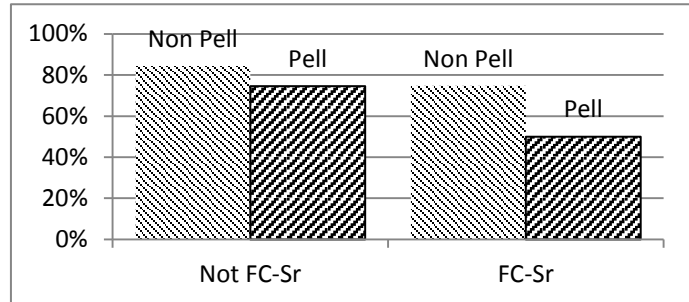


## Analysis of Effect of First Contact –Senior Year on 6-Term Retention

An analysis of the 6-Term Retention of the Fall 2013 cohort of incoming Hope students reveals that the retention rate is significantly lower for students who made their first contact with admissions during their senior year in high school at 66% versus 82% for those with an earlier first contact. This group of students is identified at FC-Sr in the following report. This analysis seeks to identify those other factors that relate to this difference.

### Pell Recipient

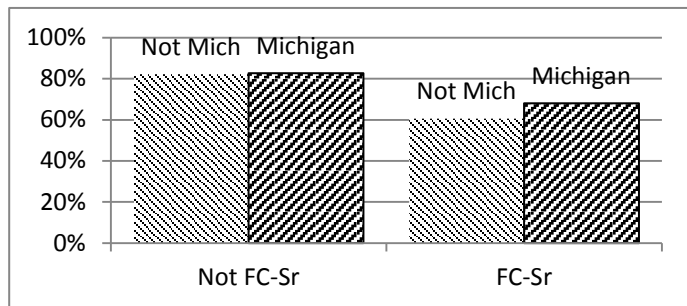
	6-Term Retention	
	Not FC-Sr	FC-Sr
Non Pell	84.39%	74.64%
Pell	74.60%	50.00%



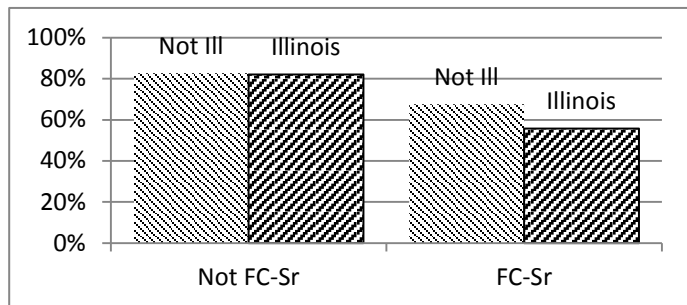
The above table shows that while there is about a 10% gap between Non Pell and Pell students for those who make their first contact with admissions prior to their senior year, this gap jumps to almost 25% for the late-contacting students. Retention among this cohort of 76 students is only 50%. This indicates that being a Pell recipient is a strong risk factor for FC-Sr students.

### Geography

	6-Term Retention	
	Not FC-Sr	FC-Sr
Not Mich	82.21%	60.55%
Michigan	82.68%	68.09%



	6-Term Retention	
	Not FC-Sr	FC-Sr
Not Ill	82.63%	67.61%
Illinois	82.05%	55.74%

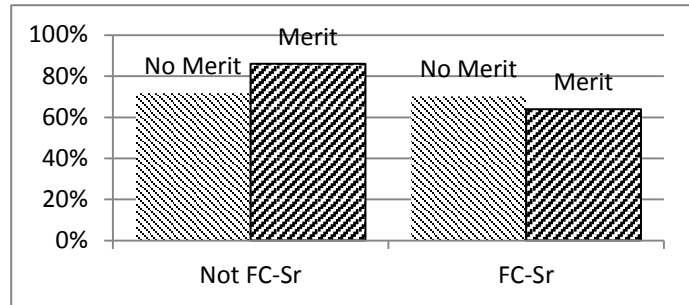


A similar relationship is found between the state of origin of students and the first-contact senior-year status. The two highest represented states of Hope students are shown in the tables above. Again, there

is no difference in retention rates for early first-contacters based on coming from Michigan or from Illinois. The entire difference in retention based on state of origin (positive for Michigan and negative for Illinois) is found among the senior-year first-contacters. In neither case is this difference statistically significant.

### Merit Award

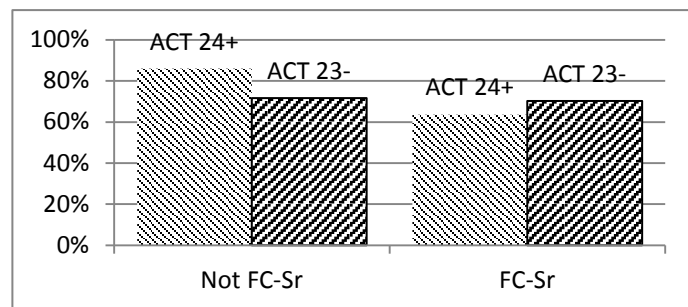
		6-Term Retention	
		Not FC-Sr	FC-Sr
No Merit		71.62%	70.00%
Merit		85.84%	63.89%



Whereas receipt of a merit award has a strong positive correlation with retention for early contacting students, among those making their first contact in their senior year the correlation is reversed. In other words, First-Contact Senior students are less likely to be retained if they receive a merit award, although not significantly so.

### Low ACT

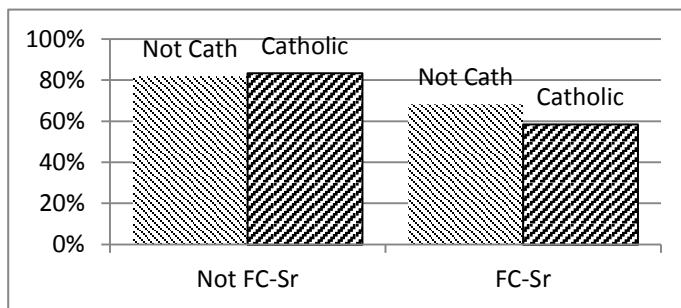
		6-Term Retention	
		Not FC-Sr	FC-Sr
ACT 24+		85.84%	63.50%
ACT 23-		71.62%	70.13%



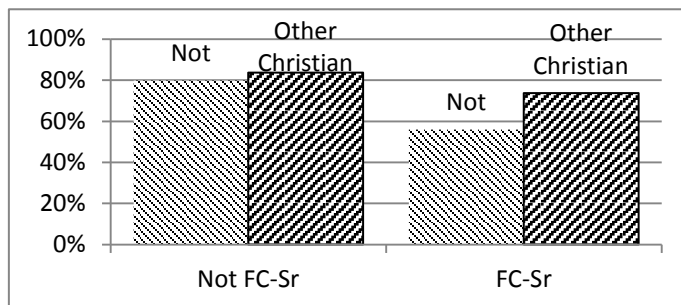
Among those students whose first contact was before their senior year, an ACT score of 23 or lower is negatively correlated with retention. Strangely, this correlation is reversed for those whose first contact is their senior year. While the former correlation is statistically significant, the latter is not but the 63.5% retention rate is over a population of 137 FC-Sr students with ACT 24 or more. It can also be observed that there is essentially no difference based on first contact in the retention rate for those with low ACT scores.

## Religion

	6-Term Retention	
	Not FC-Sr	FC-Sr
Not Cath	82.01%	68.32%
Catholic	83.46%	58.49%



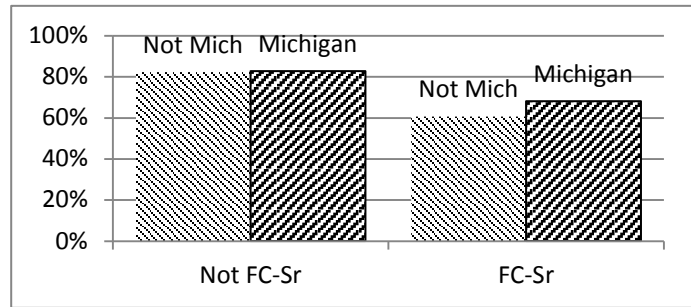
	6-Term Retention	
	Not FC-Sr	FC-Sr
Not	79.68%	55.91%
Other Christian	83.54%	73.55%



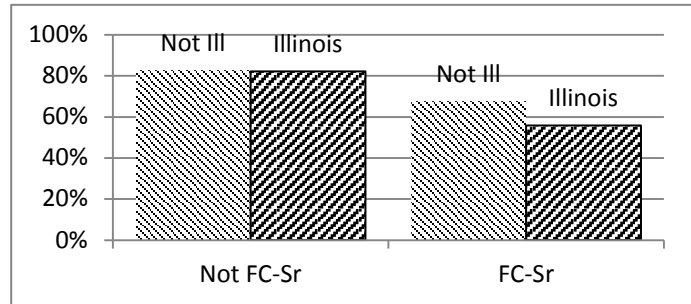
The above two tables show 6-Year Retention broken down by FC-Sr for the two largest religious categories of Hope students. Other Christian in this table includes all Christian religions other than Catholic. Note that there is very little difference in the retention based on religion for those students who are earlier first contacters. On the other hand, the difference is noticeable among the senior year first contacters, with Catholics experiencing a lower retention rate and non-Catholic Christians a higher retention rate. This difference is statistically significant for non-Catholics but not for Catholics.

## Geography

		6-Term Retention	
		Not FC-Sr	FC-Sr
Not Mich Michigan	Not FC-Sr	82.21%	60.55%
	FC-Sr	82.68%	68.09%



		6-Term Retention	
		Not FC-Sr	FC-Sr
Not Ill Illinois	Not FC-Sr	82.63%	67.61%
	FC-Sr	82.05%	55.74%



A similar relationship is found between the state of origin of students and the first-contact senior-year status. The two most represented states are shown in the tables above. Again, there is no difference in retention rates for early first-contacters based on coming from Michigan or from Illinois. The entire difference in retention based on state of origin (positive for Michigan and negative for Illinois) is found among the senior-year first-contacters.