The Challenge in Front of Us

Baccalaureate Degree Attainment by Age 24 by Family Income Quartile

• 32,500 Students on the Atlanta campus
• Research University status achieved in 1995
• 50,000+ 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

Underrepresented Minorities

- Fall 2008: 53%
- Fall 2009: 53%
- Fall 2010: 54%
- Fall 2011: 56%
- Fall 2012: 59%
- Fall 2013: 60%
- Fall 2014: 63%
- Fall 2015: 65%
- Fall 2016: 66%
- Fall 2017: 67%
Low-Income Students

Percent of Georgia State Undergraduates on PELL

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</thead>
<tbody>
<tr>
<td></td>
<td>31%</td>
<td>32%</td>
<td>40%</td>
<td>48%</td>
<td>51%</td>
<td>56%</td>
<td>58%</td>
<td>59%</td>
<td>59%</td>
<td>59%</td>
<td>59%</td>
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SAT SCORES

-33 points
$40 million

Are We the Problem?
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 choose this... on your application
Nursing A.S.
Learn More
Selected

Would you consider... Explore these possibilities for you based on your interests and priorities
Medical Office Assistant Certificate
Learn More
Explore
8 classes / 24 credits

Radiologic Technology A.A.S
Learn More
Explore
20 classes / 55 credits

Health Studies A.S.
Learn More
Explore
20 classes / 62 credits

Classes/Credits
20 classes / 60 credits
2 classes / 24 credits
20 classes / 55 credits
20 classes / 62 credits

Time to Complete
2 years
1 year
2 years
2.25 years

Financial Aid
✓
May not be Financial Aid eligible
✓
✓

Total Tuition
$9,176 in state
$3,641 in state
$8,850 in state
$9,427 in state

Outcomes
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

Average Salary
$28,500
$29,129
$37,019
$42,774

51,100 with BA degree

Hiring Demand
120 job posts
137 job posts
455 job posts
601 job posts

Meta Majors

MAJOR CHANGES IN 2013
2,718

MAJOR CHANGES IN 2015
1,853

2-YEAR CHANGE
-32%
The Advisement Challenge: The Murky Middle

Student Performance Curve
(Illustrative)

Obvious Risk Cases
Mostly Ds and Fs
High Attrition Risk

Murky Middle
Mixture of Bs and Cs
Outcome Still Uncertain

The “All-Stars”
Straight As and Bs
Probable Graduates

Nearly impossible to pick out who might be at risk from a cursory transcript review

Advisement: GPS Advising

Predictive Analytics Project with EAB

10 YEARS OF DATA 2.5 MILLION GRADES 800+

144,000 STUDENT RECORDS ANALYTICS-BASED ALERTS

30,000 STUDENTS TRACKED DAILY
### Academic Program Maps: B.S. in Chemistry

#### SEMESTER 1
- 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)

#### SEMESTER 2
- Complete ENGL 1102 or 1103 (C or Better)
- Complete MATH 1102 or 1103 (C or Better)
- Complete MATH 1113 or Higher (B- or Better)
- Complete CHEM 1212K (B- or Better)
- Maintain a cumulative GPA of 2.25 or Better

#### SEMESTER 3
- Complete CHEM 2400 (B- or Better)
- Complete MATH 2212 (C or better)
- Complete PHY 2211k (C or better)

#### SEMESTER 4
- 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
- Complete CHEM 4000 with a C or Better
- Complete CHEM 4110 with a C or Better

#### SEMESTER 6
- Complete CHEM 4010 with a C or Better
- Complete CHEM 4120 with a C or Better

#### SEMESTER 7
- Complete CHEM 4160 with a B- or better

#### SEMESTER 8
- Complete CHEM 4190 with a C or Better

### Alerts Based on Historical RPG Data

#### 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%
Proactive Interventions

• Registration holds
• Drops & Withdrawals
• Major Changes
• Faculty alerts
• Underperformance in Gateway courses

52,150
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%

Rapidly Improving Progression Rates

Freshmen with 30-hours of Passing Credit After 12 Months

- 2012-13: 47%
- 2013-14: 53%
- 2014-15: 56%
- 2015-16: 63%
Results: Decline in Time to Degree

Credit Hours at Completion: All Bachelors Students


Savings to the Class of 2016 in tuition and fees when compared to the Class of 2013
Confounding Expectations

STEM Degrees Conferred Since 2011 (enrollment change)

- Black: +69% (12%)
- Black Male: +111% (15%)
- Hispanic: +226% (22%)

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

The Cost of Inaction
Next-Level Collaboration

**MAAPS:** Measuring Advising Analytics to Promote Success

$9 Million “First in the World” Grant

All 11 Universities of the **University Innovation Alliance**

10,000+ Low Income and First Generation Students Tracked

**Uniformly Tracked Advising Interventions**
Why This Work Matters

Georgia State Undergraduate Degrees Awarded

<table>
<thead>
<tr>
<th>2010-11: 4,222</th>
<th>2016-17: 7,047</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCREASE: +2,825 (+67%)</td>
<td></td>
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Bachelor's Degrees Awarded Annually

<table>
<thead>
<tr>
<th></th>
<th>2009-10</th>
<th>2016-17</th>
<th>6-Year Change</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>African American</td>
<td>1,001</td>
<td>2,040</td>
<td>+1,039</td>
<td>+103%</td>
</tr>
<tr>
<td>Pell</td>
<td>1,298</td>
<td>2,957</td>
<td>+1,659</td>
<td>+128%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>196</td>
<td>509</td>
<td>+313</td>
<td>+160%</td>
</tr>
</tbody>
</table>

Graduation Rates by Race & Ethnicity

- **White**
  - 2003: 31.6%
  - Today: 50.4%
  - Today, with Clearinghouse Data Added: 76.4%

- **African American**
  - 2003: 25.6%
  - Today: 58.4%
  - Today, with Clearinghouse Data Added: 77.5%

- **Hispanic**
  - 2003: 22.0%
  - Today: 57.6%
  - Today, with Clearinghouse Data Added: 76.7%
#1 in Degrees Conferred to African Americans

Top 100 Degree Producers: Non-Profit Universities
2016 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>
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<tbody>
<tr>
<td>1. Georgia State University</td>
<td>GA</td>
<td>1805</td>
<td>38%</td>
<td>8%</td>
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<tr>
<td>2. FAMU</td>
<td>FL</td>
<td>1584</td>
<td>95%</td>
<td>6%</td>
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<tr>
<td>3. University of Maryland-University College</td>
<td>MD</td>
<td>1409</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>4. University of Central Florida</td>
<td>FL</td>
<td>1316</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>5. North Carolina A &amp; T State University</td>
<td>NC</td>
<td>1196</td>
<td>80%</td>
<td>7%</td>
</tr>
<tr>
<td>6. Howard University</td>
<td>D.C.</td>
<td>1160</td>
<td>90%</td>
<td>-6%</td>
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<tr>
<td>7. Florida Atlantic University</td>
<td>FL</td>
<td>1087</td>
<td>19%</td>
<td>7%</td>
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<tr>
<td>8. Florida International University</td>
<td>FL</td>
<td>1020</td>
<td>11%</td>
<td>11%</td>
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<tr>
<td>9. University of Memphis</td>
<td>TN</td>
<td>1011</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>
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</table>

Source: Diverse Issues in Higher Education