

A photograph of a graduation ceremony in a large arena. Graduates in black gowns with blue stoles and caps are visible, some with their arms raised in celebration. Blue and white streamers are falling from above. The scene is festive and celebratory.

IMS Global Learning Analytics Summit  
Redmond, WA November 13, 2019

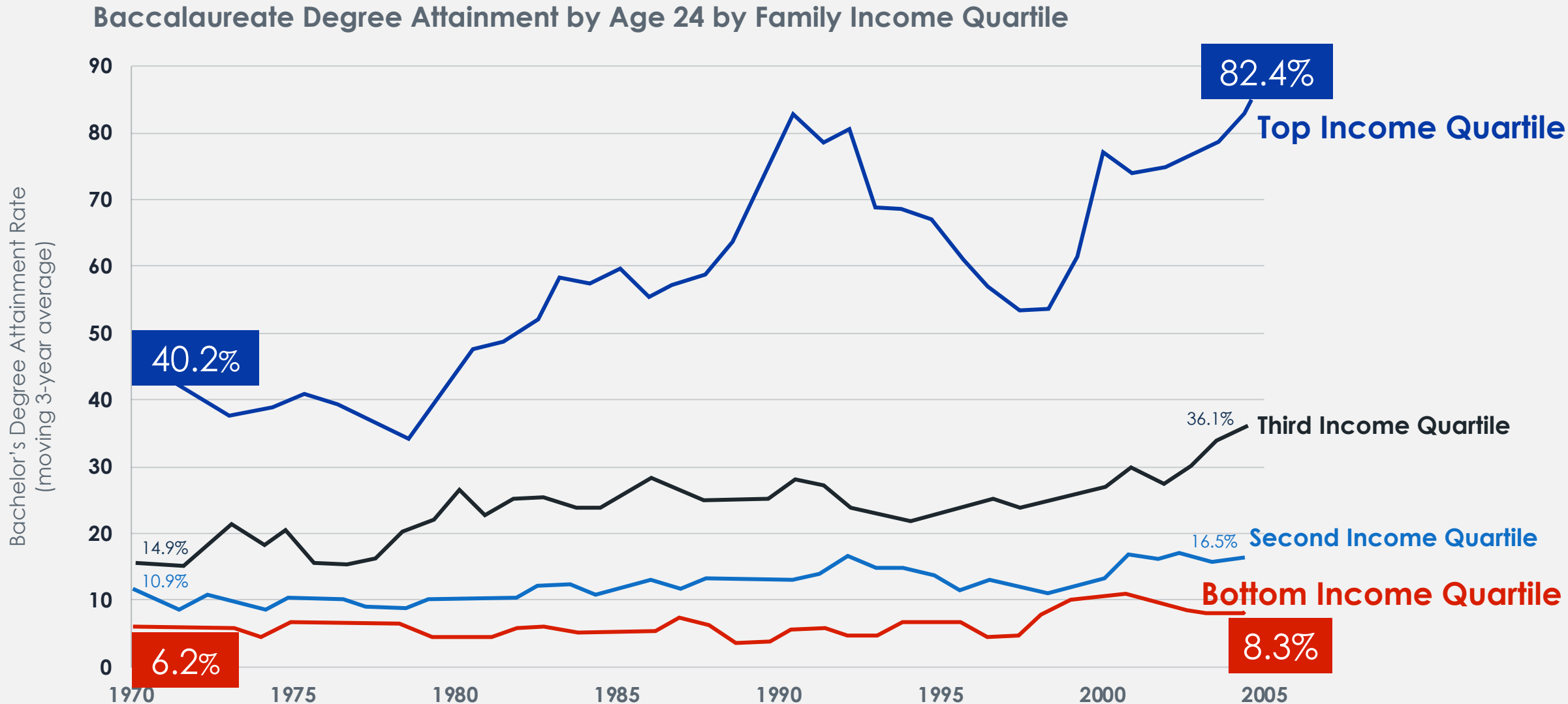
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# Eliminating Equity Gaps Through Data and Analytics

Timothy M. Renick, Ph.D.  
Sr. Vice President for Student Success  
twitter: @tim\_renick



# The Challenge in Front of Us



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

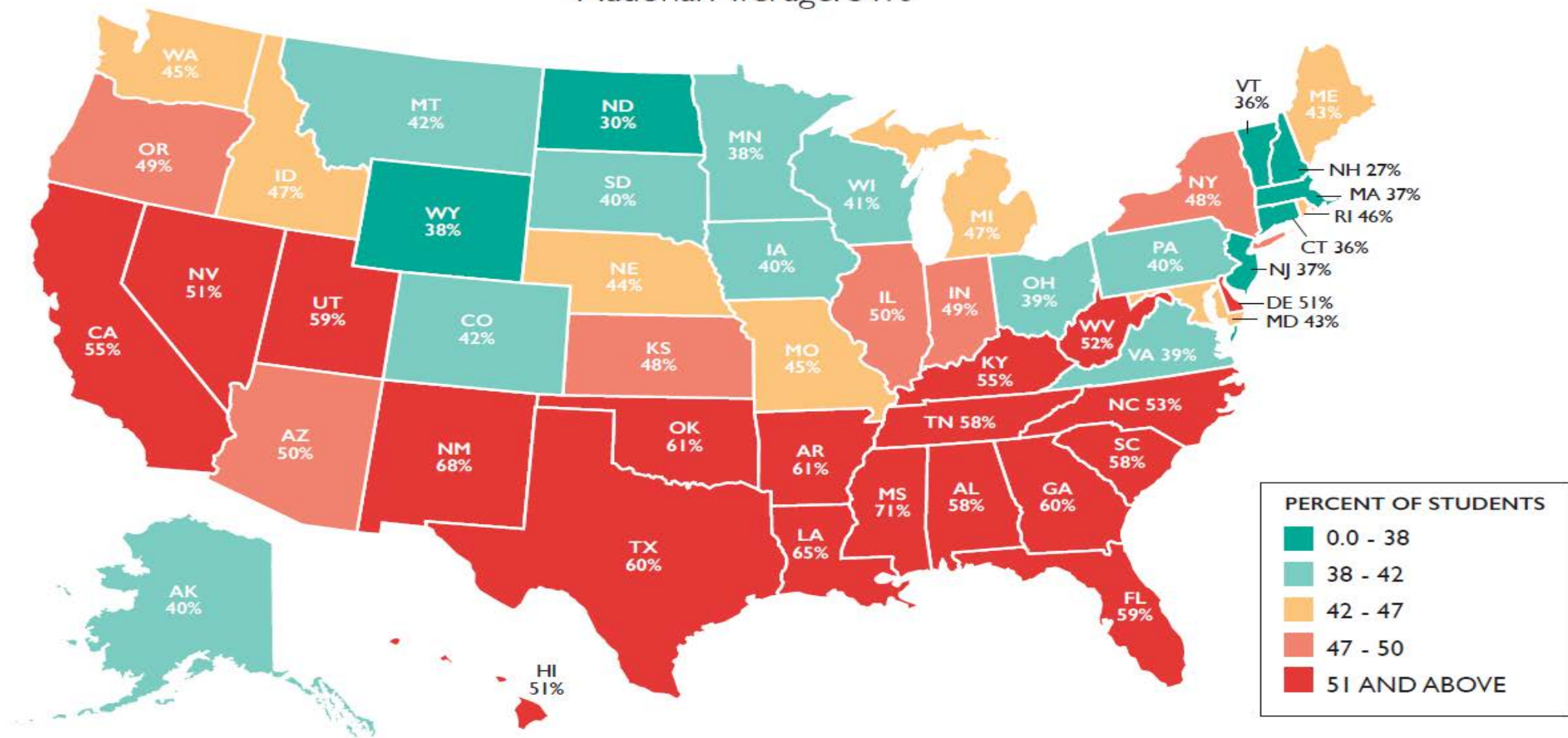


# Changing Demographics



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

National Average: 51%



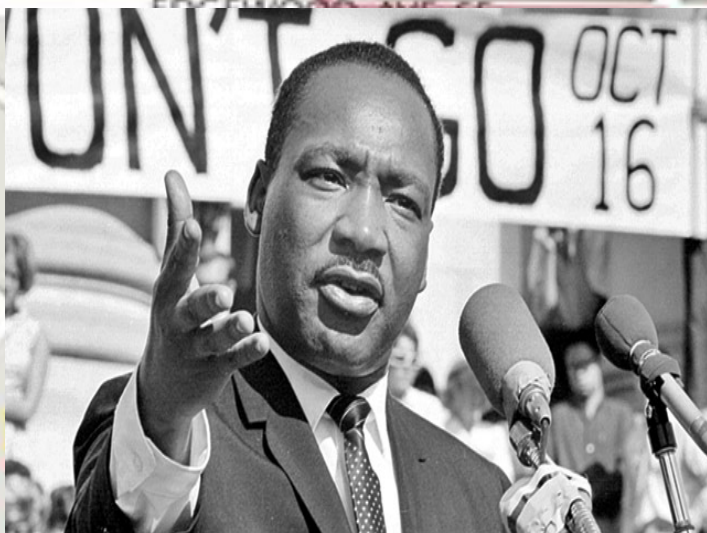


34,000 Students on the Atlanta campus  
53,000+ Students as of 2016 with Perimeter College consolidation



  
GeorgiaState  
University®









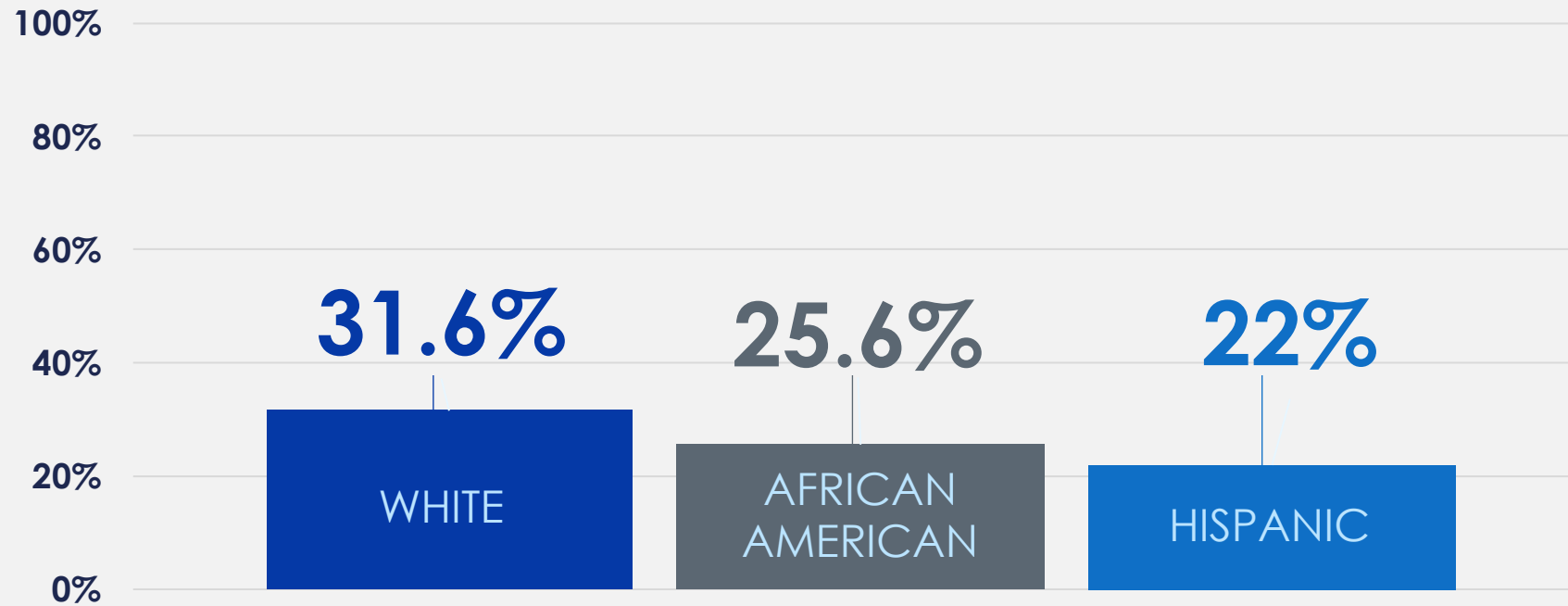
SYSTEM OF GA. CENTER  
EVENING AND DAY CLASSES 24



# Graduation Rates by Race & Ethnicity



Where we were: 2003

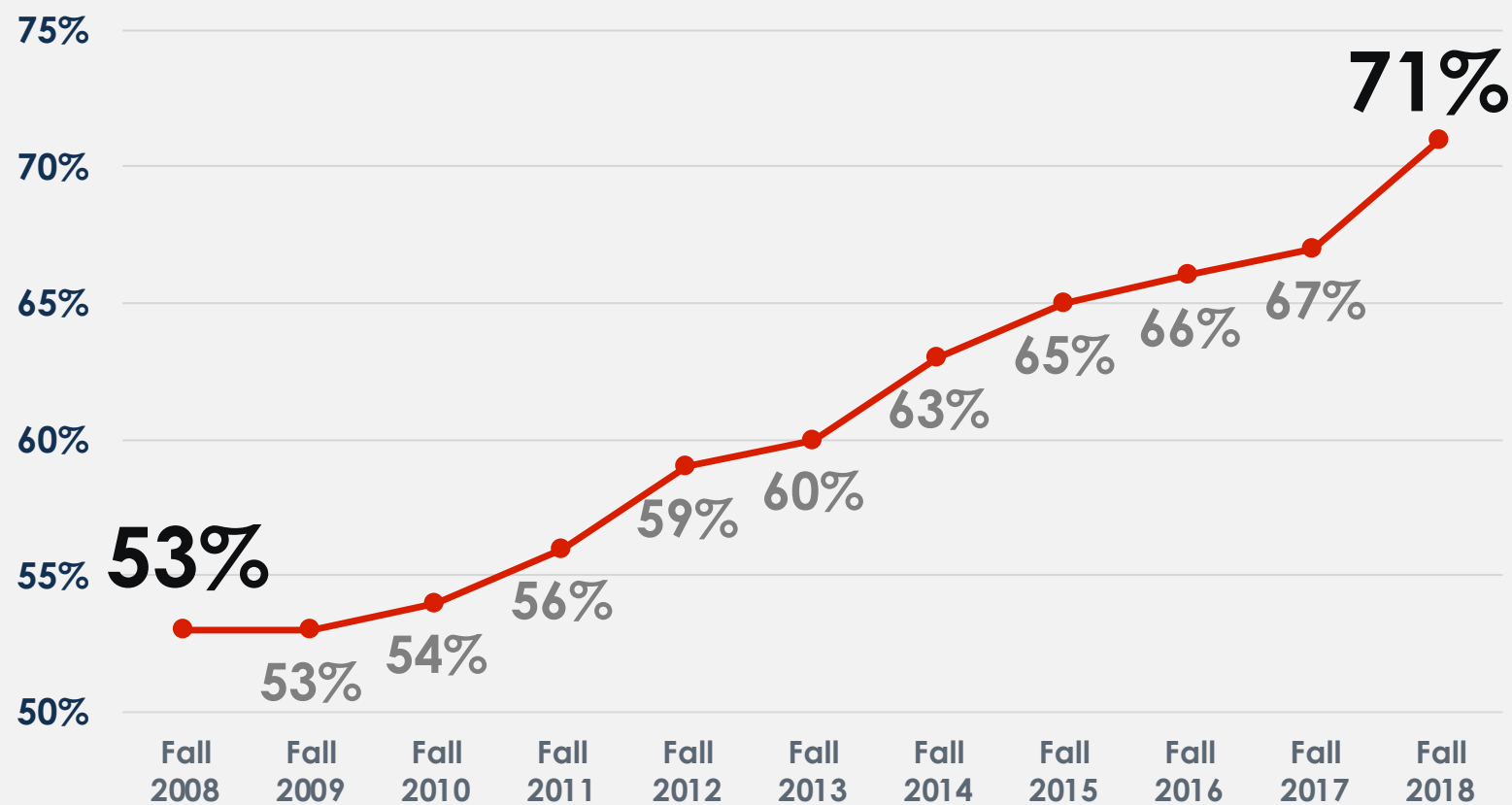




# Changing Demographics: Race & Ethnicity



Minorities

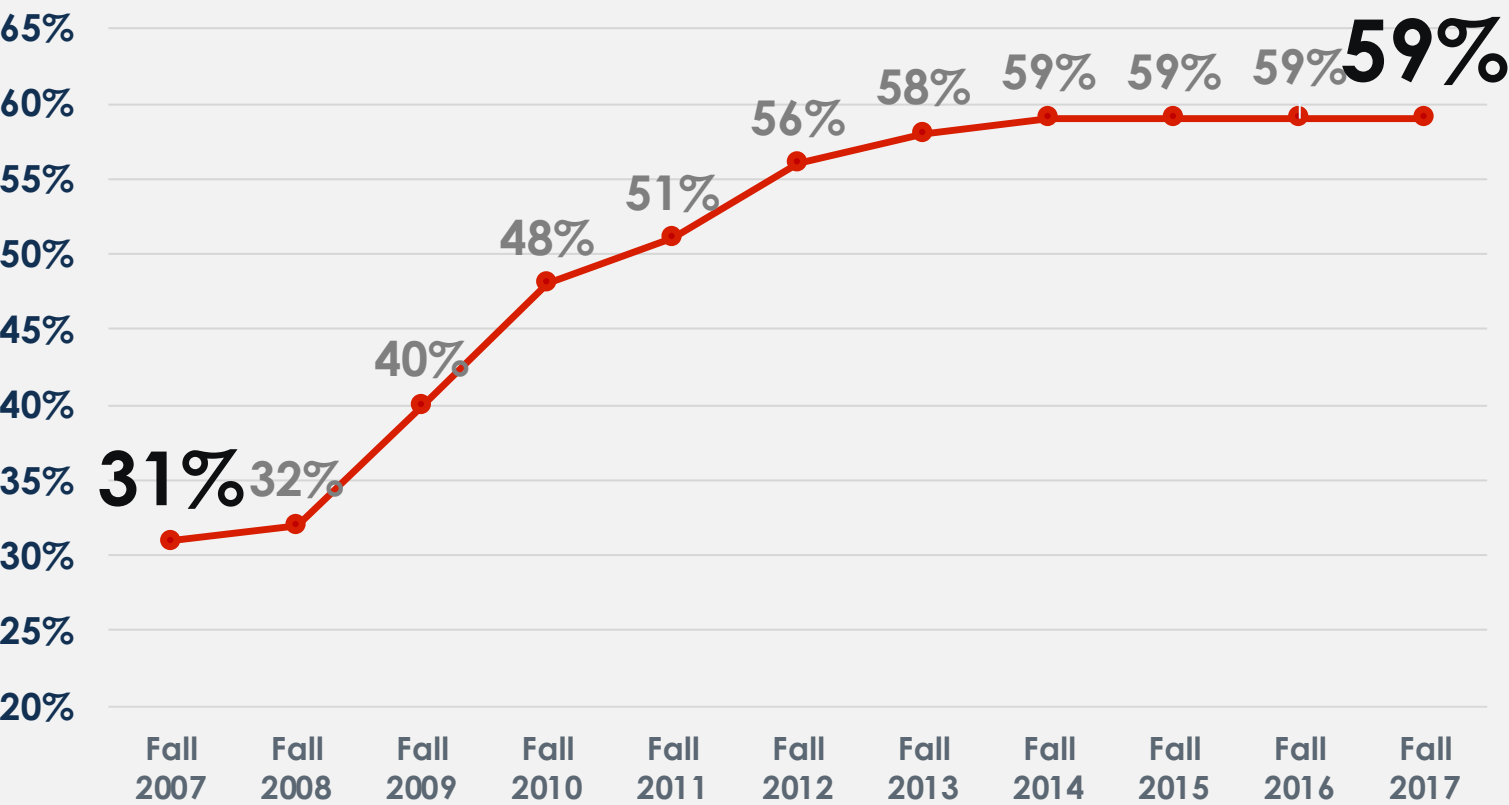





# Low-Income Students



Percent of Georgia State Undergraduates on PELL



A background image of a classroom with several students sitting at desks, focused on their work. The students are diverse in age and ethnicity. Large windows in the background let in natural light. A blue semi-transparent rectangle is overlaid in the center of the image, containing white text and a large blue arrow pointing downwards.

SAT SCORES  
**-33 points**





FORECLOSURE  
SALE  
Appropriations Cuts

**-\$40 million**







Are We the  
Problem?



# 19%

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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

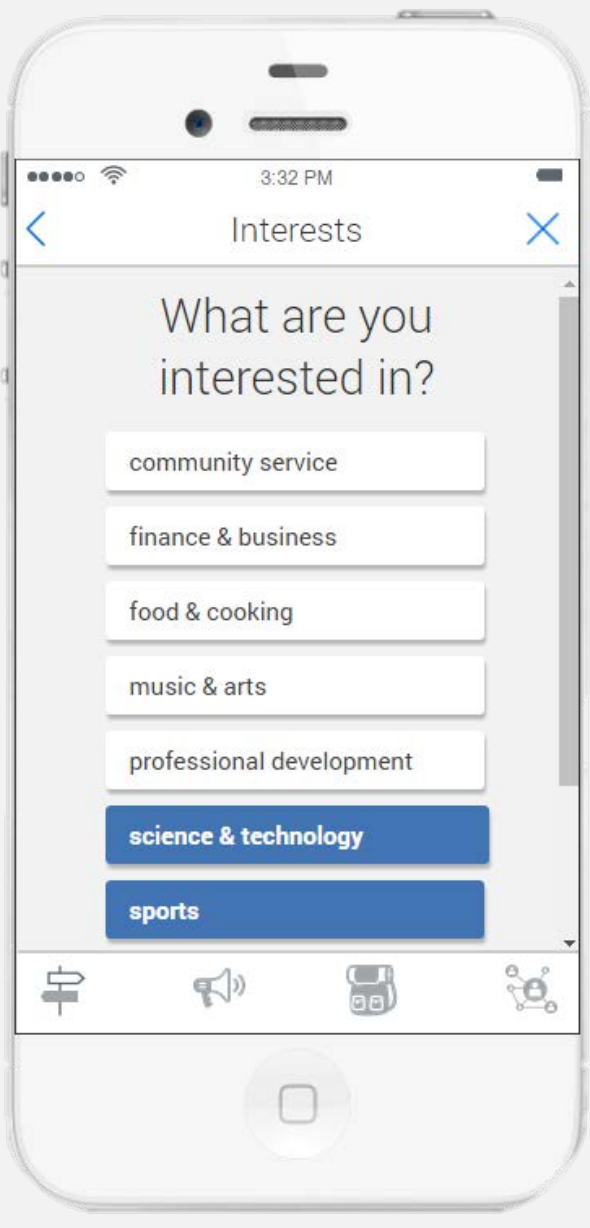
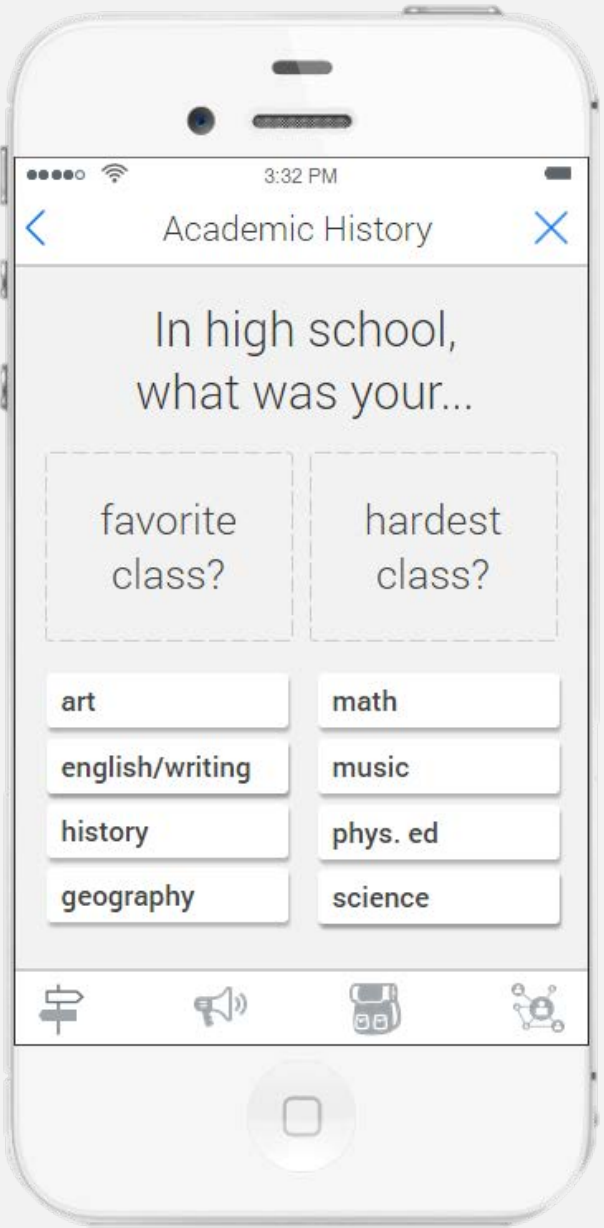
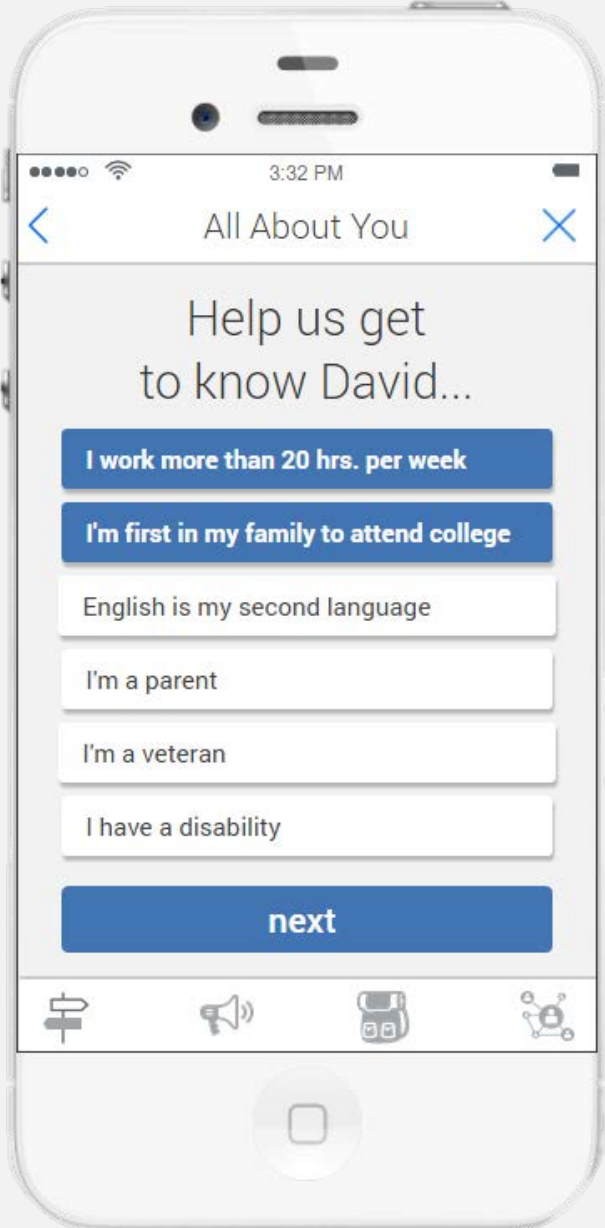


- Federal Financial Aid Application
- Verification Request
- State of Georgia Immunization Proof
- Taking Placement Exams
- Registering for Classes



# Personalized Interactions Before Enrollment

Source: EAB





# Portal to Guide Students Through Next Steps



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:



#### Child Care

On campus and nearby child care options to help while you are in class.



#### First Generation to Attend College

Resources to help new students learn the ropes and lingo of college.



#### Commuting Services

Learn the different ways you can get to and from campus.



#### 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.



#### Housing Services

Resources to help you find a place to stay near campus.



#### Career Guidance

Helping you find the right career path and prepare you for the job market. It's never too early to start!



#### Clubs and Activities

Grow and have fun! Get involved in one of our many on-campus activities.



#### Mentorships

Helping you connect with experience students who can help guide your way.



#### 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/1OgfTcg](http://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](http://1.usa.gov/1OgfTcg)

↶ Undo

✓ Approved by AdmitHub AI

OK and when is it due?

Jan 19 2017 6:39:07 PM

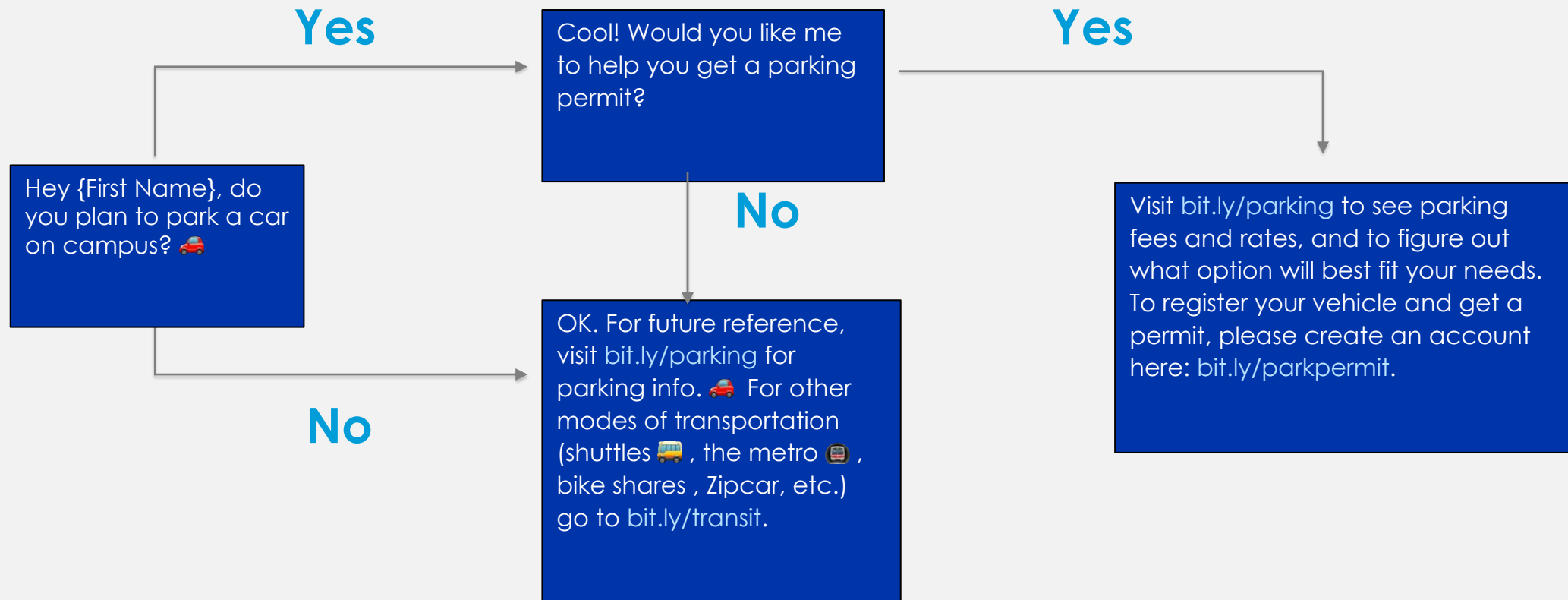
The FAFSA is available starting Oct. 1. Fill it out ASAP! (Use last year's tax info.) Some aid is first-come, first-served, so don't delay! [fafsa.gov](http://fafsa.gov)

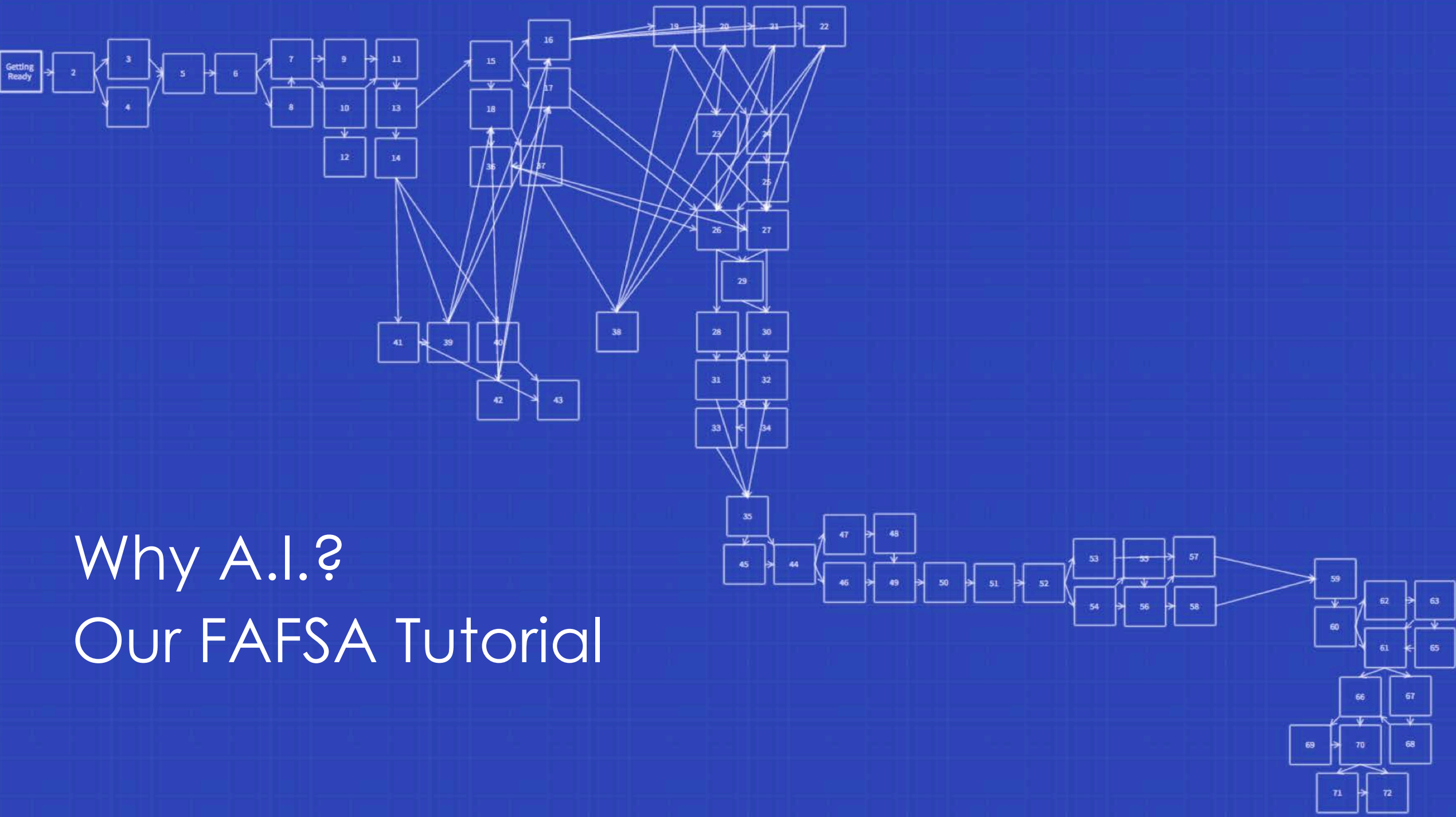
✓ Accent

⚠ Reject



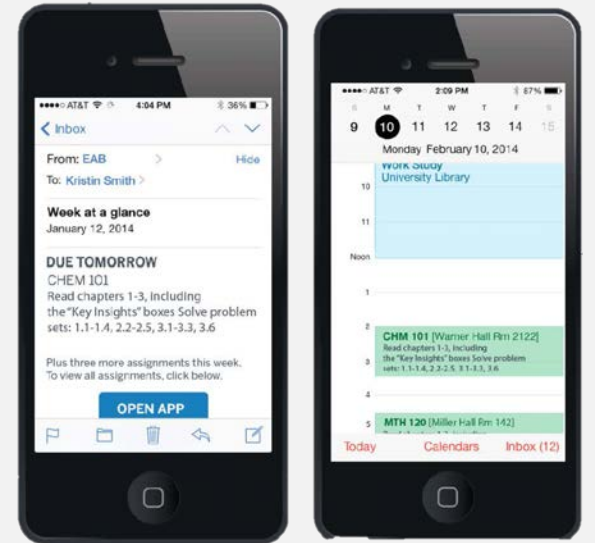
# Guided Conversations





Why A.I.?  
Our FAFSA Tutorial





185,000



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%**



# 1,000+

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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

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Students Who Dropped Out of  
Georgia State in 2010



# Advisement: GPS Advising

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## 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

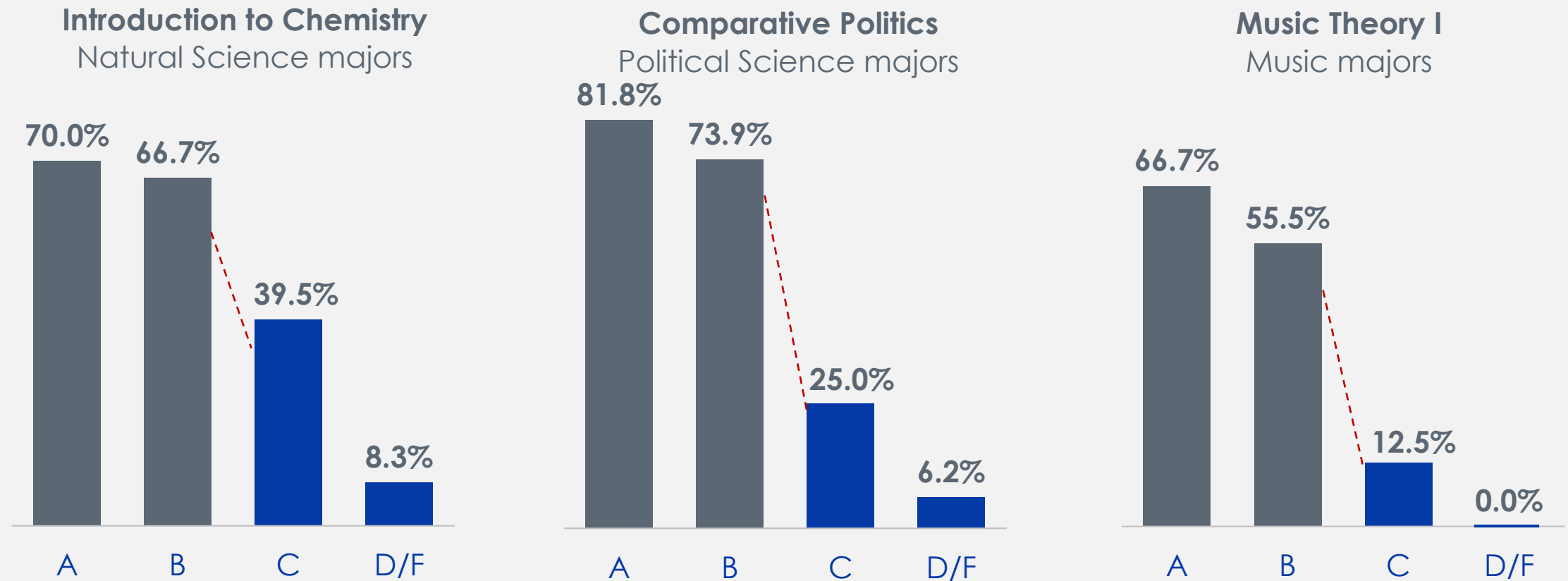
SEMESTER 1	SEMESTER 2
<ul style="list-style-type: none"><li>• Complete 1 of ENGL 1101, ENGL 1102 or ENGL 1103 (C or Better)</li><li>• Complete MATH 1113 or Higher (B- or Better)</li><li>• Complete CHEM 1211K (B- or Better)</li></ul>	<ul style="list-style-type: none"><li>• Complete ENGL 1102 or 1103 (C or Better)</li><li>• Complete MATH 2211 or Higher (B- or Better)</li><li>• Complete CHEM 1212K (B- or Better)</li><li>• Maintain a cumulative GPA of 2.25 or Better</li></ul>
SEMESTER 3	SEMESTER 4
<ul style="list-style-type: none"><li>• Complete CHEM 2400 (B- or Better)</li><li>• Complete MATH 2212 (C or better)</li><li>• Complete PHY 2211k (C or better)</li></ul>	<ul style="list-style-type: none"><li>• Complete CHEM 3410 (C or better)</li><li>• PHY 2212k (B- or Better) (C or better)</li><li>• Maintain a cumulative GPA of 2.25 or Better</li></ul>
SEMESTER 5	SEMESTER 6
<ul style="list-style-type: none"><li>• Complete CHEM 4000 with a C or Better</li><li>• Complete CHEM 4110 with a C or Better</li></ul>	<ul style="list-style-type: none"><li>• Complete CHEM 4010 with a C or Better</li><li>• Complete CHEM 4120 with a C or Better</li></ul>
SEMESTER 7	SEMESTER 8
<ul style="list-style-type: none"><li>• Complete CHEM 4160 with a B- or better</li></ul>	<ul style="list-style-type: none"><li>• Complete CHEM 4190 with a C or Better</li></ul>



# Performance in 'Marker' Courses



## Graduation Rate in Major by Introductory Course Grade





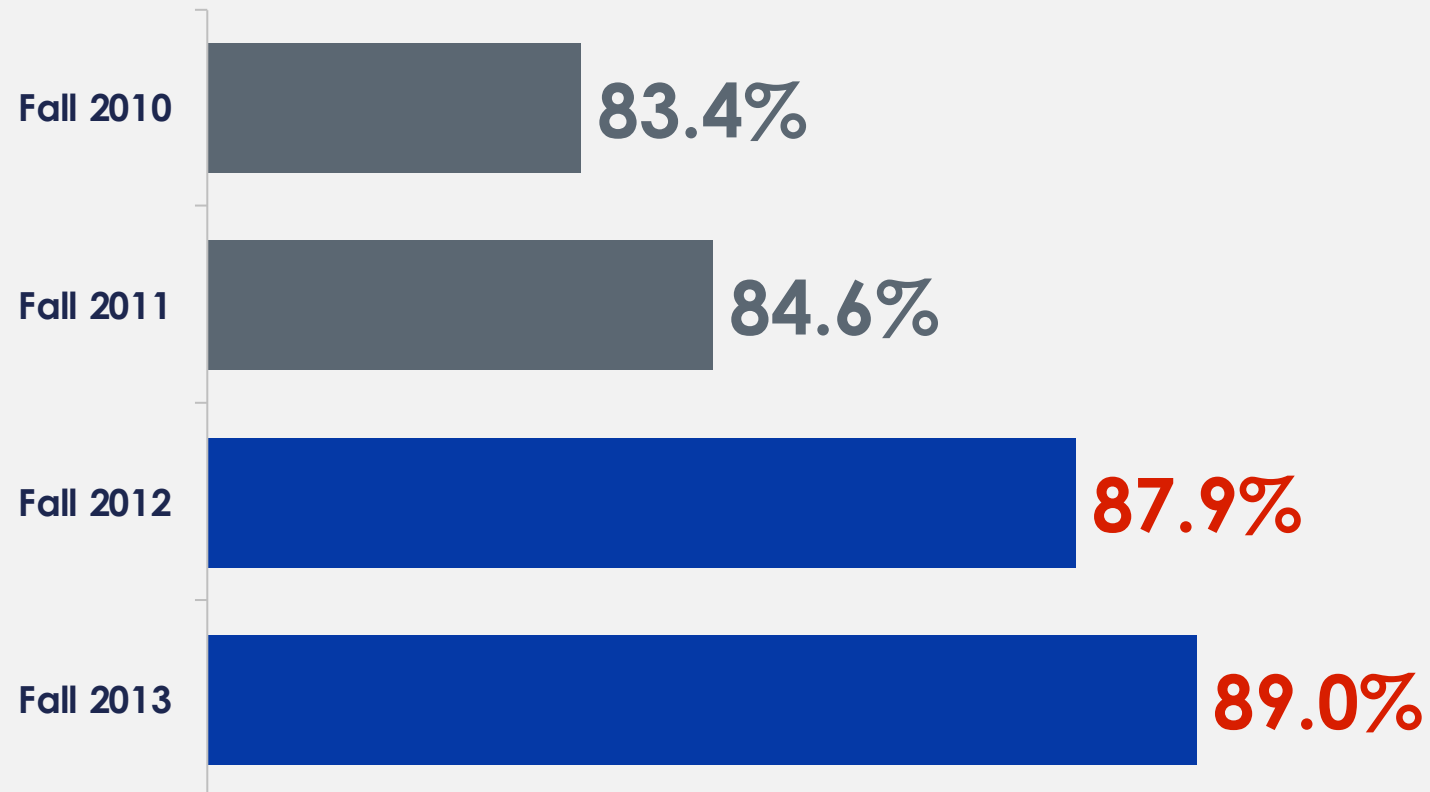
60,128



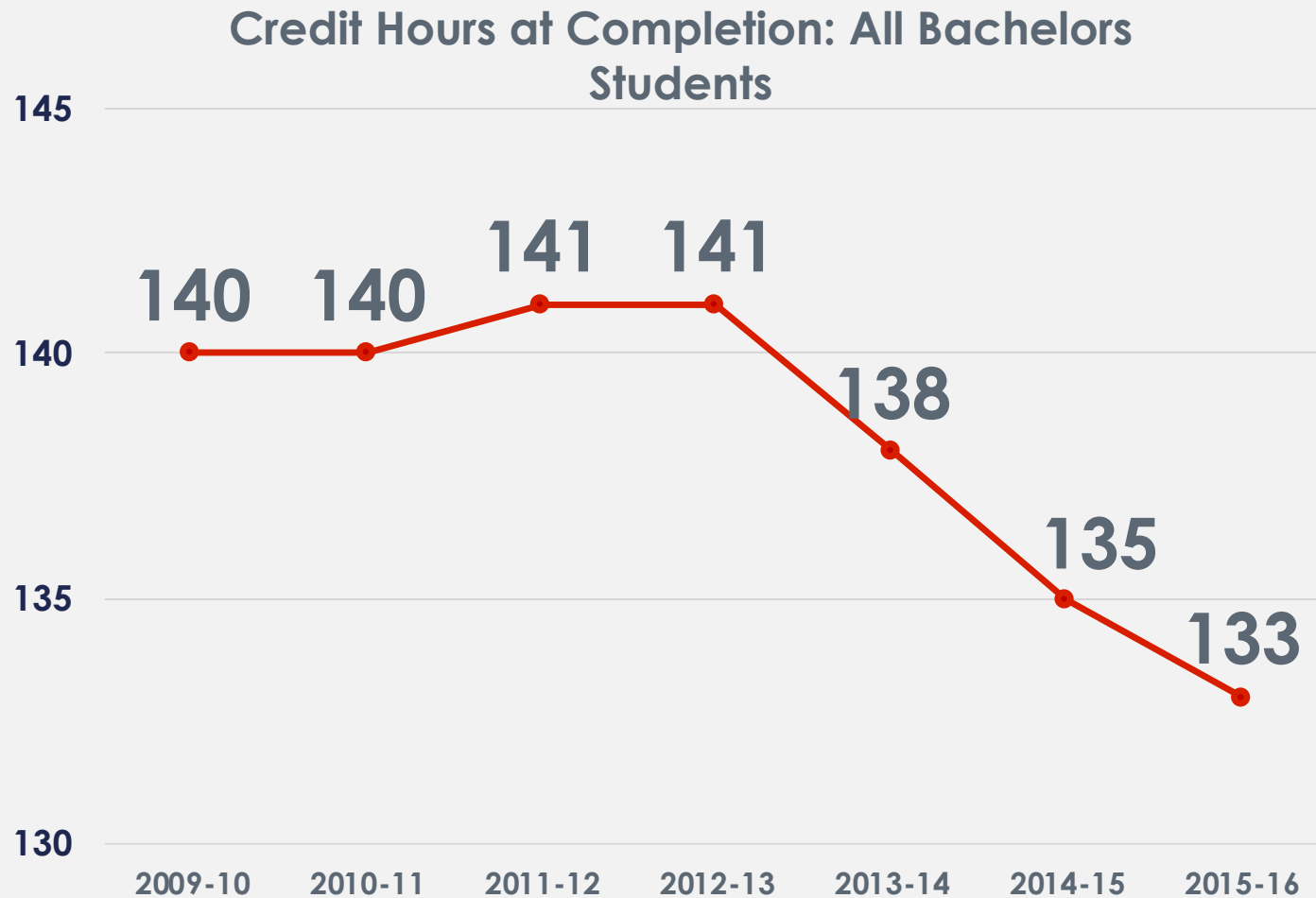
# Results: Increased Retention



## Increased Average First Term Retention Fall to Spring Retention



# Results: Decline in Time to Degree







# \$18 million

*Savings to the Class of 2019 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

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JUNIOR

ST. TRACK

Retention Rate of  
Summer Success  
Academy Students  
87%

SENIOR

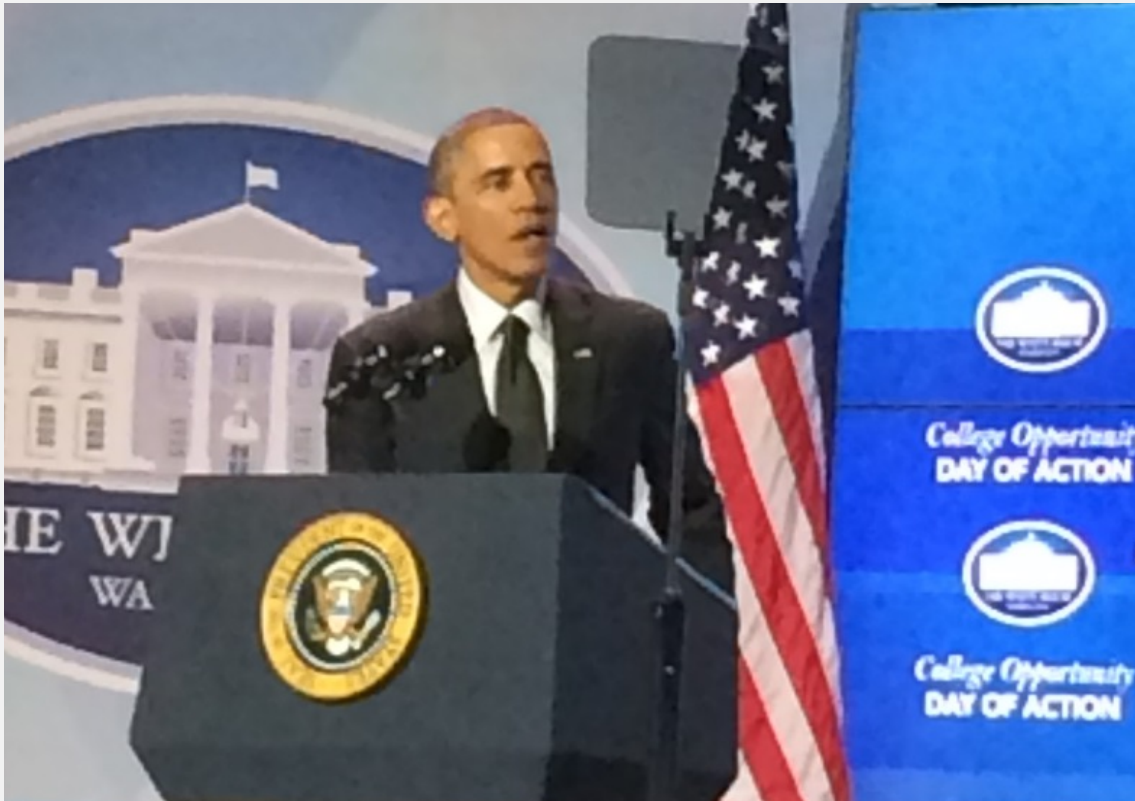
GRADUATING AND  
BRIGHT FUTURE







# 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**

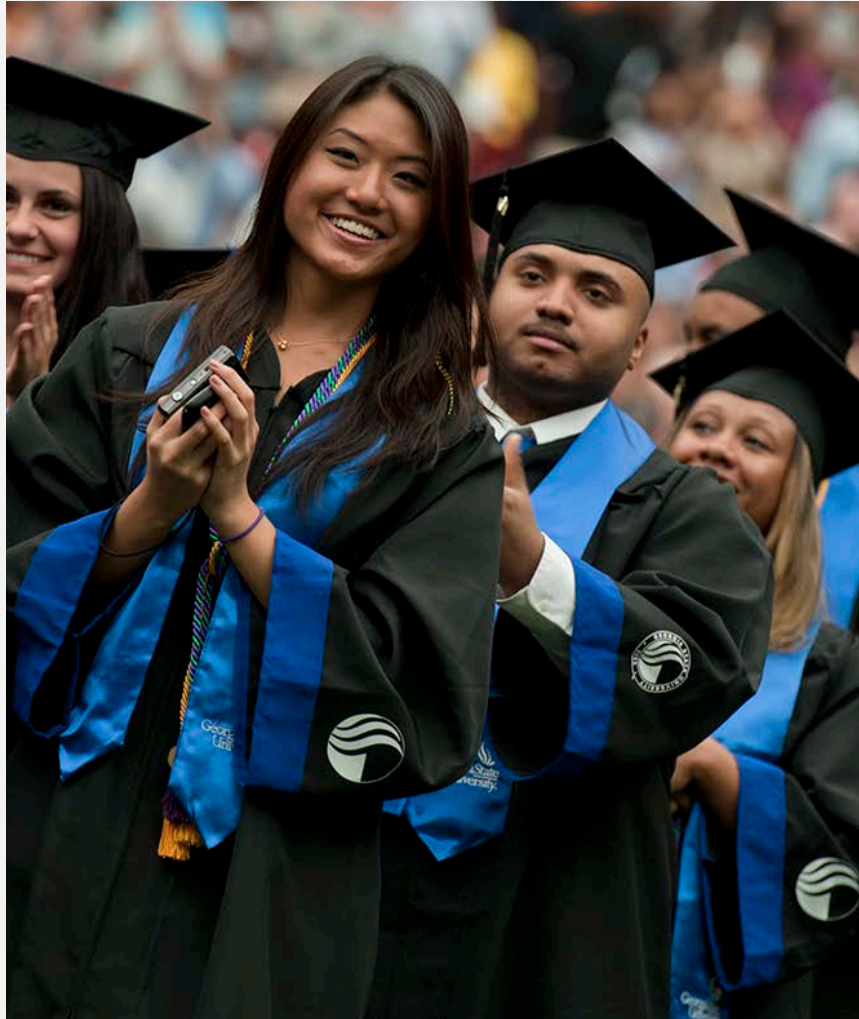
ROI for each 1-point increase =  
**\$3.18** million/year



$x$

# Georgia State Undergraduate Degrees Awarded

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2010-11:	2018-19:
<b>4,222</b>	<b>7,303</b>

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INCREASE:  
**3,081 (+73%)**



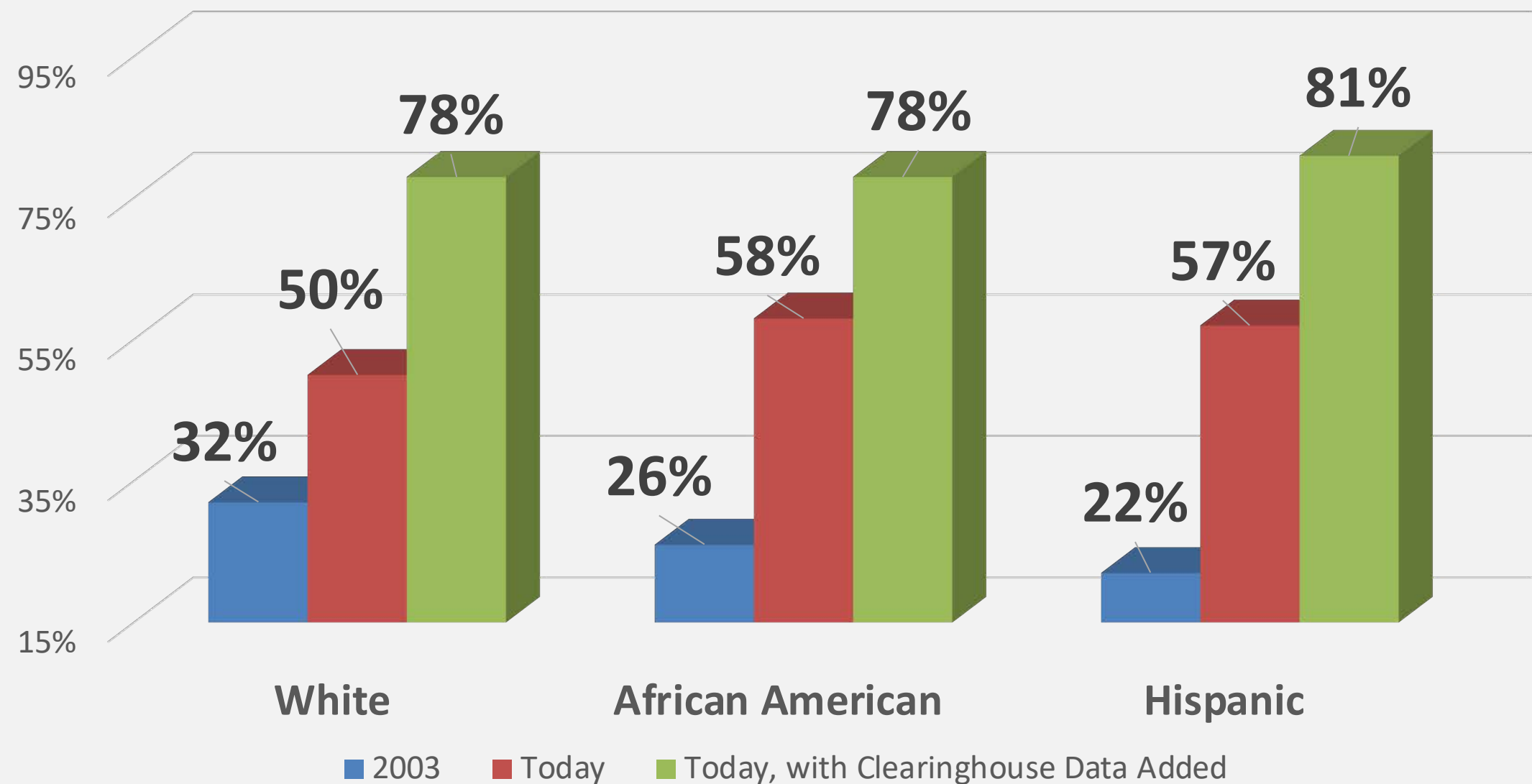
# Bachelor's Degrees Awarded by Group



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



# 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





<http://success.gsu.edu>

twitter: @tim\_renick