</sup> Fall Retention





# Co-curricular Engagement for NKU's at Risk Populations

First Generation and Murky Middle, Fall 2014 (based on H.S. GPA)

	Students	%	Fall GPA	1st Yr CGPA	1st Yr ECH	Fall to Fall Retention
<b>Co-curricular First Generation</b>	<b>781</b>		<b>2.65</b>	<b>2.53</b>	<b>22.3</b>	<b>67.7%</b>
Below 2.5	84		1.72	1.63	14.2	41.7%
2.5-3.5	<b>380</b>	<b>49%</b>	<b>2.36</b>	<b>2.20</b>	<b>19.8</b>	<b>61.3%</b>
3.51+	312		3.25	3.16	27.5	82.7%
(blank)	5		3.12	2.88	25.6	60.0%
<b>Non-Co-curricular First Generation</b>	<b>283</b>		<b>2.39</b>	<b>2.30</b>	<b>20.0</b>	<b>57.2%</b>
Below 2.5	37		1.24	1.14	10.3	32.4%
2.5-3.5	<b>133</b>	<b>47%</b>	<b>2.03</b>	<b>1.94</b>	<b>17.3</b>	<b>44.4%</b>
3.51+	107		3.13	3.08	26.5	81.3%
(blank)	6		2.69	2.47	17.7	66.7%

**Can we measure co-  
curricular engagement  
beyond program  
participation?**

# Comprehensive View of Student Engagement

## Engagement w/ programming

	Students	1st Fall GPA	1st Fall ECH	1st Year CGPA	1st Year CECH <sup>1</sup>	Fall to Fall Retention*
Co-curricular Programming	1,232	2.81	12.6	2.71	29.4	73.6%
1 program	517	2.65	12.0	2.57	27.6	67.7%
2 programs	415	2.86	12.7	2.76	30.3	74.5%
3 programs	230	3.01	13.3	2.91	32.0	83.0%
4 programs	62	2.96	13.0	2.89	29.3	82.3%
5 programs	8	3.21	14.8	2.97	30.1	75.0%
No Co-curricular Programming	761	2.52	11.3	2.42	24.2	61.9%

## Engagement w/ student groups

	Students	1st Fall GPA	1st Fall ECH	1st Year CGPA	1st Year CECH <sup>1</sup>	Fall to Fall Retention*
NorseSync Groups	462	3.04	13.4	2.94	32.8	81.8%
1 group	182	2.97	13.3	2.86	31.0	78.6%
2-3 groups	175	2.90	13.0	2.82	32.3	79.4%
4-5 groups	76	3.39	14.2	3.31	37.3	92.1%
6+ groups	29	3.39	14.4	3.29	35.3	89.7%
No NorseSync Groups Affiliations	1,531	2.60	11.7	2.50	25.8	65.3%

# Comprehensive View of Student Engagement

## Overall Engagement

	Students	1st Fall GPA	1st Fall ECH	1st Year CGPA	1st Year CECH <sup>1</sup>	Fall to Fall Retention*
Co-curricular, Student Orgs, Events	1,286	2.82	12.6	2.71	29.4	73.9%
1 group	466	2.65	12.0	2.54	26.9	67.0%
2-3 groups	507	2.79	12.5	2.70	29.5	74.2%
4-5 groups	161	2.92	13.2	2.79	31.1	78.3%
6- 8 groups	126	3.29	13.9	3.21	35.6	91.3%
9+	26	3.21	14.3	3.17	33.7	80.8%
No Affiliations	707	2.49	11.2	2.39	23.8	60.5%

Approximately 48.8% of Fall '14 FTFT were engaged in 1-3 programs or Student Orgs and had an average retention of 70.8%

Approximately 14.4% of Fall '14 FTFT were engaged in 4-8 programs or Student Orgs and had an average retention of 84.0%

## Engagement through events

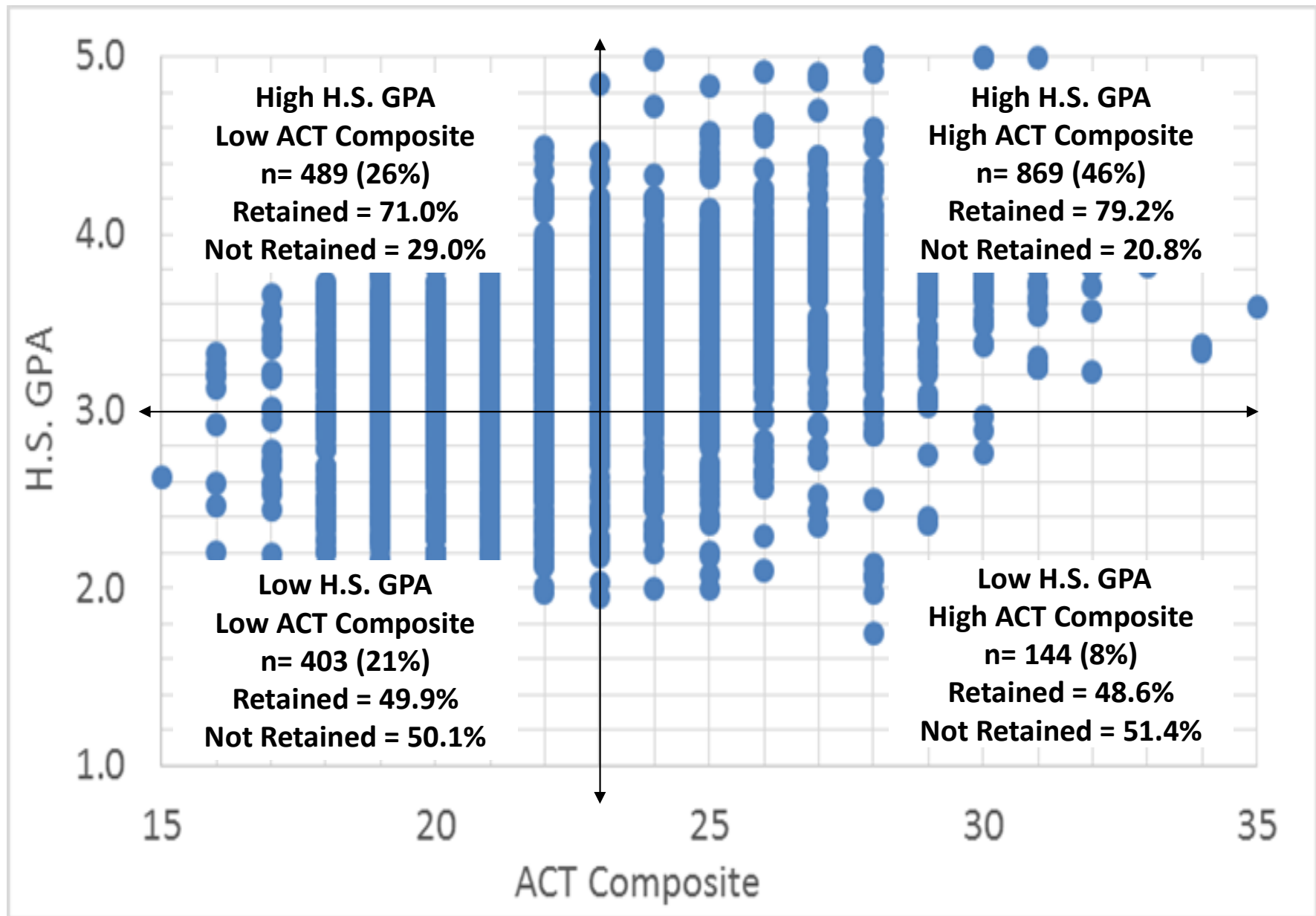
	Students	Avg. ACT	HS GPA	1st Fall GPA	1st Fall ECH	1st Year CGPA
Attendance at Events (Victorfest/games/shows/ programs)						
No event attendance						

Track attendance at Victorfest events, sporting events, theater, speakers, etc...



**No selection bias, but  
does co-curricular  
engagement serve  
students at all levels of  
college readiness?**

# College Readiness and 2<sup>nd</sup> Fall Retention



# College Readiness and Co-Curricular Engagement

Quad 2 (ACT < 23 , H.S. GPA ≥ 3.0)

Engagement	Students	%	2nd Fall	1st Yr. CGPA	1st Yr. ECH
<b>Zero</b>	<b>167</b>	<b>34%</b>	<b>65.9%</b>	<b>2.52</b>	<b>22.2</b>
<b>Any</b>	<b>322</b>	<b>66%</b>	<b>73.6%</b>	<b>2.71</b>	<b>23.9</b>
1	127	26%	65.4%	2.48	22.2
2	94	19%	77.7%	2.83	24.7
3	70	14%	82.9%	2.87	25.0
4	27	6%	74.1%	2.93	25.1
5	4	1%	75.0%	2.95	32.3

Quad 1 (ACT > 23 , H.S. GPA ≥ 3.0)

Engagement	Students	%	2nd Fall	1st Yr. CGPA	1st Yr. ECH
<b>Zero</b>	<b>273</b>	<b>31%</b>	<b>72.9%</b>	<b>2.85</b>	<b>24.7</b>
<b>Any</b>	<b>596</b>	<b>69%</b>	<b>82.0%</b>	<b>3.11</b>	<b>27.0</b>
1	253	29%	75.9%	3.02	25.9
2	204	23%	85.8%	3.17	27.4
3	117	13%	87.2%	3.22	28.6
4	22	3%	90.9%	3.18	28.2

## H.S. GPA

Quad 3 (ACT < 23 , H.S. GPA < 3.0)

Engagement	Students	%	2nd Fall	1st Yr. CGPA	1st Yr. ECH
<b>Zero</b>	<b>156</b>	<b>39%</b>	<b>41.0%</b>	<b>1.61</b>	<b>14.2</b>
<b>Any</b>	<b>247</b>	<b>61%</b>	<b>55.5%</b>	<b>2.02</b>	<b>18.6</b>
1	90	22%	47.8%	1.76	16.1
2	99	25%	50.5%	2.09	18.6
3	42	10%	73.8%	2.22	21.5
4	13	3%	76.9%	2.45	24.0
5	3	1%	100.0%	2.82	26.3

Quad 4 (ACT ≥ 23 , H.S. GPA < 3.0)

Engagement	Students	%	2nd Fall	1st Yr. CGPA	1st Yr. ECH
<b>Zero</b>	<b>52</b>	<b>36%</b>	<b>40.4%</b>	<b>1.52</b>	<b>15.9</b>
<b>Any</b>	<b>92</b>	<b>64%</b>	<b>53.3%</b>	<b>1.79</b>	<b>17.3</b>
1	42	29%	47.6%	1.60	15.1
2	33	23%	48.5%	1.72	16.3
3	13	9%	76.9%	2.27	22.6
4	3	2%	100.0%	2.40	27.7
5	1	1%	0.0%	3.49	30.0

ACT





# Circle back around to Program Directors

	Quad 1 (ACT > 23 , H.S. GPA ≥ 3.0)		Quad 2 (ACT < 23 , H.S. GPA ≥ 3.0)		Quad 3 (ACT < 23 , H.S. GPA < 3.0)		Quad 4 (ACT ≥ 23 , H.S. GPA < 3.0)		Missing	B Cohort Totals
	Students	%	Students	%	Students	%	Students	%		
<b>NKU</b>	<b>869</b>	<b>44%</b>	<b>489</b>	<b>25%</b>	<b>403</b>	<b>20%</b>	<b>144</b>	<b>7%</b>	<b>88</b>	<b>1,993</b>
<b>CRC</b>	424	43%	252	25%	207	21%	72	7%	37	992
<b>FreshStart</b>	74	62%	30	25%	7	6%	7	6%	1	119
<b>GREEK</b>	141	51%	83	30%	33	12%	10	4%	10	277
<b>Housing</b>	409	47%	209	24%	166	19%	56	6%	32	872
<b>LAMP</b>	12	36%	12	36%	6	18%	2	6%	1	33
<b>Lending Library</b>	18	24%	28	38%	20	27%	6	8%	2	74
<b>ROCKS</b>	12	16%	25	34%	30	41%	5	7%	1	73
<b>SSS</b>	10	23%	14	33%	12	28%	6	14%	1	43

# Summary

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- Sixty-two percent (62%) of all new freshmen participated in co-curricular programming.
- Co-curricular engagement complements the academic work of students (at both the individual program and the collective experience level).
  - Even those at most risk (i.e., first generation and murky middle)
  - Across all levels college readiness (pre-college quadrants)

# Summary

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- Division of Student Affairs programming is a key factor in student success.
  - Always have the vivid anecdotes of the positive student experiences, but we are building a data repository that shows those tend to be the common experiences of students involved in co-curricular programs at NKU.

# Next Steps

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- Look to capture some of the event data and incorporate it into the model
  - Currently all counted equally, may look for differential weighting structure
- Try to look longitudinally
- Statistical analysis (found practical significance)

# Next Steps cont.

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- Structural Equation Modeling (SEM)
  - Beginning to look at the direct and indirect effects of co-curricular engagement and other non-cognitive factors to each other and on academic performance (e.g., Academic behaviors, Academic Resiliency, Commitment, etc.)

## Next Steps cont.

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- See the KPI “bump” associated with involvement, but can’t really pinpoint the reasons.
  - Have ideas, structure of program, touchpoints, mentoring, personal relationships...etc.
- Really summative measures, some formative would be useful
  - See how students grow and develop as result of co-curricular engagement.
    - Need more local data collection

Questions, Comments  
Concerns?



# BRAND PROMISE

**WE  
PROMISE  
TO PUT  
OUR  
STUDENTS  
FIRST.**



**TO  
LEAD  
WITH  
EXCELLENCE.**



**TO  
MAKE  
A  
LASTING  
IMPACT.**

