

Newcombe/St. Joseph's Conference
Philadelphia October 11, 2019

Eliminating Equity Gaps Through Data and Institutional Change

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Sr. Vice President for Student Success
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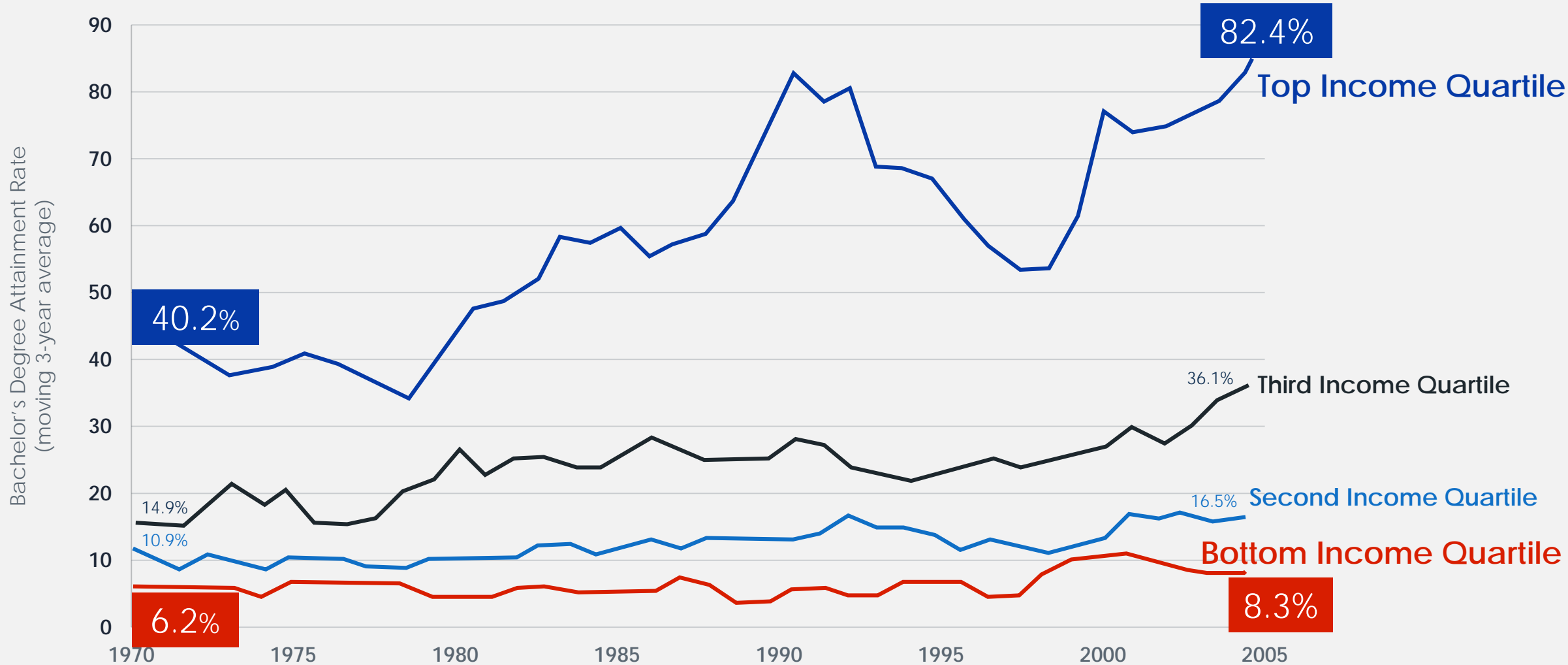


Georgia State
University®

The Challenge in Front of Us



Baccalaureate Degree Attainment by Age 24 by Family Income Quartile



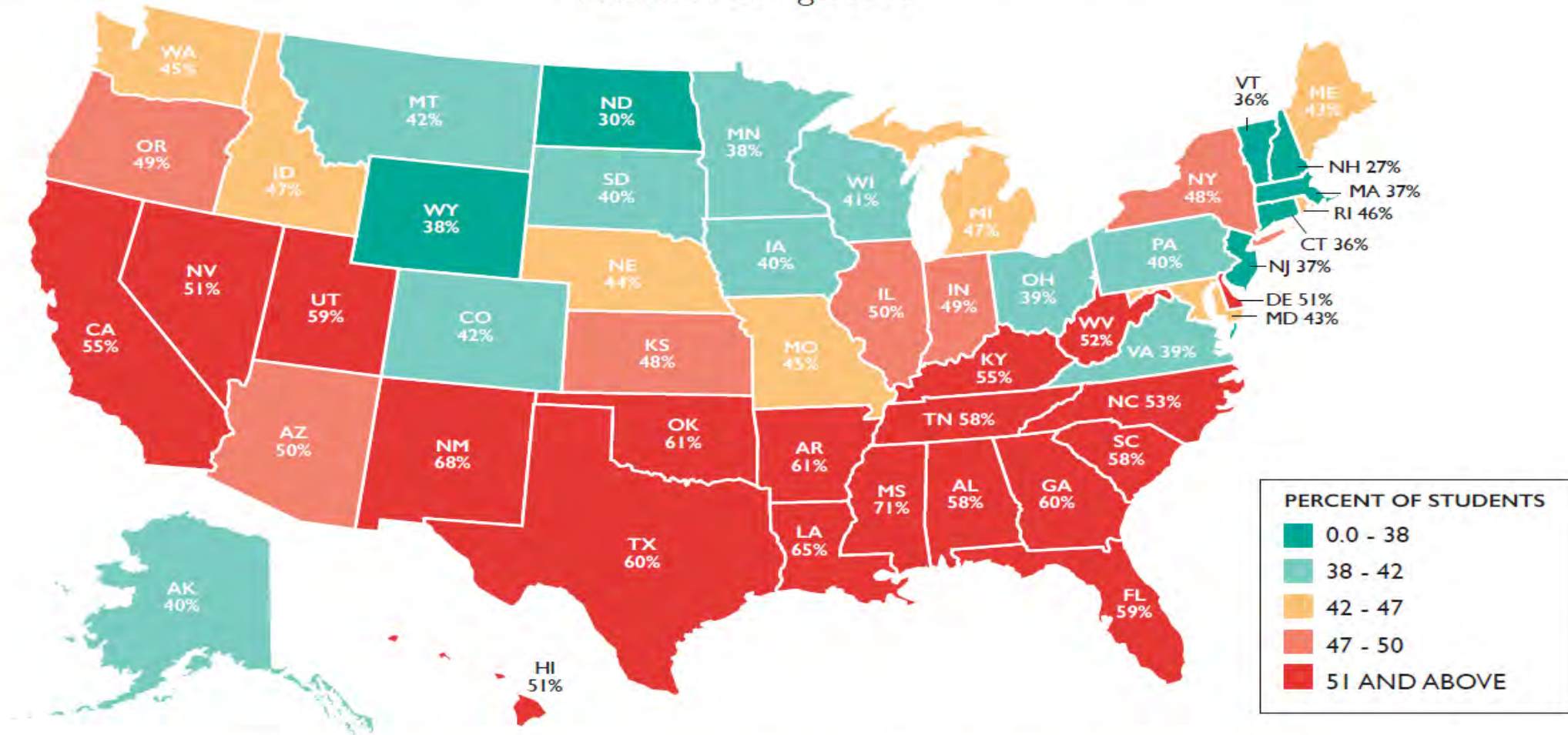
Source: New York Times, "The Reproduction of Privilege," March 12, 2012

Changing Demographics



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

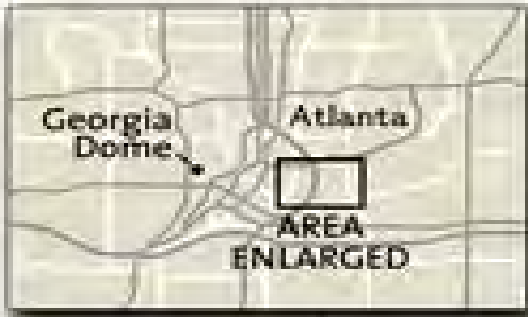
National Average: 51%



34,000 Students on the Atlanta campus
53,000+ Students as of 2016 with Perimeter College consolidation




Georgia State
University®



SWEET AUBURN

MEDMONT AVE NE
JOHN WESLEY DOBBS AVE NE



CAIN ST NE
DOBBS AVE NE
N



11
13 12

9 8
OLD WHEAT ST NE
AUBURN AVE NE

7 6 5 4 2

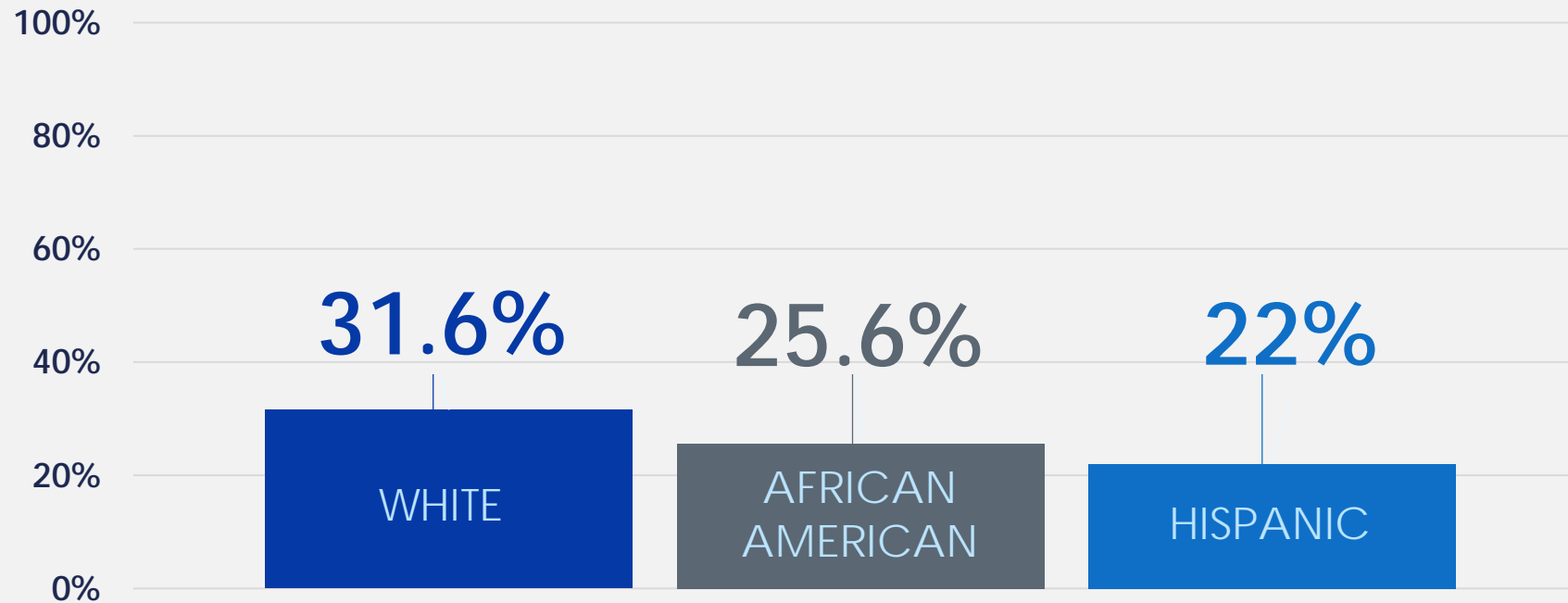




Graduation Rates by Race & Ethnicity



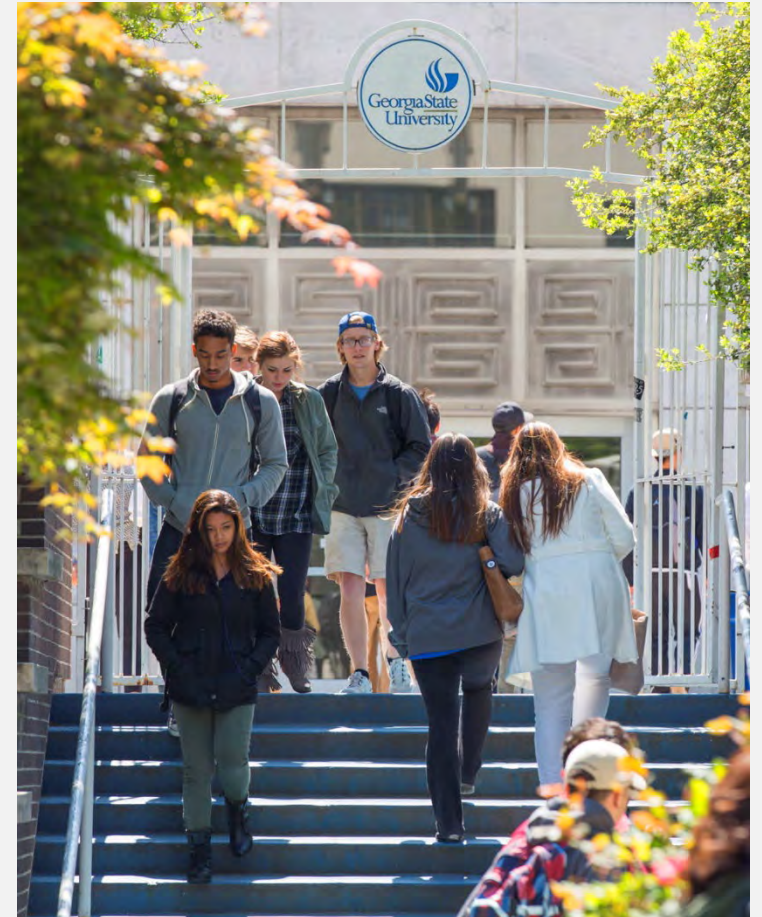
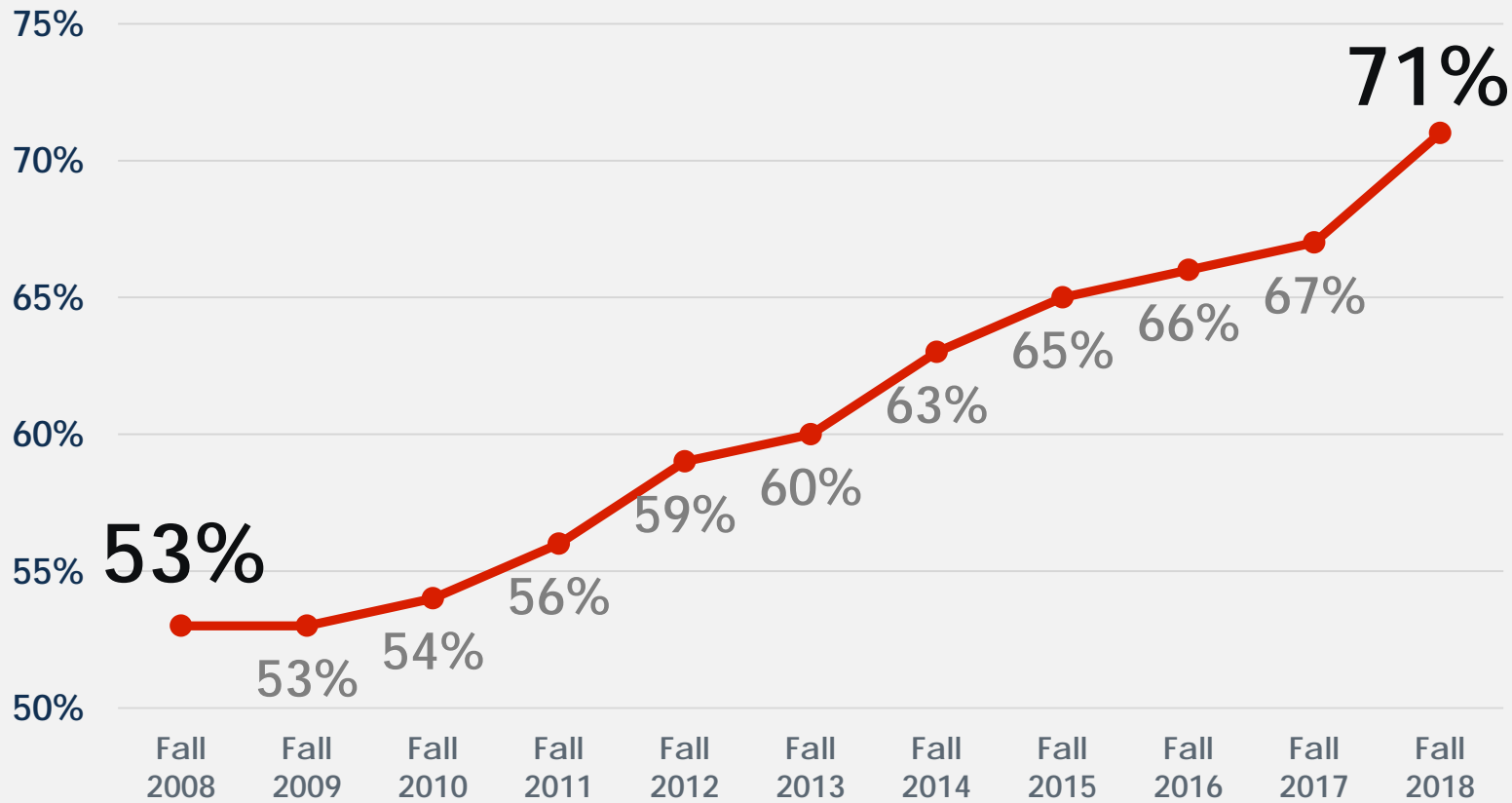
Where we were: 2003



Changing Demographics: Race & Ethnicity



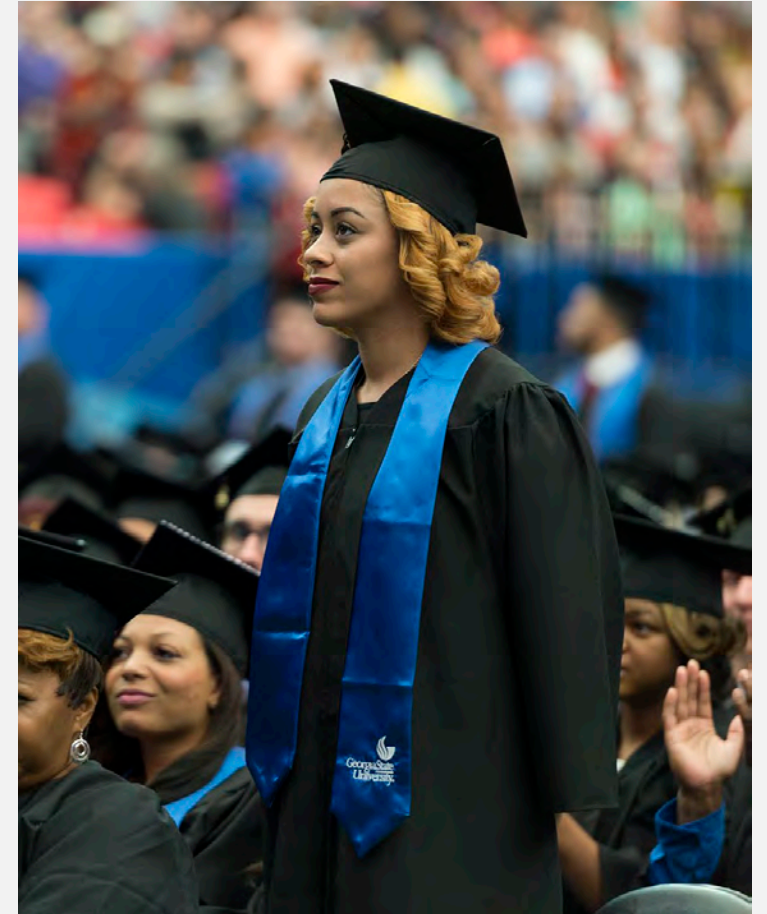
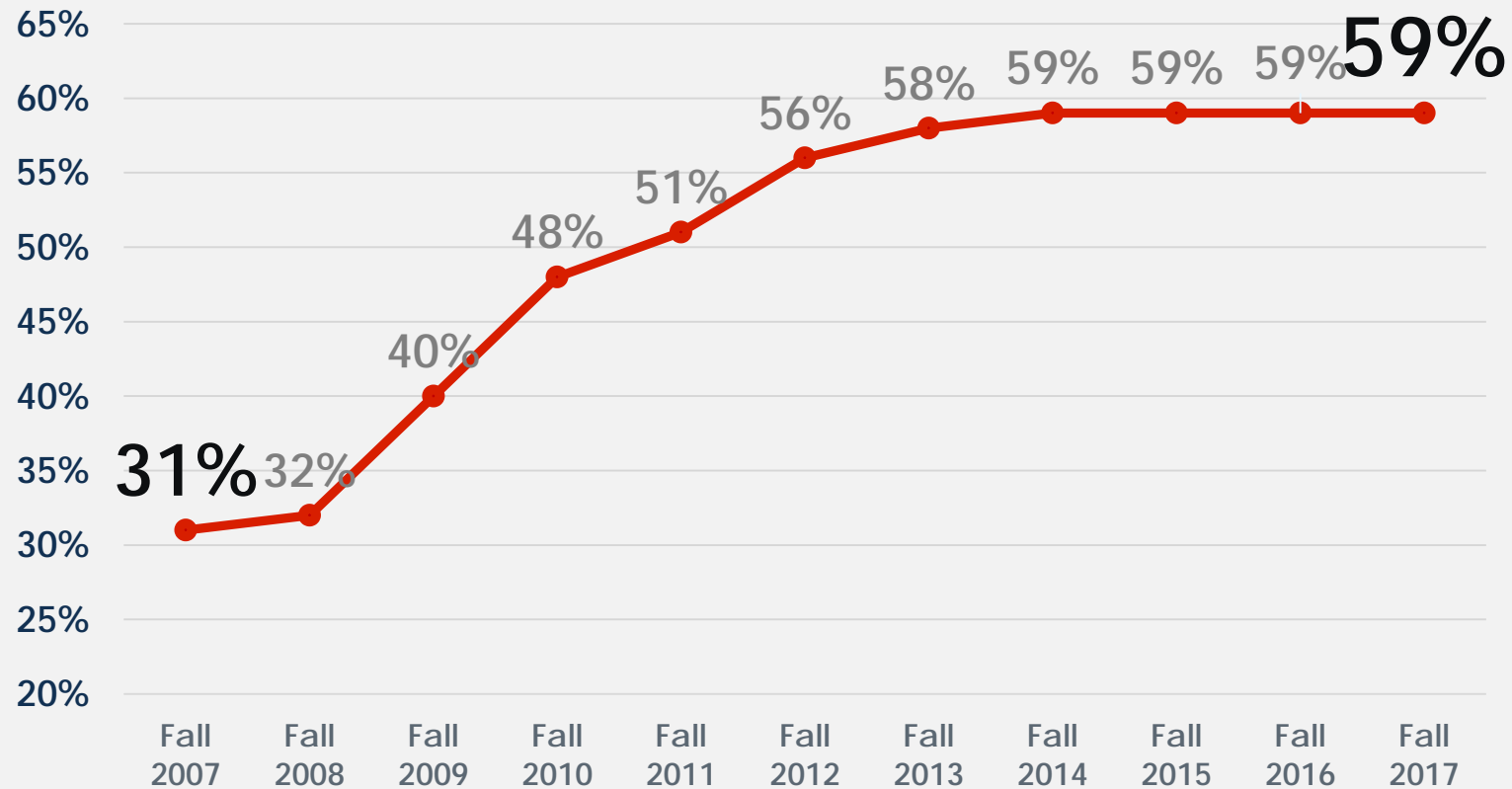
Minorities



Low-Income Students



Percent of Georgia State Undergraduates on PELL



A background image of a classroom with several students sitting at desks, focused on their work. The room has large windows on the right side, letting in natural light. The students are diverse in age and ethnicity. A large blue semi-transparent box is overlaid on the center of the image, containing text and a downward-pointing arrow.

SAT SCORES

-33 points



FORECLOSURE

Appropriations Cuts

-\$40 million





Are We the
Problem?

19%

Percent of Confirmed Freshmen Who Did Not Enroll
Summer 2015



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

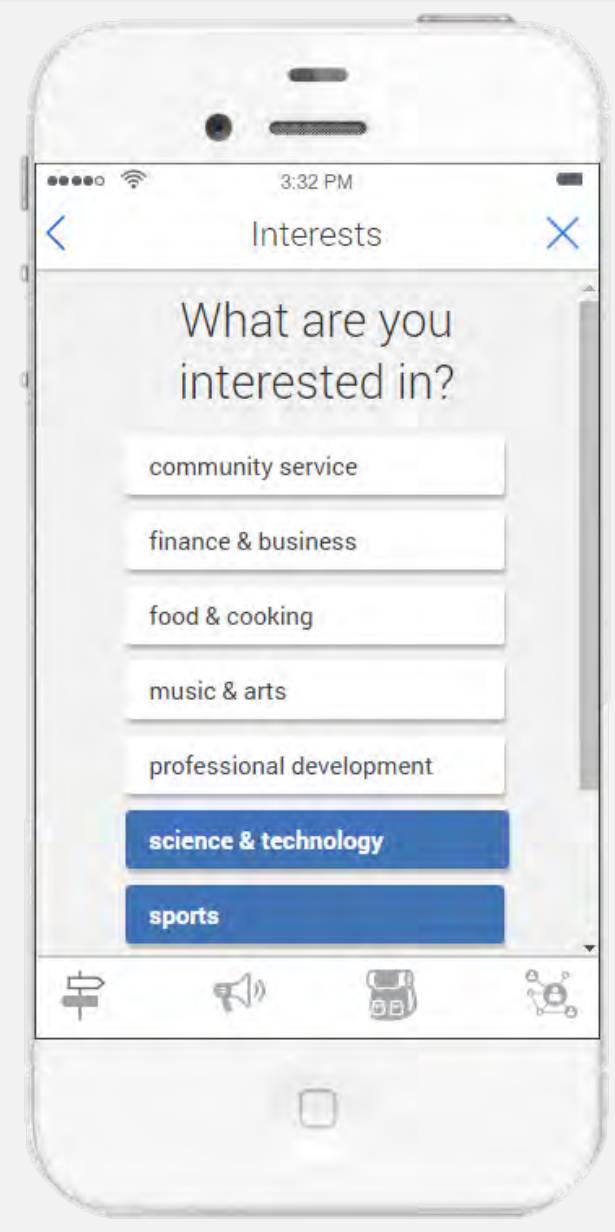
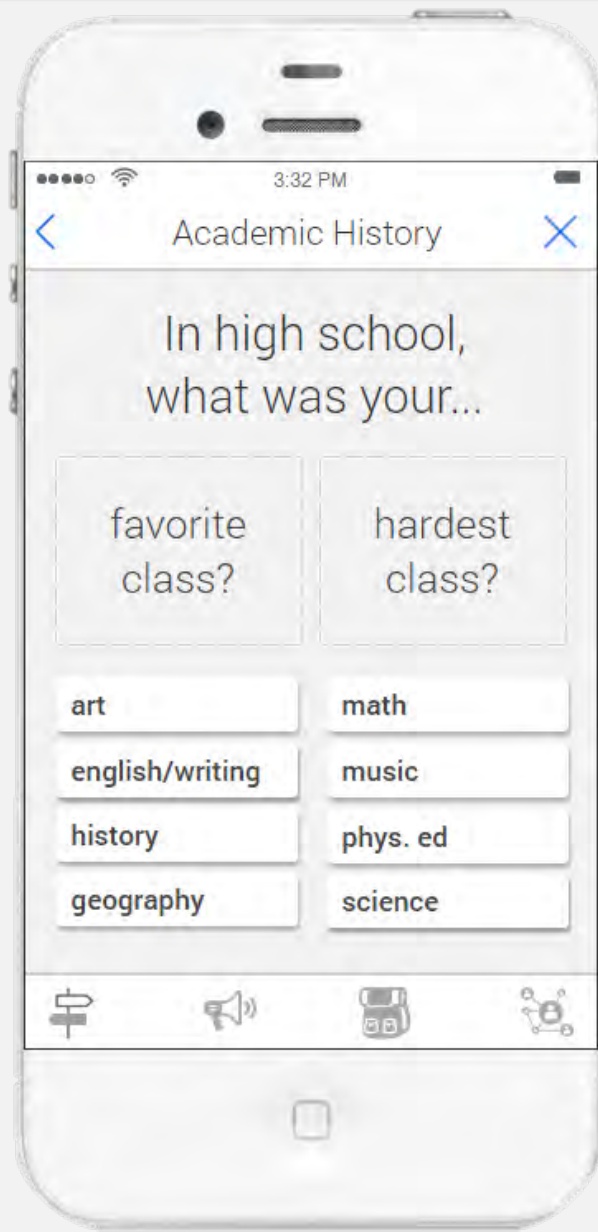
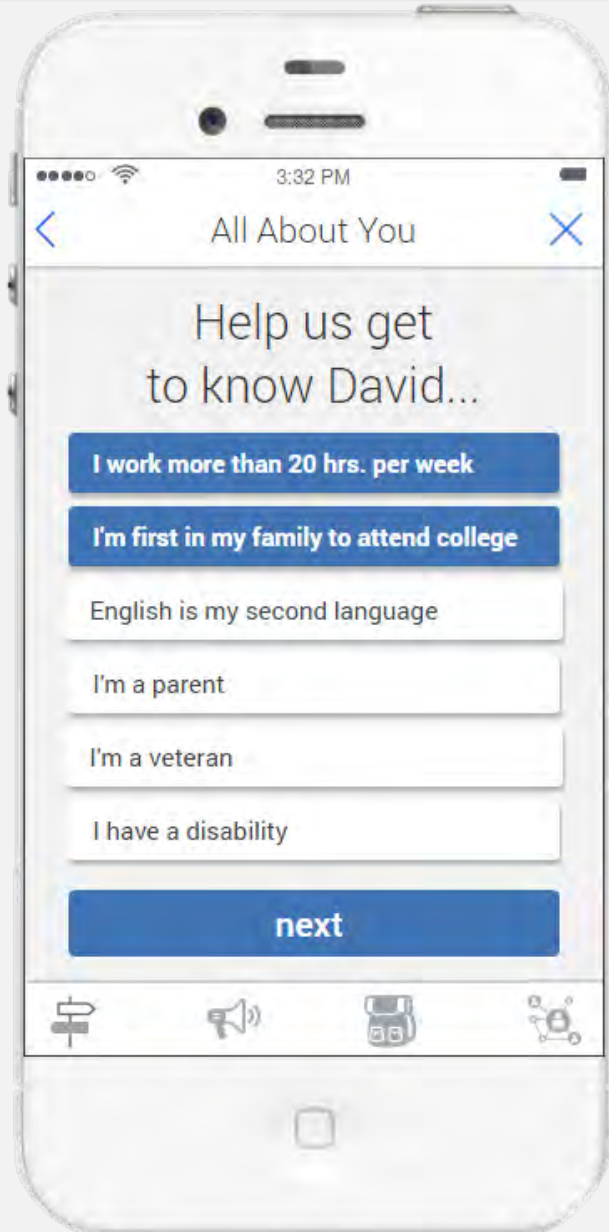


- Federal Financial Aid Application
- Verification Request
- State of Georgia Immunization Proof
- Taking Placement Exams
- Registering for Classes



Personalized Interactions Before Enrollment

Source: EAB





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:

<input checked="" type="checkbox"/> Child Care On campus and nearby child care options to help while you are in class.	<input checked="" type="checkbox"/> First Generation to Attend College Resources to help new students learn the ropes and lingo of college.
<input type="checkbox"/> Commuting Services Learn the different ways you can get to and from campus.	<input type="checkbox"/> Student Technologies Get help with all apps, gadgets, and sites that can enhance your campus experience.

All Student Services:

<input type="checkbox"/> Tutoring & Academic Support A great resource for help outside the classroom for your work inside the classroom.	<input type="checkbox"/> Housing Services Resources to help you find a place to stay near campus.
<input type="checkbox"/> Career Guidance Helping you find the right career path and prepare you for the job market. It's never too early to start!	<input type="checkbox"/> Clubs and Activities Grow and have fun! Get involved in one of our many on-campus activities.
<input type="checkbox"/> Mentorships Helping you connect with experience students who can help guide your way.	<input type="checkbox"/> 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 6:38:13 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/1OgfTcg

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/1OgfTcg

Undo

✓ Approved by AdmitHub AI

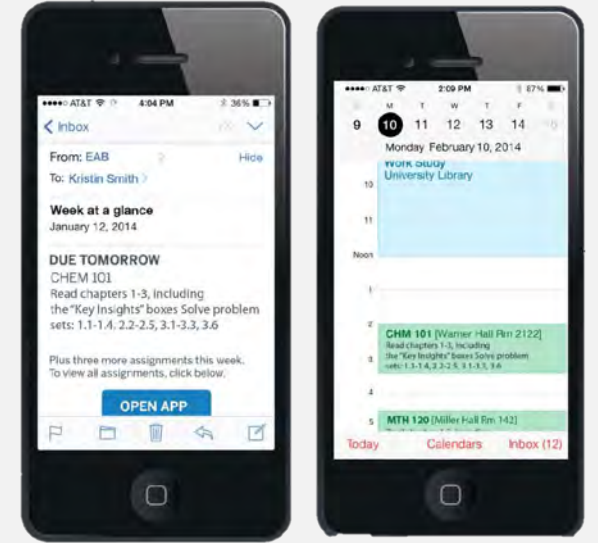
OK and when is it due?

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

✓ Accent

⚠ Reject



201,000



Three-Year Drop in
Summer Melt: 37%

+ 362

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



LOST

CONFUSED

UNSURE

UNCLEAR

PERPLEXED

DISORIENTED

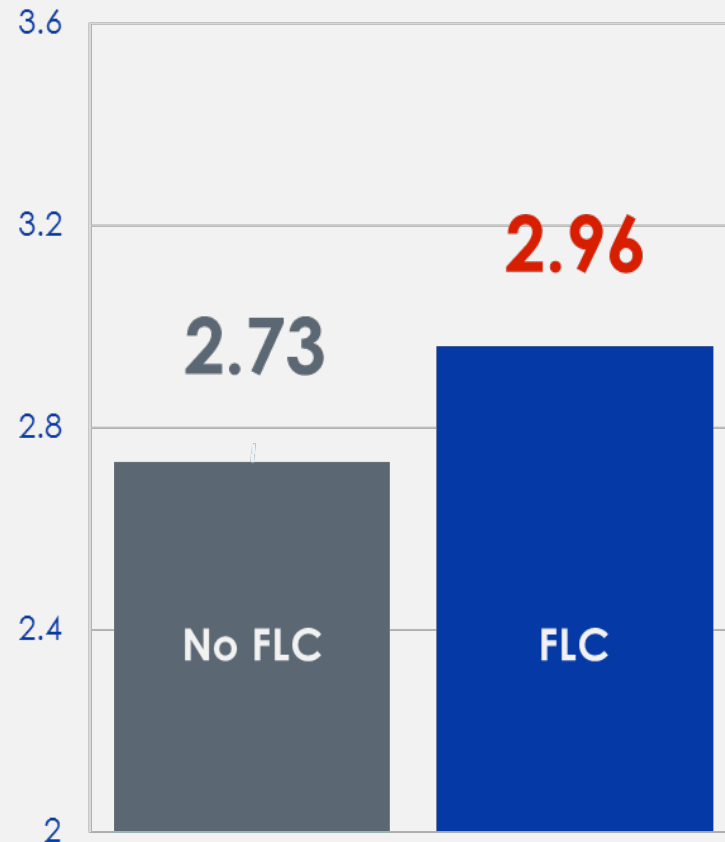
BEWILDERED

Freshman Learning Communities & Meta Majors

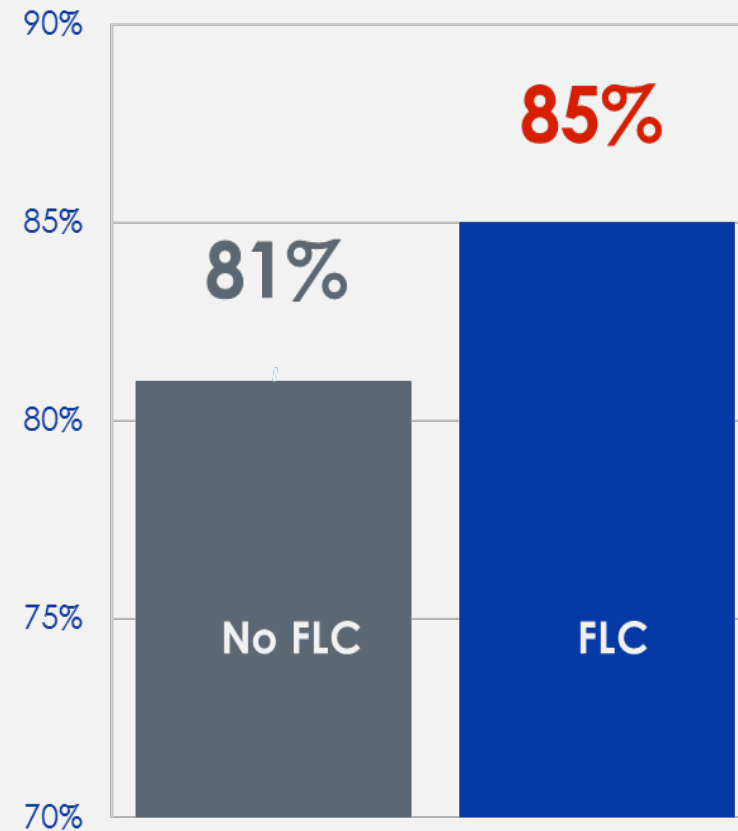


Freshman Learning Communities with block schedules of 5 to 6 courses:
95% of non-Honors freshmen (Opt-out model)

1st Year GPA



Retention





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



Academic Guides with Live Job Data



Program Picker 🕒 Est. Time				
You chose this... Take control of your future! Explore majors and certificates that work for you.		Would you consider... Explore these possibilities for you based on your interests and priorities. Find more options		
	Nursing A.S. Learn More <input checked="" type="checkbox"/> Selected	Medical Office Assistant Certificate Learn More <input type="checkbox"/> Explore	Radiologic Technology A.A.S Learn More <input type="checkbox"/> Explore	Health Studies A.S. Learn More <input type="checkbox"/> Explore
<i>Classes/Credits</i>	20 classes / 60 credits	8 classes / 24 credits	20 classes / 55 credits	20 classes / 62 credits
<i>Time to Complete</i>	2 years	1 year	2 years	2-2.5 years
<i>Financial Aid</i>	✓	May not be Financial Aid eligible	✓	✓
<i>Total Tuition</i>	\$9,176 in state	\$3,641 in state	\$8,850 in state	\$9,427 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	High rate of transfer to 4-year colleges
<i>Average Salary</i>	\$38,500 \$51,100 with BA degree	\$29,129	\$37,819	\$42,774 \$51,553 with BS degree
<i>Hiring Demand</i>	129 job posts <input checked="" type="checkbox"/> Selected	137 job posts <input type="checkbox"/> Explore	459 job posts <input type="checkbox"/> Explore	661 job posts <input type="checkbox"/> 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://portfolioium.com/KatonVicknair>

+ CONNECT



PROFILE

PORTFOLIO

CONNECTIONS

Overview

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

Work Experience
Sale Representative at Vector Marketing




Lives In
Atlanta, GA

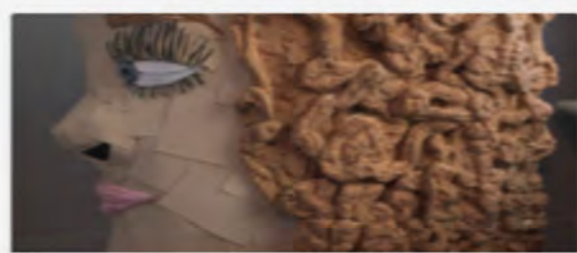
21 Projects 45 Skills 49 Connections

Skills

Search Katon's skills... 

Photography 20

SHOW  SORT BY   Clear current search query, filters, and sorts



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

Art & Design

 4 



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

 2 



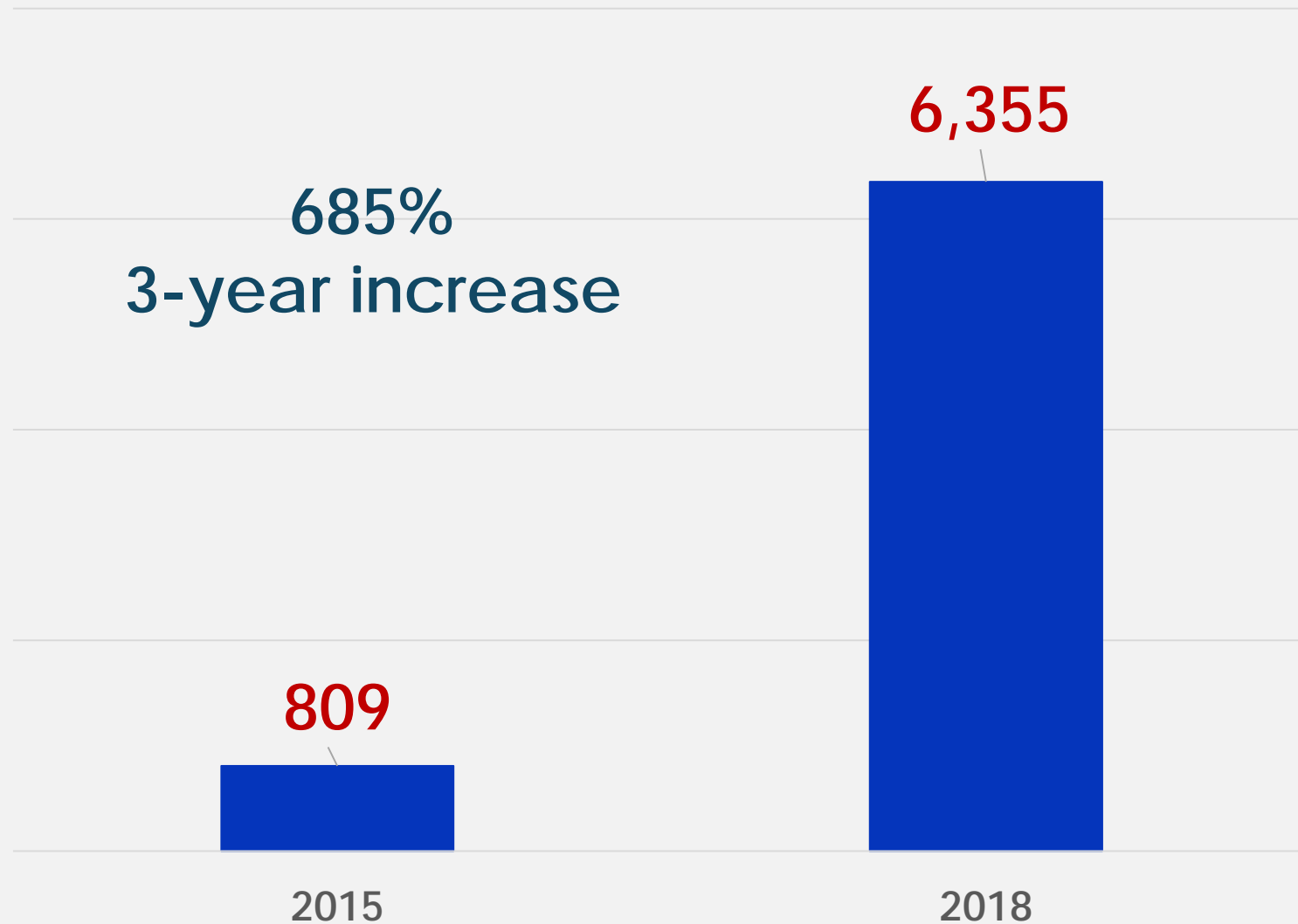
Night Photography: Long Exposure (Pt. 1 of 2)
Ten images during night with long exposures (under 1/15 of a second). Tripod was used to prevent camera...

Photography

 2 



Meetings of Pre-Seniors with Career Counselors





-32%

Drop in Major
Changes After the
Freshman Year

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



		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%

Adaptive Learning in the Social Sciences



Pass Rates in Adaptive Sections Compared to Face to Face

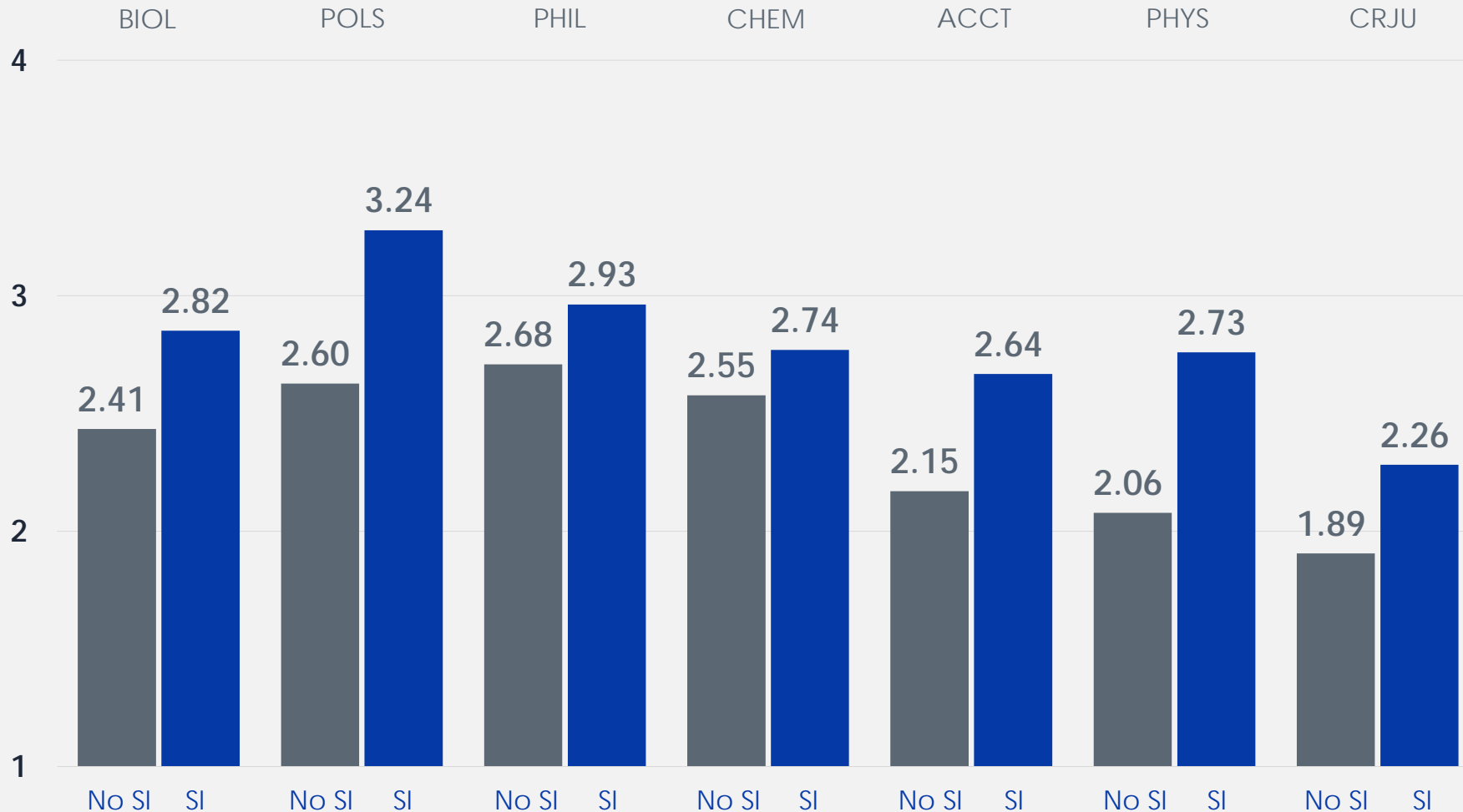
- American Government
 - Fall 2017 (launch) -4.8
 - Spring 2019 +5.5
- Macroeconomics
 - Fall 2017 (launch) -19.6
 - Spring 2019 +1.9



Referrals: Supplemental Instructions and Tutoring



Supplemental Instruction (SI)



Course GPA

No SI: 2.41

SI: **2.91**

One-Year Retention

No SI: 83.5%

SI: **91.2%**

Students: **9,700**

1,000+

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



**AVERAGE
GRANT** **\$900**

Graduated: 86.5%

Grant Recipients
Graduated This Year: 1,321



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



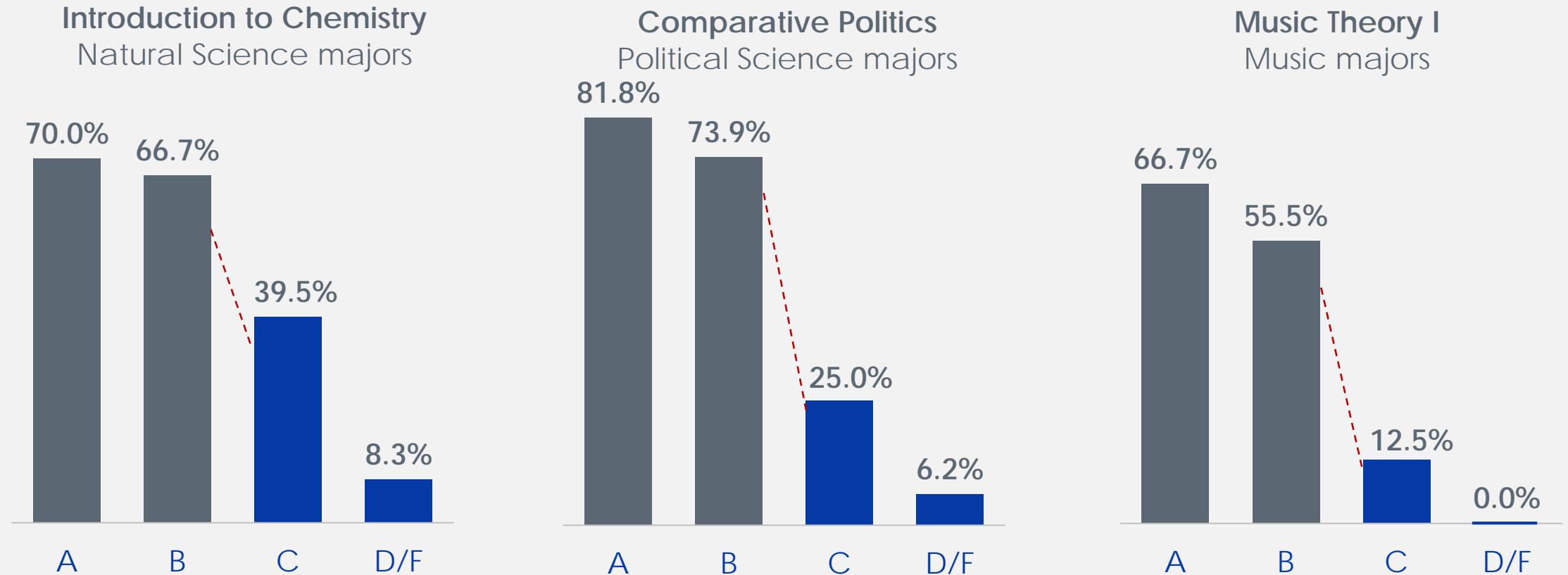
B.S. in Chemistry

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 BetterComplete CHEM 4110 with a C or Better	<ul style="list-style-type: none">Complete CHEM 4010 with a C or BetterComplete 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

Performance in 'Marker' Courses



Graduation Rate in Major by Introductory Course Grade



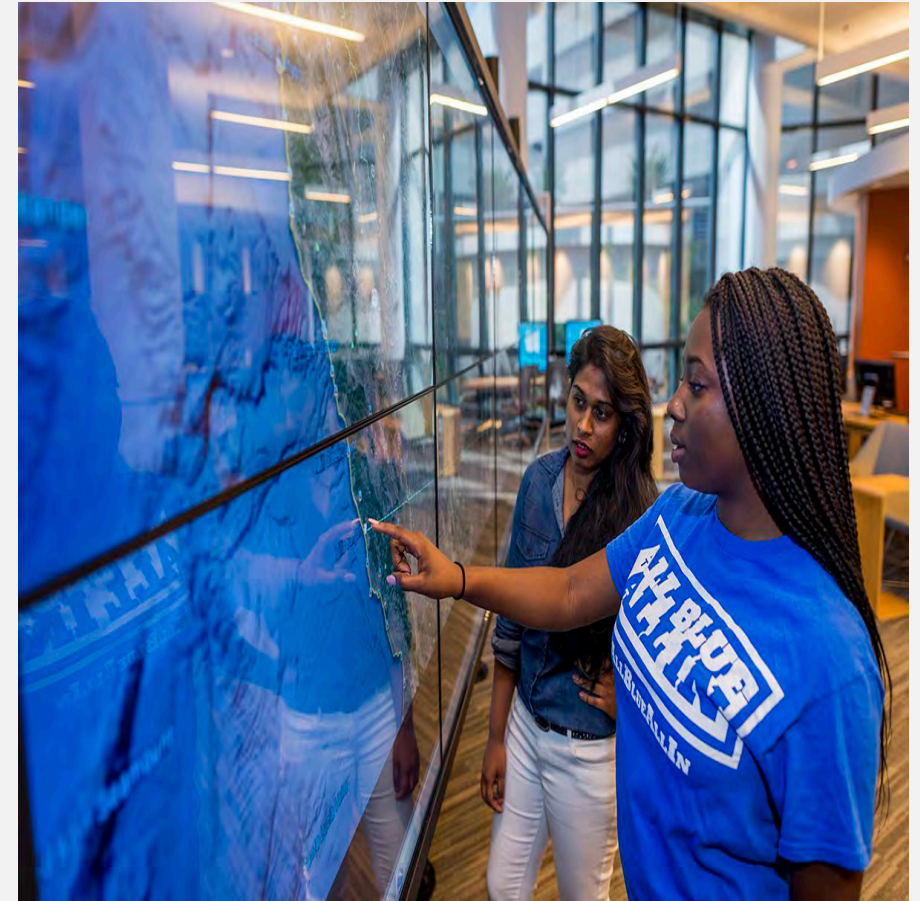
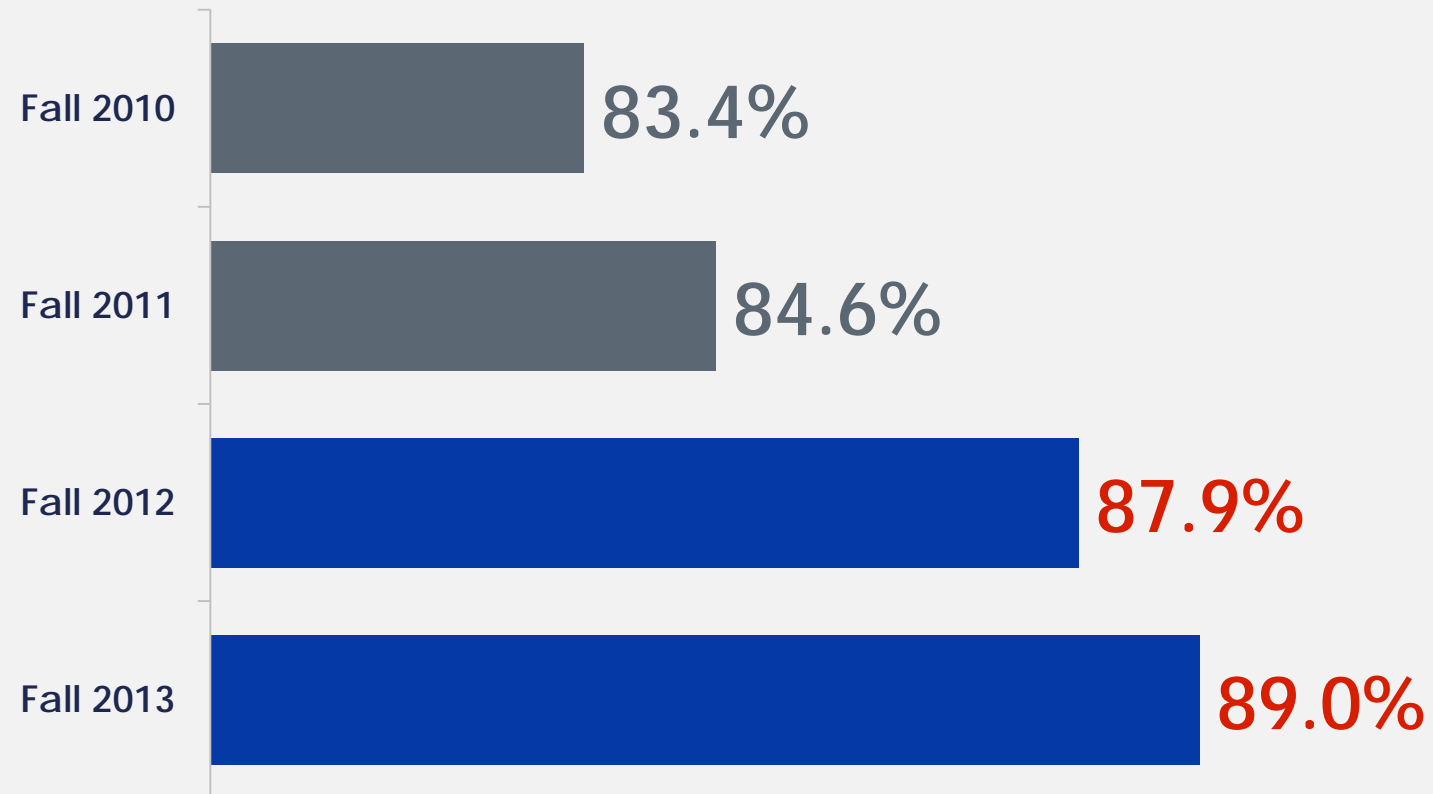


60,128

Results: Increased Retention



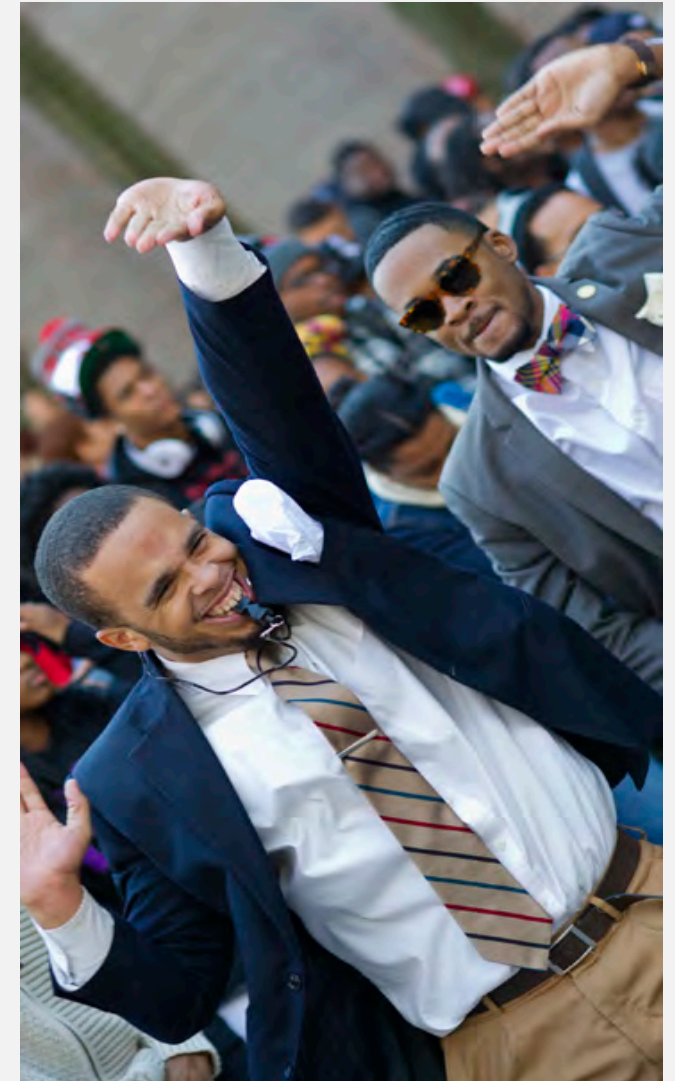
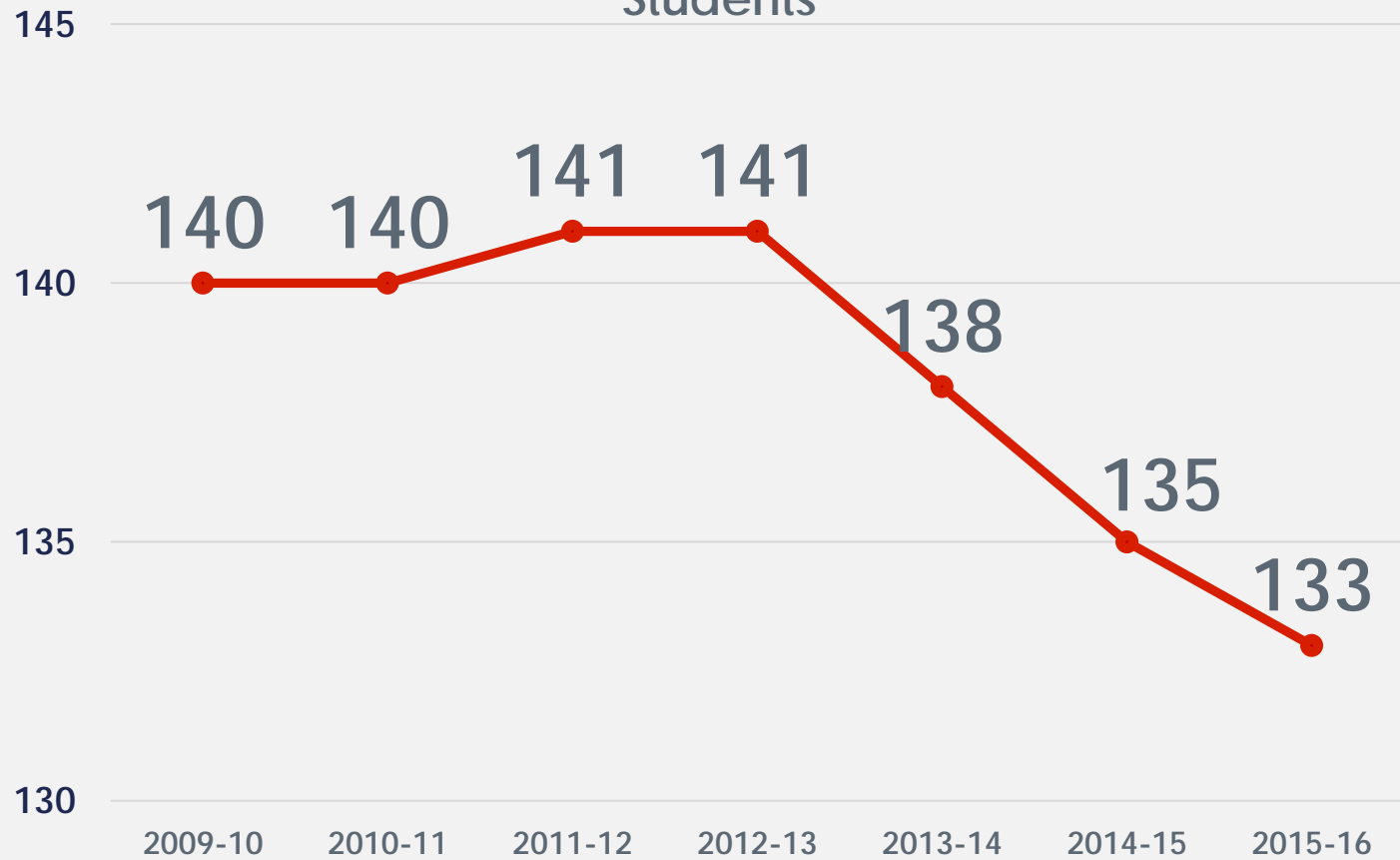
Increased Average First Term Retention
Fall to Spring Retention



Results: Decline in Time to Degree



Credit Hours at Completion: All Bachelors Students





\$18 million

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



STEM Degrees Conferred Since 2011 (with enrollment change)

Black **+167%** (50%)

Black Male **+221%** (54%)

Hispanic **+388%** (118%)

Impacts



JUNIOR

ST. TRACK

Retention Rate of
Summer Success
Academy Students

87%

SENIOR

GRADUATING AND
EMPLOYMENT



Growing Recognition



The Cost of Inaction



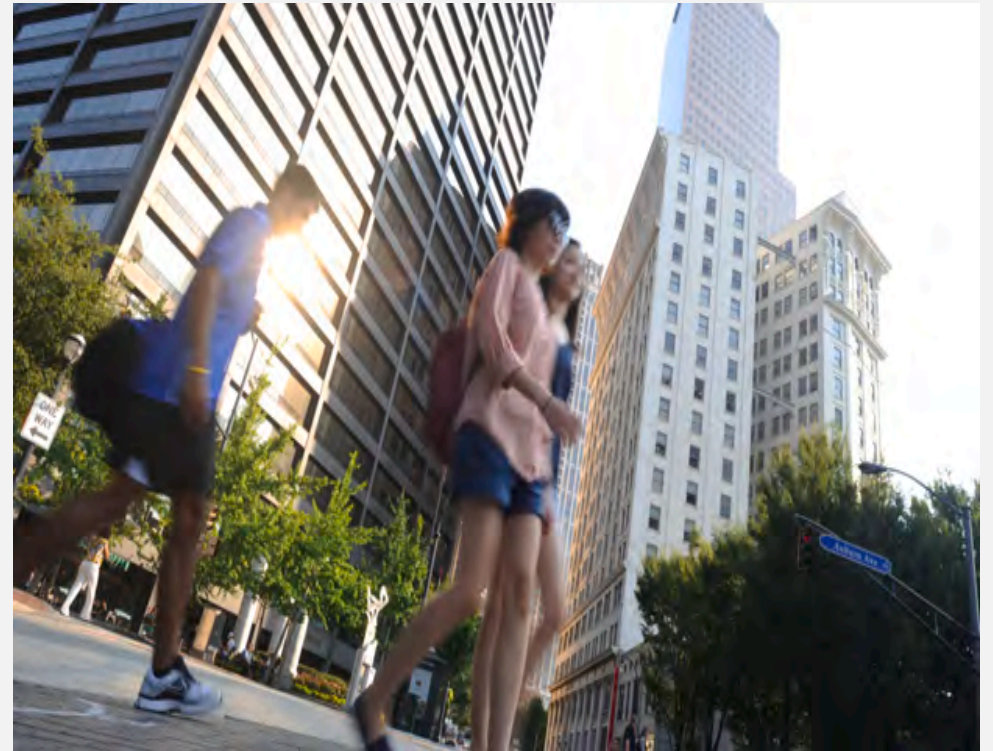
The Calculus of Student Success: ROI

y ↑

1-point increase in retention =
325 students

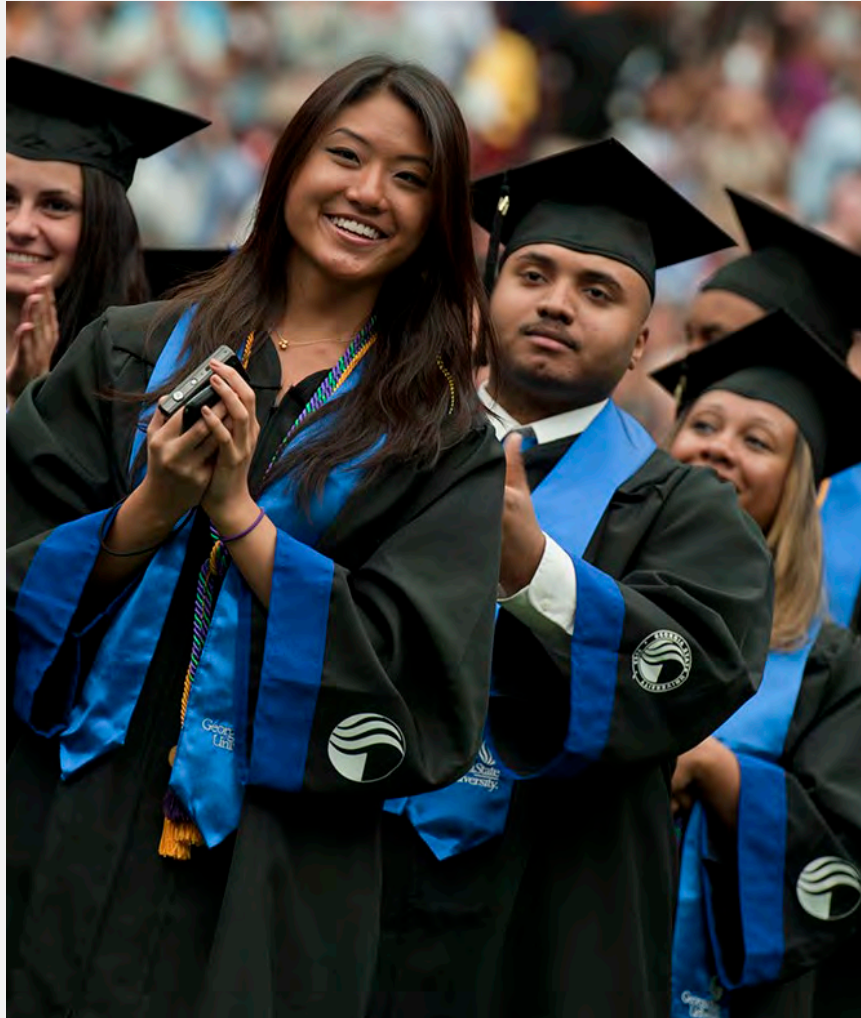
Average student tuition
& fees annually/student = **\$9,800**

ROI for each 1-point increase =
\$3.18 million/year



x

Georgia State Undergraduate Degrees Awarded



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

INCREASE:
3,081 (+73%)

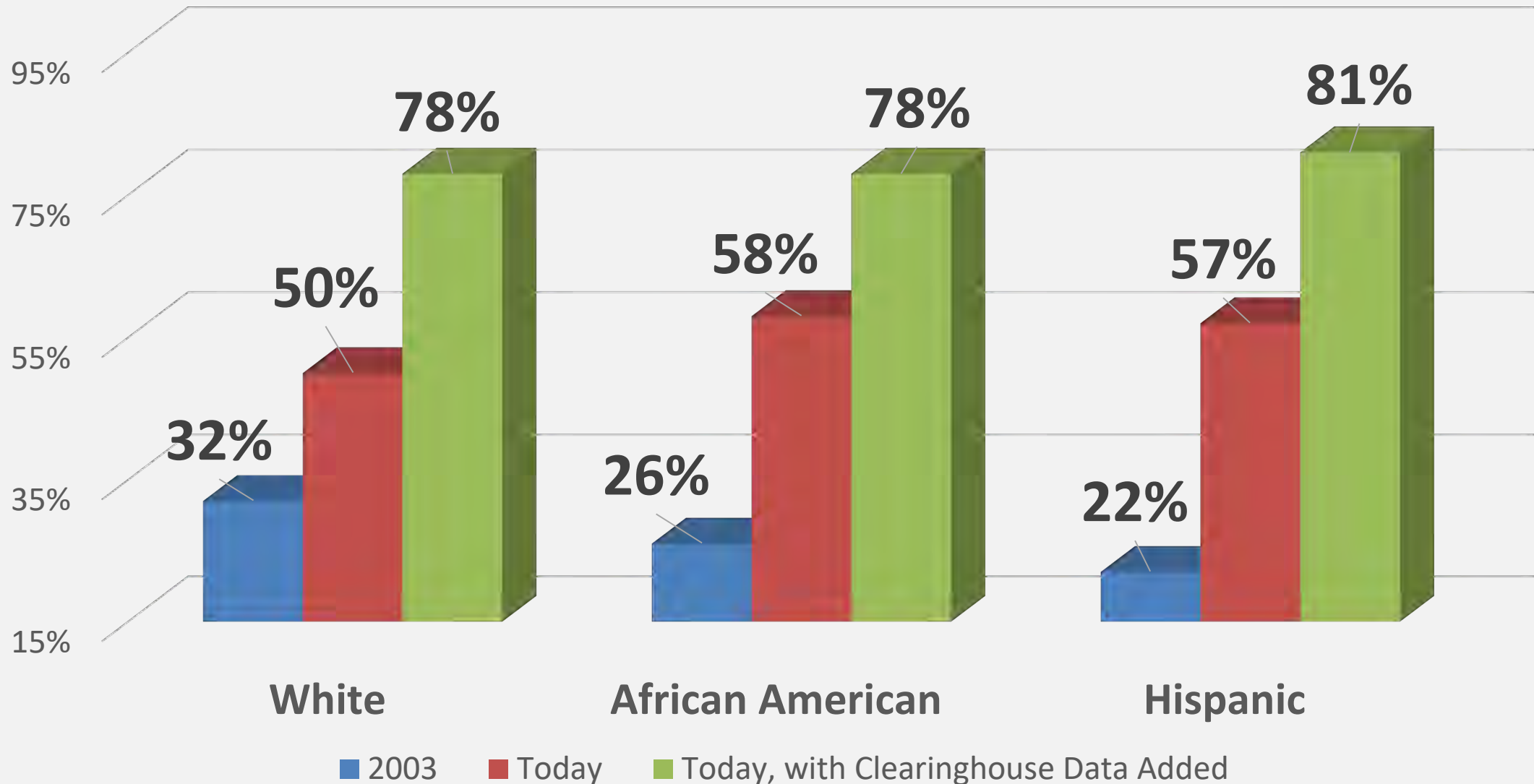
Bachelor's Degrees Awarded by Group



	2009-10	2018 - 19	Change	% Change
African American	1,001	2,241	+1,039	+124%
Pell	1,298	3,711	+1,659	+186%
Hispanic	196	567	+313	+189%



Graduation Rates by Race & Ethnicity



#1 in Degrees Conferred to African Americans



Top 100 Degree Producers: Non-Profit Universities

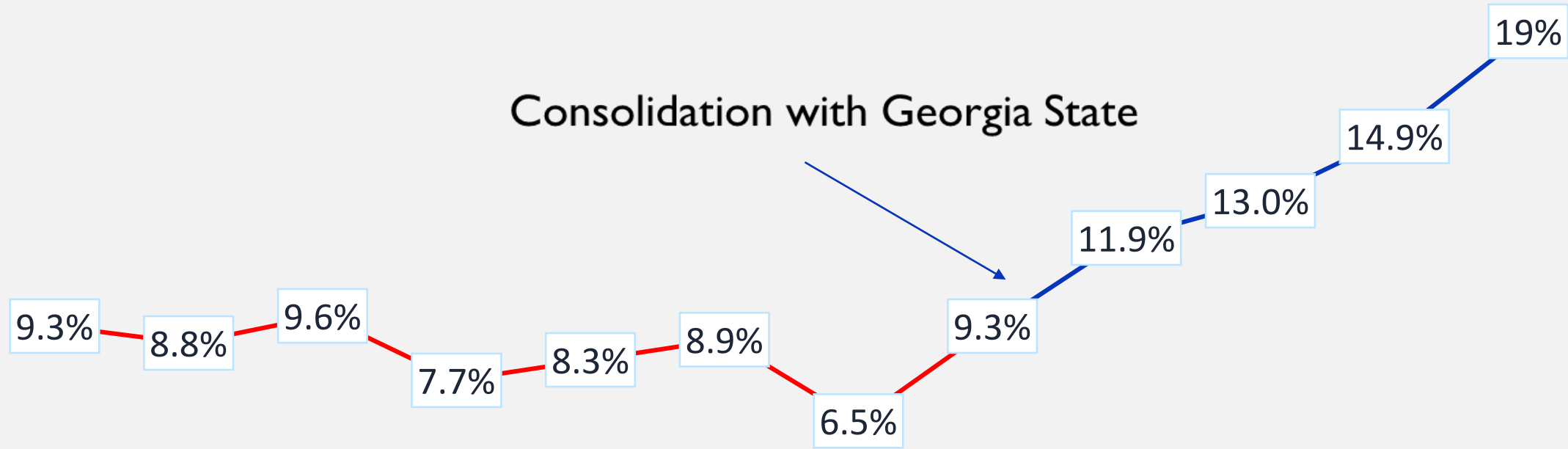
2018 African-American Bachelor's - All Disciplines Combined



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

Source: Diverse Issues in Higher Education, 2018

Perimeter College 3-Year Graduation Rates



2018 Perimeter 3-Yr Grad + Transfer Rate: **58%**

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

State Farm LIFT Program at Perimeter



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

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

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





<http://success.gsu.edu>

twitter: @tim_renick