



Career Center's Impact on Persistence 2022-2023

Persistence rates were used to capture students who were retained or awarded their degree/certificate.

Highlights:

- Students who engaged with the Career Center persisted, on average, at a 5% higher rate than those who did not (85% Career Center vs. 80% PennWest average).
- Career related events (96%) and appointments (91%) provided the greatest positive impact on student persistence.
- Regarding the racial identity of a Bachelor degree seeking student, students who engaged with the Career Center and who identified as white persisted at an 87% (+3% over the PennWest average) and students who identified as BIPOC persisted at a 78% (+5%) rate.
- Regarding the class status of a Bachelor degree seeking student, the Career Center positively impacted the persistence of freshman by 7% (76% to 69%), of sophomore by 5% (88% to 83%), of juniors by 4% (92% to 88%), and of seniors by 5% (95% to 90%).

Context:

The following analysis reviewed student data from fall 2022-spring 2023, excluding non-degree students, to assess the impact engaging with the Career Center had on student persistence.

Using this dataset, it was found that the average persistence rate of a PennWest student was 80% (11047/13733), whereas students who engaged with the Career Center persisted at an 85% (+5%) rate (3118/3666).

Average GPA:

- PennWest student: 3.34 (0.00 GPAs removed)
- PennWest student who engaged with Career Center: 3.31 (0.00 GPAs removed)

Engagement type: Persistence rates of students who engaged with the Career Center led events, appointments, programs, or software:

- 96% persistence rate for students engaging in events, such as the Career Readiness Series and consortium job/internship fairs (206/214)
- 91% persistence rate for students engaging in appointment(s) (839/923)
- 86% persistence rate for students engaging in programs, such as classroom presentations, employer information sessions, and workshops (1704/1991)
- 83% persistence rate for students engaging in software, such as Focus 2 and Big Interview (676/810)

Degree level: Impact based on the degree level (I.e., Associate, Bachelor, Master) of a student:

- The average persistence rate for an Associate degree seeking student was 65%, whereas students who engaged with the Career Center persisted at an 81% (+16%) rate.
- The average persistence rate for a Bachelor degree seeking student was 81%, whereas students who engaged with the Career Center persisted at an 85% (+4%) rate.

- The average persistence rate for a Master degree seeking student was 86%, whereas students who engaged with the Career Center persisted at an 89% (+3) rate.
- Regardless of degree level, students who engaged in events or appointments persisted at a rate of 91% or more.

Race x Bachelor: Regarding the impact the Career Center had based on a Bachelor degree seeking student's race:

- The average persistence rate of a student who identified as white was 84%, and 73% for students who identified as BIPOC; whereas students who engaged with the Career Center persisted at an 87% (+3%) and 78% (+5%) rate, respectively.
- Comparative breakdown of persistence rate by racial identity categories (PennWest=PW; Career Center=CC):

○ American Indian: PW 80% (12/15) vs CC 100% (4/4)	+20% CC
○ Asian: PW 86% (89/104) vs CC 89% (34/38)	+3% CC
○ Black: PW 67 (555/829) vs CC 73% (215/294)	+6% CC
○ Hispanic: PW 75% (276/367) vs CC 81% (103/127)	+6% CC
○ Non-Resident Alien: PW 75% (84/112) vs CC 98% (47/48)	+23% CC
○ Pacific Islander: PW 86% (6/7) vs CC 80% (4/5)	-
○ Two or More Races: PW 75% (228/306) vs CC 77% (79/103)	+2% CC
○ Unknown: PW 80% (272/340) vs CC 87% (71/82)	+7% CC
○ White: PW 84% (5853/6989) vs CC 87% (2000/2297)	+3% CC

Class status x Bachelor: Regarding the impact the Career Center had based on a Bachelor degree seeking student's class status:

- The average persistence rate for a freshman was 69%, whereas students who engaged with the Career Center persisted at a 76% (+7%) rate.
- The average persistence rate for a sophomore was 83%, whereas students who engaged with the Career Center persisted at an 88% (+5%) rate.
- The average persistence rate for a junior was 88%, whereas students who engaged with the Career Center persisted at a 92% (+4%) rate.
- The average persistence rate for a senior was 90%, whereas students who engaged with the Career Center persisted at a 95% (+5%) rate.