

College Advising at a National Scale: Update on Matriculate's Enrollment and Persistence Results from the CollegePoint Evaluation July 2023

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In 2021, our research team posted a [working paper](#) reporting results from a randomized controlled trial (RCT) evaluation of CollegePoint, a national remote college advising initiative that has served tens of thousands of high-achieving, low- and moderate-income high school students since its inception in 2014. In that paper, we reported modest overall improvements in college enrollment quality and more pronounced positive effects for students who received remote college advising from current college student peer mentors employed by the non-profit [Matriculate](#). In this brief we provide updated results (presented in Table 1 below) on the impact of Matriculate peer advising on students' persistence in college.

Impact on enrollment

Because the focus of CollegePoint is on high-achieving students in the top of the national distribution of college entrance exam scores, overall college-going rates are very high among this population--almost 90 percent.¹ Consistent with the earlier paper we reference above, our updated analysis shows that Matriculate did not increase overall enrollment above this high base but did generate significant effects on enrollment *quality*, with a **10.2%** increase in students attending High Graduation Rate schools (those where over 70% of students graduate within 6 years, referred to in the working paper as CollegePoint schools). We expanded our enrollment analyses to investigate Matriculate's impact on the affordability of institutions that students attended, and found that Matriculate generated a **33.9%** increase in students attending colleges that meet full financial need of either all or lower-income students.

Impact on persistence

Consistent with the high overall enrollment rates for this population, we also find that students who sign up for Matriculate persist in college at very high rates: Over 90 percent of students who enroll in college after high school remain enrolled four years after high school. Given these high overall rates of persistence, Matriculate did not increase overall persistence in college but

¹ This may be a lower bound for the overall enrollment rate. Some colleges do not report enrollment to our data source, the National Student Clearinghouse, and students are able to exercise FERPA blocks to prevent their enrollment records from being shared.

we do observe a sustained effect on enrollment at High Graduation Rate schools several years after high school. Specifically, Matriculate generated a significant increase (**9.6%**) in continuous enrollment into 2nd year at High Graduation Rate schools. We are only able to observe persistence over a longer time horizon for the first experimental cohort (class of 2018), but those results suggest this increase in continuous enrollment is sustained into the 3rd and 4th years following high school as well (13.3% and 11.5% increases, respectively).

This sustained rate of persistence at High Graduation Rate schools suggests that (1) Matriculate supported students to enroll at higher-quality institutions who were academically and socially prepared to succeed at those institutions, and (2) that the overall quality of institutions attended by the control group did not increase post-enrollment (e.g. through transfer).

Conducting further analysis

Our future updates will report impacts of Matriculate on bachelor's degree attainment. We will observe five-year bachelor's degree attainment for all three experimental cohorts in Fall 2025 and will issue an updated working paper at that point.

	CO2018-CO2020 1st year enrollment outcomes		CO2018-CO2020 2nd year persistence outcomes (continuous enrollment)		CO2018 longer-term persistence outcomes (continuous enrollment)	
	High Graduation Rate School	Meet Full Need School	High Graduation Rate School	Meet Full Need School	High Graduation Rate Schools, 3rd Fall	High Graduation Rate Schools, 4th Fall
	(1)	(2)	(3)	(4)	(5)	(6)
Matriculate impact estimate	0.051***	0.037***	0.045***	0.033***	0.064*	0.053
	(0.015)	-0.01	(0.015)	-0.01	(0.035)	(0.035)
Observations	9,320	9,322	9,320	9,322	1,040	1,040
Control mean	0.502	0.109	0.47	0.104	0.483	0.459
Standard errors in parentheses; *** p<0.01, ** p<0.05, * p<0.1						