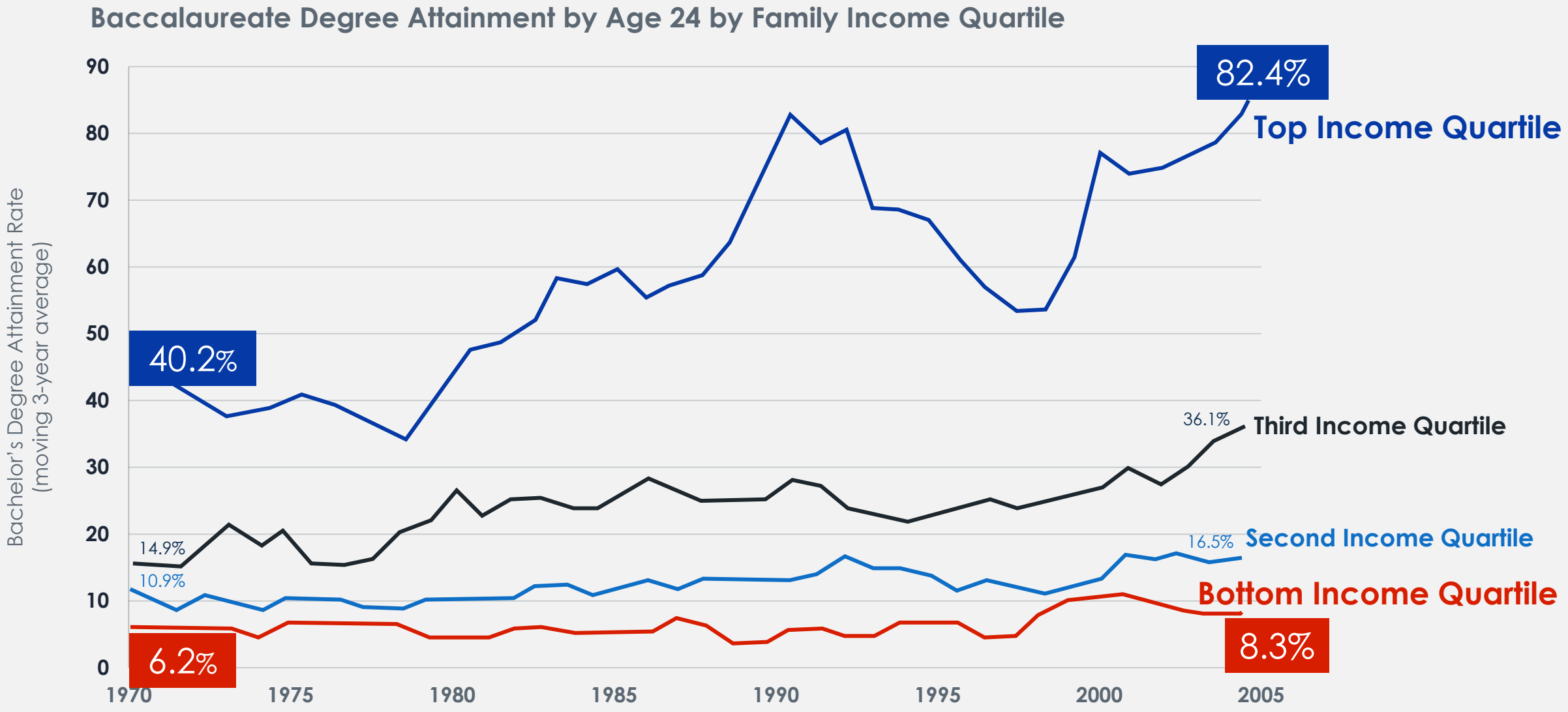
RACRA Fall 2021 Meeting
September 29, 2021

# Driving Student Success with Data

Timothy M. Renick, Ph.D.
Executive Director, National Institute for Student Success
Georgia State University

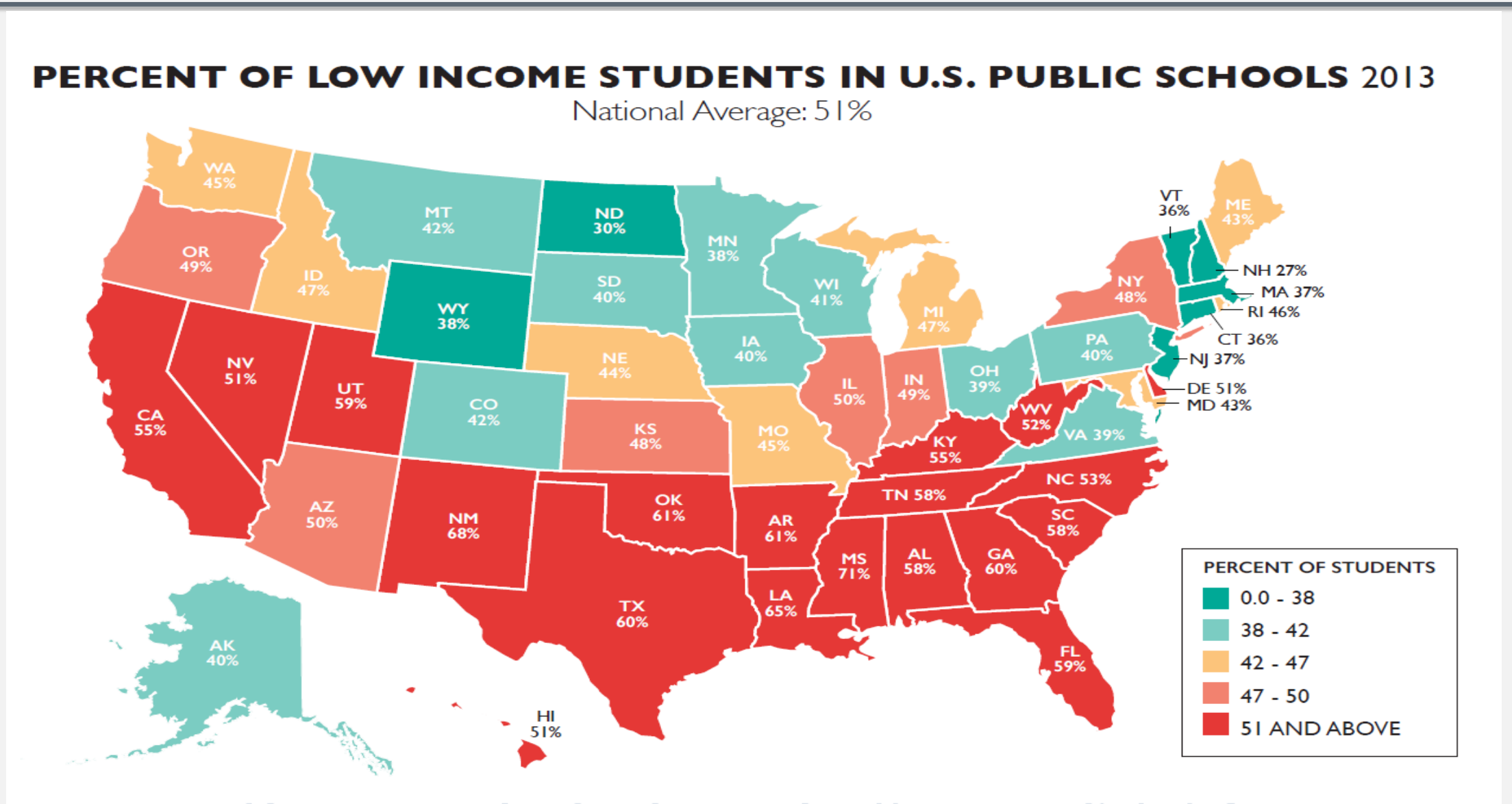
Georgia State University

# The Challenge in Front of Us




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

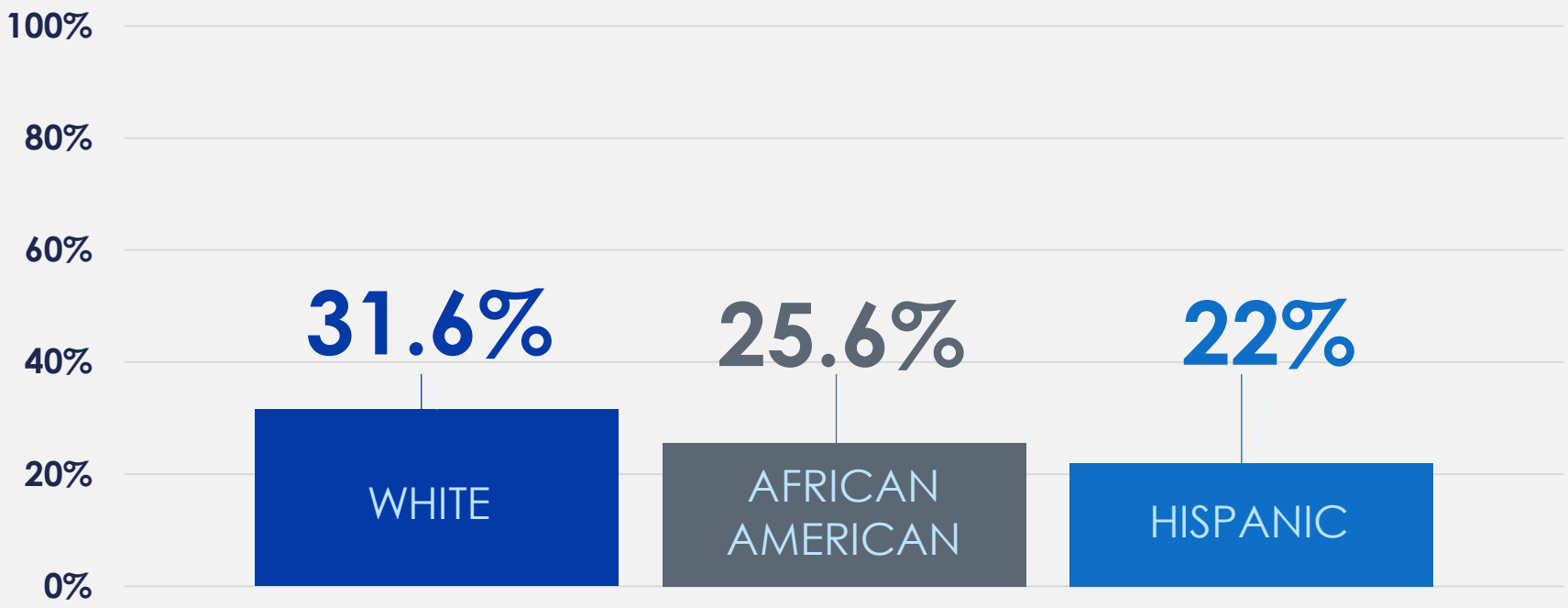
# Changing Demographics



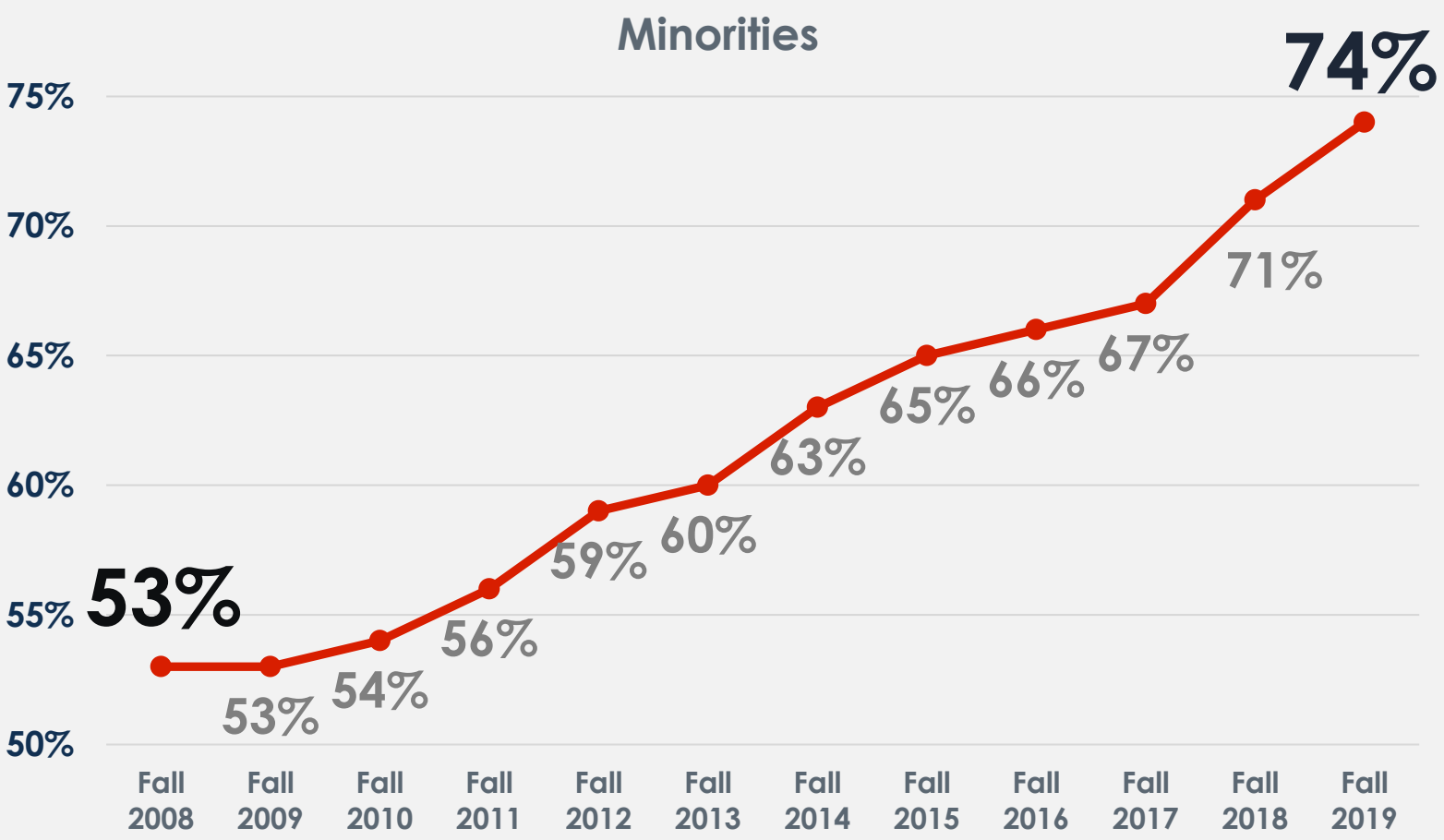
SYSTEM OF GA. CENTER
EVENING AND DAY CLASSES
24

# Graduation Rates by Race & Ethnicity

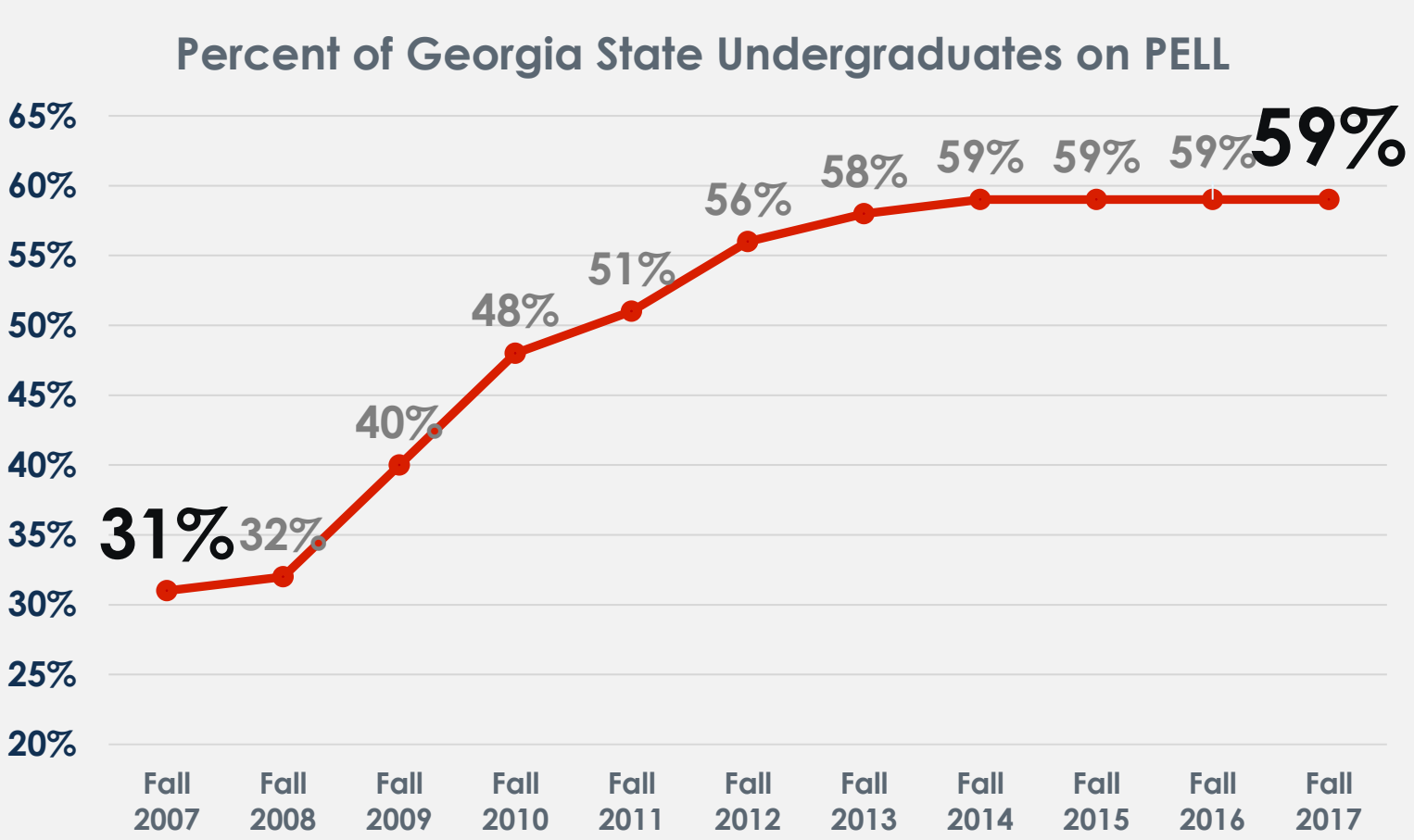
## Where we were: 2003

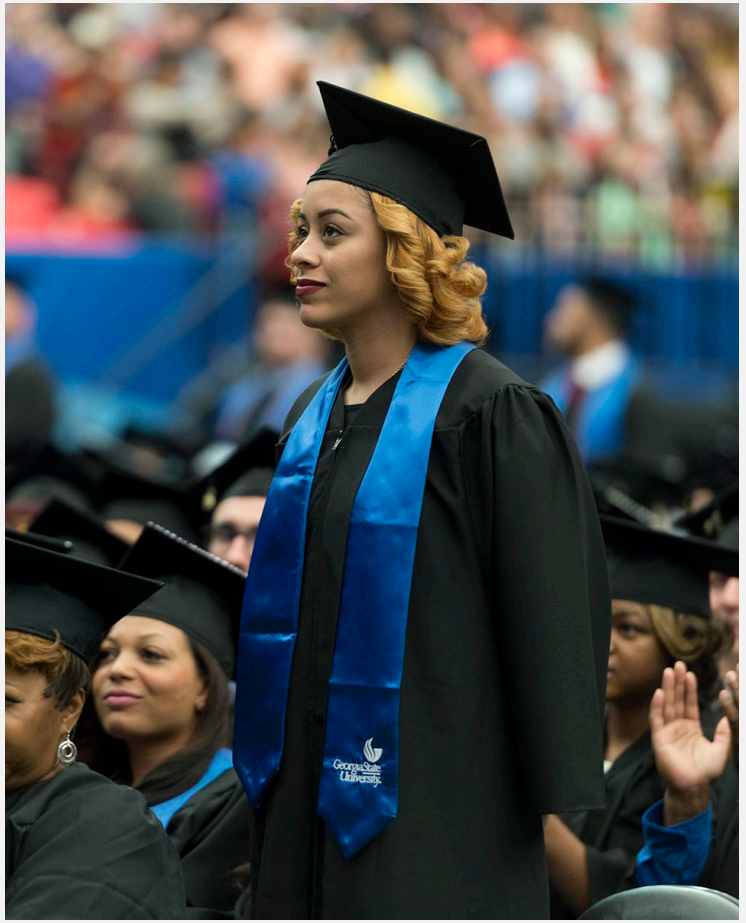


# Changing Demographics: Race & Ethnicity



# Low-Income Students



SAT SCORES
-33 points

Are We the Problem?

# 19%

Percent of Confirmed Freshmen Who Did Not Enroll Summer 2015

# Summer Melt

## Fall 2015

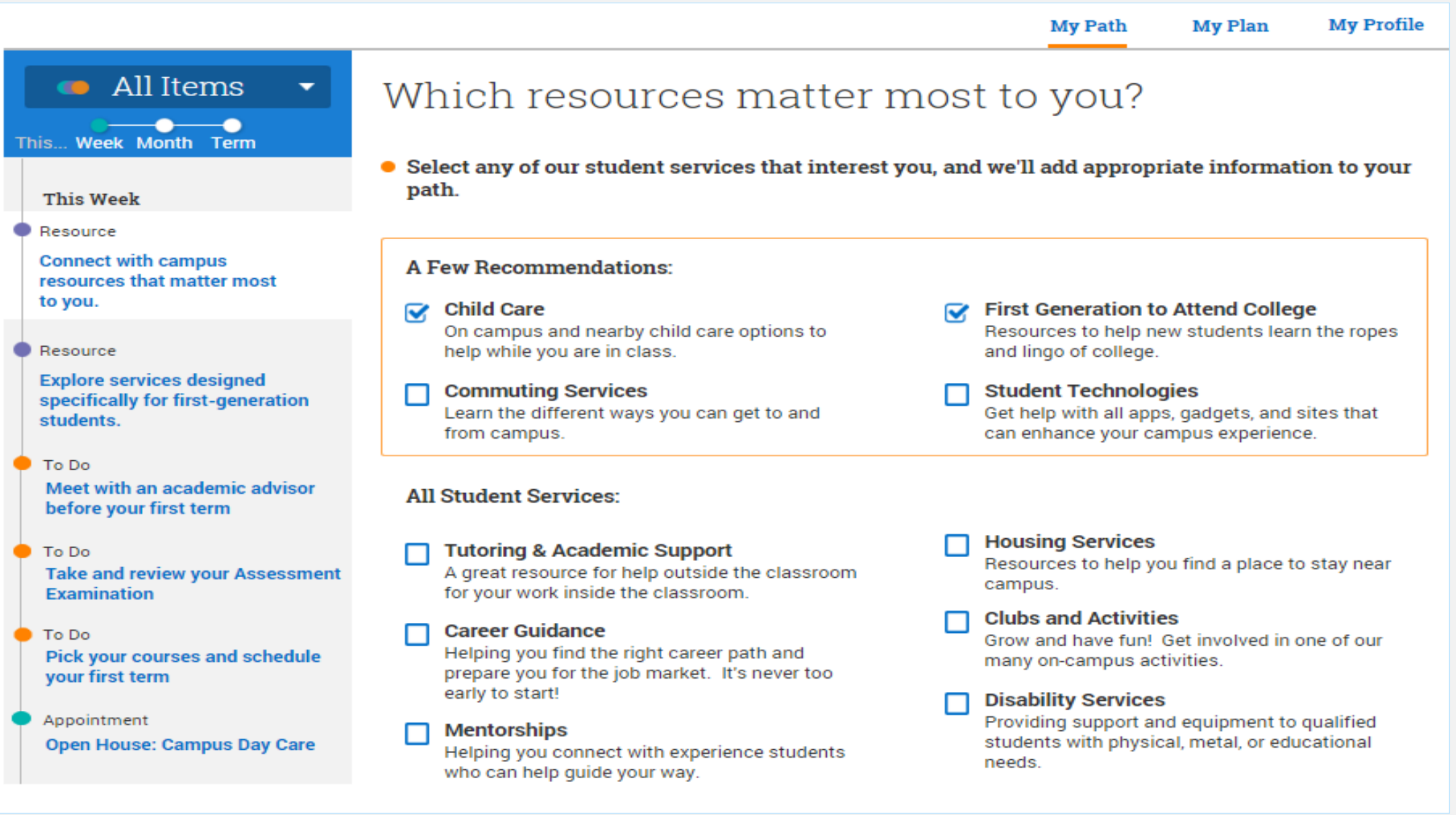
**Confirmed GSU Freshman Who Never Attended Any College: 278**

| | |
|---|---|
| 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

# Portal to Guide Students Through Next Steps



# A.I.-enhanced Chatbot: 24/7 Help

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

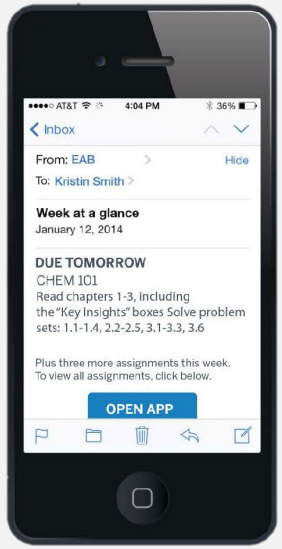
Undo ✔ Approved by AdmitHub AI

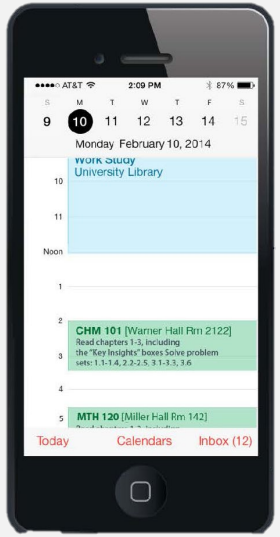
OK and when is it due?
Jan 19 2017 6:39:07 PM

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

✔ Accept ⚠ Reject

AT&T
1:36 PM
66%
Reminder
You have a quiz tomorrow in MATH 120. Schedule time to study.
Close
Schedule
Phone
Safari
Music
Mail


AT&T
4:04 PM
36%
Inbox
From: EAB
Hide
To: Kristin Smith
Week at a glance
January 12, 2014
DUE TOMORROW
CHEM 101
Read chapters 1-3, including the "Key Insights" boxes Solve problem sets: 1.1-1.4, 2.2-2.5, 3.1-3.3, 3.6
Plus three more assignments this week. To view all assignments, click below.
OPEN APP


AT&T
2:09 PM
87%
9
10
11
12
13
14
Monday February 10, 2014
University Library
Noon
CHM 101 [Warner Hall Rm 2122]
Read chapters 1-3, including the "Key Insights" boxes Solve problem sets: 1.1-1.4, 2.2-2.5, 3.1-3.3, 3.6
MTH 120 [Miller Hall Rm 142]
Today
Calendars
Inbox (12)

# 185,000

Drop in Summer Melt:

# -37%

365 More Students Enrolled

# 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%**

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

Pilot in high enrollment courses

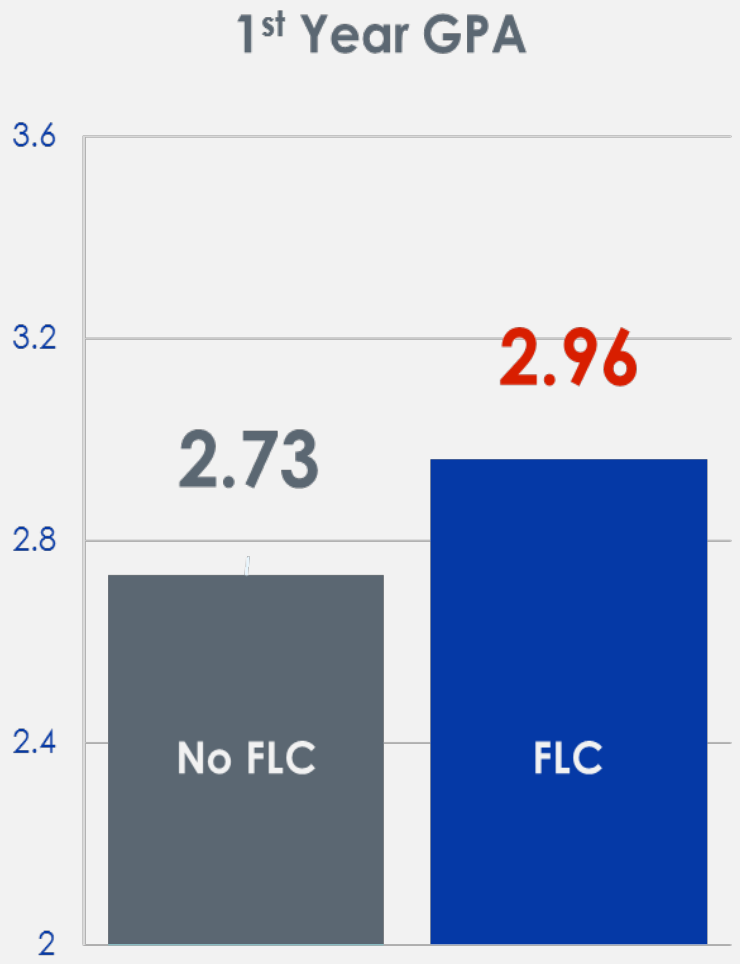
# 2.6

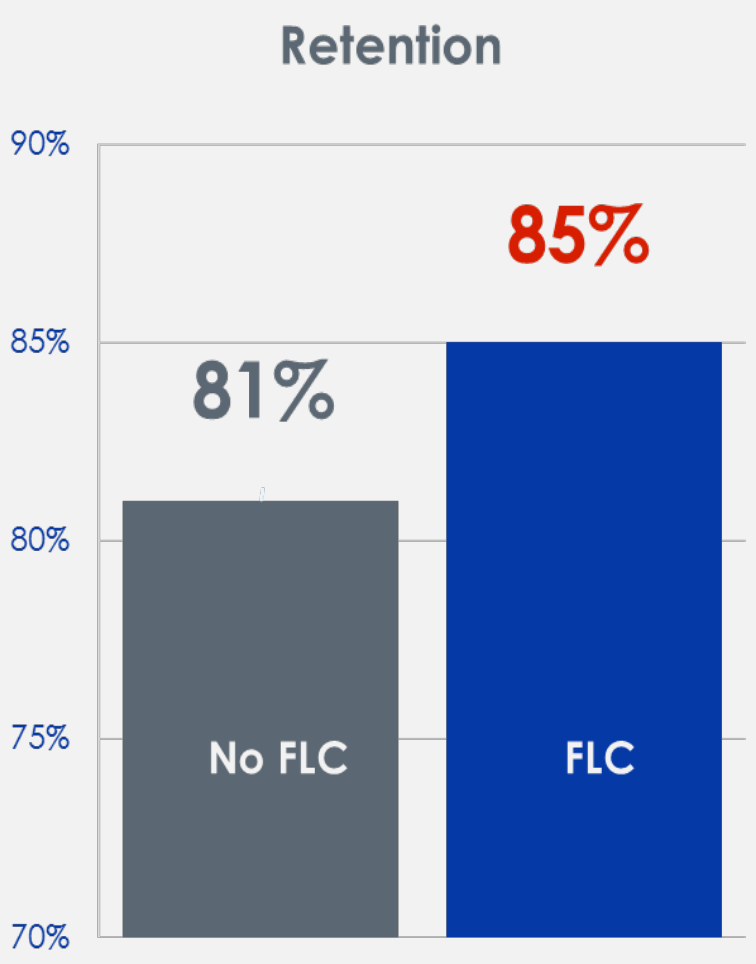
Average Number of Majors Cycled Through By Graduating Seniors in 2010

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)



# Choice Architecture: Meta Majors

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

# Guides with Live Job Data of GSU Alums by Major

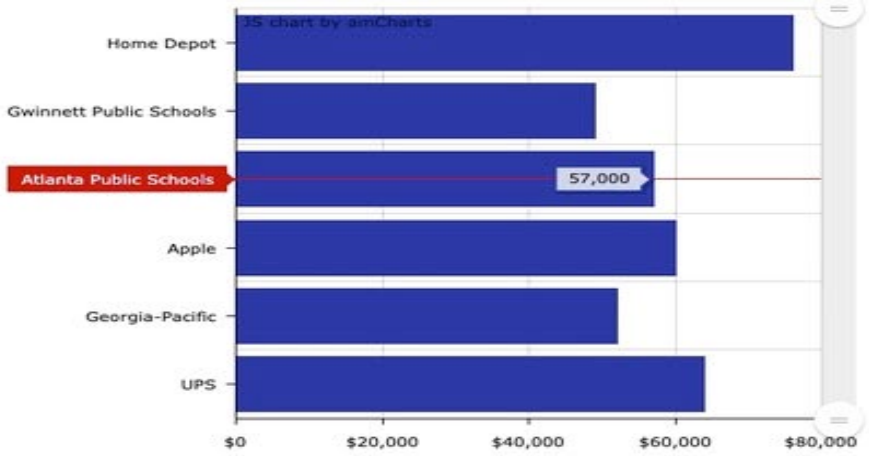
Georgia State Home | STUDENTS | FACULTY & STAFF

About | How This Works | Engagement | CTC In The Majors & Pathways | Faculty Training Tool Kit

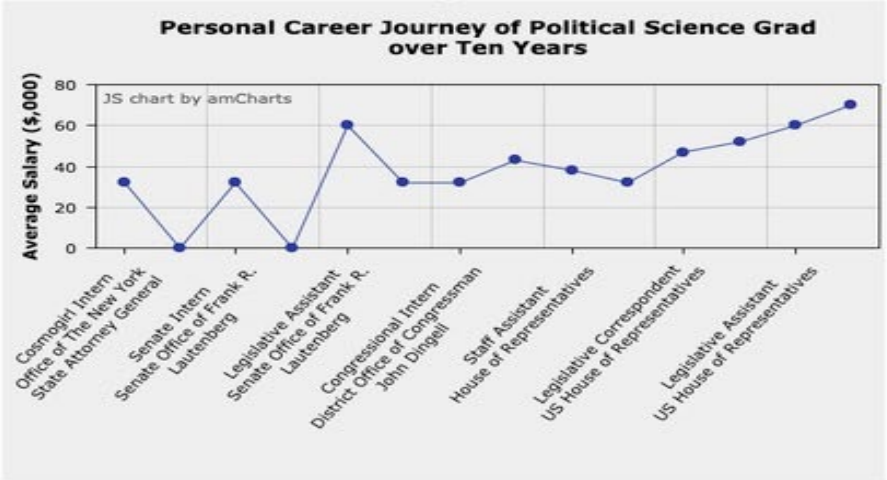
## Your Career Starts Here

WHEN YOU TAKE YOUR FIRST STEPS ON CAMPUS, **YOU ARE CHARTING YOUR CAREER PATH.**

### Top Employers of GSU Political Science Grads: Average Salary




### What does a career path look like for this Major?




Log in to Steppingblocks for more **national** data on Political Science majors.

# 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

# -32%

Drop in Major Changes After the Freshman Year

# 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

**144,000** STUDENT RECORDS

**800+** ANALYTICS-BASED **ALERTS**

**30,000** STUDENTS TRACKED DAILY

# Registration Tracking and Academic Maps

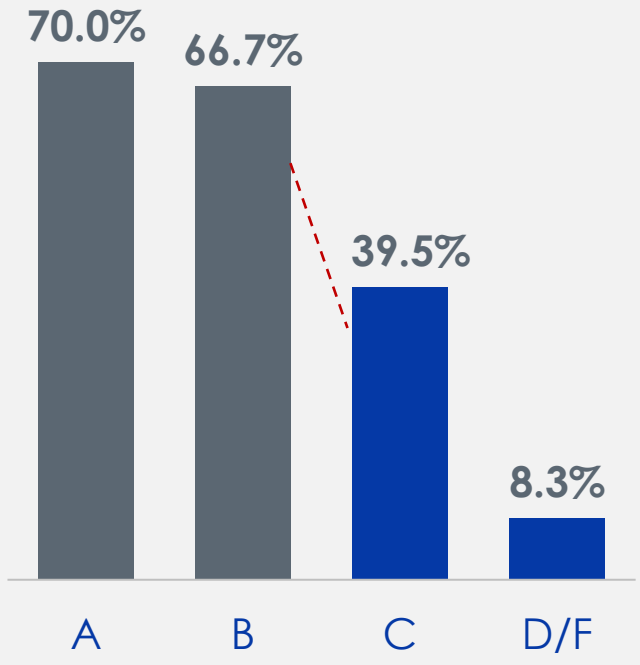
## B.S. in Chemistry

| SEMESTER 1 | SEMESTER 2 |
| --- | --- |
| • Complete 1 of ENGL 1101, ENGL 1102 or ENGL 1103 (C or Better)<br>• Complete MATH 1113 or Higher (B- or Better)<br>• Complete CHEM 1211K (B- or Better) | • Complete ENGL 1102 or 1103 (C or Better)<br>• Complete MATH 2211 or Higher (B- or Better)<br>• Complete CHEM 1212K (B- or Better)<br>• Maintain a cumulative GPA of 2.25 or Better |
| **SEMESTER 3** | **SEMESTER 4** |
| • Complete CHEM 2400 (B- or Better)<br>• Complete MATH 2212 (C or better)<br>• Complete PHY 2211k (C or better) | • Complete CHEM 3410 (C or better)<br>• PHY 2212k ( B- or Better) (C or better)<br>• Maintain a cumulative GPA of 2.25 or Better |
| **SEMESTER 5** | **SEMESTER 6** |
| • Complete CHEM 4000 with a C or Better<br>• Complete CHEM 4110 with a C or Better | • Complete CHEM 4010 with a C or Better<br>• Complete CHEM 4120 with a C or Better |
| **SEMESTER 7** | **SEMESTER 8** |
| • Complete CHEM 4160 with a B- or better | • Complete CHEM 4190 with a C or Better |

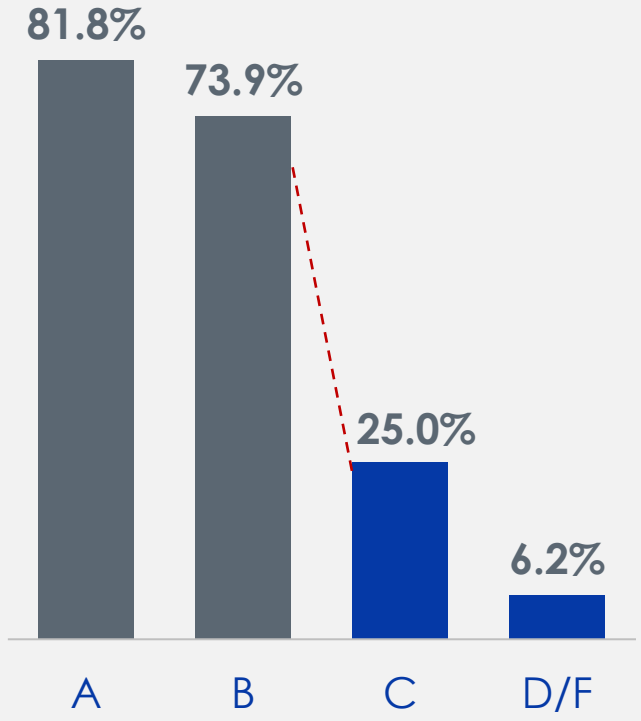
# Performance in ‘Marker’ Courses

## Graduation Rate in Major by Introductory Course Grade

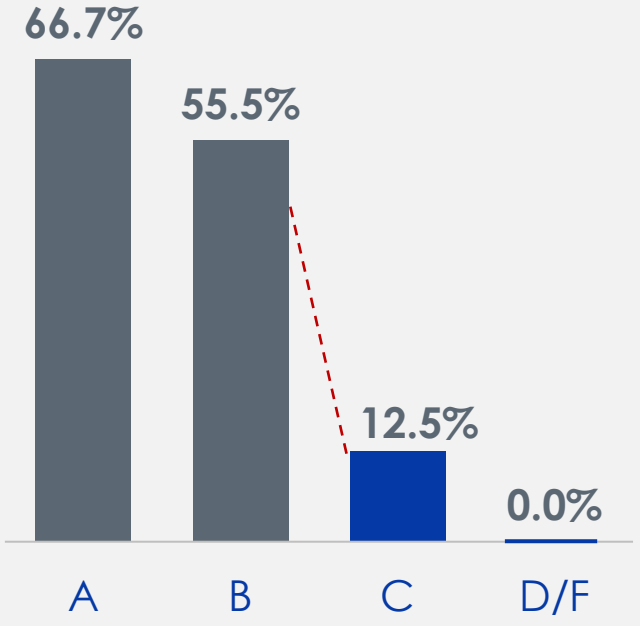
**Introduction to Chemistry**
Natural Science majors



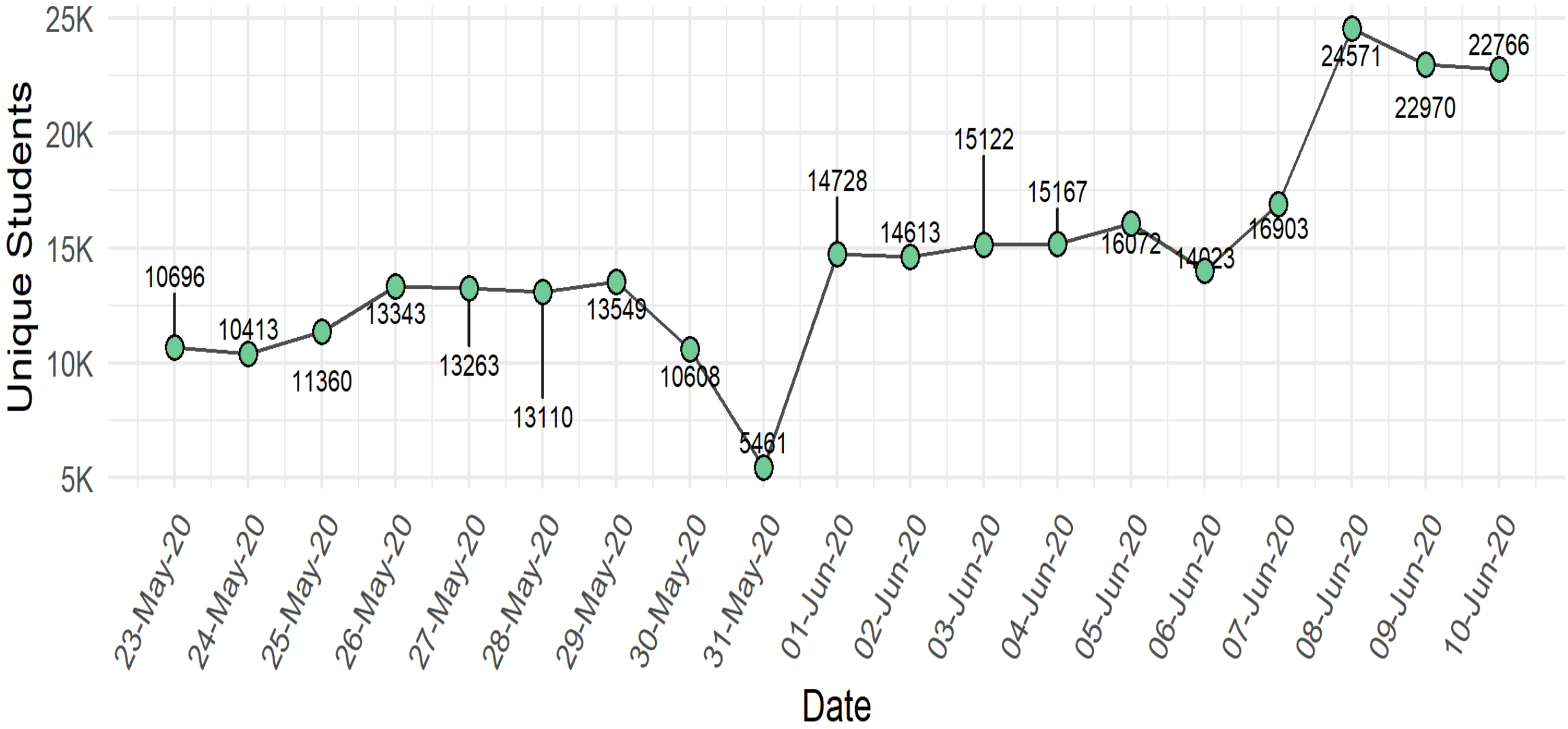

**Comparative Politics**
Political Science majors




**Music Theory I**
Music majors



# Course Engagement

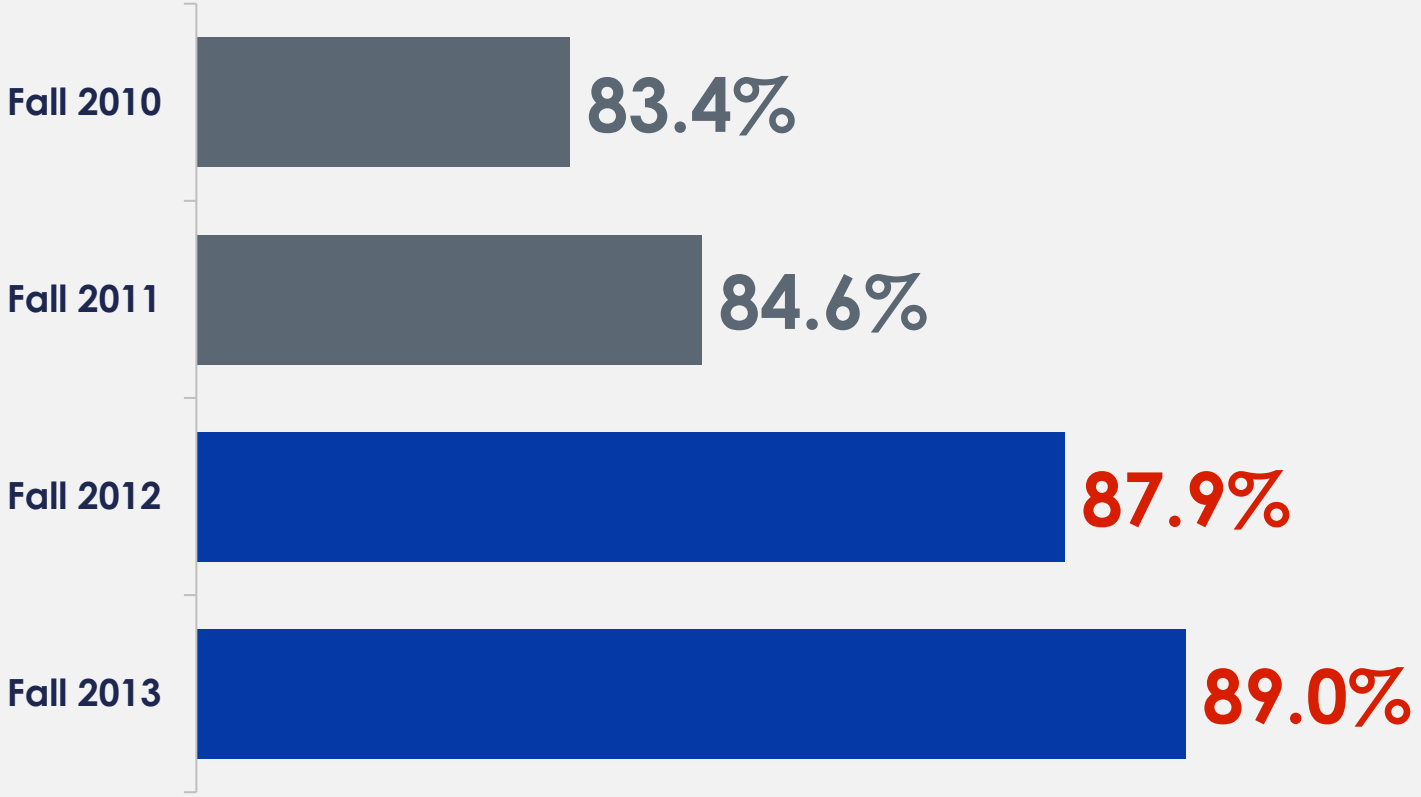


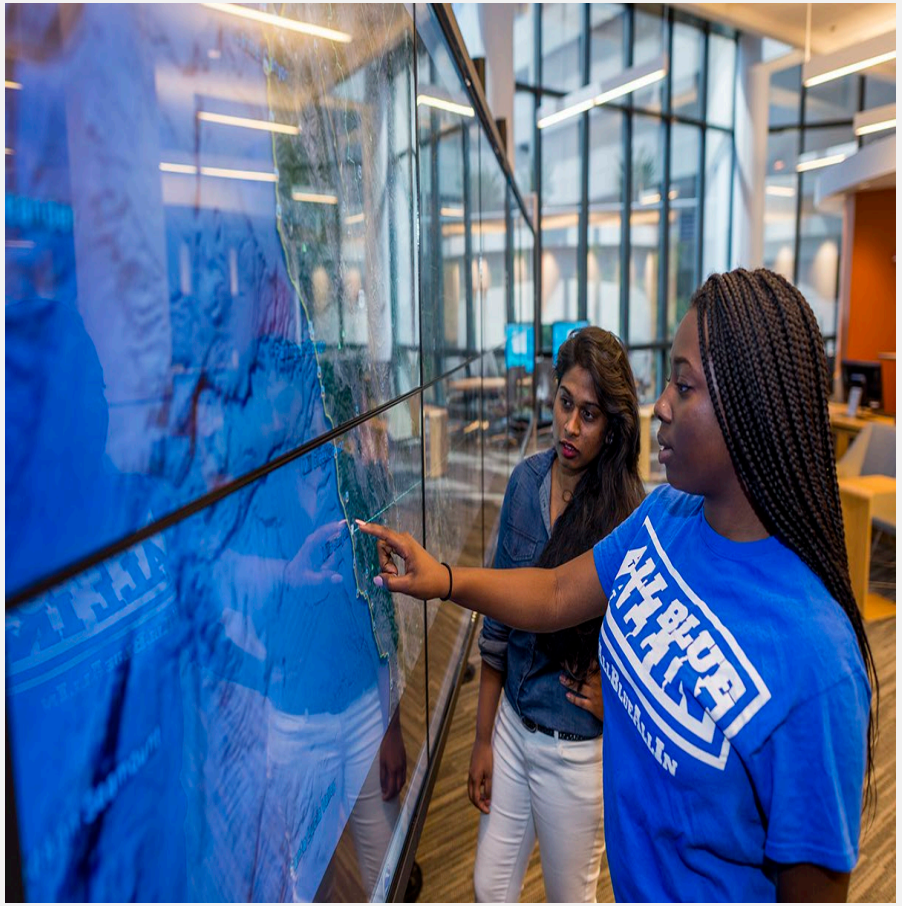
# 106,000

## Advising Meetings Annually

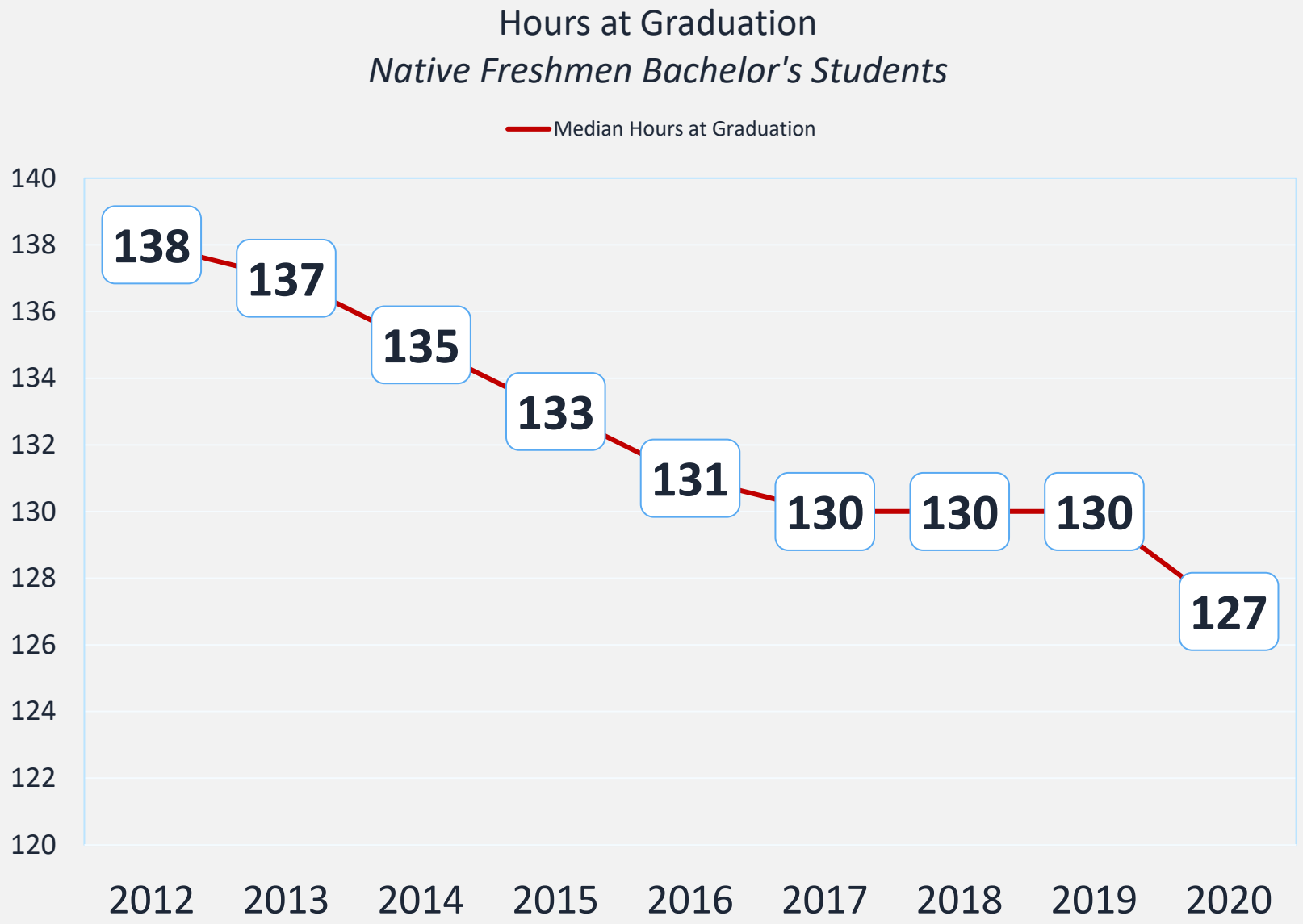
# Results: Increased Retention

## Increased Average First Term Retention
Fall to Spring Retention



# Results: Decline in Time to Degree



# Results: Confounding Expectations

## STEM Degrees Conferred Since 2011 (with enrollment change)

| | |
|---|---|
| Black | **+154%** (50%) |
| Black Male | **+208%** (54%) |
| Hispanic | **+324%** (118%) |

# Impacts

# The Cost of Inaction

## The Calculus of Student Success: ROI

$y$

1-point increase in retention =
**340 students**

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

ROI for each 1-point increase =
**$3.32** million/year

$x$

# Undergraduate Degrees Awarded Annually

| 2010-11: | 2019-20: |
| --- | --- |
| **4,222** | **7,723** |

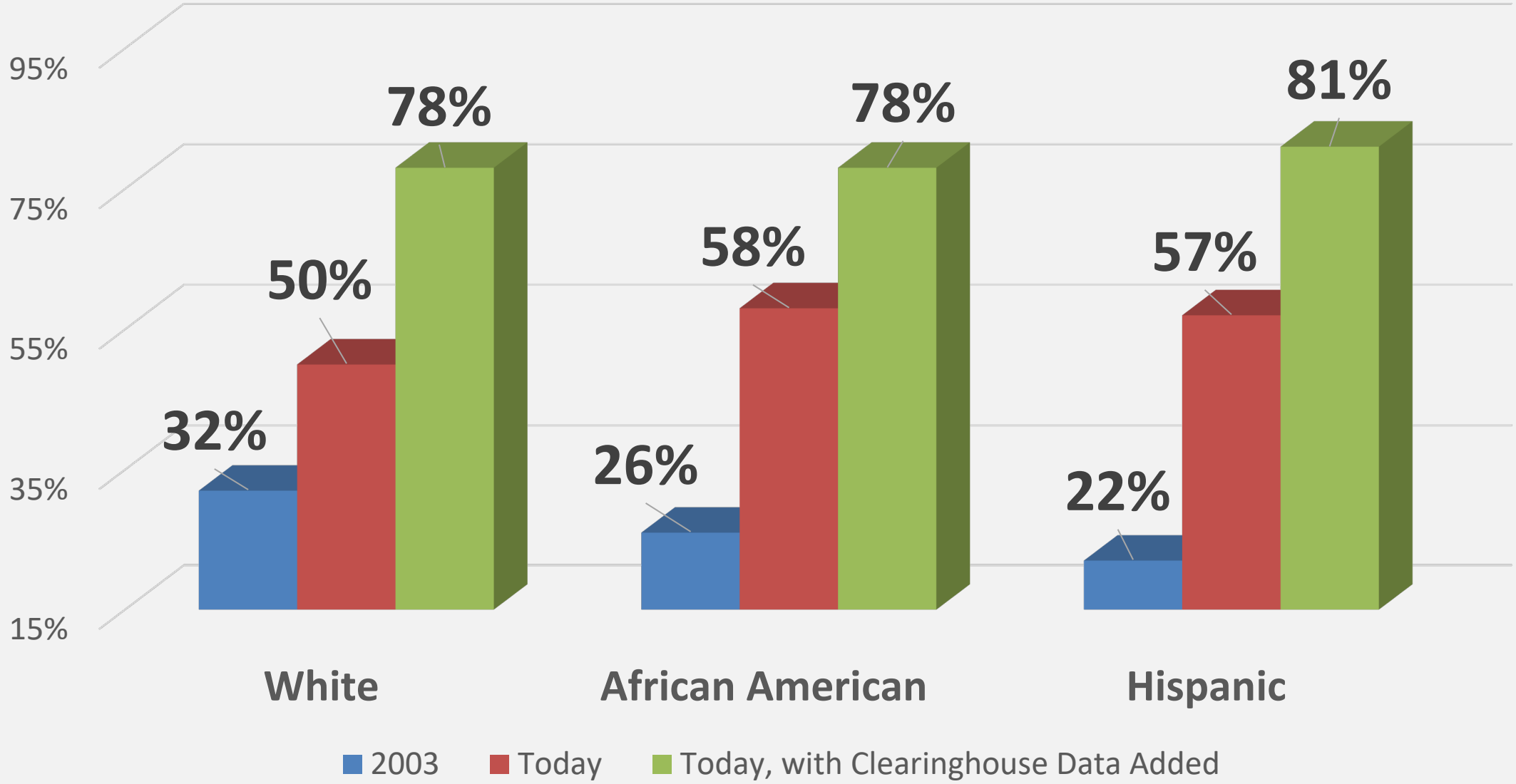
INCREASE:

**3,501(+83%)**

# Bachelor's Degrees Awarded by Group

| | 2009-10 | 2019-2020 | Change | % Change |
|---|---|---|---|---|
| African American | 1,001 | 2,199 | **+1,198** | **+120%** |
| Pell | 1,298 | 3,554 | **+2,256** | **+174%** |
| Hispanic | 196 | 632 | **+436** | **+222%** |

# Graduation Rates by Race & Ethnicity



# #1 in Degrees Conferred to African Americans

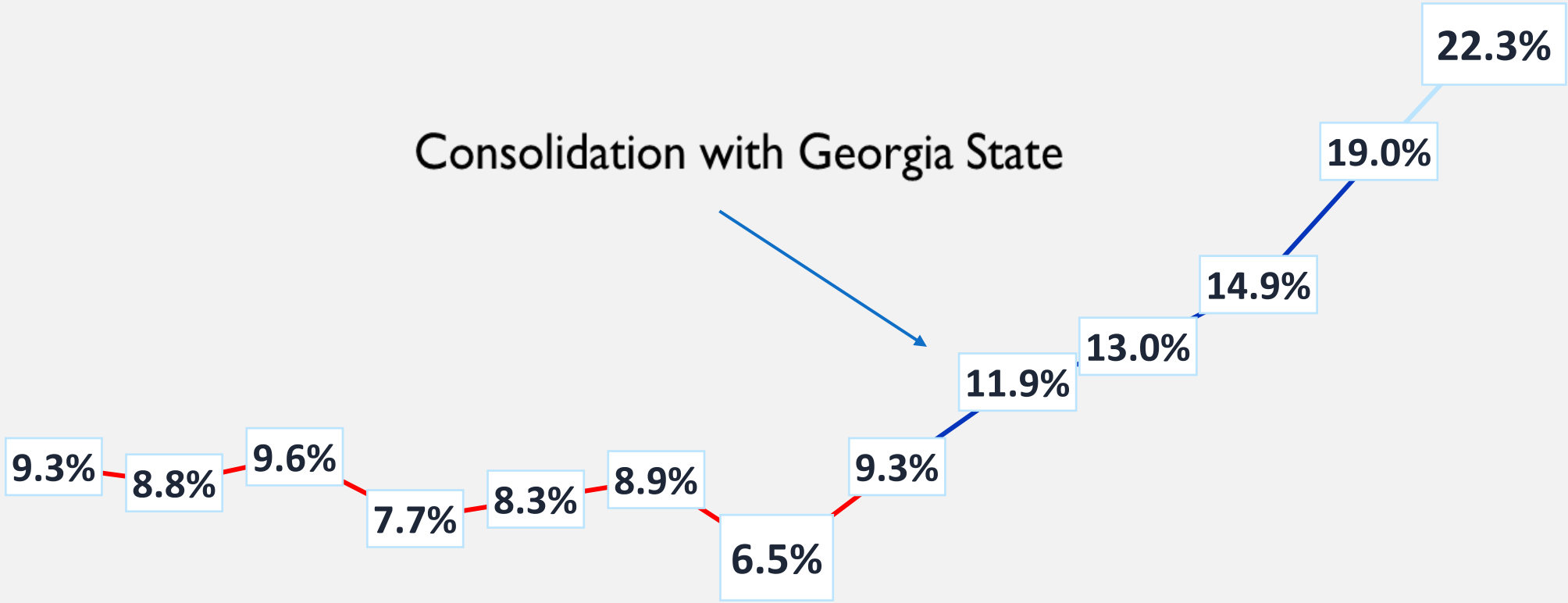
## Top 100 Degree Producers: Non-Profit Universities

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




2019 Completed, Transferred, Still Enrolled: **83%***

**Chronicle of Higher Education*, January 2020

# Perimeter College Graduation Rates: Equity

| | 2015 | 2020 | Change |
|---|---|---|---|
| Overall | 7% | 22% | +15 |
| White | 10% | 22% | +12 |
| African American | 4% | 22% | +18 |
| Hispanic | 6% | 25% | +19 |
| Pell | 5% | 22% | +17 |

* IPEDS 3-Year Graduation Rates for Associate Degree Students

# Three core lessons

## 1 Institutions inadvertently hinder their students' success

- Policies, practices, and systems often **become daunting barriers to student success**

- **Barriers are particularly harmful** for low income, first generation, and underrepresented students

- These barriers are the **foundational drivers of equity gaps**

## 2 Institutions can identify and overcome obstacles by asking three key questions

- What do we do that causes our students to **fail to enroll**, **fail to graduate** or sometimes graduate with too much debt?

- Which policies **create barriers to timely graduation** or lead students to withdraw from their studies?

- What can we do to reduce institutional barriers to student success and **support students at key "moments of truth" in their lives?**

## 3 Action-oriented institutions can create ongoing success

- **All institutions can achieve more equitable** enrollment, retention, and graduation rates

- Success creates a positive resource cycle to **reinvest in student and institutional success**

- Institutions require **baseline readiness capabilities** to successfully execute

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