Association between college advising on non-academic outcomes in young adults:
Follow-up to the 2014-2015 Bottom Line RCT
Ann Kearns Davoren
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Acknowledgements

- We’d like to acknowledge the work of Benjamin Castleman and Andrew Barr for their development and administration of the initial and ongoing RCT.

- We’d also like to thank the contributing authors to this work:
  - Benjamin Castleman, University of Virginia
  - Andrew Barr, Texas A&M University
  - Karen Grigorian, NORC
  - Christopher Wong, NORC
  - Shana Brown, NORC

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The Bottom Line Program

- Founded in 1997
- Currently operates in: Boston, Worcester, NYC, and Chicago
- Eligibility:
  - Academically eligible to attend a four-year institution
  - First generation college student
  - Low-income
- Two part system:
  - College Access
  - College Success
- In 2018, Bottom Line served over 7,000 students.
<table>
<thead>
<tr>
<th>Degree</th>
<th>Bottom Line helps students stay on track to graduate.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employability</td>
<td>Bottom Line helps students find jobs and internships and develop important professional skills.</td>
</tr>
<tr>
<td>Aid</td>
<td>Bottom Line will make sure that students can pay for school by helping students get financial aid and scholarships and avoid excessive debt.</td>
</tr>
<tr>
<td>Life</td>
<td>College comes with many challenges. Bottom Line will always be available to help, no matter what. As a reminder, students will receive from Bottom Line campus visits, cards, care packages, and phone calls.</td>
</tr>
</tbody>
</table>
Initial Bottom Line RCT

- Designed and administered by Benjamin Castleman and Andrew Barr
- RCT conducted with the 2014 and 2015 cohorts in Boston, Worcester, and NYC
- Initial and ongoing data collection included administrative data, NSC, and longitudinal survey data collection
- Treatment and control groups were equivalent on a variety of measures, including race, gender, GPA, and parental AGI

<table>
<thead>
<tr>
<th>Site</th>
<th>Treatment</th>
<th>Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>510</td>
<td>118</td>
</tr>
<tr>
<td>Worcester</td>
<td>135</td>
<td>54</td>
</tr>
<tr>
<td>New York</td>
<td>350</td>
<td>262</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>995</strong></td>
<td><strong>434</strong></td>
</tr>
</tbody>
</table>
Bottom Line’s direct service model is having an important impact on student success.

- **Main Findings. Treatment group was…**
  - 14% more likely to enroll in a 4-year institution
  - More likely to enroll in a higher quality institution, and
  - More likely to persist
  - 20% more likely to have met with someone to review financial aid
  - 60% rate advisor as “very important” to college decision
  - 7% more likely to report living on campus and to participate in student groups

*Source: Barr & Castleman (2016). Advising Students To and Through College: Experimental Evidence from the Bottom Line Advising Program*
The 2019 Follow-Up Study

- 2019 Follow-up to the College Application Process Survey (2019 CAPS)

- NORC worked with the original RCT research team and used the RCT sample for the follow-up survey
  - Adaptive incentive design
  - Multimode contact
  - Overall, 67.6% response rate

<table>
<thead>
<tr>
<th>OVERALL</th>
<th>TREATMENT</th>
<th>CONTROL</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>964</td>
<td>67.6%</td>
<td>698</td>
</tr>
</tbody>
</table>

- Measures of interest include academic and non-academic (health, social-emotional, financial literacy, civic engagement)
The focus of this initial analysis of the 2019 data:

- Treatment group (N=698)
- Dose of Bottom Line: Low = Access Only vs. High = Access + Success
- Enrollment in a 4-year institution

<table>
<thead>
<tr>
<th>Variable</th>
<th>Gender</th>
<th>Race</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Low Dose (N=278)</td>
<td>201 (72%)</td>
<td>77 (28%)</td>
</tr>
<tr>
<td>High Dose (N=420)</td>
<td>281 (67%)</td>
<td>139 (33%)</td>
</tr>
<tr>
<td>Did not enroll in 4yr (N=128)</td>
<td>85 (66%)</td>
<td>43 (34%)</td>
</tr>
<tr>
<td>4yr Enrollment (N=570)</td>
<td>397 (70%)</td>
<td>173 (30%)</td>
</tr>
</tbody>
</table>
Significant findings by 4yr enrollment and dose were focused in three areas:

1. Career Development
2. Experiential Learning
3. Civic Engagement

Four-year enrollment has a stronger relationship with outcomes; however, the findings of the original RCT & increased college enrollment is an important context here.
Initial Findings – 4-year Enrollment

1. Career Development

- Those enrolled in a four-year institution were more likely to have participated in each of the career development activities measured.

For all, enrollment significant after accounting for race & gender.
Initial Findings – 4-year Enrollment

2. Experiential Learning

- We used 6 different measures of experiential learning – significant differences by 4-year enrollment are below. There was no significant difference for externship, apprenticeship, or co-op experience by 4-year enrollment.

For all, enrollment significant after accounting for race & gender.
3. Civic Engagement

- We used 6 different measures of civic engagement – significant differences by 4-year enrollment are below. There was no significant difference for political work/volunteering or contributing money by 4-year enrollment.

For all, enrollment significant after accounting for race & gender.
Initial Findings – *Bottom Line Dose*

- High dose were:
  - More likely to have had career counseling
  - Less likely to participate in an apprenticeship
  - More likely to have registered to vote

- Participation in College Success (high dose) maintained significance after controlling for four-year enrollment for each outcome above.
Next Steps

- Methodology report will be forthcoming and available on NORC’s and Bottom Line’s websites.

- Barr and Castleman will be publishing results of the 2019 study using the RCT groups and comparing outcomes between treatment and control. Findings available on NORC’s and Bottom Line’s websites.

- Public Use Datafile will be available in late 2020.
Thank You!

For any questions, please contact:
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Shana Brown at brown-shana@norc.org

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