

## **PARENT ENGAGEMENT IS CONNECTED TO STUDENT RETENTION**

This brief report highlights findings from an analysis of parent engagement and student retention at two institutions, Abilene Christian University (ACU) and Tarleton State University (Tarleton). In both instances, the more frequently parents “connected” with their student through CampusESP, the more likely the student remained enrolled and made progress toward completing their degree.

Parents who use CampusESP services can request a connection to their students’ University information. When a data connection has been approved by their student, “connected parents” can gain access to student enrollment, academic and financial information and receive alerts when their student’s information has been updated.

CampusESP also measures parent engagement levels by tracking email interactions (e.g., email opened, clicked link) for newsletters and alerts sent by the platform.

For this study, overall student retention rates for Tarleton and ACU were compared to retention rates for CampusESP connected parents at the same Universities, and by CampusESP parent engagement levels.

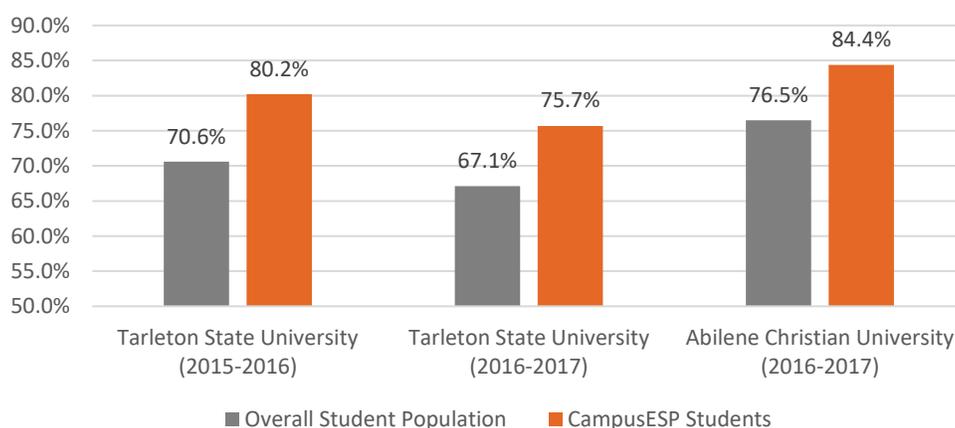
### **Tarleton Retention Rates are 9% Higher Among Students with CampusESP Connected Parents**

Enrollment records of the 177 students and parents participating in the initiative for the 2015-2016 year showed that 80.2% of the students returned to college for a second year, compared with only 70.6% of their Tarleton peers in the same cohort. In the following 2016-2017 academic year, 494 students and parents participated in the initiative. 75.7% of those students were retained from Fall '16 to Fall '17, compared to 67.1% for other students in the same cohort.

### **ACU Retention Rates are 6% Higher Among Students with CampusESP Connected Parents**

Of the 437 participating ACU students and parents in the 2016-2017 academic year, 82.4% were retained from the Fall '16 to Fall '17 semester. ACU's retention rate for the 2016-2017 year was 76.5%.

### **Retention Rates for ACU and Tarleton Compared to Students with CampusESP Connected Parents**



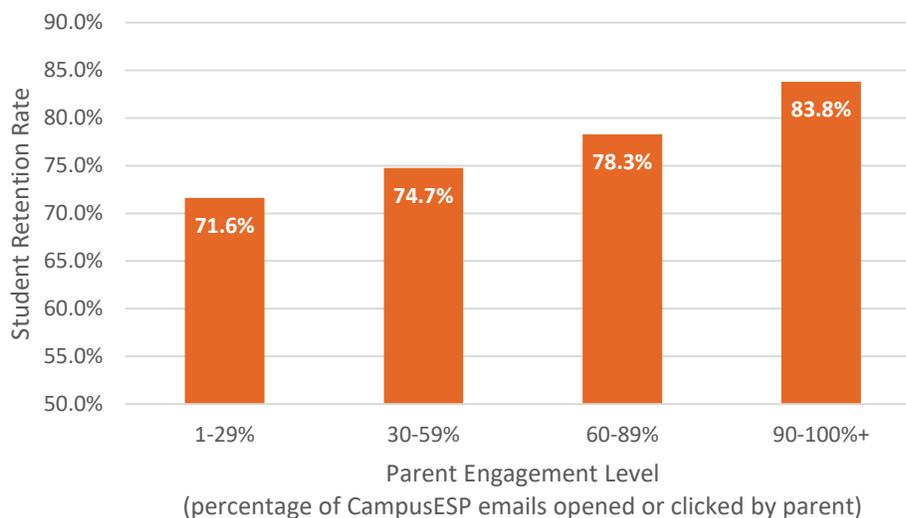
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## RETENTION RATES INCREASE AS PARENT ENGAGEMENT LEVELS INCREASE

A parent engagement ratio was calculated for each CampusESP connected parent by dividing the number of interactions (e.g., email opened, clicked link) they had with CampusESP emails by the total number of emails (e.g., newsletters, alerts) they received. Parents were classified into different engagement levels to further analyze parent engagement and student retention:

- The more emails a parent received, and the more engaged a parent was with emails and alerts (parent engagement ratio), the more likely the student was to be retained from Fall '15 to Fall '16 and from Fall '16 to Fall '17.
- When examining group differences based on parent engagement ratios, parents who engaged with approximately 90-99% of their CampusESP emails were more likely to have a student who was retained for the 2015-2016 and 2016-2017 academic years than parents who engaged with approximately 1-50% of their emails from CampusESP.
- As parent engagement ratio rates increased by 10%, students were 52% more likely to be retained for the 2015-2016 and 2016-2017 academic years.

### Student Retention Rates by Parent Engagement Level



### About CampusESP

CampusESP is a strategic parent and family engagement platform enabling institutions to keep the most important influencers of their students informed — parents. From impacting enrollment, to student success, to annual giving, keeping parents effectively engaged has proven to be critical for institutions looking to better support their institutional goals. In fact, **73% of parents say that CampusESP helps them better advise and support their students.** Reduce administrative backlog and provide a FERPA-compliant system that your staff will love!

To find out more & discuss your parent engagement strategy, visit CampusESP at [www.CampusESP.com](http://www.CampusESP.com)