

BELONGING:
THE PROVEN PATH TO RECRUIT
& RETAIN MORE STUDENTS

OUR PANEL



Dr. Frank E. Ross III, Moderator

Vice President for Student Affairs (2017-2024),
Butler University

Advisory Board Member, Clinton School of
Public Service at the University of Arkansas



Aaron Lindberg

Director of Admissions
California State University,
Northridge (CSUN)



Dr. Stephanie Hanenberg

Vice Chancellor for Enrollment
Management and Student Affairs,
University of Colorado, Colorado Springs

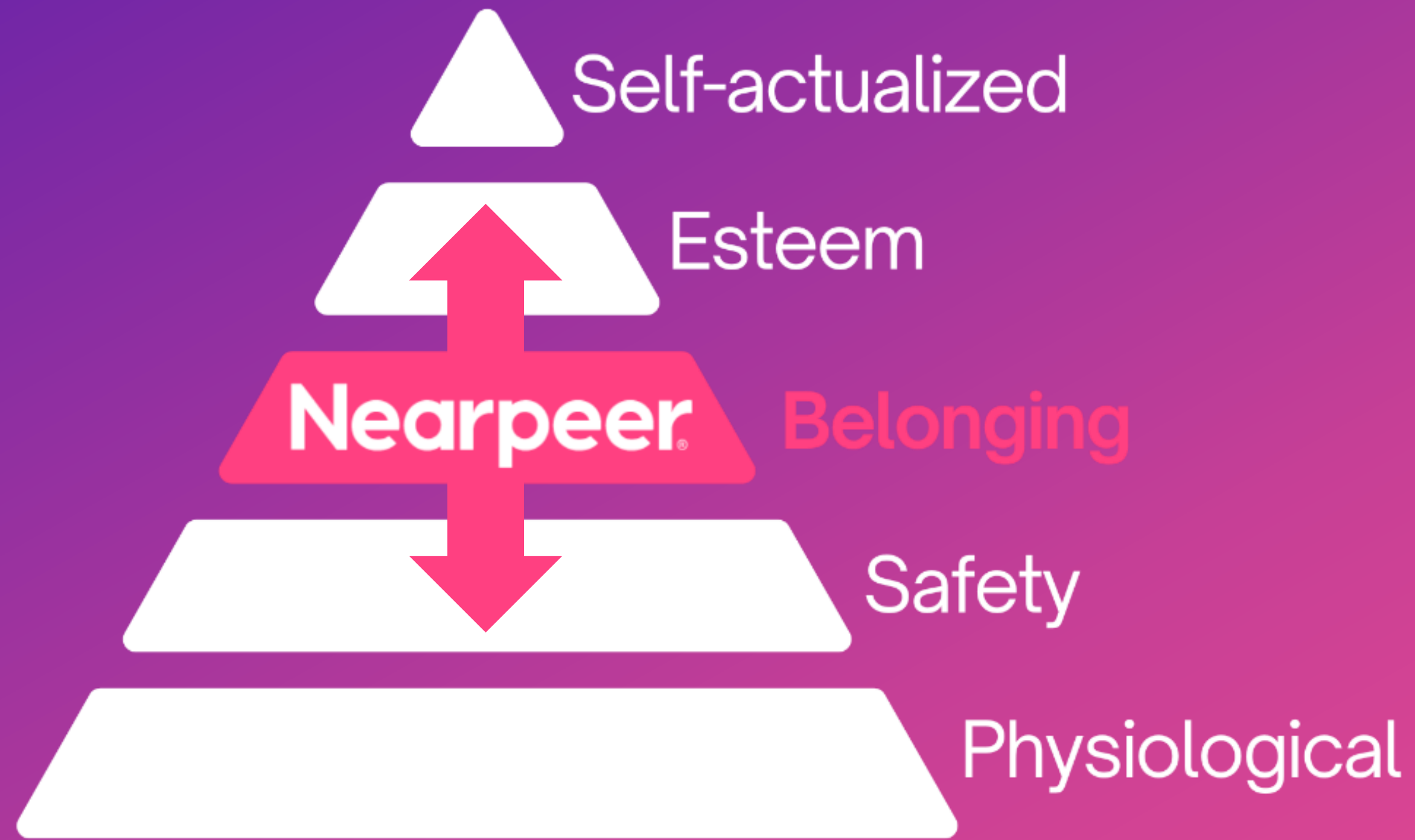
Former President, American College Health Assoc.



Dustin Manocha

Founder and CEO
Nearpeer

When students feel that they belong, they're more committed, resilient, and successful



Abraham Maslow's Hierarchy of Needs

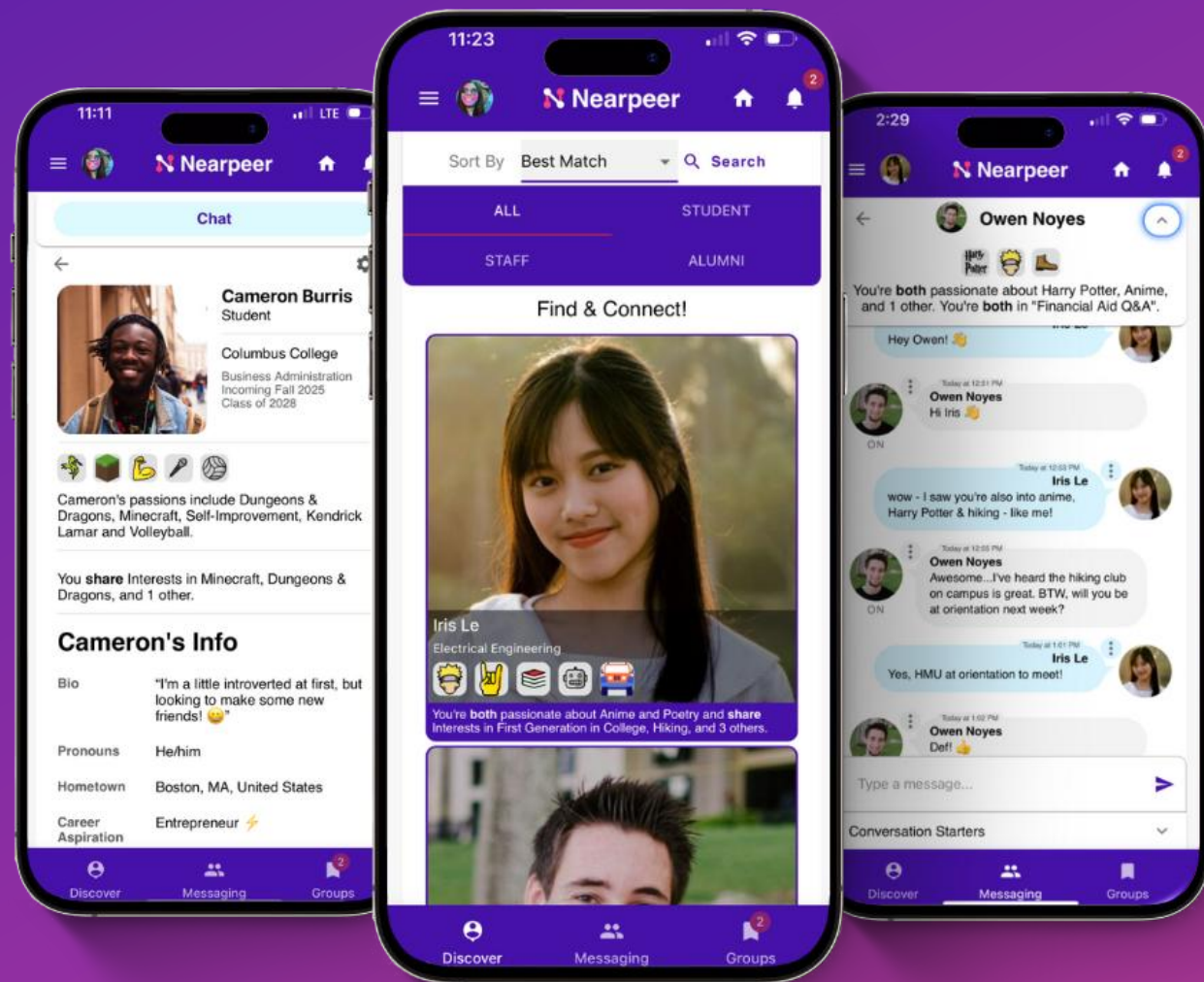


Nearpeer is an organization at the leading edge of science and technology on **belonging, healthy connection, and community**

Nearpeer flips the digital engagement model for one-on-one connection that supports building friendships IRL (in real life)

We follow ethical design principles & prior Surgeon General's tech guidance to achieve greater belonging

Serving all students, with the **greatest enrollment and student success impact among first-gen and introverted students**

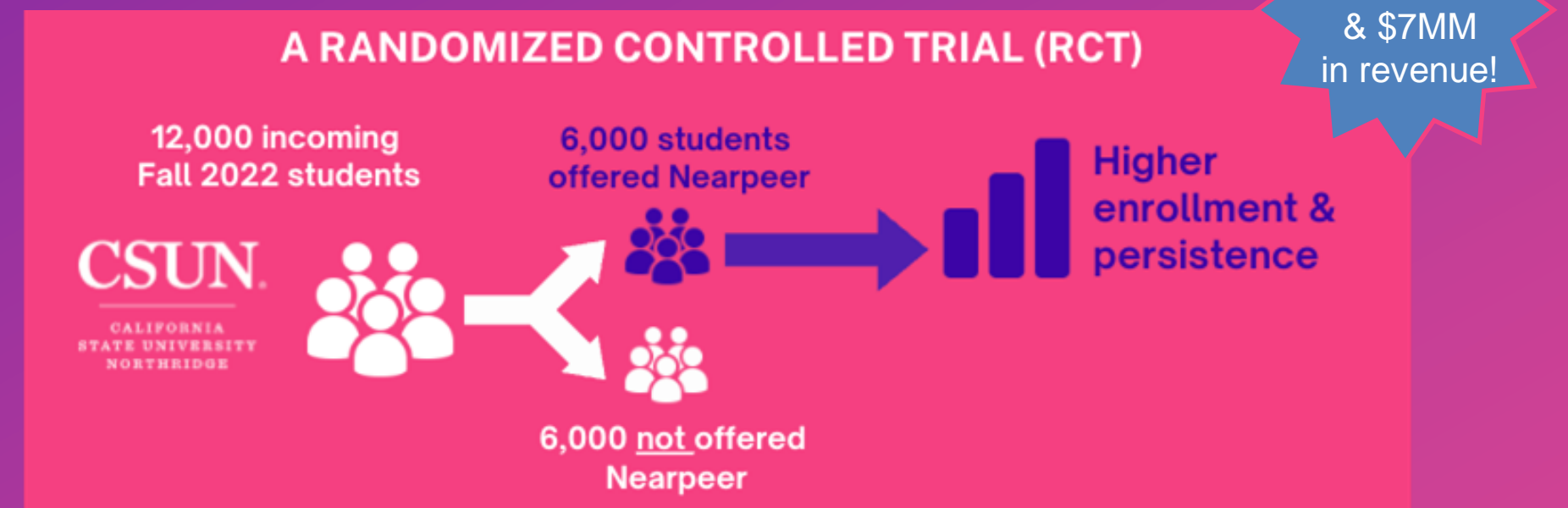
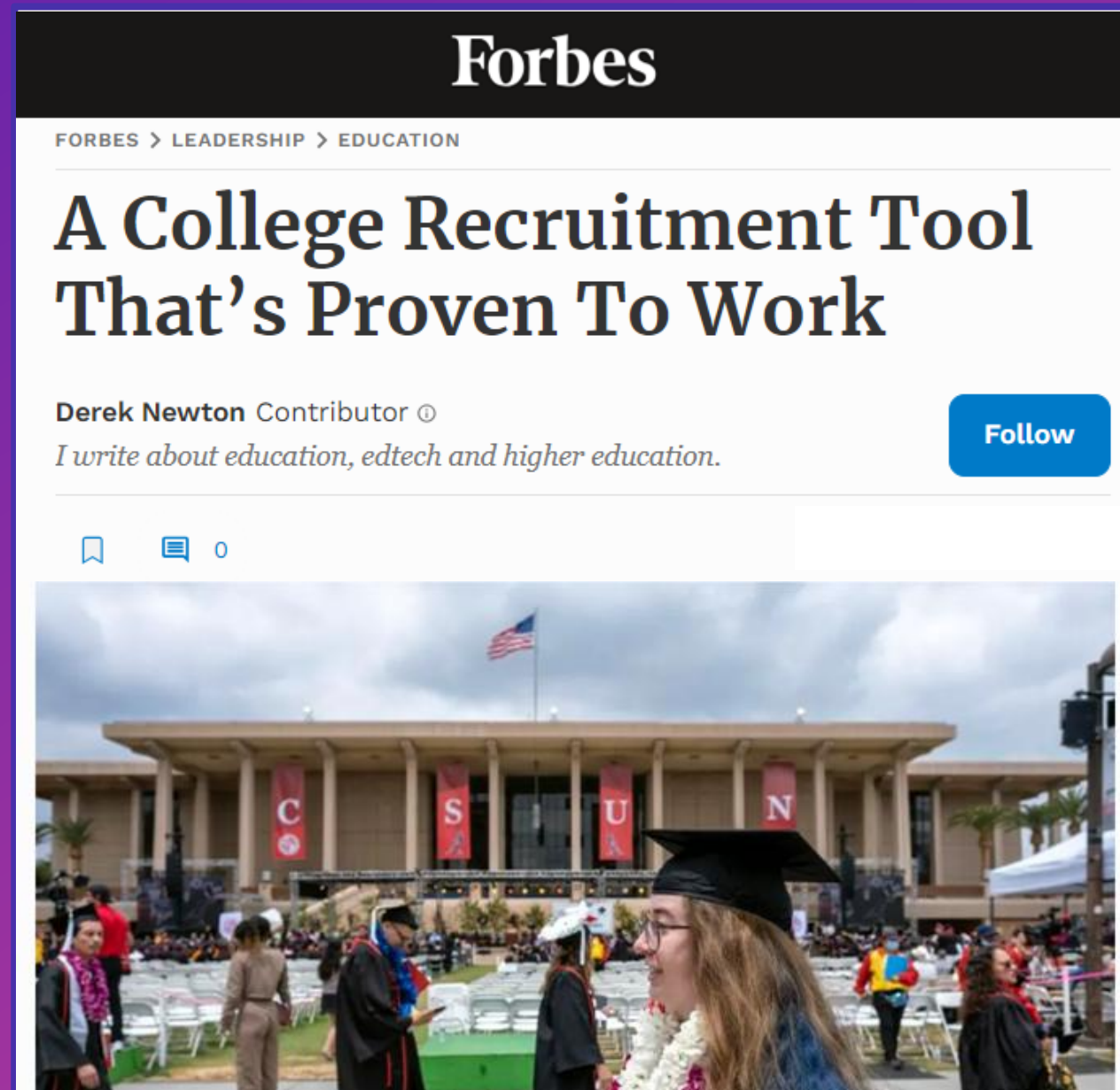


Serving institutions private and public, large and small



Ground-breaking study reveals Nearpeer's impact

12,000-student randomized controlled trial (RCT) pin-points Nearpeer's ability to improve belonging, enrollment, and persistence. Hundreds of additional students start, stay, and thrive.



*“For those in the know, or who follow the razor’s edge world of college recruitment, **boosting enrollment is gold**. But also **boosting retention**, as was shown in this study, **is platinum**.... This is a very big deal.”*

— Forbes on Nearpeer

Latest findings from nationwide survey of new Fall 2024 students who use Nearpeer

- This academic year, **90% of Nearpeer users have reported feeling nervous about starting college** – and the majority of Fall 2024 recruits (**51%**) felt most nervous about finding a friend in college (more than getting good grades, affording college, being far from home, or any other reason).
- **1 in 10 first-year students** reported that Nearpeer was the most helpful intervention they had transitioning into college, **finding it more helpful to reduce anxiety than a tour, an admitted-student event, or orientation.**
- The majority of new students say the most meaningful connection they made on Nearpeer was with someone who shared similar interests, but **9% said that the most meaningful friendship** they made on Nearpeer was with **someone who they didn't think they would have anything in common with.**
- **59% of Nearpeer users** said the platform was equally helpful for **connecting with campus resources**, making them feel more prepared and resilient.

Nearpeer Adoption & Engagement

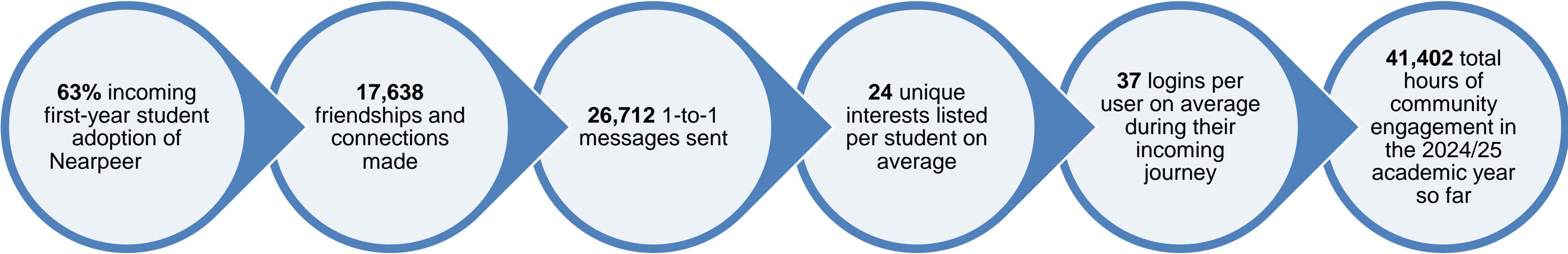


www.nearpeer.net

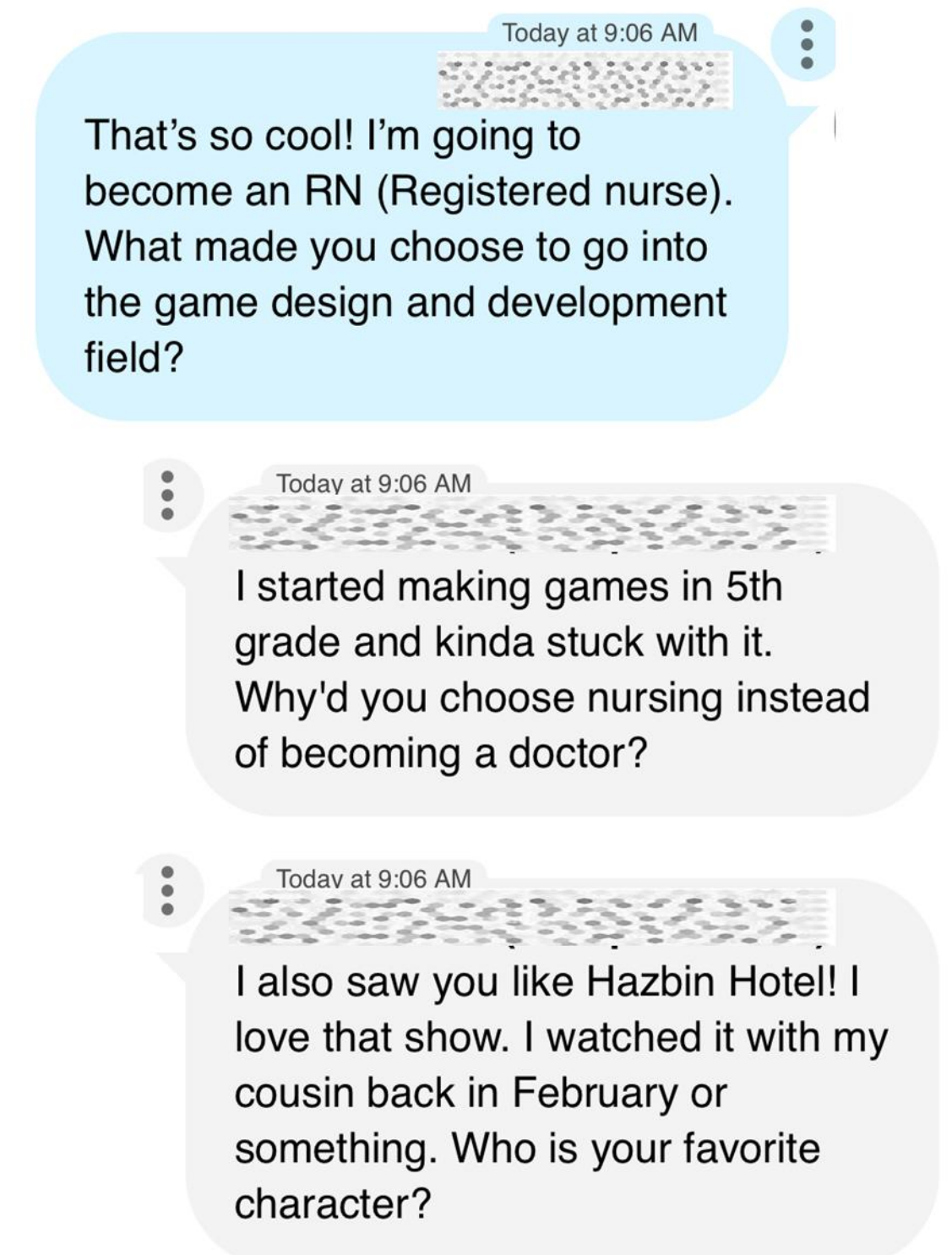
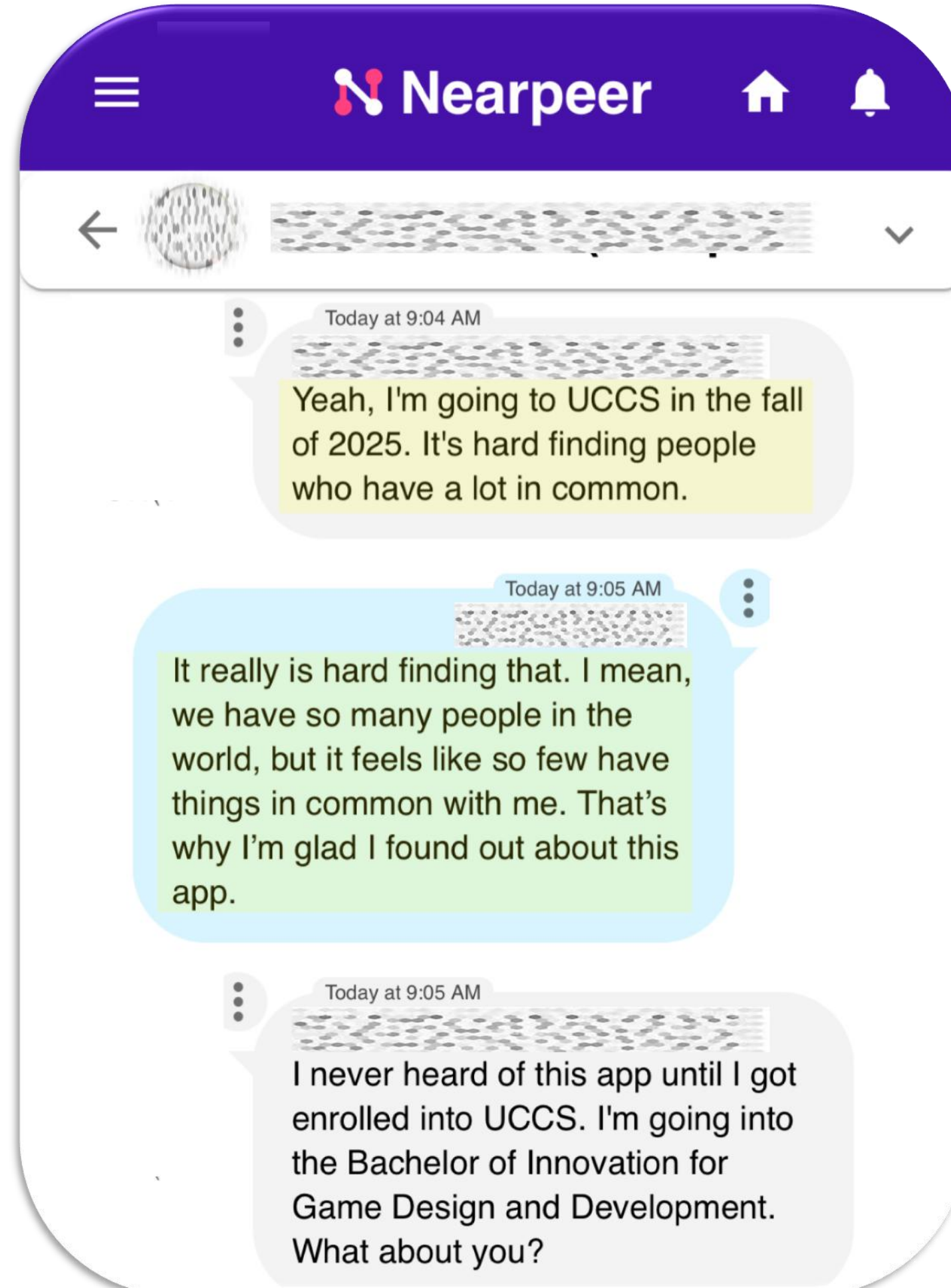
FIND YOUR PEOPLE

Connect with your fellow Mountain Lions and meet your future study buddy, Taylor Swift fan, activist, TikTok-watching foodie, or partner-in-good.

Get  **Nearpeer** for UCCS students



Students Building Belonging & Connection Early



Nearpeer's Impact on New Student Enrollment

- ❖ **96% of admitted first-time, first-year (FTFY) students who used Nearpeer enrolled for Fall 2024**
- ❖ In their first term, the **FTFY students using Nearpeer had a courseload 6.6% higher than non-users.** (14.6 SCH vs. 13.7 SCH).
 - This carried through to the second semester, where the Nearpeer user courseload was 4.35% greater than non-users.
 - With the higher courseload, Nearpeer users ended the fall semester with a GPA 3.44% higher than non-users.
- ❖ In their first term, **transfer students using Nearpeer had a courseload 10.57% higher than non-users.** (13.6 vs 12.3 SCH).
 - This carried through to the second semester where the Nearpeer user courseload was 7.03% higher than non-users.
 - With the higher courseload, Nearpeer users ended the fall semester with a similar Avg. GPA and non-users, but the percentage ending the term, with a GPA of < 2.0 was 5% lower for Nearpeer-users.

Nearpeer's Impact on Retention, Learning, and Success

Nearpeer
contributed to
UCCS'
24% decrease
in Fall term
attrition

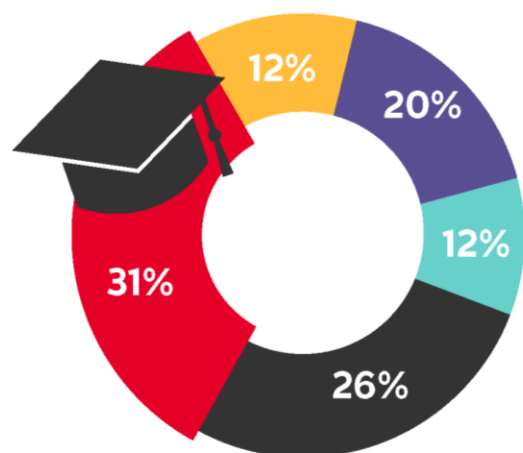
- Nearpeer users persisted at a higher rate than students who did not use Nearpeer by **6.12%** (88.15% vs. 82.03%)
- Nearpeer users persisted at a higher rate across every demographic group
- Fall 2024 GPA for Nearpeer users was **3.44% higher** compared to non-users
- First-time, full-year (FTFY) students with a GPA below 2.0 persisted at a significantly higher rate when using Nearpeer—**16.29%** higher than non-users
- University Studies NP students persisted at a higher rate (86.89% vs 74.25%, which is a 12.64 percentage point difference).



BUTLER
UNIVERSITY

Fall 2024 CSUN Student Snapshot

Academic Level



- Freshman - 7,251
- Sophomore - 4,248
- Junior - 9,594
- Senior - 11,406
- Graduate - 4,349

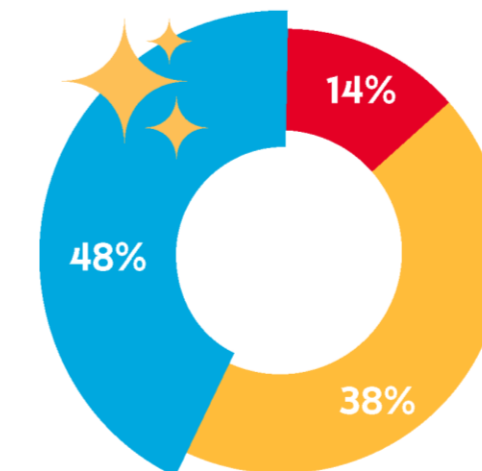
Total Students

36,848



- New Students - 11,434
- Continuing Students - 25,414

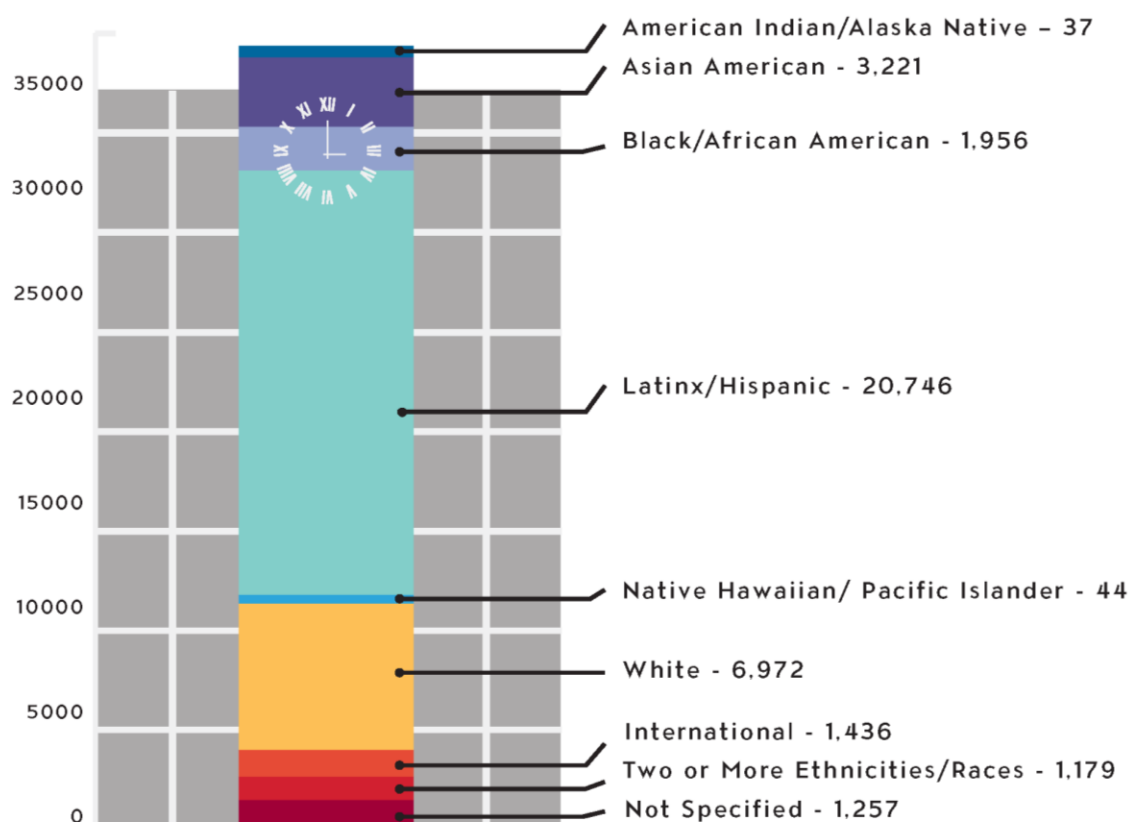
New Students



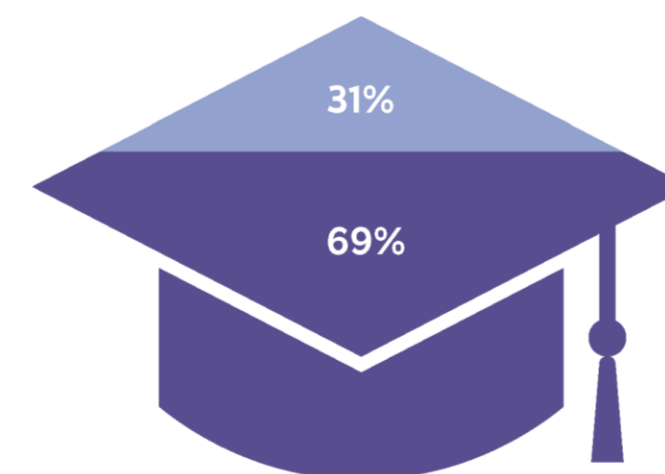
- First-Time Freshman - 5,541
- First-Time Transfer - 4,308
- First-Time Graduate - 1,585

Diversity at CSUN

Ethnicity



Generational Status



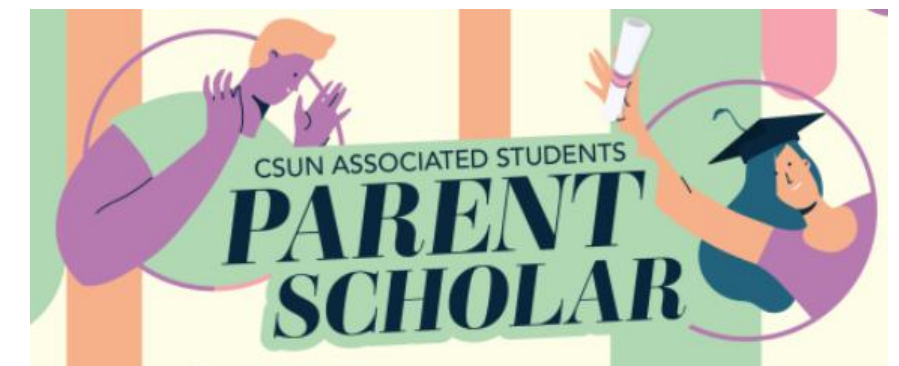
- Continuing Generation - 11,427
- First Generation - 25,421

Some of CSUN's existing student support programs



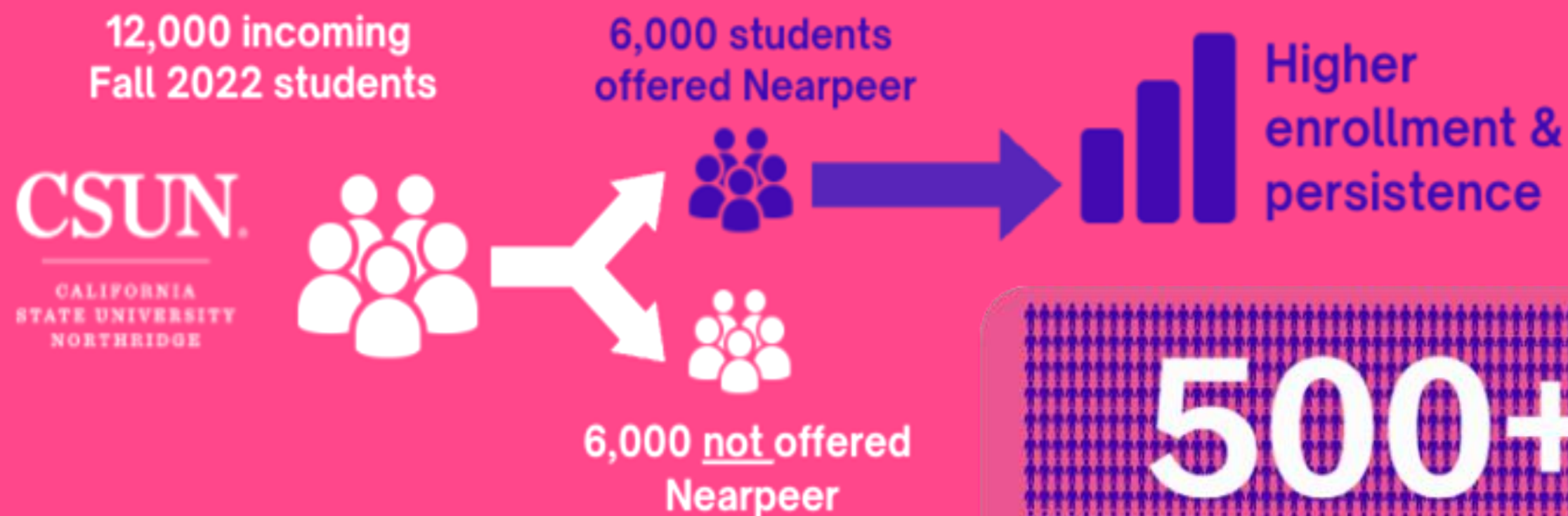
Give back to new students needing a sense of direction and belonging.

BE A MENTOR.



Enrollment gains from CSUN's 12,000 student, 18-month RCT study of Nearpeer

A RANDOMIZED CONTROLLED TRIAL (RCT)



500+

**MORE STUDENTS EACH
YEAR FROM NEARPEER**
\$7M+ in tuition revenue

- Adoption and usage has continued to grow
- Peer connections made per student has continued to grow to 14 per student
- 1-on-1 student chats among incoming students have also grown fast, now 4X the volume of group chats

THANK YOU TO OUR ATTENDEES & PANEL



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FOR MORE INFORMATION

You will talk to a real expert.
We will respect your time.
You won't get spammed.



Dustin Manocha

Founder and CEO
Nearpeer

dustin@nearpeer.com



<https://info.nearpeer.com/belongingresources>

belonging@nearpeer.com