



Evidence in Action

A K20 Center Research Brief

Impact of Campus Visits on College Enrollment in Rural Schools

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Introduction

This intervention brief explores the findings from M. Corinne Smith, Ross M. Gosky, and Jui-Teng Li's 2022 research article, "Campus Visits as Predictors of Postsecondary Enrollment in Low-Income, Rural School Districts." The study examines the relationship between visits to college campuses by middle and high school students and postsecondary enrollment rates. The authors highlight the significance of both formal college visits and informal campus visits in shaping students' college-going mindset and increasing postsecondary enrollment rates.

Methodology

Research Design:

The study employs logistic regression analyses to estimate the effects of two different types of campus visits (Traditional College Visits and Educational Campus Field Trips) and the timing of these visits on postsecondary enrollment rates.

Sample:

The sample includes 2,274 students from 11 rural school districts in western North Carolina who participated in the GEAR UP program from 7th grade through high school graduation.

Data Analysis:

Data was collected on the number and timing of campus visits and postsecondary enrollment status. Logistic regression was used to analyze the relationship between campus visits and postsecondary enrollment with consideration of demographic variables such as race and gender.

Results

The study found that both Traditional College Visits and Educational Campus Field Trips were positively associated with higher postsecondary enrollment rates. Traditional College Visits had a stronger impact, especially when taken earlier in a student's academic career. Gender also played a role, with female students having a higher likelihood of postsecondary enrollment. The timing of the first campus visit was significant, with visits in 7th grade, 10th grade, and 12th grade showing the most positive association with enrollment rates.



Application into Practice

To replicate the intervention brief, schools should focus on:

1. **Early Exposure:** Organize campus visits starting in middle school to help students develop a college-going mindset early.
2. **Variety of Visits:** Include both Traditional College Visits and Educational Campus Field Trips to provide comprehensive exposure to college environments.
3. **Consistent Visits:** Ensure that students have multiple opportunities to visit campuses throughout their academic career, particularly in key transition years (7th, 10th, and 12th grades)
4. **Gender Considerations:** Pay attention to gender differences in college-going behavior and provide targeted support to encourage postsecondary enrollment among male students.

Work Cited

Smith, M. Corinne; Gosky, Ross M.; and Li, Jui-Teng (2022) "Campus Visits as Predictors of Postsecondary Enrollment in Low-Income, Rural School Districts," Journal of College Access: Vol. 7 : Iss. 1, Article 10. Available at:
<https://scholarworks.wmich.edu/jca/vol7/iss1/10>