

ASAHP 2018 Annual Meeting
St. Petersburg, FL October 11, 2018

Eliminating Equity Gaps through Data and Analytics

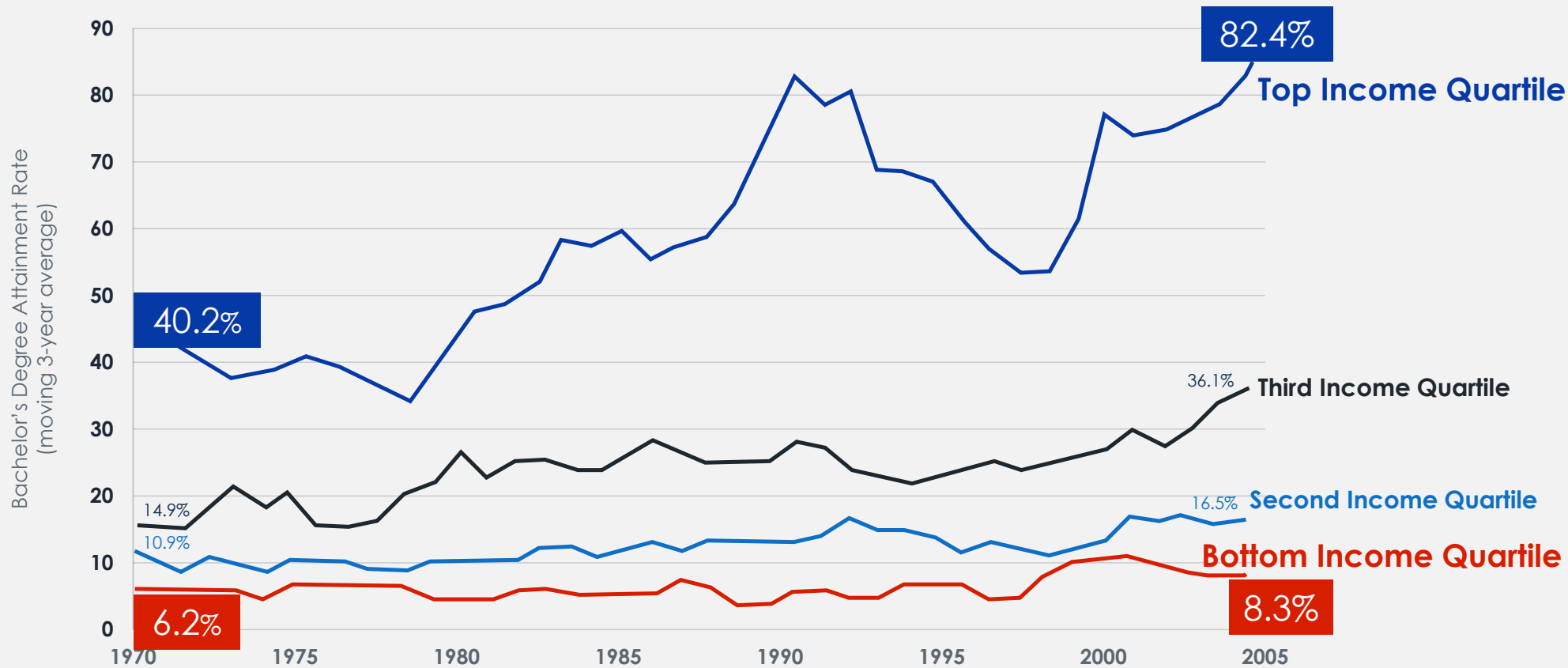
Timothy M. Renick, Ph.D.
Sr. Vice President for Student Success
twitter: @tim_renick



The Challenge in Front of Us



Baccalaureate Degree Attainment by Age 24 by Family Income Quartile



Source: New York Times, "The Reproduction of Privilege," March 12, 2012

Percent of Low-Income Students in Public Schools



United States

51%

Mississippi	71%	Tennessee	58%
N. Mexico	68%	Alabama	58%
Louisiana	65%	California	55%
Arkansas	61%	N. Carolina	53%
Oklahoma	61%	W. Virginia	52%
Texas	60%	Delaware	51%
Georgia	60%	Nevada	51%
Utah	59%	Arizona	51%
Florida	59%	Hawaii	51%
S. Carolina	58%	Illinois	50%

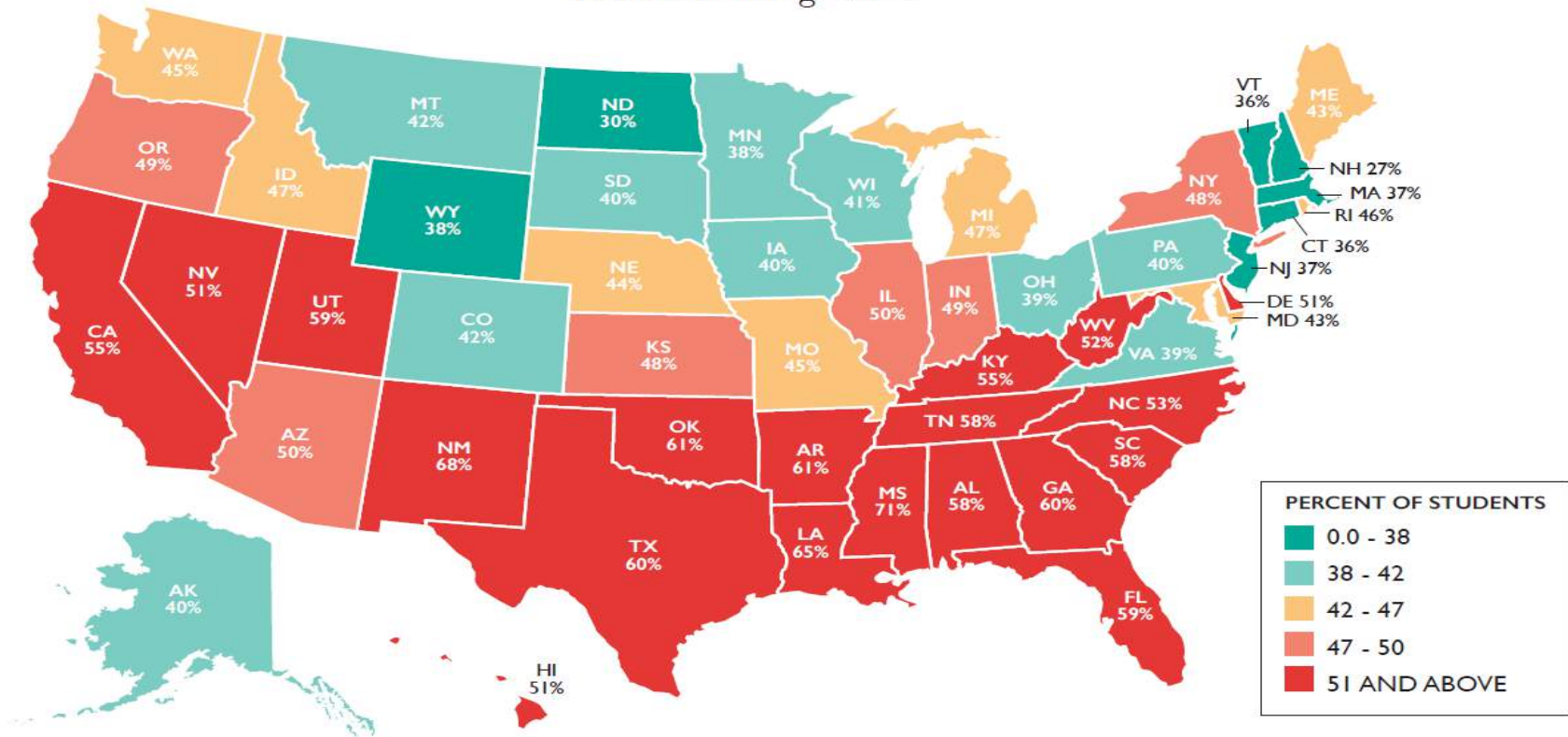
Source: Southern Education Fund

Changing Demographics



PERCENT OF LOW INCOME STUDENTS IN U.S. PUBLIC SCHOOLS 2013

National Average: 51%



SOUTHERN EDUCATION FOUNDATION | SOUTHERNEDUCATION.ORG

Data Source: U.S. Department of Education, National Center for Education Statistics, Common Core of Data.

- 32,500 Students on the Atlanta campus
 - Research University status achieved in 1995
 - 50,000+ Students as of 2016 with Perimeter College Consolidation
-

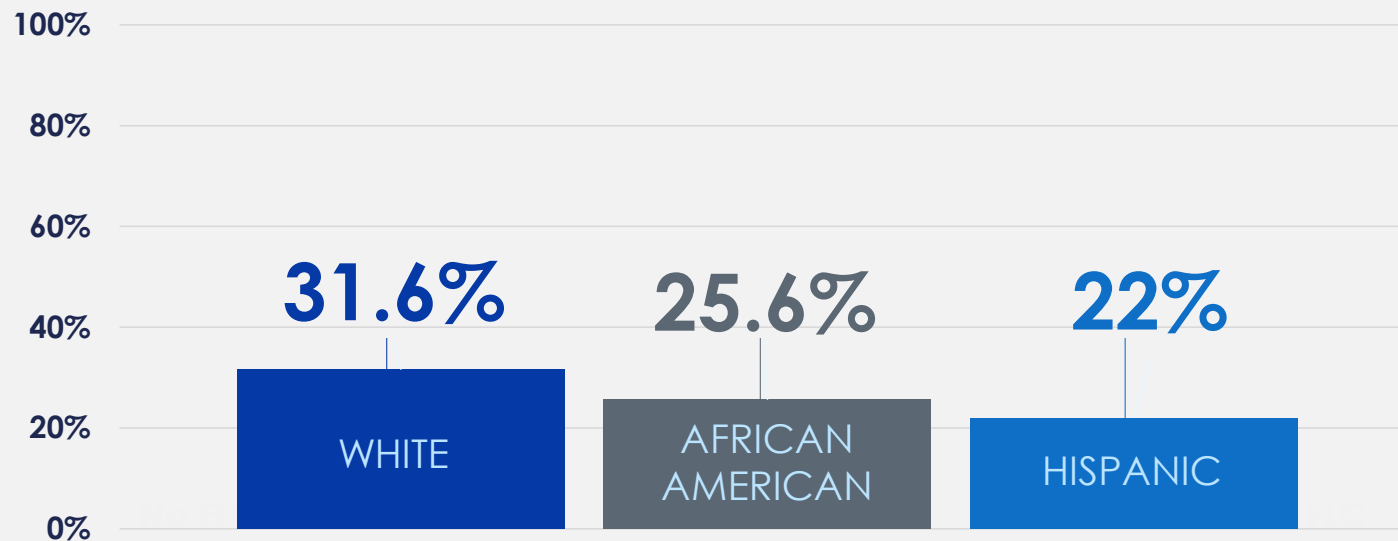




Graduation Rates by Race & Ethnicity



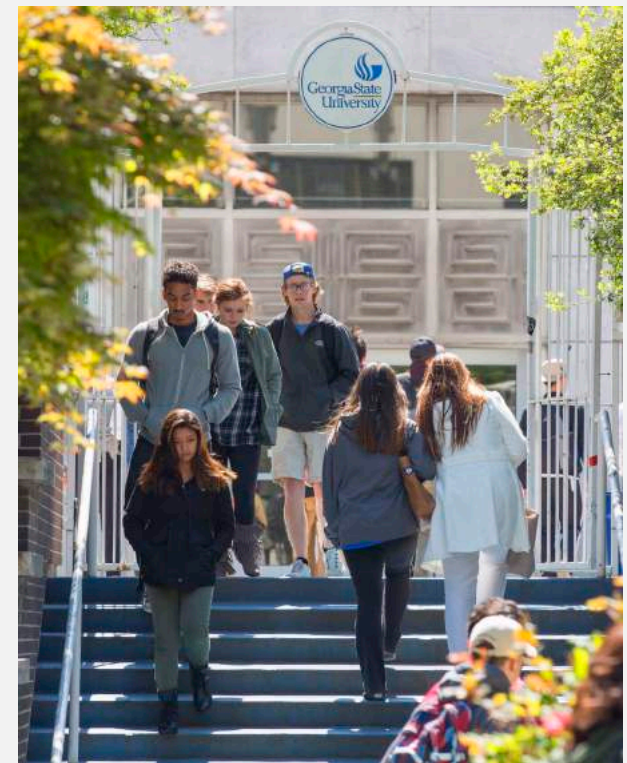
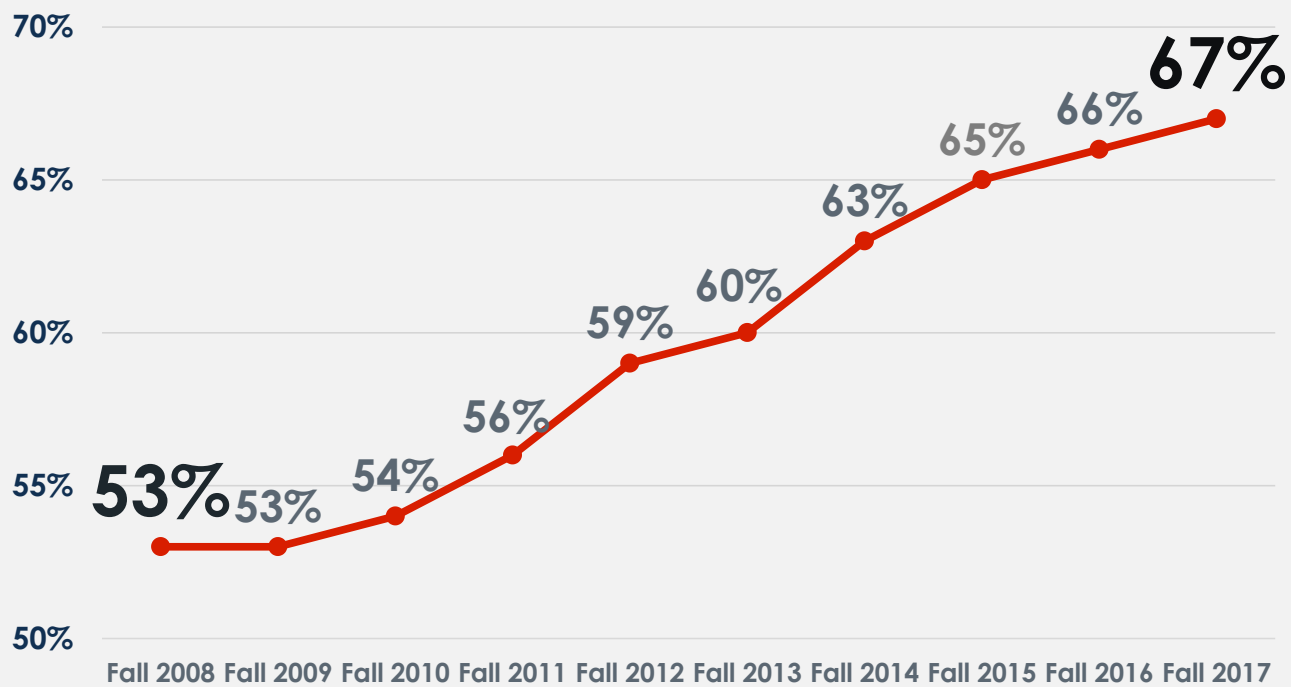
Where we were: 2003



Changing Demographics: Race & Ethnicity



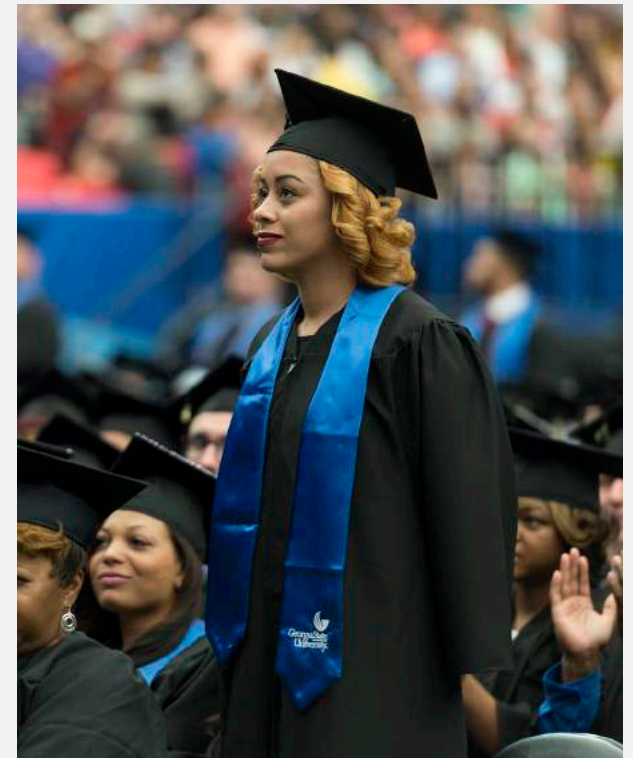
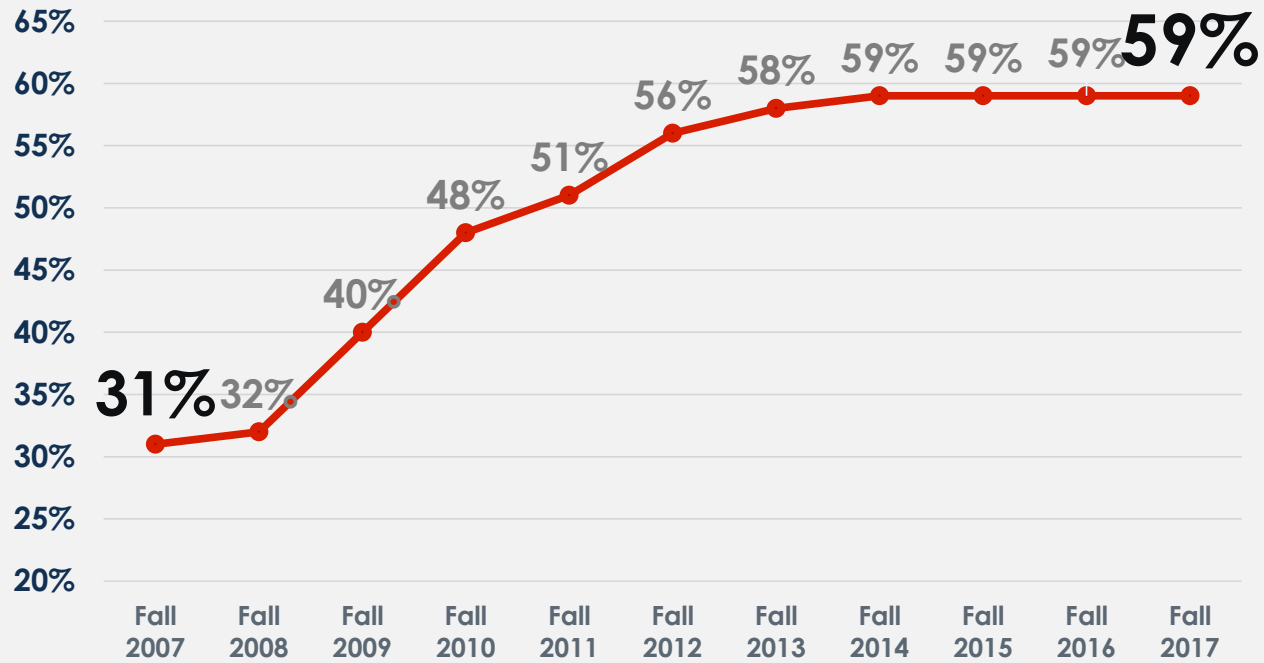
Minorities

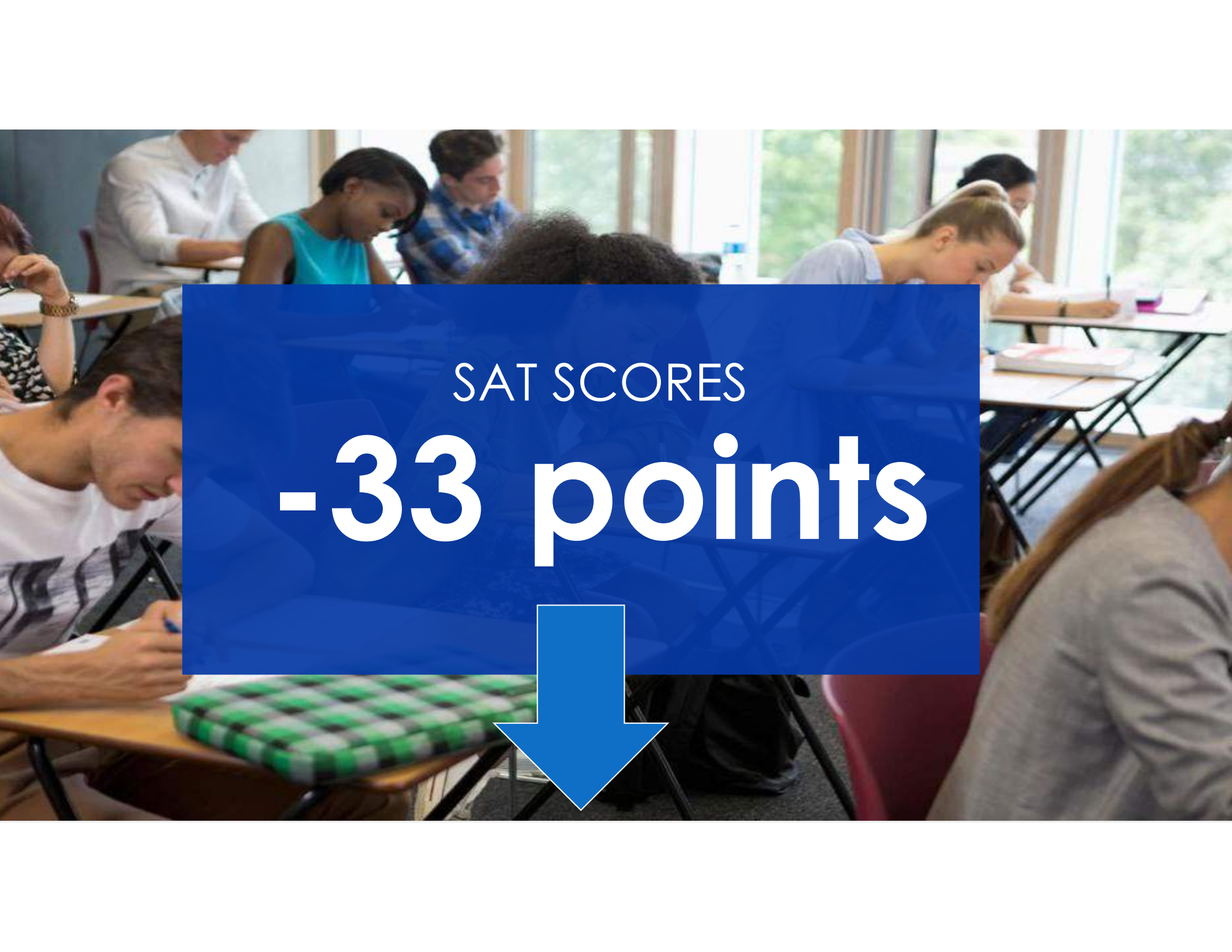


Low-Income Students



Percent of Georgia State Undergraduates on PELL





SAT SCORES

-33 points



FORECLOSURE
SALE
Appropriations Cuts

- \$40 million





Are We the
Problem?

Challenge:

Summer Melt



Fall 2015

**Confirmed GSU Freshman Who
Never Attended Any College: 278**

Non-white 76%

First Generation 45%

Low Income 71%

Avg. High School GPA 3.34

The Hidden Obstacles to Enrollment

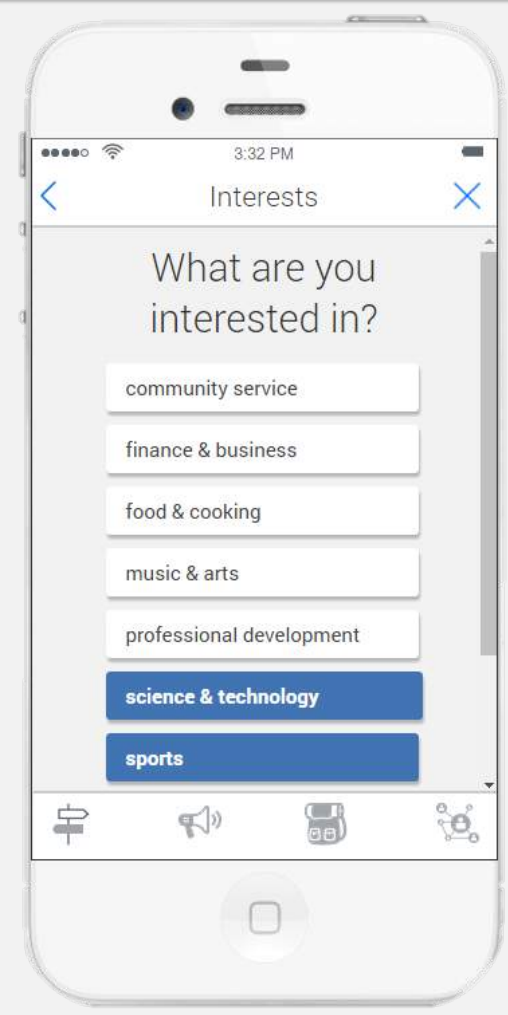
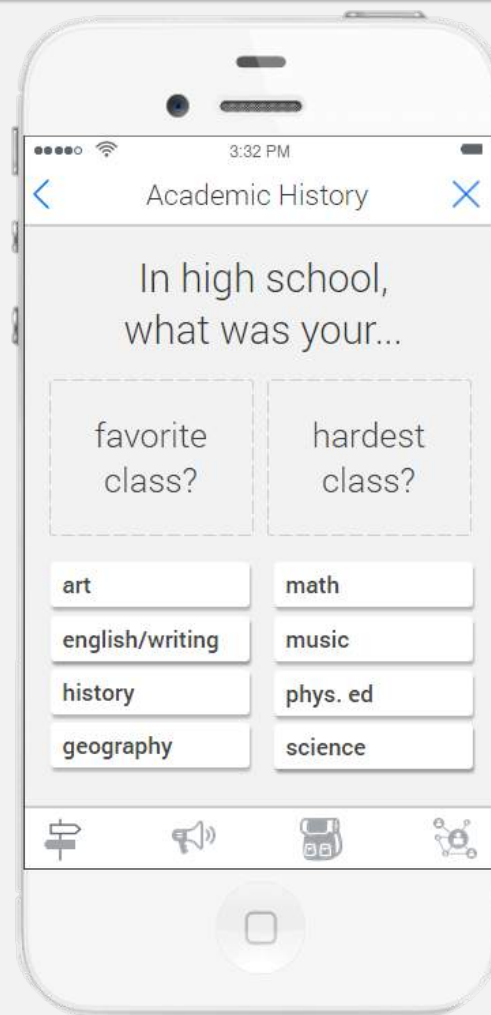
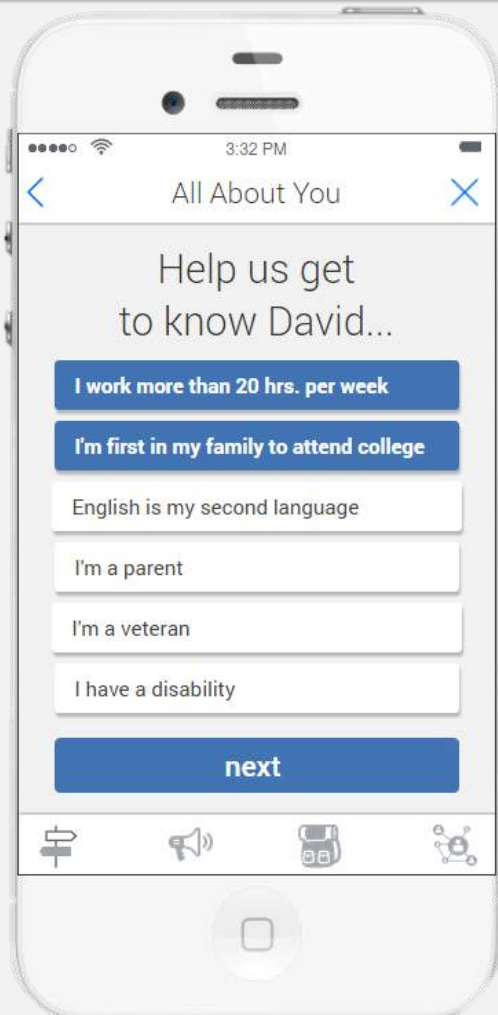


- Federal Financial Aid Application
- Verification Request
- State of Georgia Immunization Proof
- Taking Placement Exams
- Registering for Classes



Personalized Interactions Before Enrollment

Source: EAB



Portal to Guide Students Through Next Steps



My Path

My Plan

My Profile

All Items

This... Week Month Term

This Week

Resource

Connect with campus resources that matter most to you.

Resource

Explore services designed specifically for first-generation students.

To Do

Meet with an academic advisor before your first term

To Do

Take and review your Assessment Examination

To Do

Pick your courses and schedule your first term

Appointment

Open House: Campus Day Care

Which resources matter most to you?

- Select any of our student services that interest you, and we'll add appropriate information to your path.

A Few Recommendations:

Child Care

On campus and nearby child care options to help while you are in class.

First Generation to Attend College

Resources to help new students learn the ropes and lingo of college.

Commuting Services

Learn the different ways you can get to and from campus.

Student Technologies

Get help with all apps, gadgets, and sites that can enhance your campus experience.

All Student Services:

Tutoring & Academic Support

A great resource for help outside the classroom for your work inside the classroom.

Housing Services

Resources to help you find a place to stay near campus.

Career Guidance

Helping you find the right career path and prepare you for the job market. It's never too early to start!

Clubs and Activities

Grow and have fun! Get involved in one of our many on-campus activities.

Mentorships

Helping you connect with experience students who can help guide your way.

Disability Services

Providing support and equipment to qualified students with physical, mental, or educational needs.

24/7 Responses Using a Chat Bot on Smart Devices

Which parent do I use on the FAFSA?

Jan 19 2017 6:38:13 PM

For info on which parent's information to use on the FAFSA, reply with the option that best describes your parents' marital status: Never Married Unmarried and both parents living together Married Remarried Divorced/Separated Widowed If none of these options are applicable, check out 1.usa.gov/10gfTcg

↶ Undo

✓ Approved by AdmitHub AI

Divorced

Jan 19 2017 6:38:40 PM

If your parents are divorced, the custodial parent (or the one you lived with the most in the past 12 months) is usually responsible for filling out the FAFSA. Check out this website to learn more: 1.usa.gov/10gfTcg

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✓ Approved by AdmitHub AI

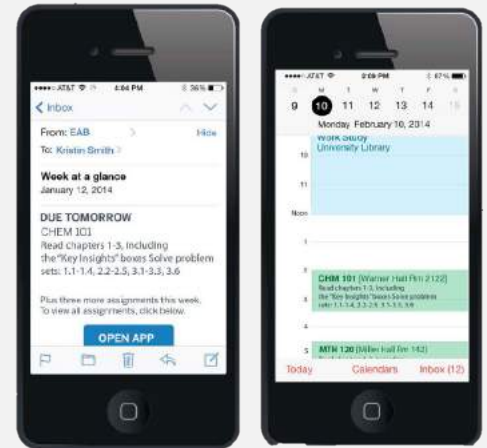
OK and when is it due?

Jan 19 2017 6:39:07 PM

The FAFSA is available starting Oct. 1. Fill it out ASAP! (Use last year's tax info.) Some aid is first-come, first-served, so don't delay! fafsa.gov

✓ Accent

⚠ Reject



201,000



One-Year Drop in
Summer Melt: 22%

+324
Students

Challenge:

Choosing An Academic Path



Academic Guides with Live Job Data



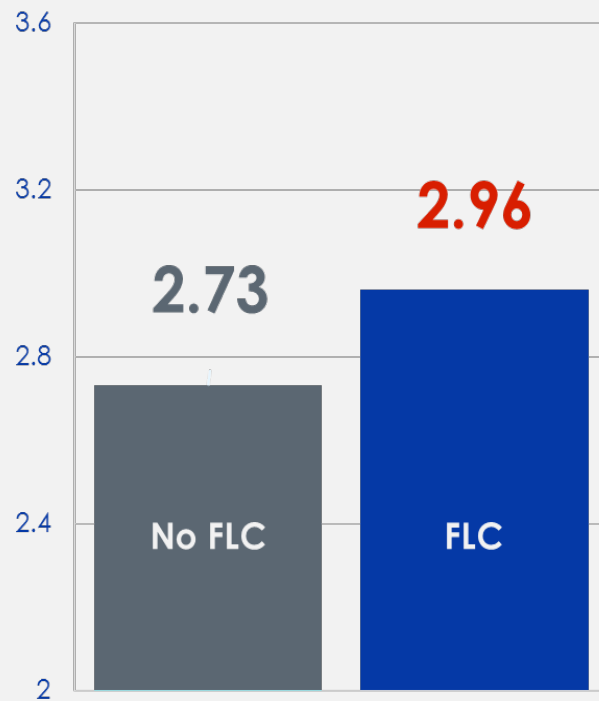
<h2>Program Picker</h2> <p>Take control of your future! Explore majors and certificates that work for you.</p>		<p>Est. Time</p>	
<p>You chose this... on your application</p>		<p>Would you consider... Explore these possibilities for you based on your interests and priorities</p> <p>Find more options.</p>	
	<p>Nursing A.S.</p> <p>Learn More</p> <p><input checked="" type="checkbox"/> Selected</p>	<p>Medical Office Assistant Certificate</p> <p>Learn More</p> <p><input type="checkbox"/> Explore</p>	<p>Radiologic Technology A.A.S</p> <p>Learn More</p> <p><input type="checkbox"/> Explore</p>
<i>Classes/Credits</i>	20 classes / 60 credits	8 classes / 24 credits	20 classes / 55 credits
<i>Time to Complete</i>	2 years	1 year	2 years
<i>Financial Aid</i>	<input checked="" type="checkbox"/>	May not be Financial Aid eligible	<input checked="" type="checkbox"/>
<i>Total Tuition</i>	\$9,176 in state	\$3,641 in state	\$8,850 in state
<i>Outcomes</i>	High rate of transfer to 4-year colleges	Students seek employment or another stackable certificate	Most students seek employment post-graduation
<i>Average Salary</i>	\$38,500 \$51,100 with BA degree	\$29,129	\$37,819
<i>Hiring Demand</i>	129 job posts	137 job posts	459 job posts
	<input checked="" type="checkbox"/> Selected	<input type="checkbox"/> Explore	<input type="checkbox"/> Explore

Freshman Learning Communities & Meta Majors

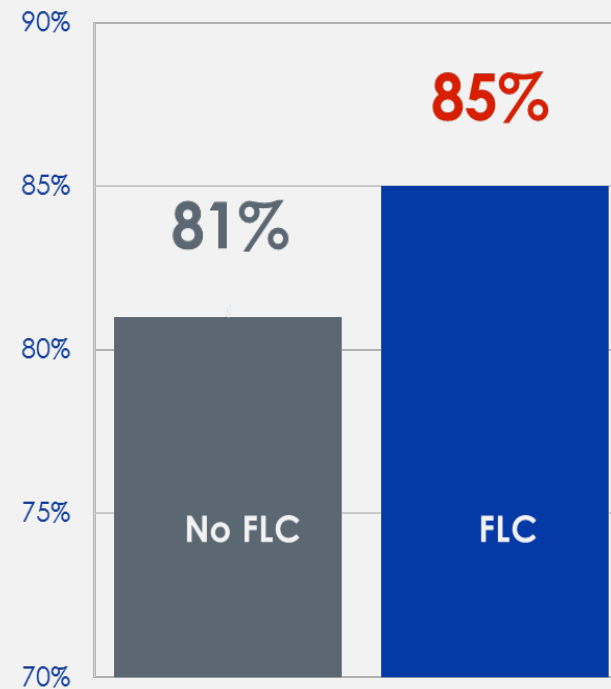


Freshman Learning Communities with block schedules of 5 to 6 courses:
95% of non-Honors freshmen (Opt-out model)

1st Year GPA



Retention





Business
Education
Exploratory
STEM
Humanities & Arts
Health Professions
Policy/Social Science





MAJOR
CHANGES
IN 2013

2,718

MAJOR
CHANGES
IN 2015

1,853

2-YEAR
CHANGE

-32%

Challenge:

Gateway Courses

Strengthening Math Pathways



Pre-Calculus, College Algebra, Intro to Statistics

- DFW Prior to Change: **43%**
DFW Today: **28% (35% drop)**
- Number of Students enrolled in courses taught through the MILE, 2016-17: **8,500**

+1,275 Students Passing



Adaptive Learning at Scale

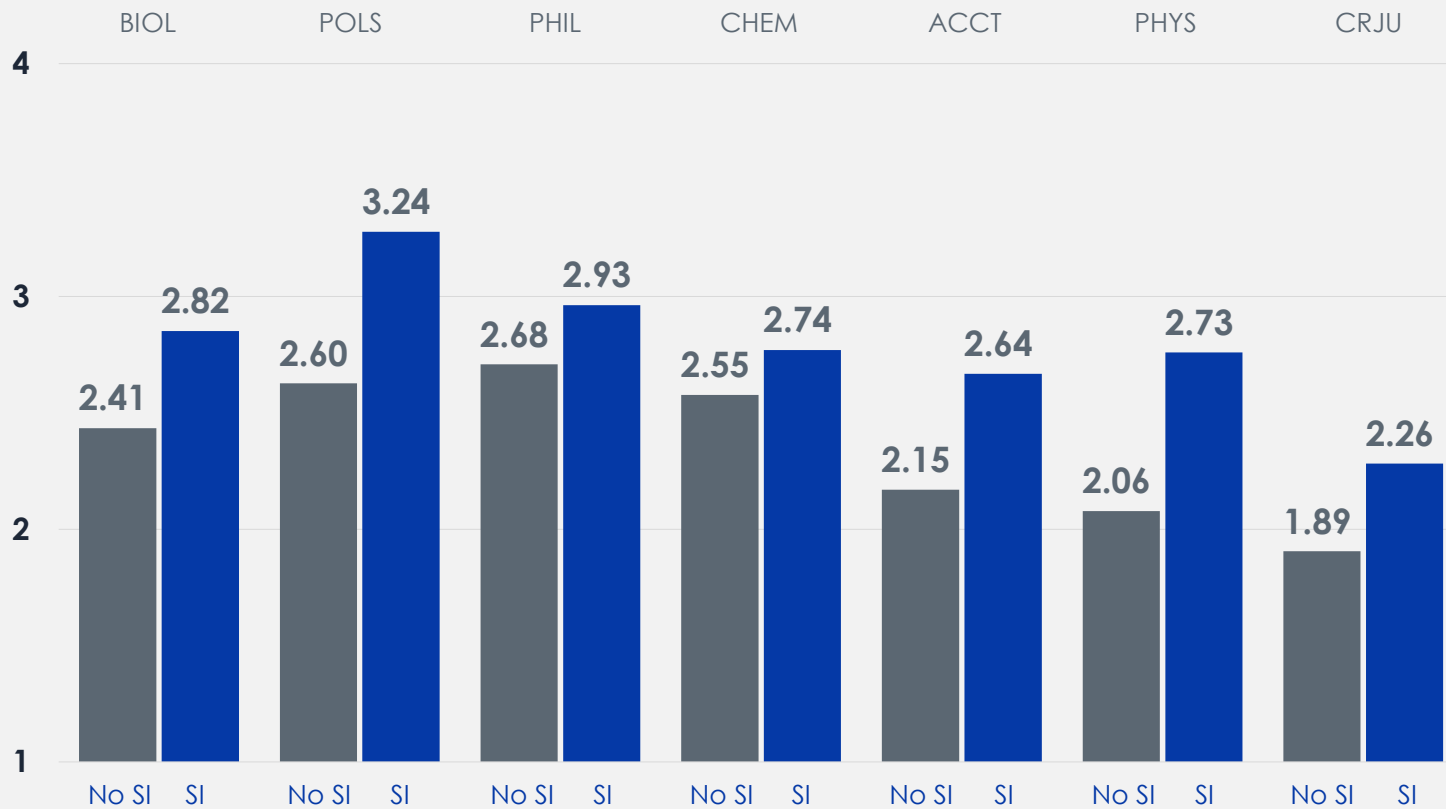


		STUDENTS	SECTIONS	DFW
POLS 1101	American Government	4694	55	16.3%
MATH 1070	Elementary Statistics	2701	76	25.2%
ECON 2105	Principle of Macroeconomics	2340	38	19.2%
PSYC 1101	Introduction to General Psychology	2252	26	21.8%
POLS 2401	Global Issues	2250	35	18.9%
FILM 2700	History of the Motion Picture	2226	59	15.2%
ECON 2106	Principles of Microeconomics	2122	31	24.7%
MATH 1101	Introduction to Mathematical Modeling	2019	56	26.5%
MATH 1111	College Algebra	1540	45	20.2%
SOCI 1101	Introductory Sociology	1432	29	20.2%
MATH 1113	Pre-calculus	1289	34	27.5%
CHEM 1211	Principles of Chemistry I	1096	37	17.2%
BIOL 1103	Introductory Biology I	1051	48	24.8%

Eliminating Bottlenecks: Peer Tutors



Supplemental Instruction (SI)



Course GPA

No SI: **2.41**

SI: **2.91**

One-Year
Retention

No SI: **83.5%**

SI: **91.2%**

Students: **9,700**

Challenge:

Stop Outs

< 30%

Likelihood that a college student who stops out for financial reasons will ever complete degree at the institution



Who were we dropping



- Seniors
- Academically on track
- Balance below \$1,500

Panther Retention Grants



**AVERAGE
GRANT**

\$900

Graduated: **86.5%**

Grant Recipients
Graduated 2016-17: **1,321**



Panther Retention Grants



11,027

***Grants awarded
since 2011***

Challenge:

Staying On Track

Advisement: GPS Advising



Predictive Analytics Project with EAB

10 YEARS
OF DATA

2.5 MILLION
GRADES

144,000
STUDENT RECORDS

800+
ANALYTICS-BASED
ALERTS

30,000 STUDENTS
TRACKED DAILY

Academic Program Maps: B.S. in Chemistry

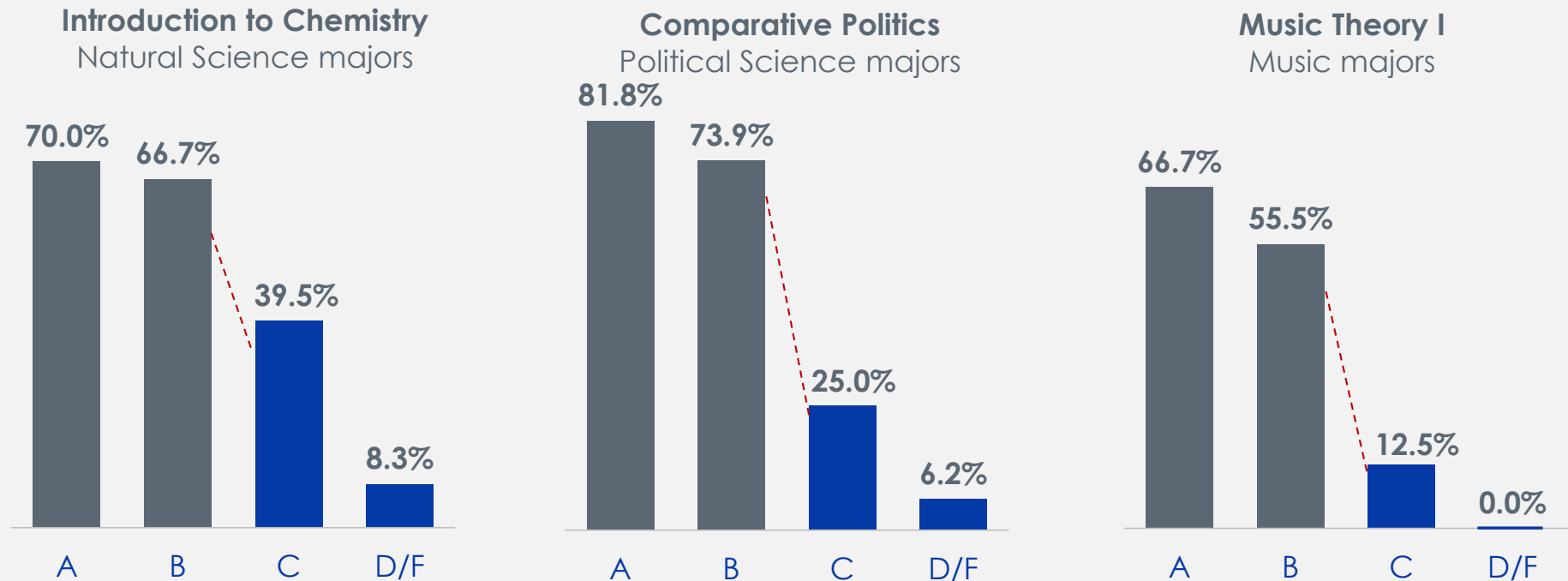


SEMESTER 1	SEMESTER 2
<ul style="list-style-type: none">• Complete 1 of ENGL 1101, ENGL 1102 or ENGL 1103 (C or Better)• Complete MATH 1113 or Higher (B- or Better)• Complete CHEM 1211K (B- or Better)	<ul style="list-style-type: none">• Complete ENGL 1102 or 1103 (C or Better)• Complete MATH 2211 or Higher (B- or Better)• Complete CHEM 1212K (B- or Better)• Maintain a cumulative GPA of 2.25 or Better
SEMESTER 3	SEMESTER 4
<ul style="list-style-type: none">• Complete CHEM 2400 (B- or Better)• Complete MATH 2212 (C or better)• Complete PHY 2211k (C or better)	<ul style="list-style-type: none">• Complete CHEM 3410 (C or better)• PHY 2212k (B- or Better) (C or better)• Maintain a cumulative GPA of 2.25 or Better
SEMESTER 5	SEMESTER 6
<ul style="list-style-type: none">• Complete CHEM 4000 with a C or Better• Complete CHEM 4110 with a C or Better	<ul style="list-style-type: none">• Complete CHEM 4010 with a C or Better• Complete CHEM 4120 with a C or Better
SEMESTER 7	SEMESTER 8
<ul style="list-style-type: none">• Complete CHEM 4160 with a B- or better	<ul style="list-style-type: none">• Complete CHEM 4190 with a C or Better

Alerts Based on Historical RPG Data



Graduation Rate in Major by Introductory Course Grade



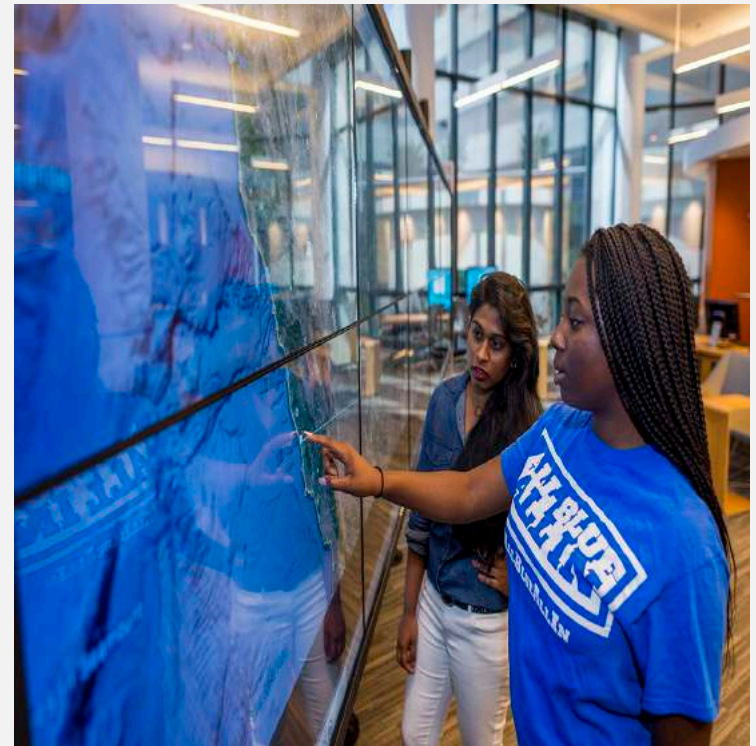
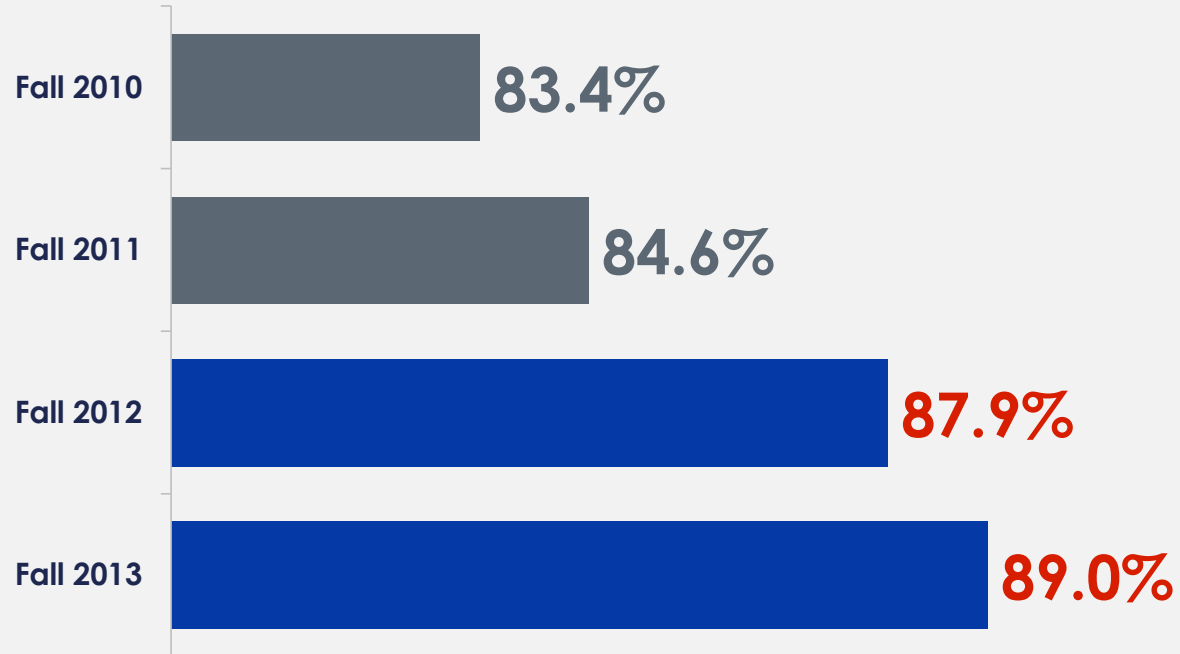


55,104

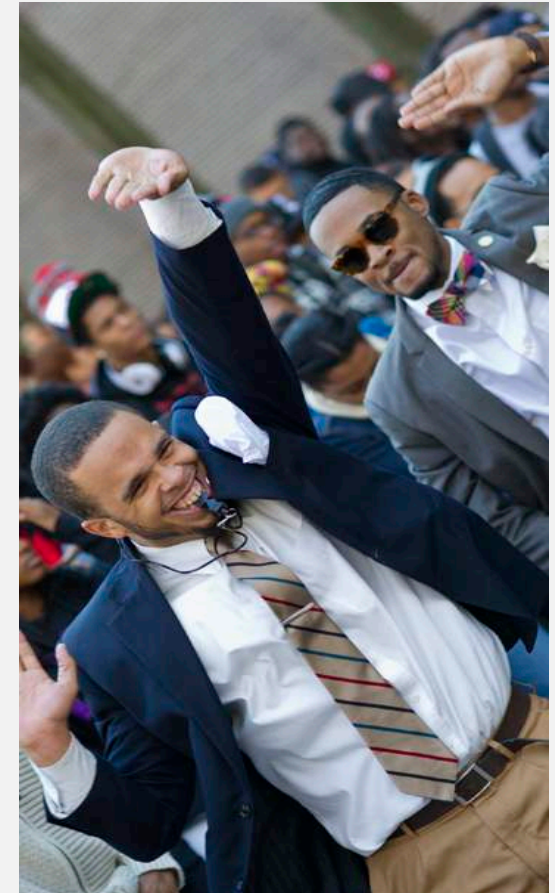
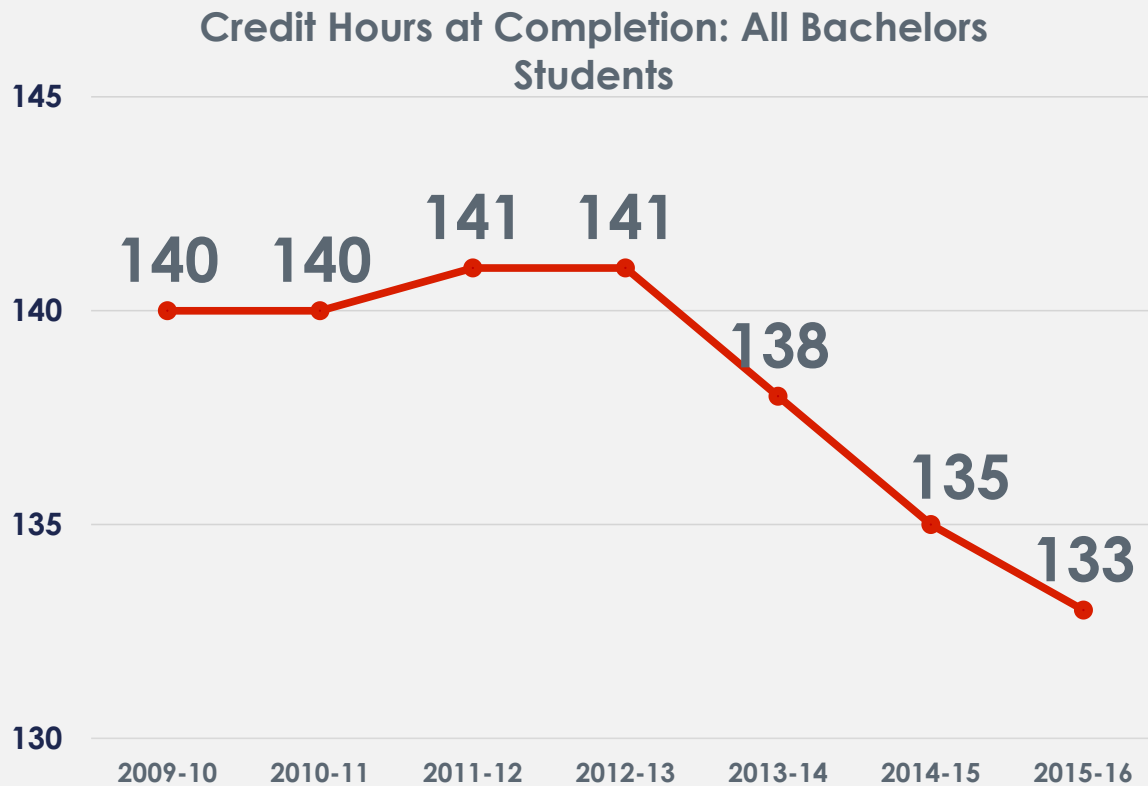
Results: Increased Retention



Increased Average First Term Retention
Fall to Spring Retention



Results: Decline in Time to Degree



ROI for Students



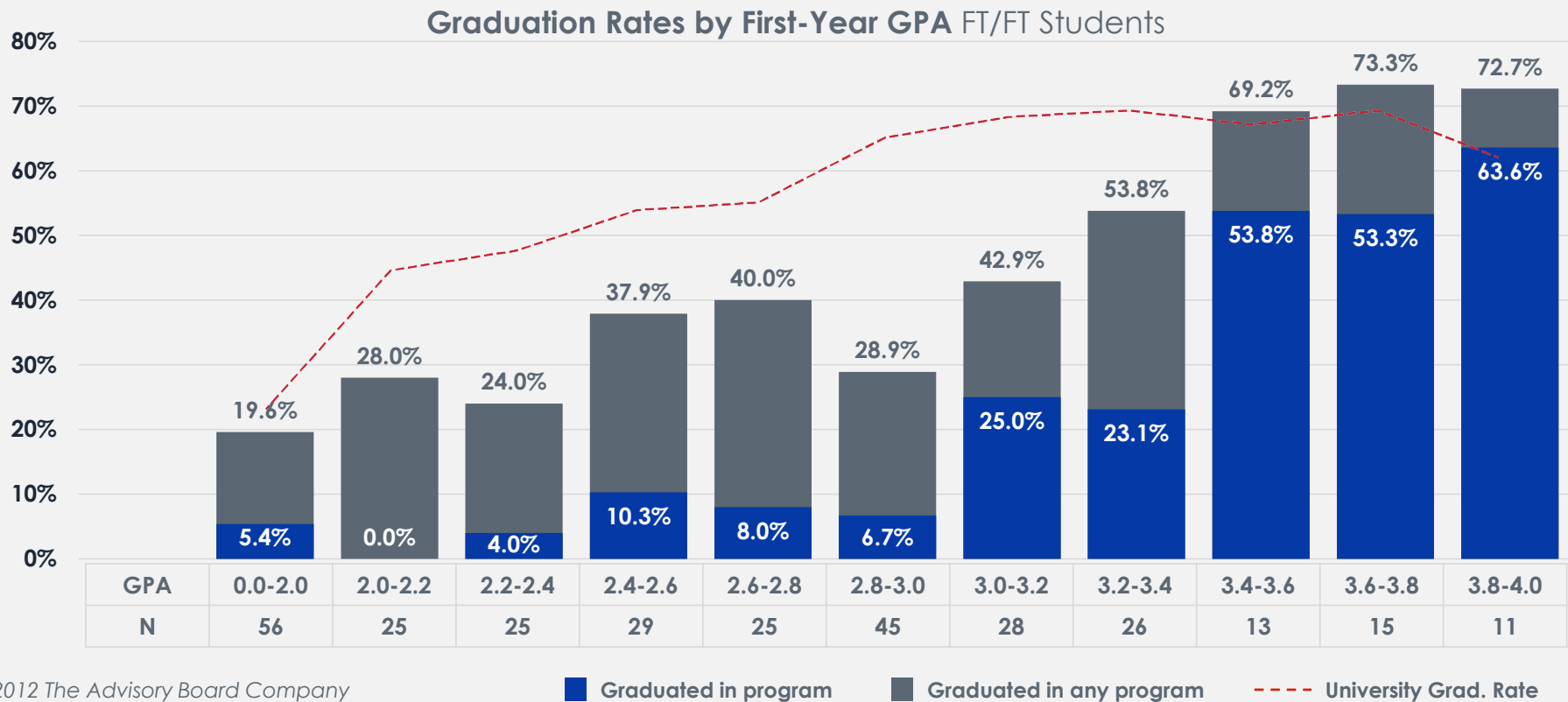
\$18 million

Savings to the Class of 2018 in tuition and fees when compared to the Class of 2012

Academic Program Redesign: Nursing



How Well Does First-Year GPA Predict Graduation in Nursing and Health Professions – Nursing and Overall? What opportunities do we see to inflect change?





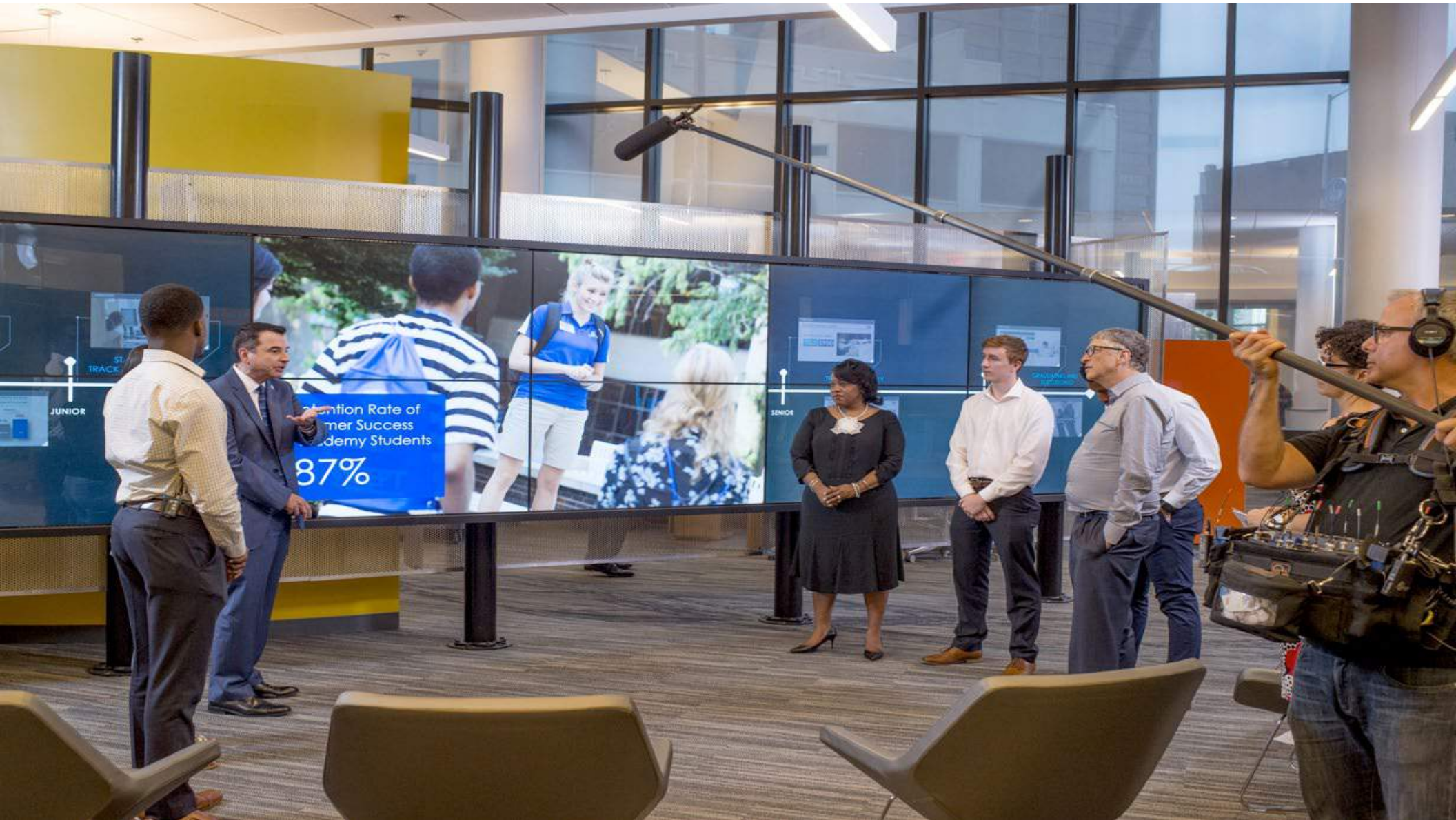
STEM Degrees Conferred Since 2011 (enrollment change)

Black **+114%** (14%)

Black Male **+153%** (15%)

Hispanic **+275%** (24%)

Impacts



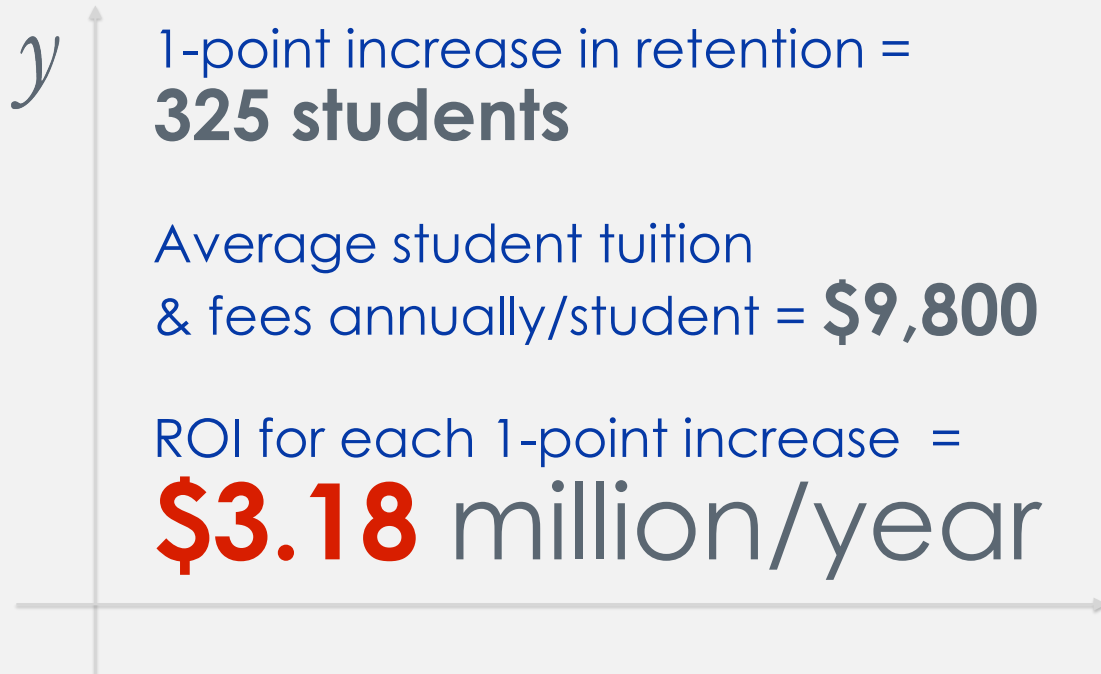
Growing Recognition



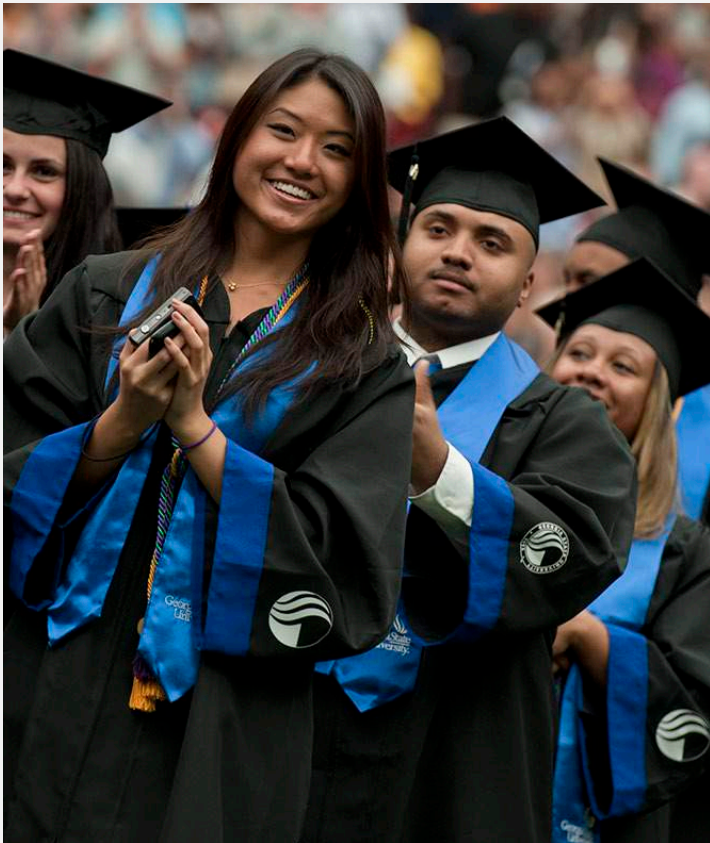
The Cost of Inaction



The Calculus of Student Success: ROI



Georgia State Undergraduate Degrees Awarded



2010-11: | 2016-17:
4,222 | **7,047**

INCREASE:
+2,825 (+67%)

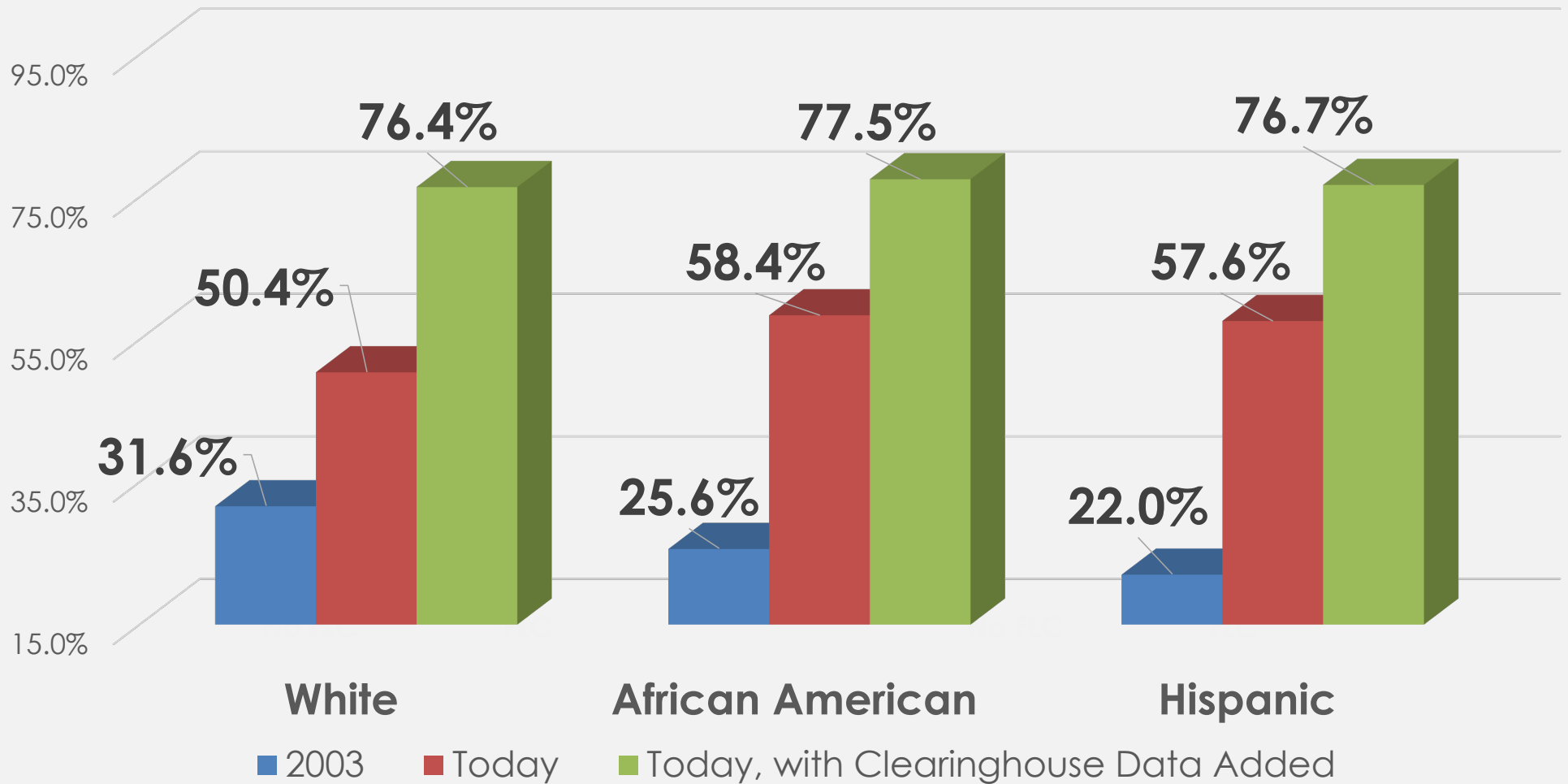
Bachelor's Degrees Awarded Annually



	2009-10	2016 - 17	6-Year Change	% Change
African American	1,001	2,040	+1,039	+103%
Pell	1,298	2,957	+1,659	+128%
Hispanic	196	509	+313	+160%



Graduation Rates by Race & Ethnicity



#1 in Degrees Conferred to African Americans



Top 100 Degree Producers: Non-Profit Universities

2016 African-American Bachelor's - All Disciplines Combined

	Institutions	State	Total	%Grads	%Chg
1	Georgia State University	GA	1805	38%	8%
2	FAMU	FL	1584	95%	6%
3	University of Maryland-College Park	MD	1409	26%	19%
4	University of Central Florida	FL	1316	10%	1%
5	North Carolina A & T State University	NC	1196	80%	7%
6	Howard University	D.C.	1160	90%	-6%
7	Florida Atlantic University	FL	1087	19%	7%
8	Florida International University	FL	1020	11%	11%
9	University of Memphis	TN	1011	33%	3%
10	The University of Texas at Arlington	TX	992	13%	-7%

Source: Diverse Issues in Higher Education









<http://success.gsu.edu>

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