IMPROVING STUDENT SUCCESS AT GEORGIA STATE UNIVERSITY

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Assistant Director
University Advisement Center

THE CHALLENGE IN FRONT OF US

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

CHANGING DEMOGRAPHICS

Pell

- Fall 2007: 31%
- Fall 2008: 32%
- Fall 2009: 40%
- Fall 2010: 48%
- Fall 2011: 51%
- Fall 2012: 56%
- Fall 2013: 58%

New Freshmen

CHANGING DEMOGRAPHICS

UNDERREPRESENTED MINORITIES

- Fall 2008: 53%
- Fall 2009: 53%
- Fall 2010: 54%
- Fall 2011: 56%
- Fall 2012: 59%
- Fall 2013: 60%
- Fall 2014: 63%

Underrepresented Minorities
THE CHALLENGE IN FRONT OF US

Unmet Financial Need

Cost of Full Year GSU Undergraduate Education: $21,800
(Including in-state tuition, fees, books, room and board)

There were over 14,000 students at GSU with unmet need during Fall 2012

Students with unmet financial need often must take on multiple off-campus jobs, forego buying textbooks, and make other choices that negatively impact their ability to succeed academically.

THE COMMON CHALLENGES

Impact Of Unmet Financial Need On Academic Performance

Percent of Students with a 3.0 GPA or Above by Financial Need

(Fall 2008, Undergraduate Students)
## Major Maps: Chemistry

### Chemistry (B.S.)

<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></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>
STUDENT SUCCESS

Goal Number One - Become a national model for undergraduate education by demonstrating that students from all backgrounds can achieve academic and career success at high rates

PROACTIVE INTERVENTIONS

- Use Data to Identify Problems
- Pilot
- Revise
- Scale
TARGETED PROGRAMS

SUMMER SUCCESS ACADEMY

• 350 Highest At-Risk Freshmen (Previous Retention = 50%)
• 7-credit hours summer session before freshman fall
• Intensive advisement, academic skills & financial literacy training

GPA Summer 2013  3.29
First-Year GPA:
Success Academy  2.95
All other freshmen  2.93
Retention Rate  90%

ACADEMIC ADVISEMENT

• Focused on Progression and Graduation
  • Changed structure to support timely interventions
  • University Advisement Center
  • College Offices of Academic Assistance
  • Transition Advisors
  • Graduation Counselors
• Added new processes
  • FLC registration model
• Added new systems
  • Better Tracking
  • Use of Data
ACADEMIC ADVISEMENT

- 2011:
  - Ratio +2x standard (750:1 - 1200:1)
  - No common record keeping
  - Little systematic tracking
  - Little coordination

- Today:
  - 300:1
  - Every student assigned
  - Extensive tracking
  - Comprehensive metrics
  - Common training

THE ADVISEMENT CHALLENGE: THE MURKY MIDDLE

![Graph showing student performance curve with Obvious Risk Cases, Murky Middle, and The All-Stars categories.](image)
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

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Alerts Based on Historical Data

The Difference Between Satisfying a Requirement and Being on Track

Graduation Rate in Major by Introductory Course Grade

<table>
<thead>
<tr>
<th>Course</th>
<th>Graduation Rate (A)</th>
<th>Graduation Rate (B)</th>
<th>Graduation Rate (C)</th>
<th>Graduation Rate (D/F)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Chemistry</td>
<td>70.0%</td>
<td>66.7%</td>
<td>39.5%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Natural Science majors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comparative Politics</td>
<td>81.8%</td>
<td>73.9%</td>
<td>25.0%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Political Science majors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Music Theory I</td>
<td>66.7%</td>
<td>55.5%</td>
<td>12.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Music majors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MAJOR MATCHING

Predictive Analytics for Courses and Majors

Academic Advisement
PRELIMINARY RESULTS

• University Advisement Center student visits in first 12 months: **33,979**

• Pre-Term Registration Corrections: **2,000+**

• Required Advising for Major Changes: **6,536**
PRELIMINARY RESULTS

Students Making Earlier Major Decisions

Percent of First-Year Students Changing Majors

- AY 2010: 16%
- AY 2011: 17%
- AY 2012: 23%

Major Changes Likely to Lower Risk

- 38% Higher risk after major change
- 62% Lower risk after major change

PRELIMINARY RESULTS: RETENTION

Increased Average First Term Retention

Fall to Spring Retention

- Fall 2013: 89.0%
- Fall 2012: 87.9%
- Fall 2011: 84.6%
- Fall 2010: 83.4%
PRELIMINARY RESULTS: LOWERED RISK

More Students Lowering Risk

<table>
<thead>
<tr>
<th></th>
<th>Students Who Reduced Risk Term-Over-Term</th>
<th>Students Who Increased Risk Term-Over-Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 2011</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>AY 2012</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>AY 2013</td>
<td>71%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Baseline years

Roughly 15% increase in students improving their risk term over term

PRELIMINARY RESULTS

Credit Hours at Completion

- 2009-10: 151
- 2010-11: 150
- 2011-12: 148
- 2012-13: 150
- 2013-14: 140

All Students

- 2009-10: 140
- 2010-11: 140
- 2011-12: 141
- 2012-13: 141
- 2013-14: 138

African American Stem Majors
THE COST OF INACTION

The Calculus of Student Success

1 point increase in Retention = 321 Students

Avg Student Tuition & Fees Annually = $9,800

ROI for each 1-point increase = $3.14 million/year

MAKING A DIFFERENCE

Georgia State Degree Conferrals

<table>
<thead>
<tr>
<th>Year</th>
<th>07-08</th>
<th>08-09</th>
<th>09-10</th>
<th>10-11</th>
<th>11-12</th>
<th>12-13</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,857</td>
<td>6,188</td>
<td>6,419</td>
<td>6,901</td>
<td>7,365</td>
<td>7,590</td>
<td>+30%</td>
</tr>
</tbody>
</table>
MAKING A DIFFERENCE

GRADUATION AND PELL RATES OF URBAN RESEARCH UNIVERSITIES

Georgia State

MAKING A DIFFERENCE

Graduation + Retention + National Student Clearinghouse Data

White

African American

Hispanic

Ten Years Ago

Today

Today, with Clearinghouse Data Added
**Making a Difference**

**Georgia State Scorecard**

- Largest number of degrees conferred in GSU history: 7,590
- Most Latino students graduated in GA.
  Named “One of the Top 100 Hispanic Serving Universities in the U.S.”
- Most Asian American students graduated in Georgia
  Ranked #49 in the nation
- Second highest increase in graduation rates for underrepresented students in the nation – Education Trust

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**Making a Difference**

**Top National Gainers in Hispanic Graduation Rates**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Institution</th>
<th>Undergrad FTE Fall 2009 Enrollment</th>
<th>% Hispanic among Undergrad FTE</th>
<th>Hispanic Six-Year Grad Rate 2004</th>
<th>Hispanic Six-Year Grad Rate 2010</th>
<th>Change in Hispanic Six-Year Grad Rates 2004-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Eastern Connecticut State University (CT)</td>
<td>4,631</td>
<td>5.5%</td>
<td>20.0%</td>
<td>57.8%</td>
<td>37.8%</td>
</tr>
<tr>
<td>2</td>
<td>Georgia State University (GA)</td>
<td>18,758</td>
<td>6.9%</td>
<td>22.0%</td>
<td>59.4%</td>
<td>37.4%</td>
</tr>
<tr>
<td>3</td>
<td>East Stroudsburg University of Pennsylvania (PA)</td>
<td>6,022</td>
<td>5.7%</td>
<td>25.8%</td>
<td>56.1%</td>
<td>30.3%</td>
</tr>
<tr>
<td>4</td>
<td>University of Utah (UT)</td>
<td>17,509</td>
<td>5.5%</td>
<td>30.6%</td>
<td>59.6%</td>
<td>29.0%</td>
</tr>
<tr>
<td>5</td>
<td>Clemson University (SC)</td>
<td>14,696</td>
<td>1.6%</td>
<td>40.6%</td>
<td>69.0%</td>
<td>28.4%</td>
</tr>
<tr>
<td>6</td>
<td>University of North Carolina at Charlotte (NC)</td>
<td>17,469</td>
<td>4.6%</td>
<td>30.2%</td>
<td>55.2%</td>
<td>25.0%</td>
</tr>
<tr>
<td>7</td>
<td>Central Washington University (WA)</td>
<td>9,798</td>
<td>7.7%</td>
<td>38.1%</td>
<td>62.6%</td>
<td>24.5%</td>
</tr>
<tr>
<td>8</td>
<td>University of GA (GA)</td>
<td>25,160</td>
<td>3.0%</td>
<td>64.5%</td>
<td>87.3%</td>
<td>22.8%</td>
</tr>
<tr>
<td>9</td>
<td>Virginia Commonwealth University (VA)</td>
<td>20,285</td>
<td>4.2%</td>
<td>25.9%</td>
<td>48.7%</td>
<td>22.8%</td>
</tr>
<tr>
<td>10</td>
<td>Millersville University of Pennsylvania (PA)</td>
<td>6,911</td>
<td>3.9%</td>
<td>30.0%</td>
<td>52.0%</td>
<td>22.0%</td>
</tr>
</tbody>
</table>

*Source: The Education Trust, September 2012*
## Top 100 Degree Producers

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

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

Source: Diverse Issues in Higher Education

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## MAKING A DIFFERENCE

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## GROWING NATIONAL ATTENTION

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### The New York Times

### National Journal

### The Economist

### Complete College America

### The Atlantic

### The Wall Street Journal
QUESTIONS AND OPEN DISCUSSION

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Byrdine F. Lewis School of Nursing/Health Professions
College of Education

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