

**The University of North Carolina at Pembroke  
Student Success Study, 2010**

Between the months of April and August, 2010, the Office of Institutional Effectiveness conducted a study of students at UNCP to determine factors influencing student success. The primary investigator was Dr. Beverly King, Assistant VC for IE; she was aided by student assistants: Ms. Chalonda Coleman, graduate student in the department of Social Work (spring 2010); Mr. Arjay Quizon, undergraduate PURC/NASNTI research assistant (summer 2010); and Ms. Brittany Locklear, graduate student in Education (fall 2010). Three methods for obtaining information from current and former students were utilized: telephone interviews, online surveys, and focus groups. All data collection was complete by the end of July, 2010. Few telephone interviews were obtained (13, all undergraduates); this was disappointing because telephone was our primary contact method for reaching former students. However, we did complete the study with almost 900 online survey participants (155 graduate students and 736 undergraduates) as well as almost 60 focus group participants (17 graduate students and 39 undergraduates).