CREATING A CULTURE OF STUDENT SUCCESS GROUNDED IN DATA & ANALYTICS

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Vice Provost

Georgia State University
Baccalaureate Degree Attainment by Age 24 by Family Income Quartile
1970 to Present

Georgia State University

- 32,500 students (38% White, 38% African American, 13% Asian, 9% Hispanic)
- 89% of undergraduates receive need-based financial aid
- Ranks in the Top 15 in the Nation for both Pell Population and Diversity *US News and World Report (2015)*
PELL
Percent of GSU Undergraduates on Pell

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2007</td>
<td>31%</td>
</tr>
<tr>
<td>Fall 2008</td>
<td>32%</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>40%</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>48%</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>51%</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>56%</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>58%</td>
</tr>
</tbody>
</table>
PROACTIVE INTERVENTIONS

- Use Data to Identify Problems Early
- Pilot
- Revise
- Pitch
- Scale
SUMMER SUCCESS ACADEMY

- 340 Highest At-Risk Freshmen (low previous retention)
- Summer session before freshman fall with 7 credit hours of bachelor’s-level work
- Intensive advisement
- Academic skills
- Financial literacy training
- Team building

Retention Rate 2011: 50%
Retention Rate Today: 87%
### Freshman and Sophomore Bottle Necks

**Supplemental Instruction (SI)**

<table>
<thead>
<tr>
<th>Course</th>
<th>No SI</th>
<th>SI</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIOL</td>
<td>2.41</td>
<td>2.82</td>
</tr>
<tr>
<td>POLS</td>
<td>2.60</td>
<td>3.24</td>
</tr>
<tr>
<td>PHIL</td>
<td>2.68</td>
<td>2.93</td>
</tr>
<tr>
<td>CHEM</td>
<td>2.55</td>
<td>2.74</td>
</tr>
<tr>
<td>ACCT</td>
<td>2.15</td>
<td>2.64</td>
</tr>
<tr>
<td>PHYS</td>
<td>2.06</td>
<td>2.73</td>
</tr>
<tr>
<td>CRJU</td>
<td>1.89</td>
<td>2.26</td>
</tr>
</tbody>
</table>

**Average course GPA**
- Non SI: 2.41
- SI: 2.91

**One-Year Retention**
- No SI: 83.5%
- SI: 91.2%

**Students Benefitted 2013-14:** 9,700
College Algebra, Pre-Calculus, Intro to Stats

- Prior to Change: DFW rates were 43%
- Fall 2014: DFW rate of 19%
- Number of Students enrolled in courses taught through the MILE, 2012-13: 7,500+
- Additional passing grades: 1,800
Panther Retention Grants: Impact

Fall 2011 Grants: 41
Grants to Date: 3,724
Average Grant: $900

Senior recipients graduating within two semesters: 65%
Continuing Students retention rate: 90%
Proactive Advisement

Georgia State’s Web-Based GPS Advising System

- A collaboration with the Education Advisory Board and four other schools
- Based on 10 years of RPG data at Georgia State and 2.5 million grades
- Live, nightly feeds from Banner and daily alerts to advisors if students have missed any of the markers
- Predictive analytics for each student’s success in individual majors and courses
- Tracks 700+ alerts for risk factors
### Major Maps

**Chemistry (B.S.)**

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
</table>
| • 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)  | • 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 |

<table>
<thead>
<tr>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
</table>
| • Complete CHEM 2400 (B- or Better)  
• Complete MATH 2212 (C or better)  
• Complete PHY 2211k (C or better)  | • Complete CHEM 3410 (C or better)  
• PHY 2212k (B- or Better) (C or better)  
• Maintain a cumulative GPA of 2.25 or Better |

<table>
<thead>
<tr>
<th>Semester 5</th>
<th>Semester 6</th>
</tr>
</thead>
</table>
| • Complete CHEM 4000 with a C or Better  
• Complete CHEM 4110 with a C or Better  | • Complete CHEM 4010 with a C or Better  
• Complete CHEM 4120 with a C or Better |

<table>
<thead>
<tr>
<th>Semester 7</th>
<th>Semester 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Complete CHEM 4160 with a B- or better</td>
<td>• Complete CHEM 4190 with a C or Better</td>
</tr>
</tbody>
</table>
Graduation Rate in Major by Introductory Course Grade

**Introduction to Chemistry**
- Natural Science majors
  - A: 70.0%
  - B: 66.7%
  - C: 39.5%
  - D/F: 8.3%

**Comparative Politics**
- Political Science majors
  - A: 81.8%
  - B: 73.9%
  - C: 25.0%
  - D/F: 6.2%

**Music Theory I**
- Music majors
  - A: 66.7%
  - B: 55.5%
  - C: 12.5%
  - D/F: 0.0%
Major Matching

Predictive Analytics for Courses and Majors

Major Matcher

Browse Majors (70)  Saved Majors (5)

Predictive Courses Sorted by Major

Pre-Nutrition

Completed  Grade  Completed  Grade
BIOL1110K  W  KH2130  B
BIOL1120K  D  KH3020  A
BIOL2300  D  KH3600  B
BIOL2310  C  KH3610  C+
CHEM1151K  C-  KH3650  A
CHEM1152K  C-  KH3650  A

Health and Physical Education

Completed  Grade  Completed  Grade
Others Have Taken  Difficulty For You
BIOL2240  High  KH3200  Low
NUTR3150  Med  EDUC2110  Low

Criminal Justice

Completed  Grade  Completed  Grade
Others Have Taken  Difficulty For You
CRJU3610  High  ANTH1102  C+
CRJU4350  Med  SOCI1101  C
CRJU4010  Low  BIOL1110K  W
CRJU4080  Low  BIOL1120K  D
CRJU4210  Low  BIOL2300  D
CRJU4110  Low  BIOL2310  C
CRJU4900  Low  CHEM1151K  C-
CHEM1152K  C-

Nutrition

Completed  Grade  Completed  Grade
Others Have Taken  Difficulty For You
BIOL2240  High  BIOL2240  High

Social Work

Completed  Grade  Completed  Grade
Others Have Taken  Difficulty For You
No Other Predictive Courses
Career Pathways
RESULTS: KEEPING STUDENTS ON PATH

• University Advisement Center student visits in the last 12 months: 43,422
• Pre-Term Registration Corrections: 2,000+
• Required Advising for Major Changes: 6,945
RESULTS: INCREASED RETENTION

Increased Average First Term Retention

*Fall to Spring Retention*

- **Fall 2010**: 83.4%
- **Fall 2011**: 84.6%
- **Fall 2012**: 87.9%
- **Fall 2013**: 89.0%
RESULTS: FASTER PROGRESSION

First Term Earned Credits and Credit Completion Ratio
By First Academic Term

- **Fall 2011**
  - First Term Earned Credits: 10.98
  - Credit Completion Ratio: 86.6%

- **Fall 2012**
  - First Term Earned Credits: 11.14
  - Credit Completion Ratio: 86.3%

- **Fall 2013**
  - First Term Earned Credits: 11.51
  - Credit Completion Ratio: 88.1%
GROWING NATIONAL ATTENTION
GEORGIA STATE DEGREE CONFERRALS

2008-09: 5,857
2013-14: 7,597

Increase: 1,740 (+30%)
# Bachelor’s Degrees Awarded

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>5-YR Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AFRICAN AMERICAN</strong></td>
<td>1,067</td>
<td>1,001</td>
<td>1,322</td>
<td>1,440</td>
<td>1,550</td>
<td>1,692</td>
<td><strong>59%</strong></td>
</tr>
<tr>
<td><strong>PELL</strong></td>
<td>1,066</td>
<td>1,298</td>
<td>1,648</td>
<td>1,835</td>
<td>2,007</td>
<td>2,058</td>
<td><strong>93%</strong></td>
</tr>
<tr>
<td><strong>HISPANIC</strong></td>
<td>153</td>
<td>196</td>
<td>300</td>
<td>328</td>
<td>372</td>
<td>414</td>
<td><strong>171%</strong></td>
</tr>
</tbody>
</table>

![Georgia State University](image-url)
## Top 100 Degree Producers

### 2012 Bachelor's Degrees Conferred to African Americans Nationally

<table>
<thead>
<tr>
<th>Institutions</th>
<th>State</th>
<th>Total Grads</th>
<th>% Grads</th>
<th>% Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Georgia State University</td>
<td>GA</td>
<td>1262</td>
<td>31%</td>
<td>17%</td>
</tr>
<tr>
<td>2 FAMU</td>
<td>FL</td>
<td>1224</td>
<td>94%</td>
<td>5%</td>
</tr>
<tr>
<td>3 North Carolina A &amp; T State University</td>
<td>NC</td>
<td>1172</td>
<td>90%</td>
<td>-6%</td>
</tr>
<tr>
<td>4 Jackson State University</td>
<td>MS</td>
<td>966</td>
<td>94%</td>
<td>4%</td>
</tr>
<tr>
<td>5 Howard University</td>
<td>D.C.</td>
<td>953</td>
<td>93%</td>
<td>-10%</td>
</tr>
<tr>
<td>6 University of Central Florida</td>
<td>FL</td>
<td>939</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>7 University of Memphis</td>
<td>TN</td>
<td>862</td>
<td>32%</td>
<td>0%</td>
</tr>
<tr>
<td>8 Troy University</td>
<td>AL</td>
<td>859</td>
<td>32%</td>
<td>4%</td>
</tr>
<tr>
<td>9 University of Florida</td>
<td>FL</td>
<td>859</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>10 University of South Florida-Main Campus</td>
<td>FL</td>
<td>845</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>11 University of North Texas</td>
<td>TX</td>
<td>835</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>12 Temple University</td>
<td>PA</td>
<td>831</td>
<td>15%</td>
<td>-5%</td>
</tr>
<tr>
<td>13 University of Maryland-University College</td>
<td>MD</td>
<td>809</td>
<td>25%</td>
<td>11%</td>
</tr>
<tr>
<td>14 Florida Atlantic University</td>
<td>FL</td>
<td>808</td>
<td>18%</td>
<td>-3%</td>
</tr>
<tr>
<td>15 Virginia Commonwealth University</td>
<td>VA</td>
<td>805</td>
<td>19%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Source:** Diverse Issues in Higher Education
GEORGIA STATE GRADUATION RATE TRENDS

- University Advisement Center
- GPS Advising
- Meta Majors
- Panther Retention Grants
- Office of Student Success
- Keep Hope Alive

FLCs: 32%
SI: MILE
Office of Student Success: Keep Hope Alive
Panther Retention Grants: 54%

Years: 2003-2014
Graduation Rates by Race & Ethnicity

- White: 31.6% (Ten Years Ago), 50.4% (Today)
- African American: 25.6% (Ten Years Ago), 56.3% (Today)
- Hispanic: 22% (Today)

Georgia State University
MAKING A DIFFERENCE

GRADUATION AND PELL RATES OF URBAN RESEARCH UNIVERSITIES

Graduation Rate

Pell Rate

Georgia State

GeorgiastateUniversity