Eliminating Equity Gaps Through Data and Institutional Change

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

- Top Income Quartile: 82.4%
- Third Income Quartile: 36.1%
- Second Income Quartile: 16.5%
- Bottom Income Quartile: 8.3%

34,000 Students on the Atlanta campus
53,000+ Students as of 2016 with Perimeter College consolidation
Graduation Rates by Race & Ethnicity

Where we were: 2003

- WHITE: 31.6%
- AFRICAN AMERICAN: 25.6%
- HISPANIC: 22%
Changing Demographics: Race & Ethnicity

Minorities

<table>
<thead>
<tr>
<th>Fall 2008</th>
<th>Fall 2009</th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>54%</td>
<td>56%</td>
<td>59%</td>
<td>60%</td>
<td>63%</td>
<td>65%</td>
<td>66%</td>
<td>67%</td>
<td>71%</td>
<td>71%</td>
</tr>
</tbody>
</table>
Low-Income Students

Percent of Georgia State Undergraduates on PELL

- Fall 2007: 31%
- Fall 2008: 48%
- Fall 2009: 40%
- Fall 2010: 51%
- Fall 2011: 56%
- Fall 2012: 58%
- Fall 2013: 59%
- Fall 2014: 59%
- Fall 2015: 59%
- Fall 2016: 59%
- Fall 2017: 59%
SAT SCORES

-33 points
Appropriations Cuts

-$40 million
Are We the Problem?
19%

Percent of Confirmed Freshmen Who Did Not Enroll
Summer 2015
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

Help us get to know David...
- I work more than 20 hrs. per week
- I'm first in my family to attend college
- English is my second language
- I'm a parent
- I'm a veteran
- I have a disability

next

In high school, what was your... favorite class? hardest class?
- art
- english/writing
- history
- geography
- math
- music
- phys. ed
- science

What are you interested in?
- community service
- finance & business
- food & cooking
- music & arts
- professional development
- science & technology
- sports
Portal to Guide Students Through Next Steps

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.

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

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

- **Housing Services**
  Resources to help you find a place to stay near campus.

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

- **Disability Services**
  Providing support and equipment to qualified students with physical, mental, or educational needs.
24/7 Responses Using a Chatbot on Smart Devices

Which parent do I use on the FAFSA?
Jan 19 2017 6:38:07 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 Lusa.gov/1QyTpg

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: Lusa.gov/1QyTpg

Undo
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
201,000
Three-Year Drop in Summer Melt: 37%
Pilot: Continuing Students
Supported by the Dell and ECMC Foundations

Students who started the semester with a balance: **-49%**

Students with Account Balance Who Opened a ticket with Financial Aid: **+33%**

Student meeting with Advisor within one week of being contacted: **+28.5%**
2.6

Average Number of Majors Cycled Through By Graduating Seniors in 2010
Overwhelming Choices

- LOST
- CONFUSED
- UNSURE
-UNCLEAR
- PERPLEXED
- DISORIENTED
- BEWILDERED
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

- No FLC: 2.73
- FLC: 2.96

Retention

- No FLC: 81%
- FLC: 85%
Choice Architecture: Meta Majors

Business
Education
Exploratory
STEM
Humanities & Arts
Health Professions
Policy/Social Science
Academic Guides with Live Job Data

### Program Picker

Take control of your future! Explore majors and certificates that work for you.

#### You chose this...
on your application

<table>
<thead>
<tr>
<th>Program</th>
<th>Classes/Credits</th>
<th>Time to Complete</th>
<th>Financial Aid</th>
<th>Total Tuition</th>
<th>Outcomes</th>
<th>Average Salary</th>
<th>Hiring Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nursing A.S.</td>
<td>20 classes / 60 credits</td>
<td>2 years</td>
<td>Selected</td>
<td>$9,176 in state</td>
<td>High rate of transfer to 4-year colleges</td>
<td>$38,500 / $51,100 with BA degree</td>
<td>129 job posts</td>
</tr>
<tr>
<td>Medical Office Assistant Certificate</td>
<td>8 classes / 24 credits</td>
<td>1 year</td>
<td>Selected</td>
<td>$3,641 in state</td>
<td>Students seek employment or another stackable certificate</td>
<td>$29,129</td>
<td>137 job posts</td>
</tr>
<tr>
<td>Radiologic Technology A.A.S</td>
<td>20 classes / 56 credits</td>
<td>2 years</td>
<td>Selected</td>
<td>$8,850 in state</td>
<td>Most students seek employment post-graduation</td>
<td>$37,819</td>
<td>459 job posts</td>
</tr>
<tr>
<td>Health Studies A.A.S</td>
<td>20 classes / 62 credits</td>
<td>2.25 years</td>
<td>Selected</td>
<td>$9,427 in state</td>
<td>High rate of transfer to 4-year colleges</td>
<td>$42,774 / $51,553 with BS degree</td>
<td>661 job posts</td>
</tr>
</tbody>
</table>

### Would you consider...

Explore these possibilities for you based on your interests and priorities:

- [Explore](#)
- [Explore](#)
- [Explore](#)
- [Explore](#)
- [Explore](#)
- [Explore](#)
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- [Explore](#)
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- [Explore](#)
Faculty and Department Seed Grants

The Department of History
Skills-Based Approach to U.S. History Survey Courses

• Use Tableau to interpret historical data
• Data viz software as tool for presenting historical findings
• Did NOT require any alteration to existing SLOs
Katon Vicknair
Georgia State University student proudly showcasing my work and projects
https://portfolium.com/KatonVicknair

Overview
Education
Studio Concentration - Interior Design (2020) at Georgia State University

Work Experience
Sale Representative at Vector Marketing

Lives In
Atlanta, GA

21 Projects 45 Skills 49 Connections

Skills
Search Katon's skills...

Photography

The Other Side of Me
For this project, we were supposed to use mainly cardboard to create a head two times the size of our...

Art & Design

Photography

Aperture Demo (Shallow Depth of Field)
Five images with a shallow depth of field (one thing in focus). Only used natural light, no flash. White...

Photography

Night Photography: Long Exposure (Pt. 1 of 2)
Ten images during night with long exposures (under 1/15 of a second). Tripod was used to prevent camera...
Meetings of Pre-Seniors with Career Counselors

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>809</td>
<td></td>
<td>6,355</td>
</tr>
</tbody>
</table>

685% 3-year increase
Drop in Major Changes After the Freshman Year

-32%
43%

Percent of Students Receiving Non-Passing Grades in Introductory Math Courses in 2008
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, 2017-18: 8,500

+1,275 Students Passing
## Adaptive Learning at Scale

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

• **American Government**
  
  - Fall 2017 (launch): -4.8
  - Spring 2019: +5.5

• **Macroeconomics**
  
  - Fall 2017 (launch): -19.6
  - Spring 2019: +1.9
Referrals: Supplemental Instructions and Tutoring

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>

Course GPA
No SI: 2.41
SI: 2.91

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

Students: 9,700
Number of Fully Registered Students Being Dropped Each Semester for Non-Payment in 2010-2011
Who were we dropping

- Seniors
- Academically on track
- Balance below $1,500
Panther Retention Grants

Graduated: 86.5%

Grant Recipients Graduated This Year: 1,321

AVERAGE GRANT $900
Panther Retention Grants

15,600+

Grants awarded since 2011
5,760 Students Who Dropped Out of Georgia State in 2010
Advisement: GPS Advising

Predictive Analytics Project with EAB

10 YEARS OF DATA | 2.5 MILLION GRADES | 800+ ANALYTICS-BASED ALERTS

144,000 STUDENT RECORDS | 30,000 STUDENTS TRACKED DAILY
# Registration Tracking and Academic Maps

## B.S. in Chemistry

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Complete 1 of ENGL 1101, ENGL 1102 or ENGL 1103 (C or Better)</td>
<td>• Complete ENGL 1102 or 1103 (C or Better)</td>
</tr>
<tr>
<td>• Complete MATH 1113 or Higher (B- or Better)</td>
<td>• Complete MATH 2211 or Higher (B- or Better)</td>
</tr>
<tr>
<td>• Complete CHEM 1211K (B- or Better)</td>
<td>• Complete CHEM 1212K (B- or Better)</td>
</tr>
<tr>
<td>• Maintain a cumulative GPA of 2.25 or Better</td>
<td>• Maintain a cumulative GPA of 2.25 or Better</td>
</tr>
</tbody>
</table>

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

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

<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>
Performance in ‘Marker’ Courses

Introduction to Chemistry
Natural Science majors

Graduation Rate in Major by Introductory Course Grade

Comparative Politics
Political Science majors

Music Theory I
Music majors
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: Decline in Time to Degree

Credit Hours at Completion: All Bachelors Students

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>140</td>
</tr>
<tr>
<td>2010-11</td>
<td>140</td>
</tr>
<tr>
<td>2011-12</td>
<td>141</td>
</tr>
<tr>
<td>2012-13</td>
<td>141</td>
</tr>
<tr>
<td>2013-14</td>
<td>138</td>
</tr>
<tr>
<td>2014-15</td>
<td>135</td>
</tr>
<tr>
<td>2015-16</td>
<td>133</td>
</tr>
</tbody>
</table>
ROI for Students

$18 million

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

STEM Degrees Conferred Since 2011 (with enrollment change)

- Black: +167% (50%)
- Black Male: +221% (54%)
- Hispanic: +388% (118%)
Impacts
Growing Recognition
The Calculus of Student Success: ROI

1-point increase in retention = 325 students

Average student tuition & fees annually/student = $9,800

ROI for each 1-point increase = $3.18 million/year
Georgia State Undergraduate Degrees Awarded

2010-11: 4,222
2018-19: 7,303

INCREASE: 3,081 (+73%)
# Bachelor’s Degrees Awarded by Group

<table>
<thead>
<tr>
<th></th>
<th>2009-10</th>
<th>2018 - 19</th>
<th>Change</th>
<th>%Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>African American</strong></td>
<td>1,001</td>
<td>2,241</td>
<td>+1,039</td>
<td>+124%</td>
</tr>
<tr>
<td><strong>Pell</strong></td>
<td>1,298</td>
<td>3,711</td>
<td>+1,659</td>
<td>+186%</td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
<td>196</td>
<td>567</td>
<td>+313</td>
<td>+189%</td>
</tr>
</tbody>
</table>

![Image](image.png)
Top 100 Degree Producers: Non-Profit Universities
2018 African-American Bachelor’s - All Disciplines Combined

<table>
<thead>
<tr>
<th>Rank</th>
<th>Institution</th>
<th>State</th>
<th>Total</th>
<th>%Grads</th>
<th>%Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Georgia State University</td>
<td>GA</td>
<td>1,930</td>
<td>38%</td>
<td>7%</td>
</tr>
<tr>
<td>2</td>
<td>FAMU</td>
<td>FL</td>
<td>1,477</td>
<td>95%</td>
<td>-7%</td>
</tr>
<tr>
<td>3</td>
<td>University of Central Florida</td>
<td>FL</td>
<td>1,401</td>
<td>24%</td>
<td>-1%</td>
</tr>
<tr>
<td>4</td>
<td>University of Maryland-University College</td>
<td>MD</td>
<td>1,443</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>5</td>
<td>Howard University</td>
<td>D.C.</td>
<td>1,194</td>
<td>78%</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>North Carolina A &amp; T State University</td>
<td>NC</td>
<td>1,227</td>
<td>91%</td>
<td>6%</td>
</tr>
<tr>
<td>7</td>
<td>Florida International University</td>
<td>FL</td>
<td>1,087</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>8</td>
<td>Florida Atlantic University</td>
<td>FL</td>
<td>1,054</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>9</td>
<td>University of Memphis</td>
<td>TN</td>
<td>1,011</td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td>10</td>
<td>The University of Texas at Arlington</td>
<td>TX</td>
<td>992</td>
<td>13%</td>
<td>-7%</td>
</tr>
</tbody>
</table>

Source: Diverse Issues in Higher Education, 2018
Perimeter College 3-Year Graduation Rates

Consolidation with Georgia State


2018 Perimeter 3-Yr Grad + Transfer Rate: 58%
State Farm LIFT Program at Perimeter

2017 Entering Cohort: **100%** Pell, **100%** URMs

Learning communities, Predictive-analytics tracking, Proactive advising, Scholarships, Panther Retention Grants, Near-peer mentoring, SI

2-year Associate Rate: **85%**