

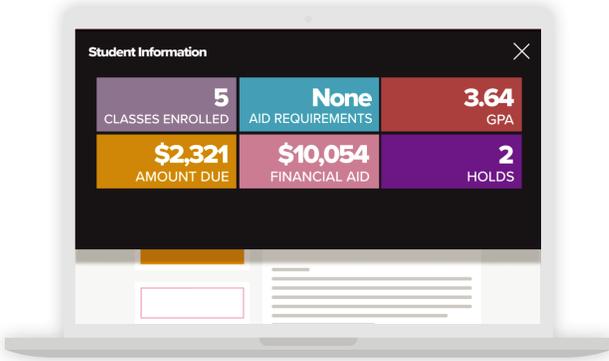


# Students stay enrolled when parents are engaged

Study of 20,566 students across 9 universities

Participants whose families had access to student progress data had retention rates **6.9 percentage points higher**.

RESEARCH



## Executive Summary

This study analyzed 20,566 first-time, first-year students enrolled at nine colleges and universities in Fall of 2024, and if they returned for the Fall 2025 term.

Students whose parents had access to student progress data through CampusESP had retention rates 6.9 percentage points higher than students without engaged parents.

The impact was even stronger for:

- Black and Hispanic students (+9.6 points)
- First-generation students (+7.2 points)

Similar results were recognized in 2022-2025.

The findings suggest that when families receive visibility into academic and administrative progress, they can help resolve issues earlier and keep students on track to persist.

### Student Retention is Higher with Parent Engagement

Students with a parent using CampusESP have retention rates

**6.9**  
points higher  
than those without

### Retention Gains are Higher for Black and Hispanic Students

Black and Hispanic students with a parent using CampusESP have retention rates

**9.6**  
points higher  
than those without

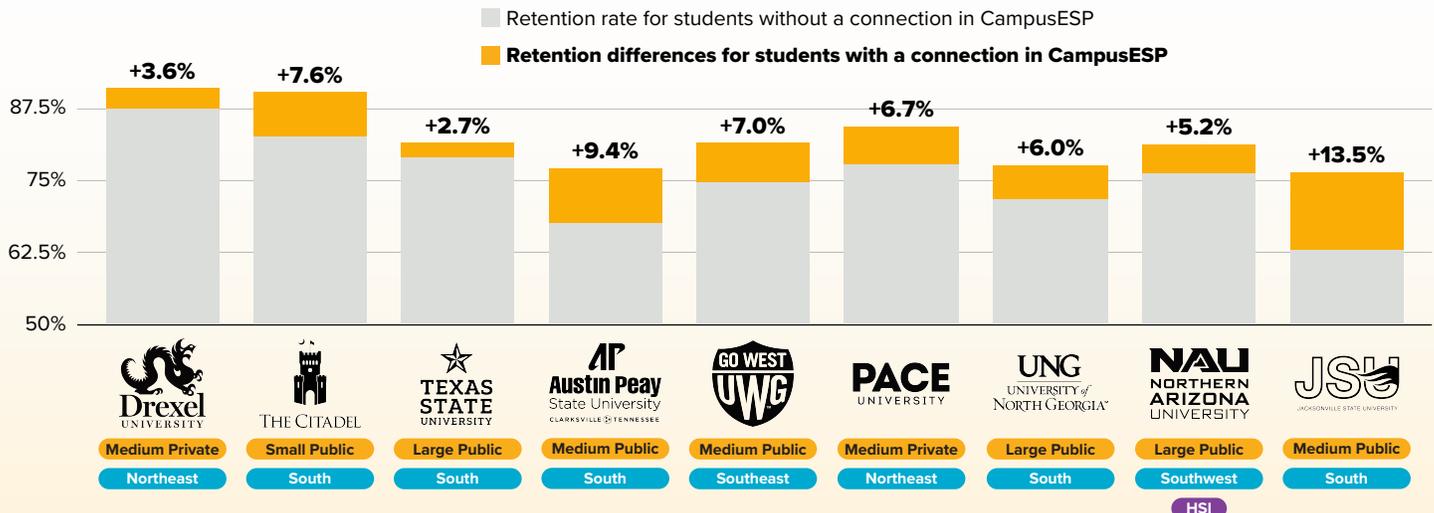
### First-Generation Students See Significant Retention Gains

First-generation students with a parent using CampusESP have retention rates

**7.2**  
points higher  
than those without

## Students with engaged parents had higher retention rates at every participating university.

Observed retention differences ranged from +2.7 to +13.5 percentage points.

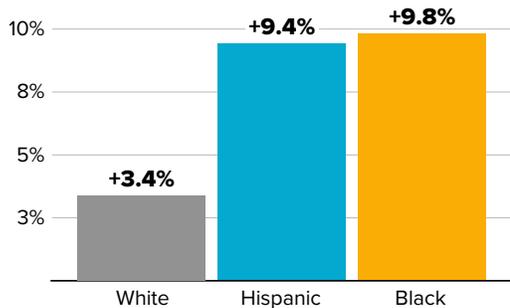




***“CampusESP bridges the gap between students and their support system, providing easy access to critical information and creating opportunities for families to engage in their student's success, every step of the way.”***

– Ashlee Pollard, Ed.D., Director of Student Solutions & Momentum Center at **University of West Georgia**

**Retention differences by race/ethnicity**



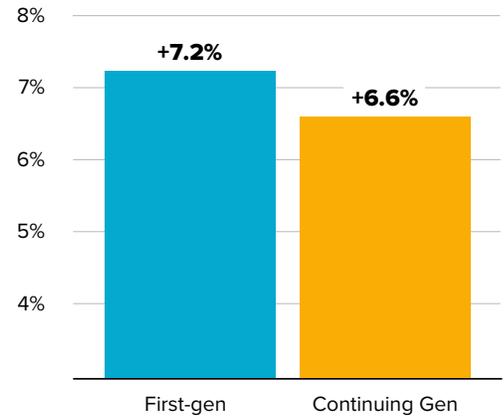
## **Retention differences from parent engagement are higher for Black and Hispanic students**

Across universities that provided race/ethnicity indicators (Pace, Drexel, Jax State, and NAU), parent engagement had a larger impact on retention for Black and Hispanic students than for White students. The average retention gain for Black students was 9.8 percentage points and for Hispanic students was 9.4, compared to an average retention gain of 3.4 percentage points for White students.

## **First-generation students saw higher retention when parents were engaged**

Across universities that provided these indicators (Pace, Drexel, Jax State, and NAU), first-generation students experienced retention gains when their parents were notified about student progress. The average retention gain was 7.2 percentage points for first-generation students.

**Retention differences by generation**



### **Methodology**

To estimate retention differences, the retention rates of students with a CampusESP parent connection were compared to those without one. Data on race, ethnicity, first-generation status, Pell eligibility, and institutional retention rates were provided by participating universities.

In this study, “data access” refers to parents or family members having permission to view — and often receive alerts about — student record updates such as holds, bills, or unmet financial aid requirements through CampusESP. All participating parents completed an electronic FERPA waiver authorized by the student.

This analysis is correlational and exploratory. Reported gains reflect observed differences between groups, not causal impact. Subgroup results are presented in aggregated form to reduce small-sample variability and should be interpreted as directional insights rather than precise estimates.

### **About CampusESP**

CampusESP is the leading, AI-powered parent engagement solution trusted by over 450 colleges. Our all-in-one platform helps you share personalized content with families across a portal experience, email, and text message. The CampusESP Content Network™ provides over 90% of your content, and our team gets you launched in 3 weeks. From enrollment to retention to fundraising, parents are involved in their college student's journey. CampusESP's strategic family engagement platform channels that parental influence into measurable results.