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

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>Year</th>
<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>Percent</td>
<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></td>
</tr>
</tbody>
</table>
Low-Income Students

Percent of Georgia State Undergraduates on PELL

Fall 2007: 31%
Fall 2008: 32%
Fall 2009: 40%
Fall 2010: 48%
Fall 2011: 51%
Fall 2012: 56%
Fall 2013: 58%
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
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
- math
- english/writing
- music
- history
- phys. ed
- geography
- 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.

- **Commuting Services**
  Learn the different ways you can get to and from campus.

- **First Generation to Attend College**
  Resources to help new students learn the ropes and lingo of college.

- **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.
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/1Of7Tcg

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/1Of7Tcg

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

Approved by AdmitHub AI
Hey {First Name}, do you plan to park a car on campus? 🚗

Yes: Cool! Would you like me to help you get a parking permit?

No: OK. For future reference, visit bit.ly/parking for parking info. For other modes of transportation (shuttles, the metro, bike shares, Zipcar, etc.) go to bit.ly/transit.

Yes: Visit bit.ly/parking to see parking fees and rates, and to figure out what option will best fit your needs. To register your vehicle and get a permit, please create an account here: bit.ly/parkpermit.
Why A.I.?
Our FAFSA Tutorial
Three-Year Drop in Summer Melt: 37%

+362
Chatbot
RCT for continuing students during the 2018-19 academic year

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: \(+28.5\%\)
Average Number of Majors Cycled Through By Graduating Seniors in 2010

2.6
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.**

<table>
<thead>
<tr>
<th>Program</th>
<th>Courses/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><strong>Selected</strong></td>
<td>$9,176 in state</td>
<td>High rate of transfer to 4-year colleges</td>
<td>$38,500</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></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 / 55 credits</td>
<td>2 years</td>
<td><strong>Selected</strong></td>
<td>$8,850 in state</td>
<td>Most students seek employment post-graduation</td>
<td>$37,819</td>
<td></td>
</tr>
<tr>
<td>Health Studies A.S.</td>
<td>20 classes / 62 credits</td>
<td>2.25 years</td>
<td></td>
<td>$9,427 in state</td>
<td>High rate of transfer to 4-year colleges</td>
<td>$42,774</td>
<td>661 job posts</td>
</tr>
</tbody>
</table>

Find more options
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...

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...

Photography
Drop in Major Changes After the Freshman Year

-32%
Percent of Students Receiving Non-Passing Grades in Introductory Math Courses in 2008

43%
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
<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 GPA</th>
<th>SI GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIOL</td>
<td>2.41</td>
<td>2.91</td>
</tr>
<tr>
<td>POLS</td>
<td>2.82</td>
<td></td>
</tr>
<tr>
<td>PHIL</td>
<td>2.60</td>
<td>2.93</td>
</tr>
<tr>
<td>CHEM</td>
<td>2.68</td>
<td></td>
</tr>
<tr>
<td>ACCT</td>
<td>2.55</td>
<td></td>
</tr>
<tr>
<td>PHYS</td>
<td>2.74</td>
<td></td>
</tr>
<tr>
<td>CRJU</td>
<td>2.74</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.64</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.73</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.89</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.26</td>
<td></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
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></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

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%
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>Credit 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
Confoundling Expectations

STEM Degrees Conferred Since 2011 (with enrollment change)

Black  +167% (50%)  
Black Male  +221% (54%)  
Hispanic  +388% (118%)
Impacts
Growing Recognition

THE WHITE HOUSE
WASHINGTON
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>African American</td>
<td>1,001</td>
<td>2,241</td>
<td>+1,039</td>
<td>+124%</td>
</tr>
<tr>
<td>Pell</td>
<td>1,298</td>
<td>3,711</td>
<td>+1,659</td>
<td>+186%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>196</td>
<td>567</td>
<td>+313</td>
<td>+189%</td>
</tr>
</tbody>
</table>
Graduation Rates by Race & Ethnicity

- White: 32%, 50%, 78%
- African American: 26%, 58%, 78%
- Hispanic: 22%, 57%, 81%

Today, with Clearinghouse Data Added
#1 in Degrees Conferred to African Americans

### Top 100 Degree Producers: Non-Profit Universities

2018 African-American Bachelor’s - All Disciplines Combined

<table>
<thead>
<tr>
<th>Institutions</th>
<th>State</th>
<th>Total</th>
<th>%Grads</th>
<th>%Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Georgia State University</td>
<td>GA</td>
<td>1,930</td>
<td>38%</td>
<td>7%</td>
</tr>
<tr>
<td>2 FAMU</td>
<td>FL</td>
<td>1,477</td>
<td>95%</td>
<td>-7%</td>
</tr>
<tr>
<td>3 University of Central Florida</td>
<td>FL</td>
<td>1,401</td>
<td>24%</td>
<td>-1%</td>
</tr>
<tr>
<td>4 University of Maryland-University College</td>
<td>MD</td>
<td>1,443</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>5 Howard University</td>
<td>D.C.</td>
<td>1,194</td>
<td>78%</td>
<td>0%</td>
</tr>
<tr>
<td>6 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 Florida International University</td>
<td>FL</td>
<td>1,087</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>8 Florida Atlantic University</td>
<td>FL</td>
<td>1,054</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>9 University of Memphis</td>
<td>TN</td>
<td>1,011</td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td>10 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

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

Consolidation with Georgia State

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>9.3%</td>
</tr>
<tr>
<td>2009</td>
<td>8.8%</td>
</tr>
<tr>
<td>2010</td>
<td>9.6%</td>
</tr>
<tr>
<td>2011</td>
<td>7.7%</td>
</tr>
<tr>
<td>2012</td>
<td>8.3%</td>
</tr>
<tr>
<td>2013</td>
<td>9.3%</td>
</tr>
<tr>
<td>2014</td>
<td>6.5%</td>
</tr>
<tr>
<td>2015</td>
<td>8.9%</td>
</tr>
<tr>
<td>2016</td>
<td>11.9%</td>
</tr>
<tr>
<td>2017</td>
<td>13.0%</td>
</tr>
<tr>
<td>2018</td>
<td>14.9%</td>
</tr>
<tr>
<td>2019</td>
<td>19%</td>
</tr>
</tbody>
</table>
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%