

# iGrad Video-based Student Loan Entrance Counseling

## Evaluation:

This evaluation was conducted by a major university in February 2013 to determine if they should switch to iGrad's video-based entrance counseling for their student loan borrowers.

## Details:

Twenty seven users with a mix of students, staff that are also students, and financial aid office staff were given access to test versions of both the DOE and iGrad entrance counseling and asked to answer the following questions.

## Questions:

1. On a scale of 1-7 (1=Not engaging at all, 4=Engaging enough, 7= Very engaging), how engaging do you think students will find this experience?
2. On a scale of 1-7 (1= Not likely at all, 4= Will likely remember about half, 7= Likely to remember most or all), how likely is it a student would remember the main points of entrance counseling?
3. Would you support switching from ED counseling to iGrad counseling for all new students?

Question	Entrance Version	Focus Group Member																										AVG	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26		27
1. Engagement Level	iGrad	6	4	7	6	7	7	6	6	6	6	7	4	4	4	4	7	6	7	7	6	4	6	5	7	7	7	7	5.93
	ED	3	1	3	2	1	2	2	5	1	4	4	3	3	2	1	5	5	4	7	2	2	4	1	7	1	2	4	3.00
2. Information Retention	iGrad	5	3	7	6	7	7	6	6	6	4	4	7	4	6	6	7	4	6	6	4	7	6	6	4	4	7	7	5.63
	ED	2	1	3	2	3	4	2	4	3	2	1	2	3	3	5	4	4	3	4	1	4	5	3	4	1	2	3	2.89
3. Switch to iGrad?	Yes	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	100%
	No																												0%

*I shared [the iGrad version] with my team and they really enjoyed it. They were engaged and found it beneficial for our students, many of whom retain more information through visual and audio resources.*

*[iGrad version is] Much more engaging and obviously the videos are easier to understand and remember. The videos hit all the important points and students are more likely to remember these important points. And the language in the ED entrance is worded like all government documents. The language in the iGrad is easier to relate to.*

*...I do hear students frequently say they had too much to read [in Dept of Ed version] or saw so much it was hard to keep track of. I think doing the video portion will help hit several ways to lock the information in. It hits both the auditory and the visual. I also like that iGrad has it broken into more "bite size" bits and you can save it and come back to it if you're unable to finish it all at once.*