Access, Belonging, and Success: Proactive Peer Enrollment Coaching

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ECU

Session Goals

- Explore summer melt and causes

- Investigate key challenges for students

- Examine peer enrollment coaching and best practices

- Survey student journey mapping results

- Examine the foundation of student belonging and success

- Review program impacts and lessons learned

Primary Resources

Castleman, B. L., & Page, L. C. (2020). Summer melt: Supporting low-income students through the transition to college. Harvard Education Press.

IPAR Presentation
College Choice in the Middle of a Pandemic: A Study of Summer Melt
Wang, Zhou, King (2021)
[AIR_2021_forum_Summer_melt_presentation.pdf (ecu.edu)](ecu.edu)

Summer Melt- defined

Students who indicate their intent to attend college but are not enrolled Fall semester.

- Research estimates of 10-40% admitted students melt over the summer

Source: (https://sdp.cepr.harvard.edu/summer-melt-tools)

Image source: #DontMeltNC: Ultimate Guide to Summer Melt | Carolina College Advising Corps (unc.edu)

Summer Melt Impact

"As many as 1 in 5 high school graduates who have been accepted to and intend to enroll in college fail to matriculate anywhere in the fall semester as a result of unforeseen challenges they encounter during the summer."

Castleman & Page (2020) p. 2

ECU's Enrollment

Year	Admitted	Deposited	Enrolled	Yield	Melt
2022	19,758	4,376	3,788	19.17%	2.97%*
2021	20,586	4,776	4,100	19.93%	3.38%
2020	17,859	4,752	4,142	23.19%	3.53%

*Projected Melt for 2022 Data Source: ECU University Dashboard University Dashboard | IPAR | ECU

What Causes Summer Melt?

Causes of Summer Melt?

- Loss of high school support systems

- Find process overwhelming

- Financial obstacles

- Anxiety and fear about attending college

- "Poaching" Change in National Association for College Admission Counseling Code of Ethics

High School Counselors

High School Teachers

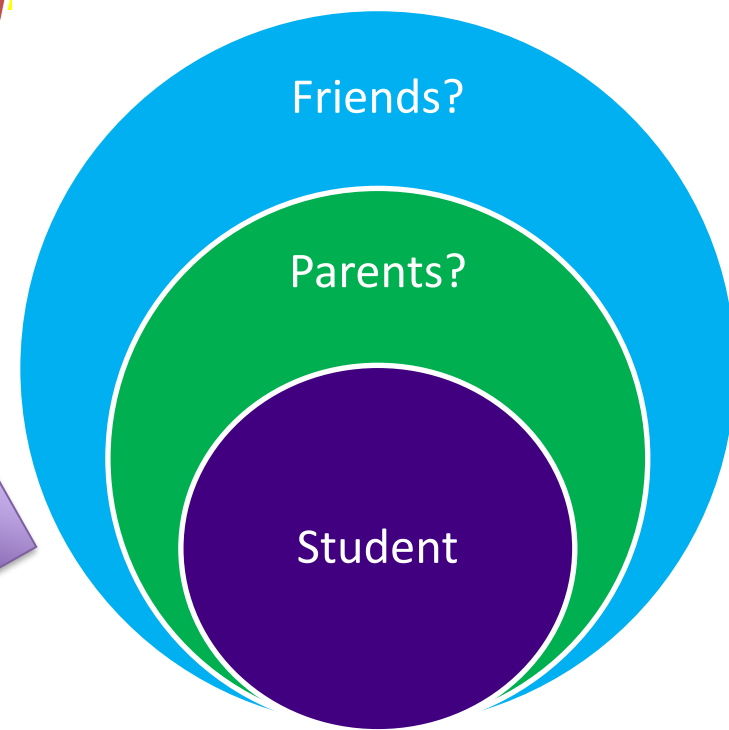Mentors/Coaches

Friends

Parents
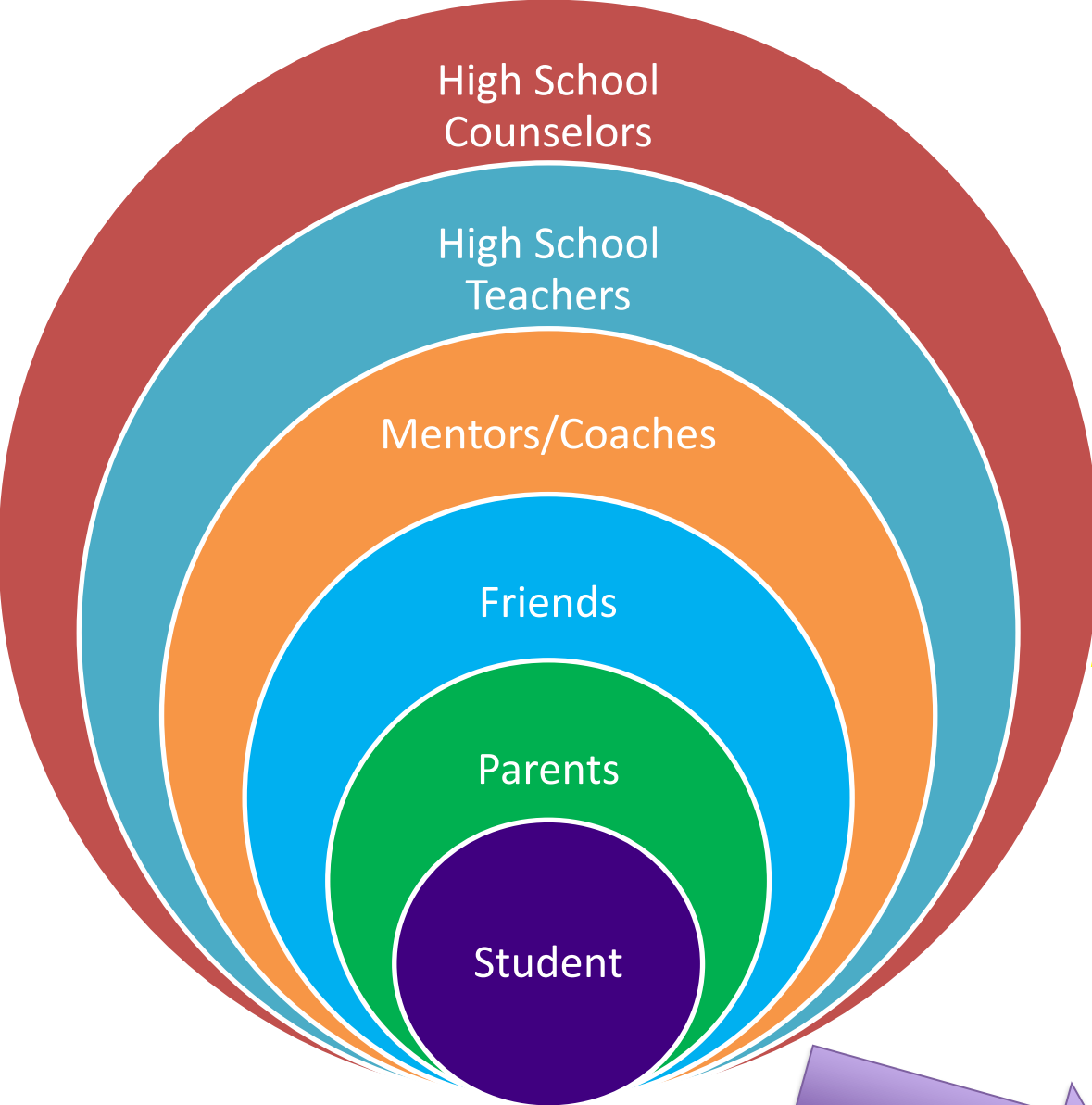
Student

Student Support during High School: Application-Graduation
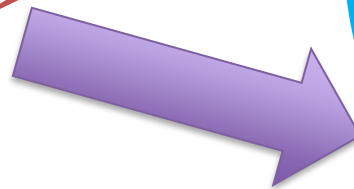
How can we guide students through the enrollment process?

Student Support after High School: Graduation-Enrollment

Friends?

Parents?

Student

How to Combat Summer Melt

Connect

Communicate

Simplify

Support

Peer Enrollment Coaching Goals

Equity
- Address Equity Gaps

Support
- Provide Coaching Supports

Enrollment
- Lower Summer Melt
- Increase Enrollment

Belonging
- Extend an Academic Welcome
- Support Campus Belonging

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Project Design

Completion of academic enrollment benchmarks

Targeted student profiles, data analytics

Personalized peer coaching via call center design

Engagement with peer coaches in orientation events

Program Implementation

Engage
- Engage with Admissions staff and Enrollment Management team

Identify
- Identify at risk student characteristics

Access, Review, & Design
- Access enrollment gaps
- Review communication process
- Design intervention timeline

Peer Enrollment Coaches: Recruit, Select, & Train
- Recruit from diverse student pools
- Interview and hire
- Determine training modules and process

Engage
- Orientation
- Consultations
- Outreach events

Program Evaluation
- Call outcomes
- Student Journey Mapping
- Recommendations for change

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Peer Coaching Model

Admitted Student List	Peer Enrollment Coach	PASC Staff	Campus Offices Staff

List based on enrollment milestone data

- Contact students
- Engage in orientation events

- Answer questions
- Office referrals
- Orientation Engagement

- Handle referrals
- Answer staff and student questions

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2022 Peer Enrollment Coaches

Enrollment Milestones

May

- Enrollment & Housing deposits
- LLC confirmation
- Orientation Registration
- PIER/Course Registration
- Pirate Port Checklist

June

- Attend Orientation
- Send Final HS transcript
- Health Services Checklist
- Financial Aid processes
- Class Registration

July

- Attend Orientation
- Housing Assignments
- Financial Aid processes
- Set up billing & payment options
- Verify information
- Complete course registration
- Health Services Checklist / Immunization forms
- Send Final HS transcript

August

- Health Services Checklist / Immunization forms
- Finalize course registration
- Fall tuition due
- Books & supplies
- Housing Move in
- Complete any remaining June & July milestones

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Communications Process Model

1. **Student Contact:** Peer Enrollment Coach calls student

2. **Answer or Refer:** Based on student questions, answers or refers to PASC staff

3. **Evaluate & Refer:** PASC staff evaluate referral and contacts student or refers to specific staff in referred office

4. **Resolution:** Referral office & PASC staff contact student

Admitted student

Contacted by Peer Enrollment Coach

PASC Staff

Office Referral
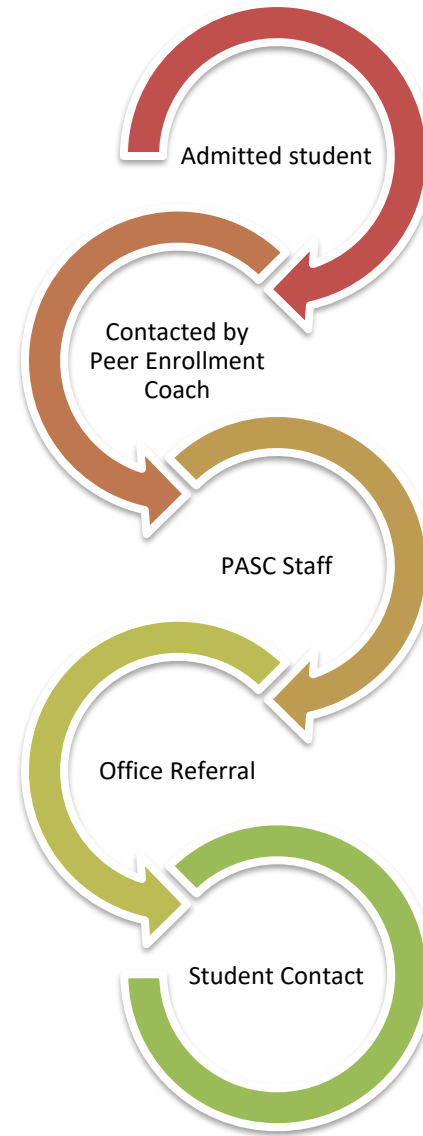
Student Contact

Campus Partners
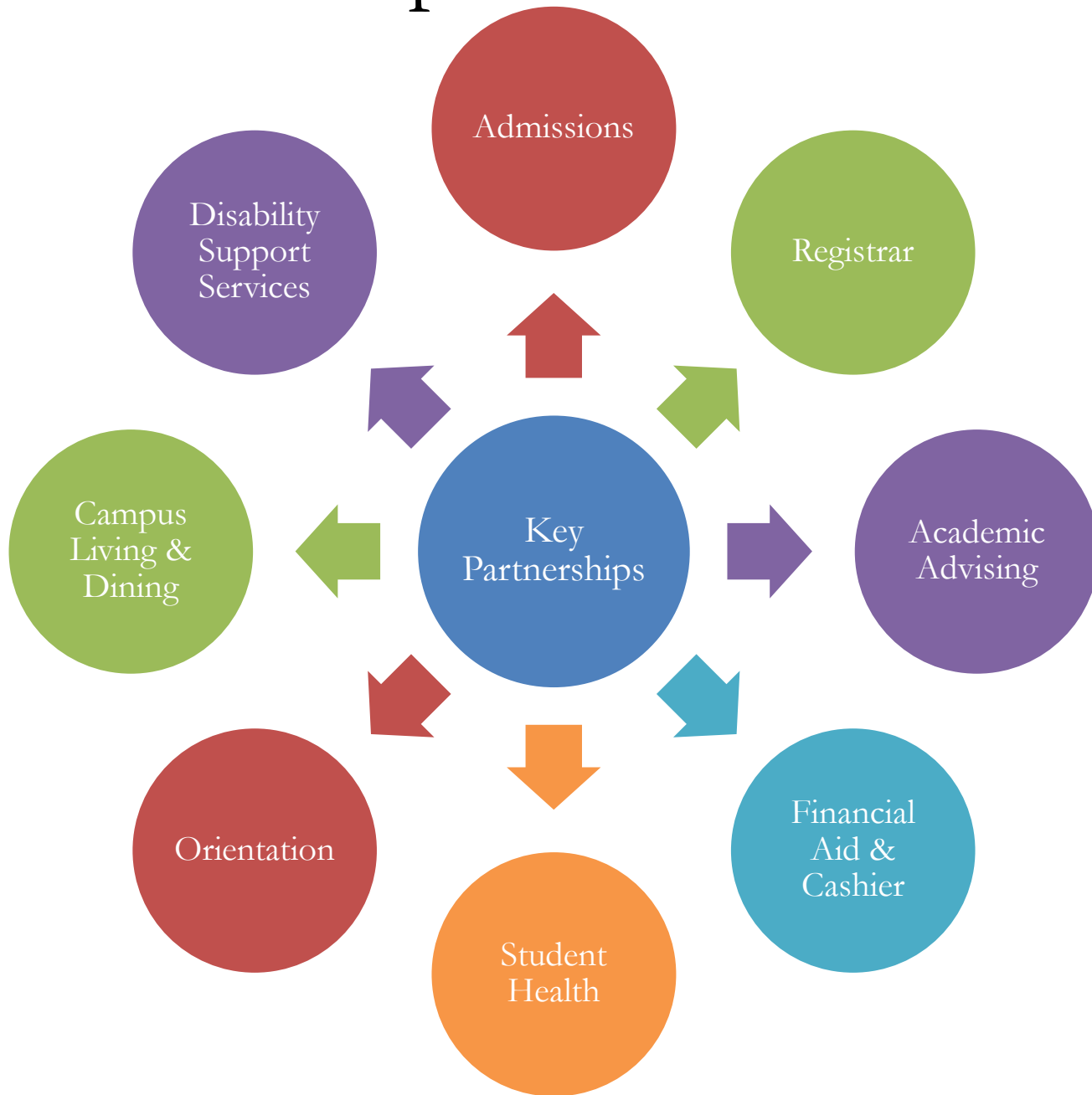
Call Outcomes by Calling Period

Time	Students Called	Key Enrollment Factors	% of Success Contacts	Parent Contact	Student Contact	Not Attending	Left Message
May (7 days)	5,226	Enrollment Deposit	7% (446)	74	289	83	5,758
June	14,467	No Orientation Fee Registration Status	26% (2,957)	260	1,333	1,364	5,496
July 1 to Aug 5	3,688	Registration Status <12 semester hrs	35% (2,421)	269	2,122	30	1,385

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Campus Referrals by Calling Period

Call Month	Top 3 Campus Referrals		
May	Orientation	PIER Registration & Advising	Housing & Dining
June	Orientation	PIER Registration & Advising	Housing & Dining
July 1- August 5	Housing & Dining	Financial Aid/Tuition	Orientation

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If not ECU, where?

Student Intent	Number of students
Attend 4-year NC Public University	606
Declined to indicate	567
Attend NC Community College	106
Gap Year	18
Joined Military	12

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Higher Education Intention

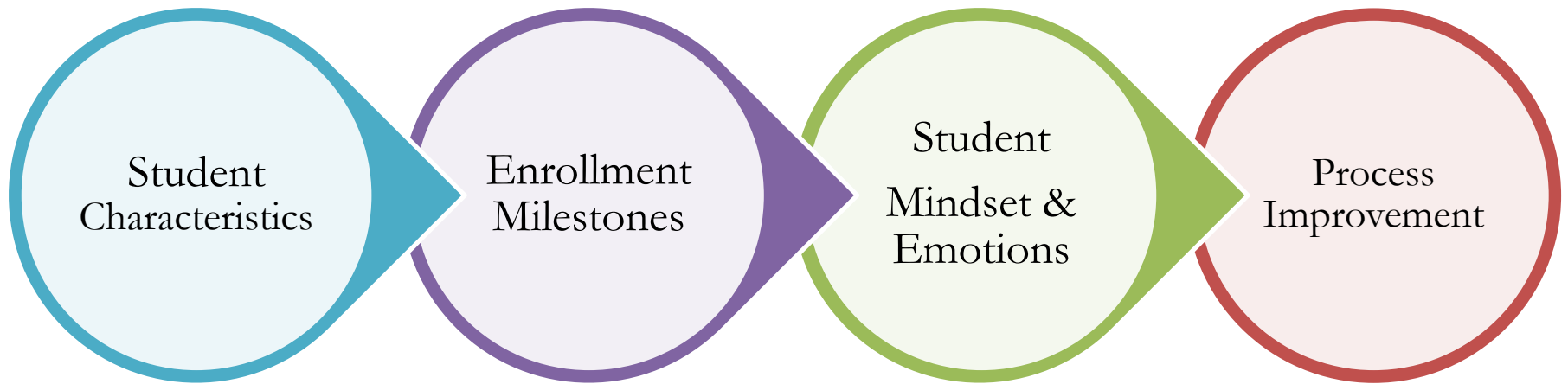| Destination	Number of Students
Other 4-year NC Public	606
NC Community College	106
Other 4-year NC Private	65
Out of State	92

Program Costs

PASC & other staff – no additional

Peer Enrollment Coach payroll $20,000 $12/hour, 20 hours per week

Training Supplies $250

Mapping the Student Journey

Building Student Belonging and Success

It has become clear to me that this dynamic starts from the **early stages of a student's relationship with a college**. In fact, I believe one of the critical test points occurs precisely at the time when we see summer melt. From this viewpoint, melt is not so much an admissions issue as it is the **very first phase of the retention problem**.

Basko, A. (2022). *How to solve the mystery of Summer Melt*. Chronicle of Higher Education. Retrieved from https://www.chronicle.com/article/how-to-solve-the-mystery-of-summer-melt.

Recommendations for Change

Establish a Data Analytics Dashboard

Implement a Centralized Data Reporting System

Centralize Communications and Create a Comprehensive Website Redesign

Increase Course Registration and Academic Advising Supports

Expand Options for Summer Orientation

Heighten Transparency of Enrollment Process Milestones

Establish Annual Peer Enrollment Coaching Program

Keys to a Successful
Summer Melt Intervention

- Data- Identify students at risk

- Engage with Admissions and other key offices

- Use every tool to stay connected

- Diversify messages, text, email, phone

- Create a peer mentoring program

- Schedule events to connect with students & parents

- Become a part of the solution

Source: Emerson, J (2022) Top Tips for College Counselors on Beating Summer Melt
https://admissions.usf.edu/blog/top-tips-for-college-counselors-on-beating-summer-melt

Resources

URL: https://libguides.ecu.edu/SummerMelt
Additional Reports Our Mission | Pirate
Academic Success Center | ECU

Contact Us!

Amber Arnold   Arnolda19@ecu.edu
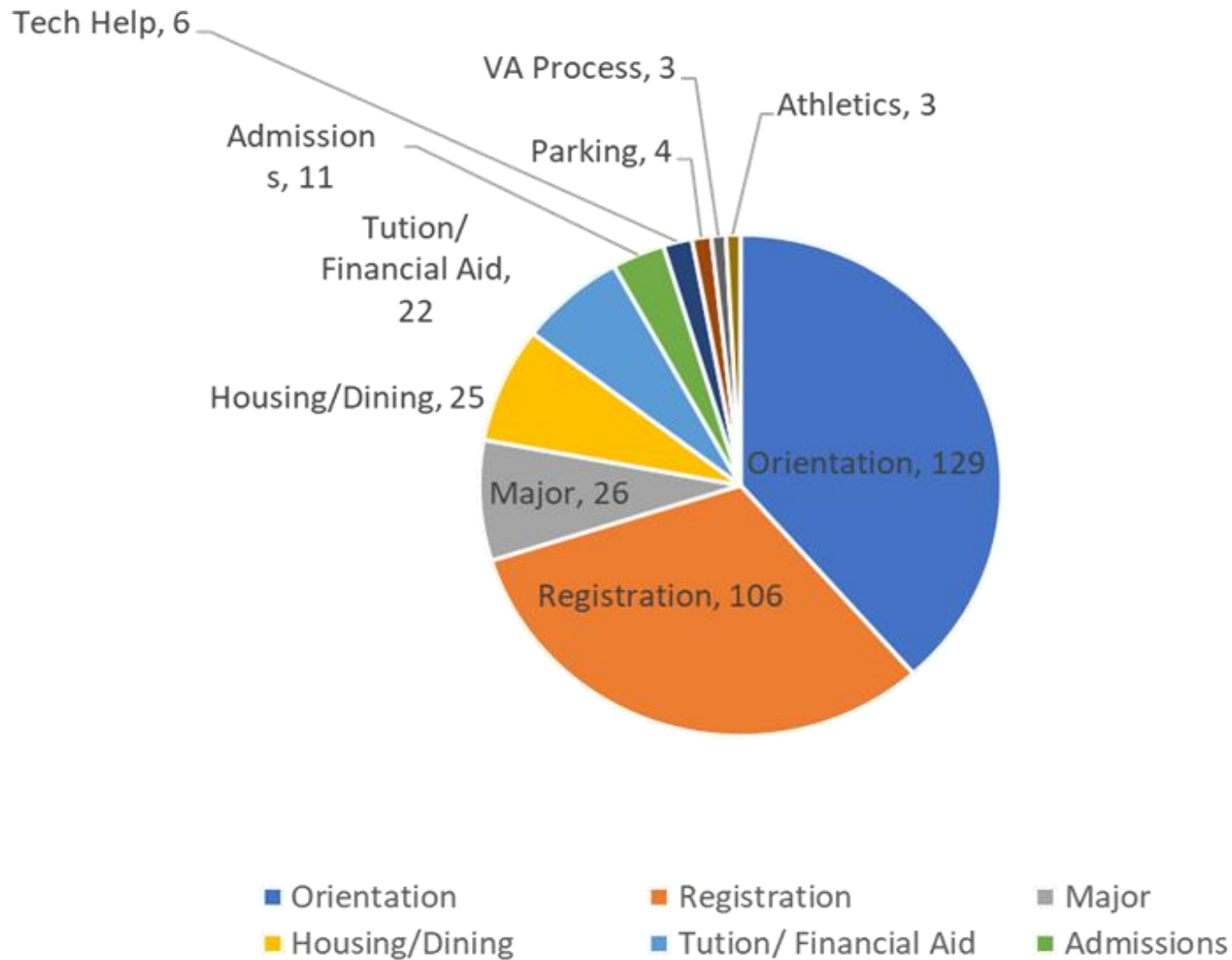
Elizabeth Coghill   Coghille@ecu.edu

Supplemental Data

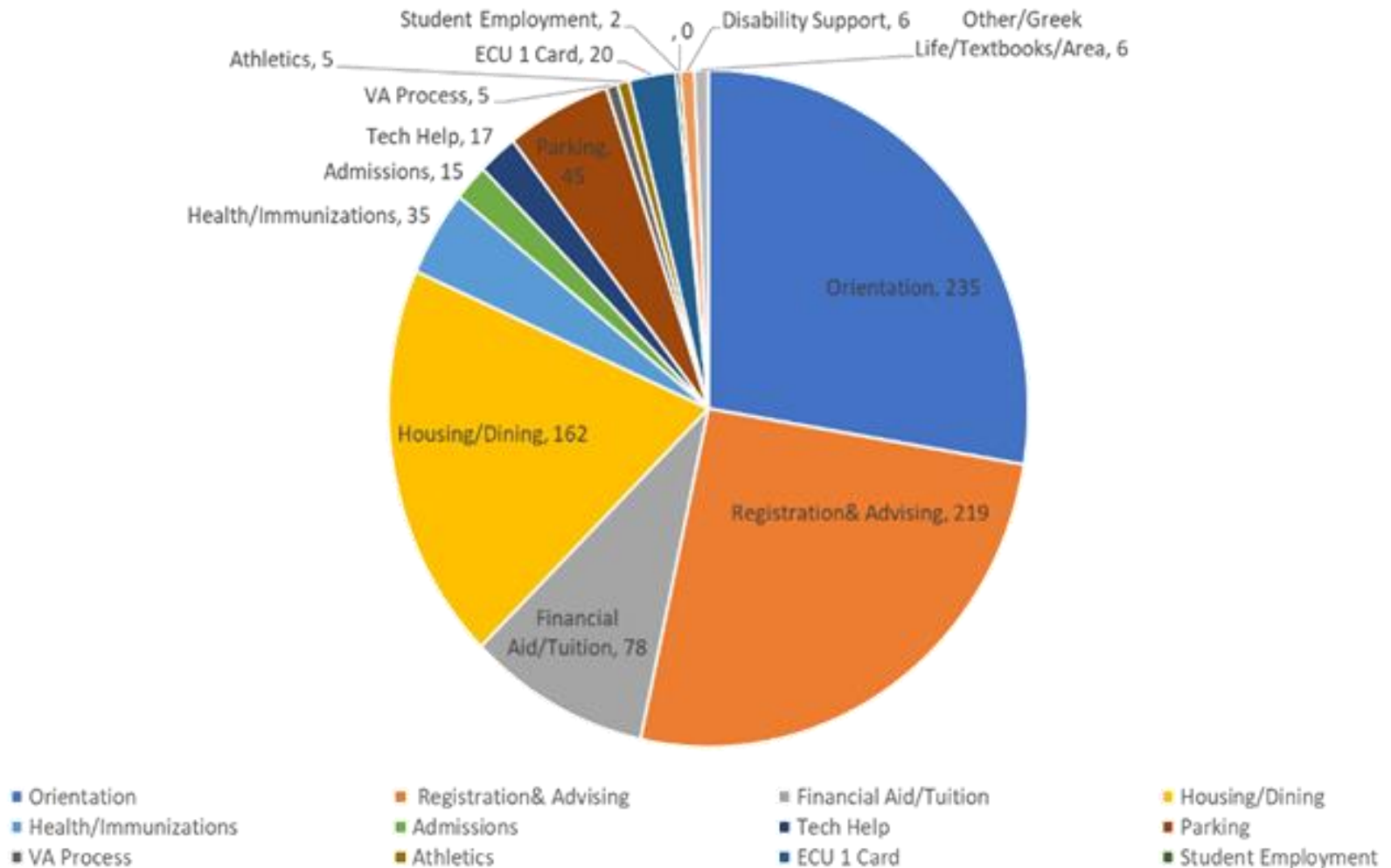**The following slides showcase data collected from Summer 2022.**

- NC campus destination
- May, June, July referrals
- Mapping the Student Journey- Peer Enrollment Coaches
- Peer Enrollment Coach Exit Interview Observations

System Destination	Number of Students
NC State	117
UNC-Charlotte	96
UNC-Chapel Hill	88
App State	87
UNC-Wilmington	61
UNC-Greensboro	57
A&T	45
Western Carolina	16
NC Central	12
Winston-Salem State University	10
Fayetteville State University	6
UNC-Pembroke	5
UNC-Asheville	3
Elizabeth City State University	3

May Referrals

June Referrals

July Referrals

Pie chart — July Referrals:

- Orientation, 235
- Registration & Advising, 160
- Financial Aid/Tuition, 258
- Housing/Dining, 301
- Health/Immunizations, 170
- Parking, 86
- ECU 1 Card, 21
- Student Employment, 1
- Disability Support, 9
- Textbooks, 14
- Other/Campus Job/FERPA/Safety Modules/Greek Life, 9
- Transcripts, 63
- Athletics, 14
- VA Process, 10
- Tech Help, 12
- Admissions, 10

Legend:
- Orientation
- Registration & Advising
- Financial Aid/Tuition
- Housing/Dining
- Health/Immunizations
- Admissions

Mapping the Student Journey

Key Milestones	Common Barriers	Feelings	Change Recommendations
FASFA	Affording deposits	Questioning college	Centralized information
Enrollment Deposit	Waiver process	Stressed	Transfer some deposits into fall billing
Housing Application & fees	Family financial status changes	Anxious	Placement tests on Pirate Port not Canvas
Orientation Fees/registration	Access knowledge- email & Pirate Port	Excited	1 Centralized website 1 check list
Living Learning Community Applications	Correct Phone Numbers	"Not ready"	Advertise enrollment deposit differently- students believed after May 1, they could no longer attend ECU
PIER course registration	Multiple deposits due	Overwhelmed	Help students set up email, Pirate Port etc.
	• Limited access to technology	Questioning campus choice	
	• Access to final transcript	Low confidence	
	• Location of Placement exams – Canvas?	Frustration	

May Student Journey Mapping

Key Milestones	Common Barriers	Feelings	Change Recommendations
FASFA	Orientation access	Overwhelmed by paperwork	Share info on health insurance, immunization processes
Enrollment Deposit	Old information on website	Confusion	Proactive academic advisor contacts
Housing Application & fees	Email access issues	Hidden stress	Move in dates clearly published
Orientation Fees/registration	No more access to HS email	Excited	June communication from FA and Billing Statements
Living Learning Community Applications	Wrong contact information on file	"Not ready" and not asking for help	
PIER course registration	Residency Status	Overwhelmed	
Advisor Connection	Confirming receipt of final transcripts	Questioning campus choice	
Insurance Waiver	Missing FAFSA information	Graduated- now what?	
Immunization records	Who to talk to?	Falling behind	

June Student Journey Mapping

NEW Milestones	Common Barriers	Feelings	Change Recommendations
Campus Living assignments	Registration limitations- Closed courses	Sticker shock- bill total	Additional Orientation delivery methods
Meal Plan decisions	Establishing advisor connection	Unsure of future	Follow up with "partway enrolled" students
Send final transcript	Housing assignments/ roommate assignments	Worried about finances	Check in and reminders for last milestones before school starts
Accept FA package, loans	Payment plans sign up	Stress- anger	Departmental cross training- calls passed around campus
Billing statement	Can't attend on campus orientation- no other options	Family financial stress	
Sign up for payment plans	Lateness of billing statements- short process time	Overwhelmed	
Finalize Registration	Changing majors/access to help	Questioning campus choice	
Purchase Course Supplies- Books, Tech & Parking			

July- August Student Journey Mapping

Peer Coach Observations

What are the 3 challenges facing enrolling students?

- Financial Aid, registration, orientation, paying for college fees, major choice, eligibility for waivers, navigating registration processes, finding information

If you could change one thing about your summer experience, what would you change?

- Better data support, updated enrollment lists (in real time), an enrollment website that continually gets updated, more orientation outreach activities, email scripts to send

After talking with so many students and families, what does ECU need to change about the student experience before the first fall semester?

- All enrollment dates set in May, summer calendar, centralized process, 1 website, more options for orientation delivery methods, map of school, academic advisor conversations before orientation

Tell me about a challenge you experienced while calling a student?

- No laptop or WIFI to use at home, finding information on ECU website, student account issues, wrong email system, financial hardships

What was the most beneficial aspect of your coaching role?

- Building rapport with new students, learned about campus services, giving advice as a peer, connecting them to resources, ability to translate and speak Spanish, connected students to campus, welcomed new students