

# Persistence Impact through ECU CONNECT Progress Surveys

East Carolina University | 4-year, Public | Greenville, NC

Thanks to the faculty and staff who participate in ECU CONNECT Progress Surveys, East Carolina University is able to fuel student success. When faculty submit Progress Surveys for their classes, they trigger notifications to their students and connect them with supports and interventions from staff who conduct student outreach.

By tracking Progress Survey participation and student reach, ECU can correlate the impact of their Progress Surveys with term-over-term persistence rates. The data demonstrate clear persistence gains among students whose faculty participate in Progress Surveys.

| ECU CONNECT Surveys Submitted and Persistence Rates, for UG Students |                                      |                    |
|--|--------------------------------------|--------------------|
|  | Fall 2023 to Spring 2024 Persistence | Number of Students |
| Students with <u>at least one</u> survey submitted by their faculty  | 91%                                  | 17,321/19,114      |
| Students with <u>zero</u> of their classes' surveys submitted        | 79%                                  | 1,435/1,819        |

## Impact Highlight

# \$8,346,518

Estimated tuition increase by retaining 2221 additional students at '23/'24 resident full-time tuition rate of \$3,758

## Key Metrics for Determining the Scale of Impact

### 79%

Term-to-term persistence of UG students with zero of their classes' surveys submitted during Fall 2023

### 19,114

Number of UG students with at least one of their classes' Starfish surveys submitted during Fall 2023

### 17,321

Number of UG students with at least one Starfish survey submitted during Fall 2023 who persisted to Spring 2024

### 15,100

Projected number of students that would have persisted with none of their surveys submitted

### 2,221

Increased number of persisting students with at least one of their classes' progress surveys submitted compared to those with zero surveys submitted

