Pathways to Adult Success
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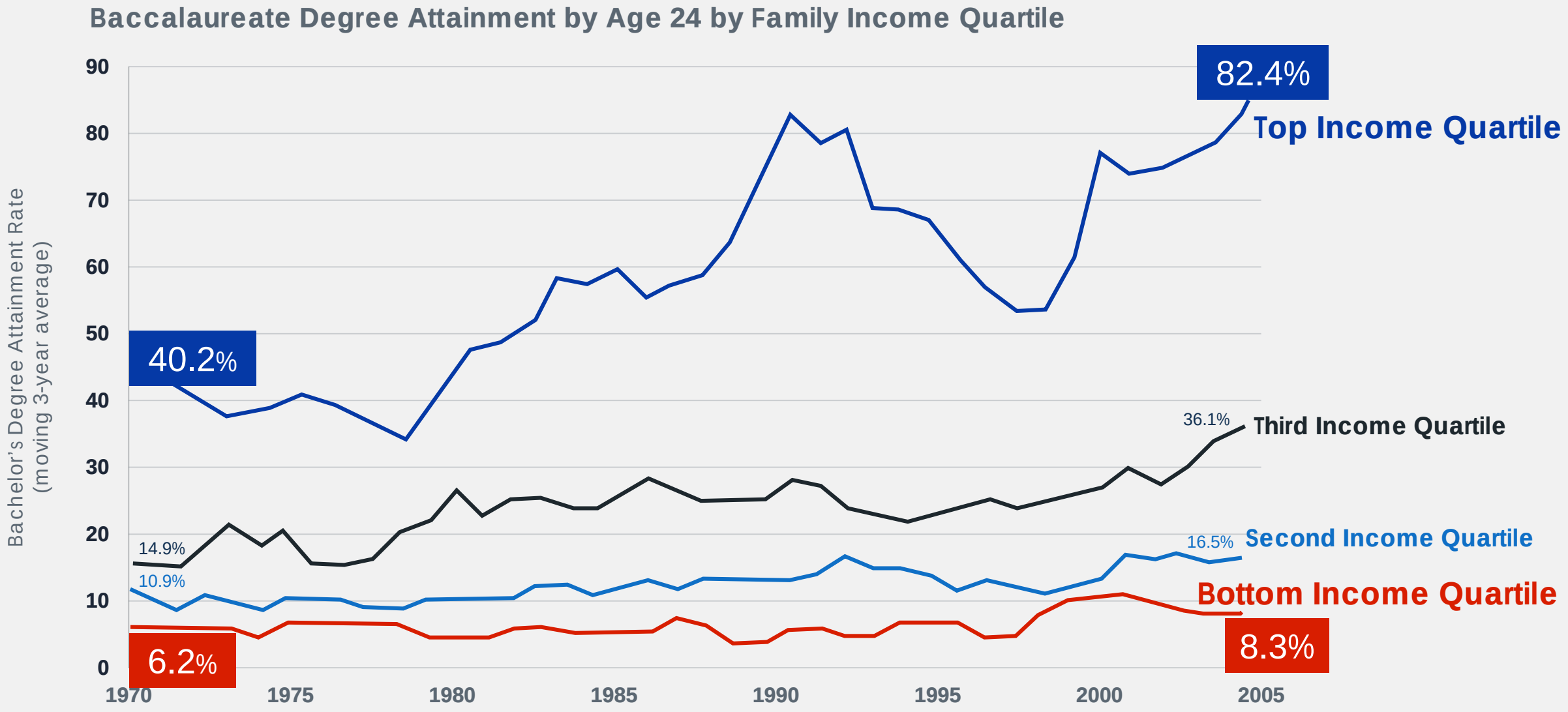
Pathways to College Success Using Data and Analytics

Timothy M. Renick, Ph.D.
Vice President for Enrollment Management
& Student Success and Vice Provost

Georgia State University

The Challenge in Front of Us

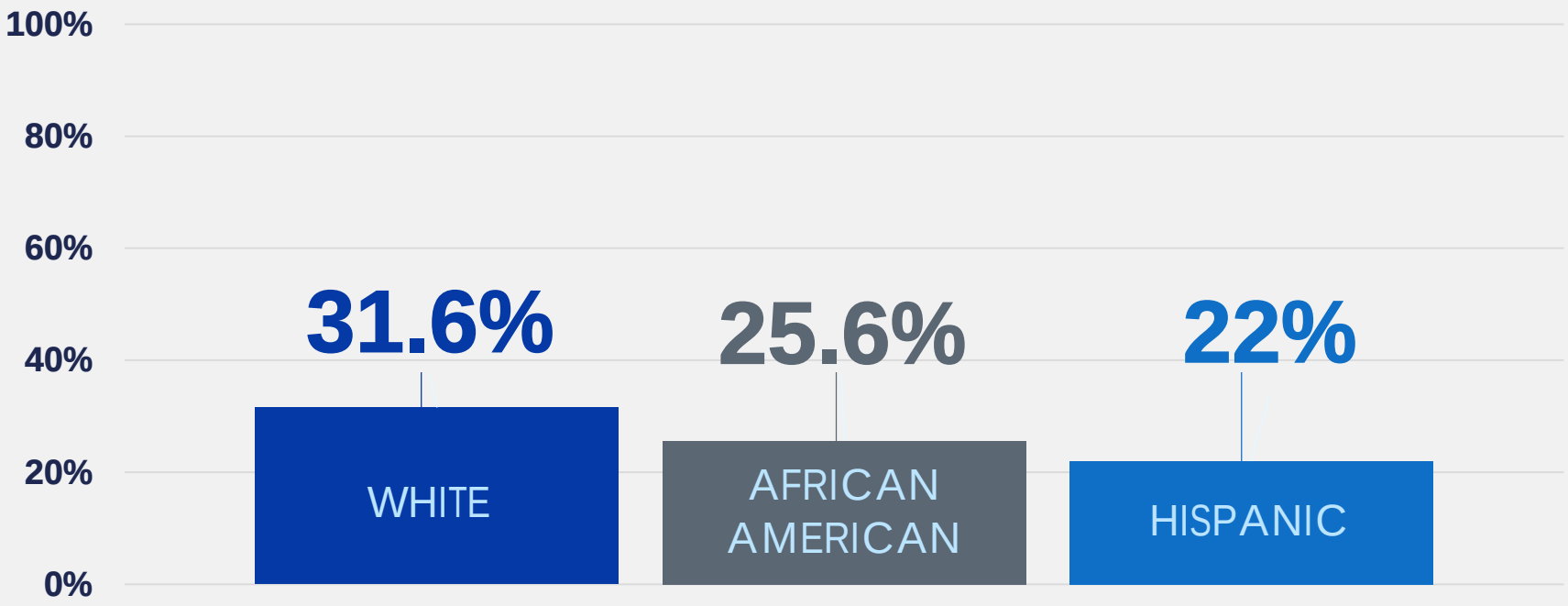


Source: New York Times, "The Reproduction of Privilege," March 12, 2012

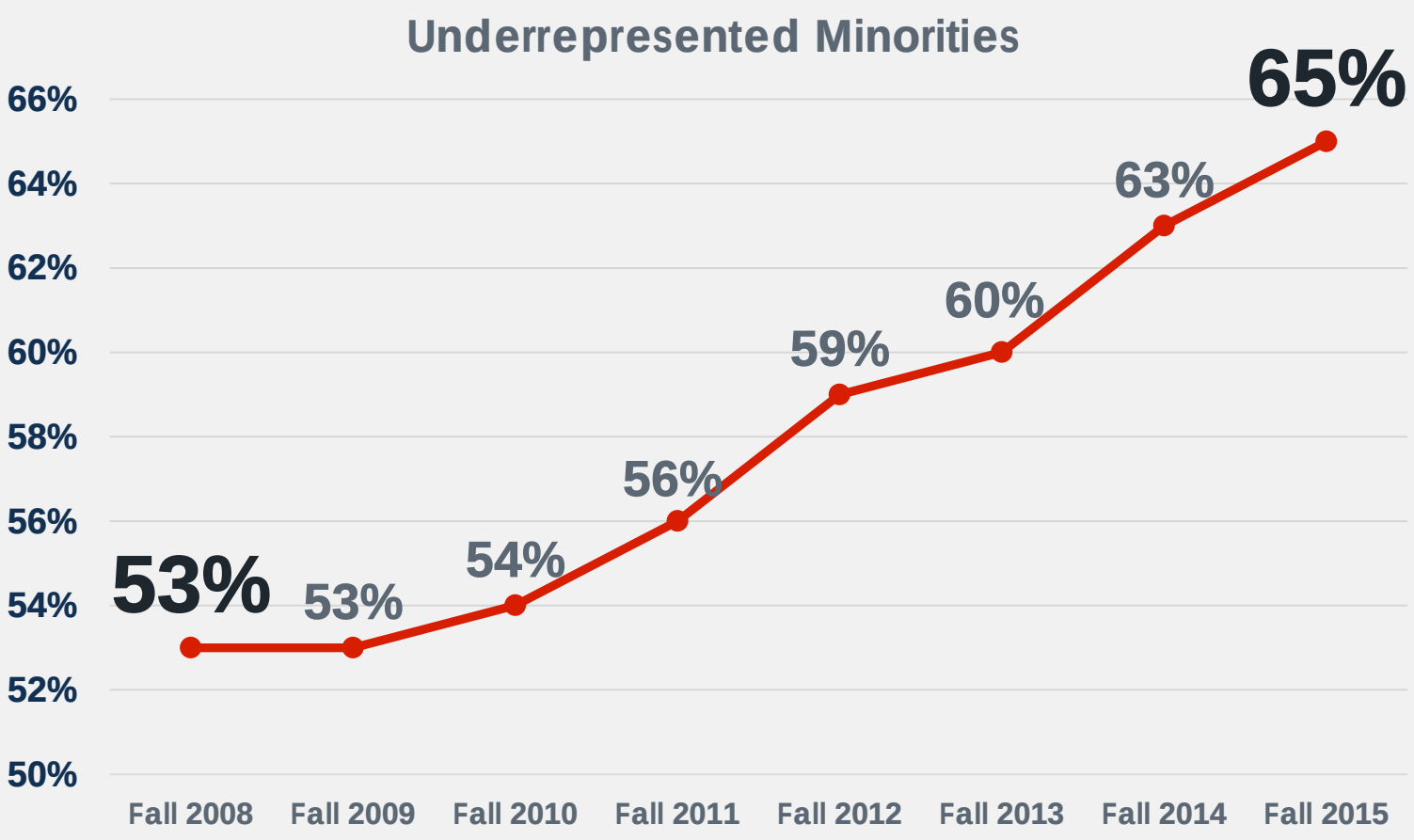
- 32,500 Students on the Atlanta campus
- Research University status achieved in 1995
- 50,000+ Students as of 2016 with Perimeter College Consolidation

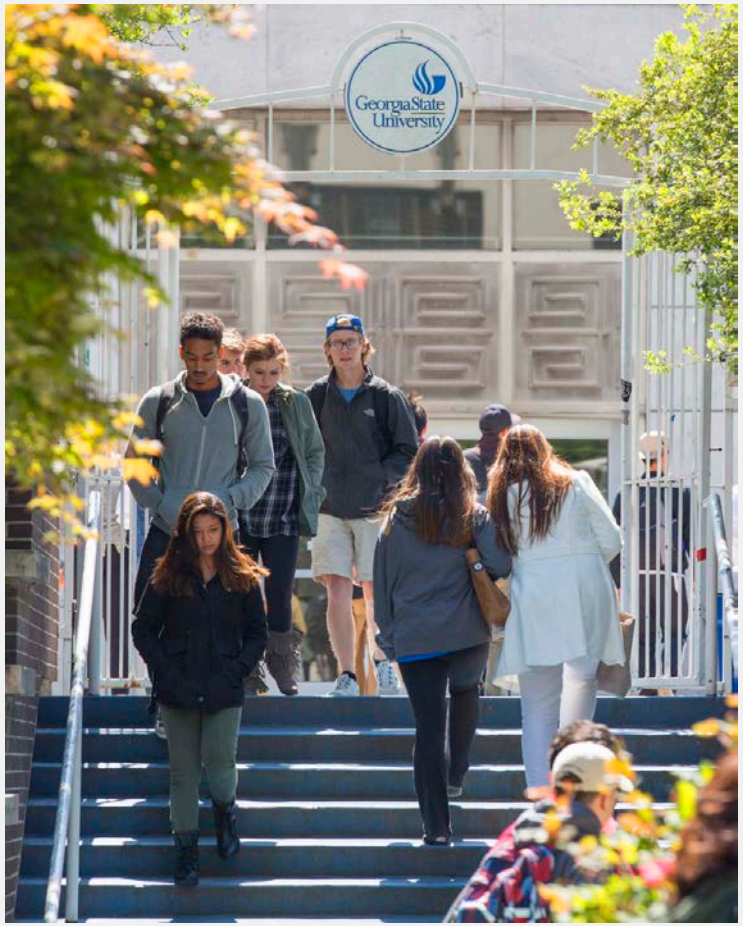
Graduation Rates by Race & Ethnicity

Where we where: 2003

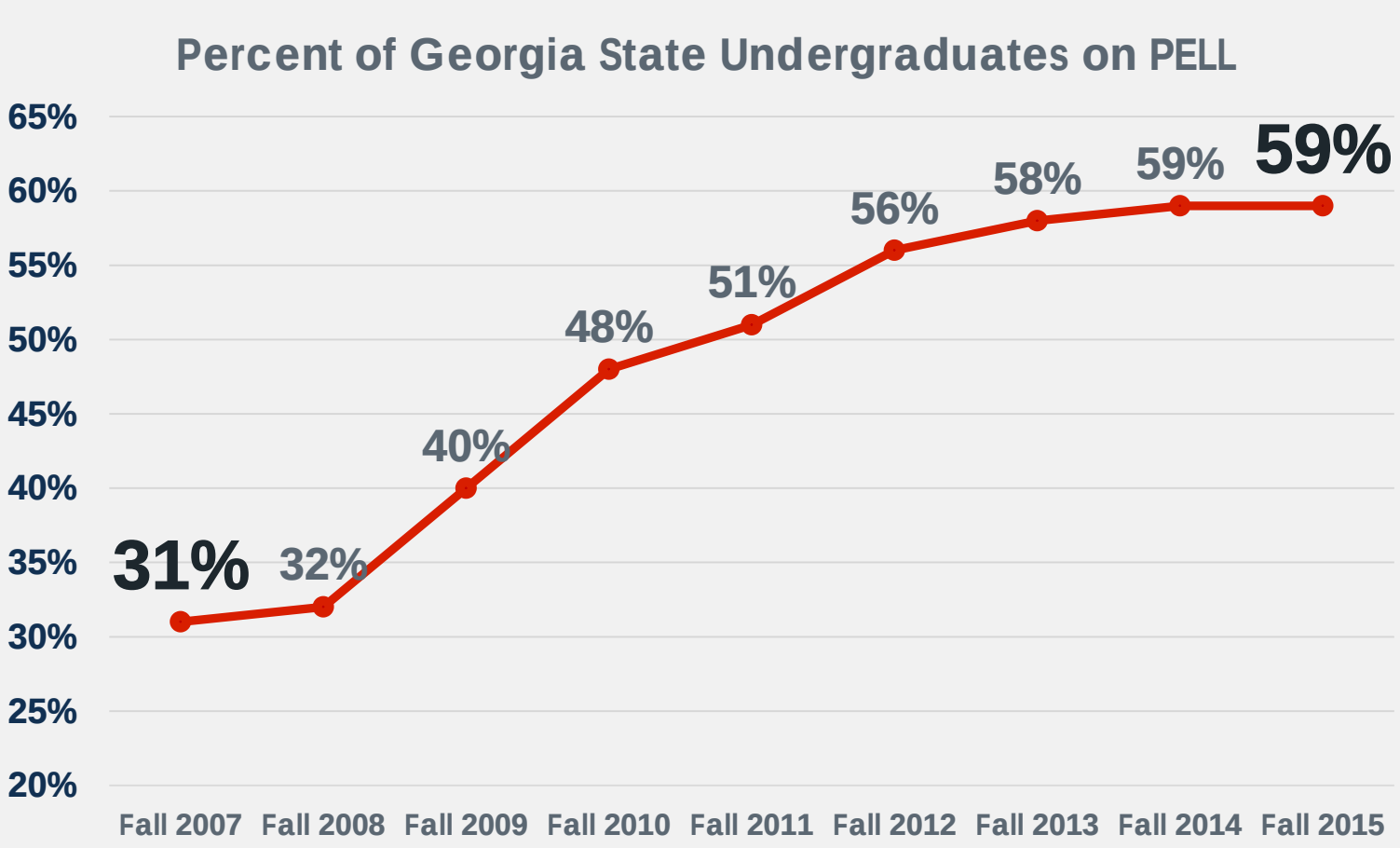


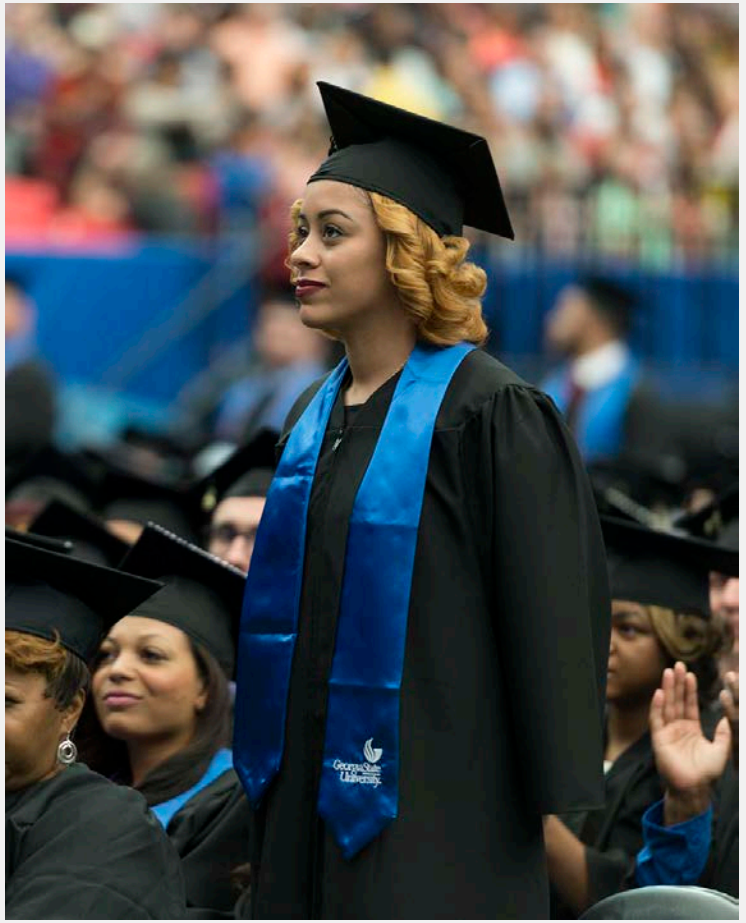
Changing Demographics: Race & Ethnicity





Low-Income Students



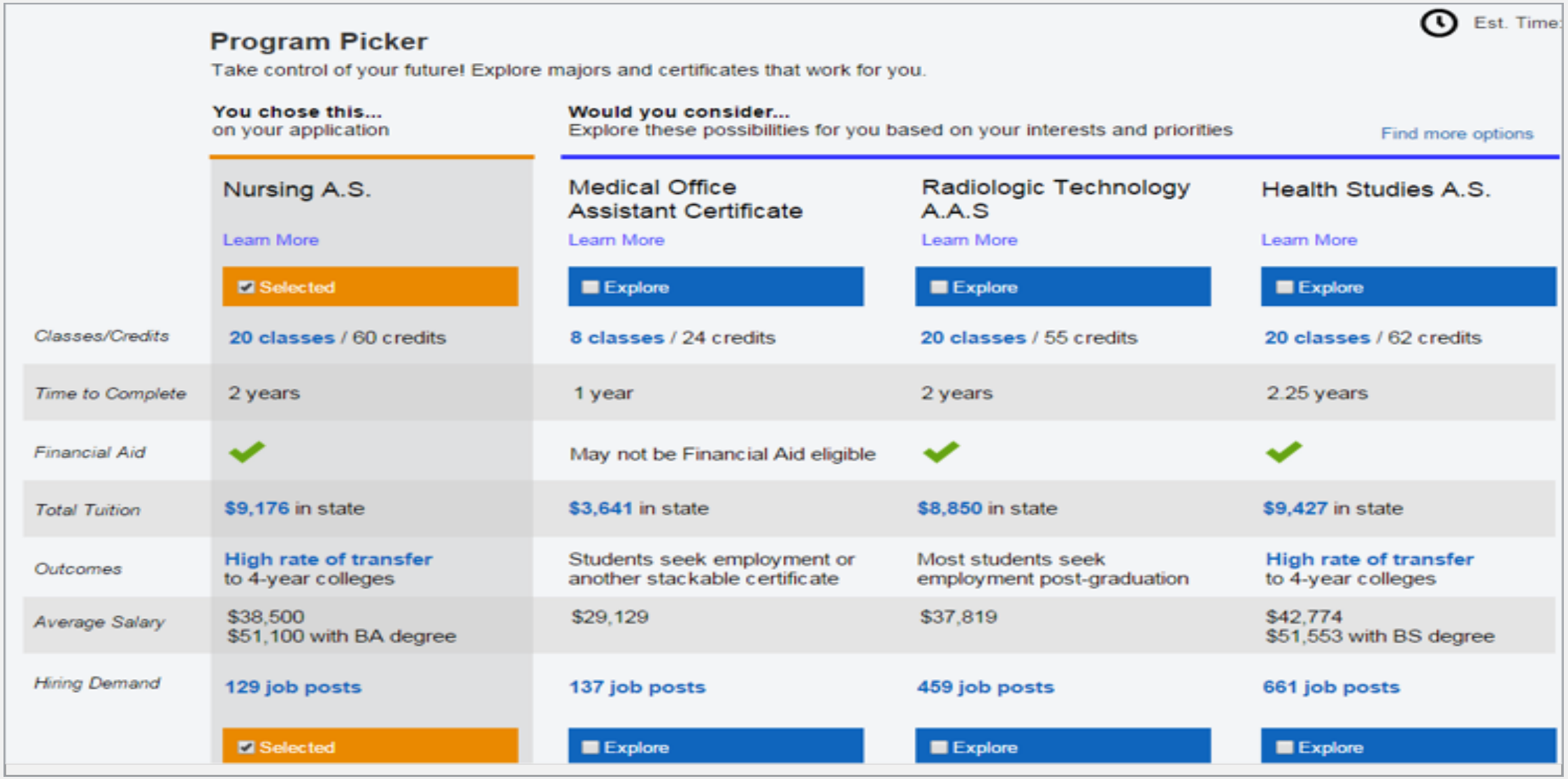


SAT SCORES
-28 points

Are We the Problem?

Overwhelming Choices

Academic Guides with Live Job Data



Choice Architecture: Meta Majors

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

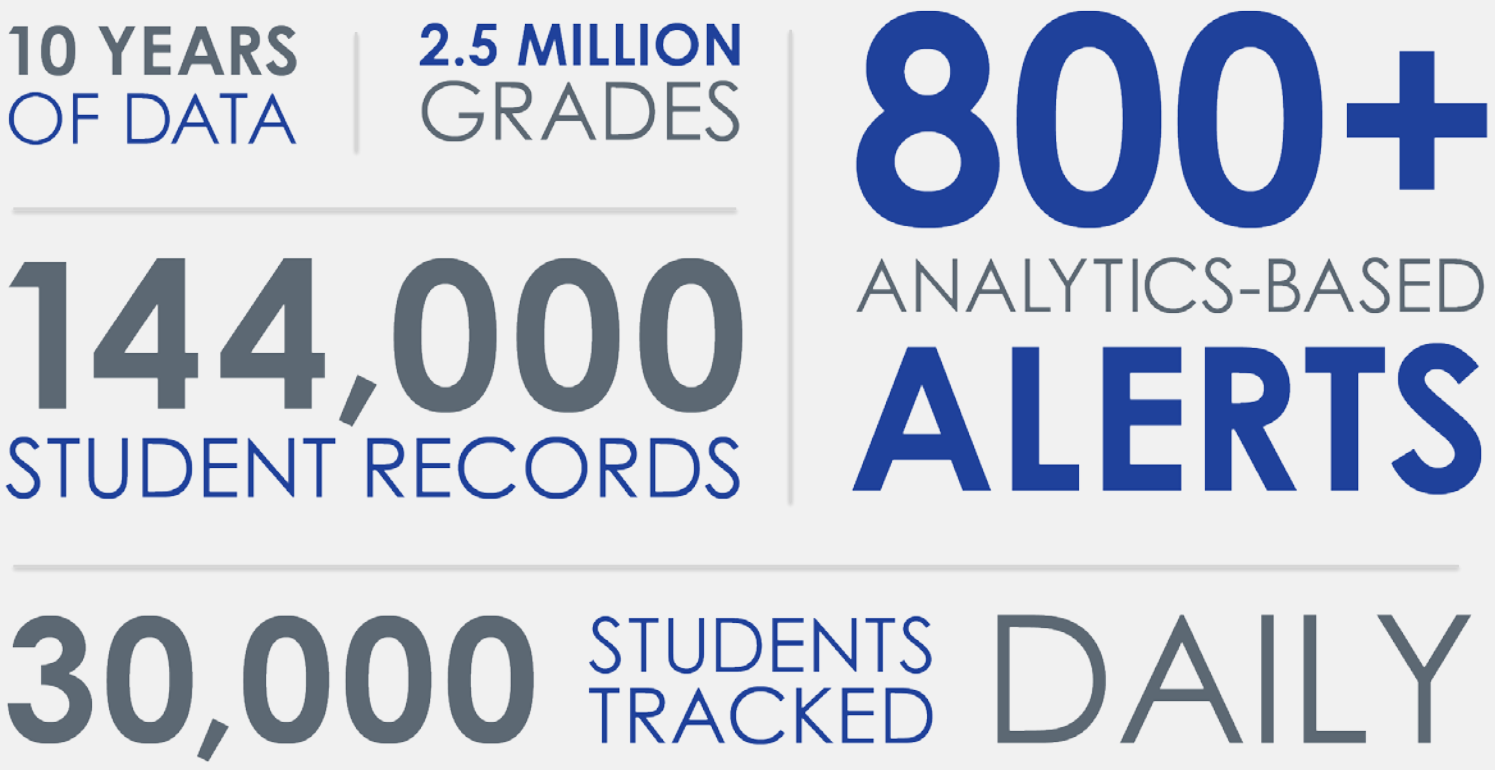
Strengthening Math Pathways

Pre-Calculus, College Algebra, Intro to Statistics

- Prior to Change: DFW rates were **43%** Today: DFW rates are **28%** **(35% drop)**
- Number of Students enrolled in courses taught through the MILE, 2015-16: **8,500**

Advisement: GPS Advising

Predictive Analytics Project with EAB

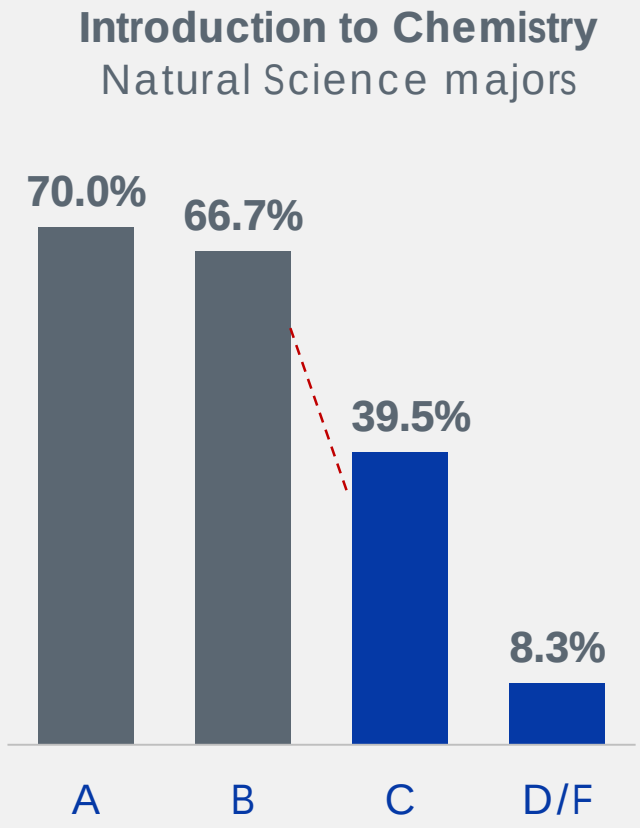


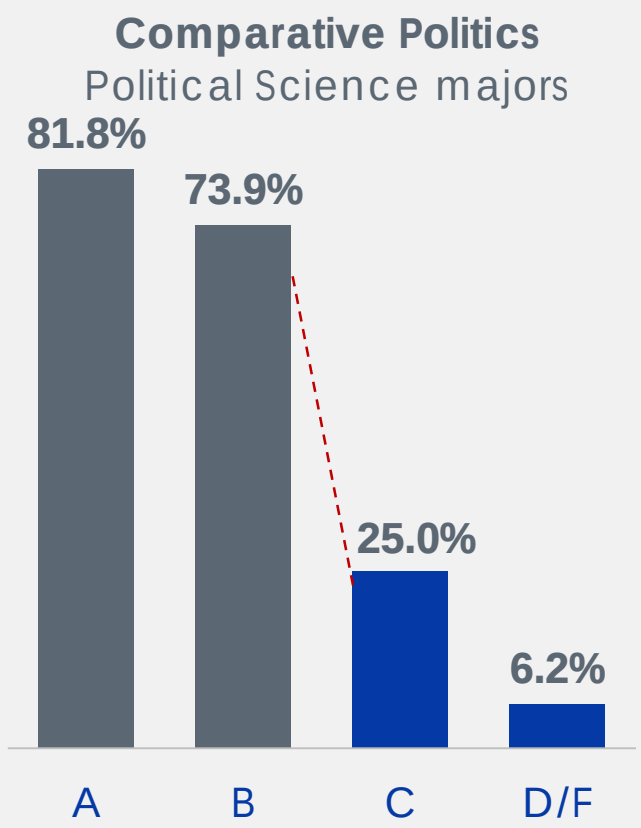
Academic Program Maps: B.S. in Chemistry

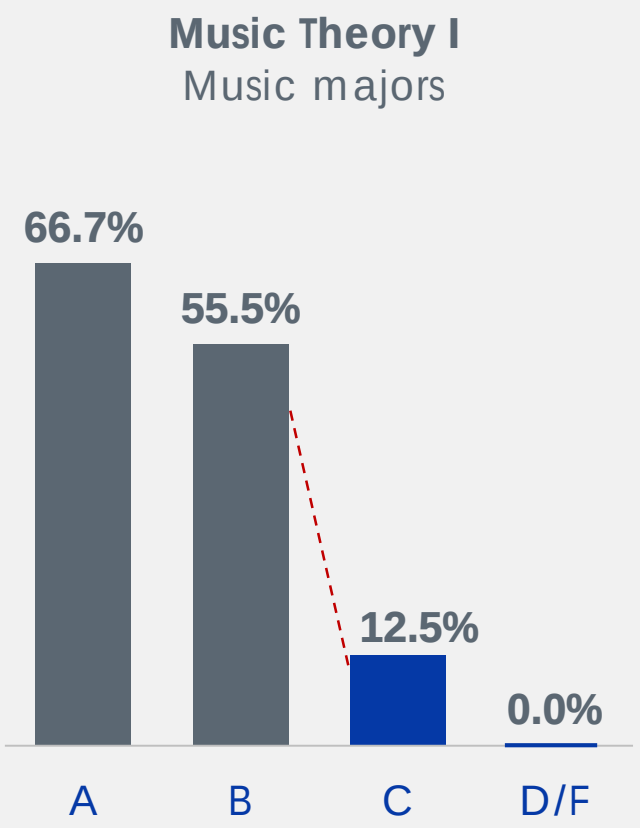
SEMESTER 1	SEMESTER 2
• Complete 1 of ENGL 1101, ENGL 1102 or ENGL 1103 (C or Better) • Complete MATH 1113 or Higher (B- or Better) • Complete CHEM 1211K (B- or Better)	• Complete ENGL 1102 or 1103 (C or Better) • Complete MATH 2211 or Higher (B- or Better) • Complete CHEM 1212K (B- or Better) • Maintain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

Alerts Based on Historical RPG Data

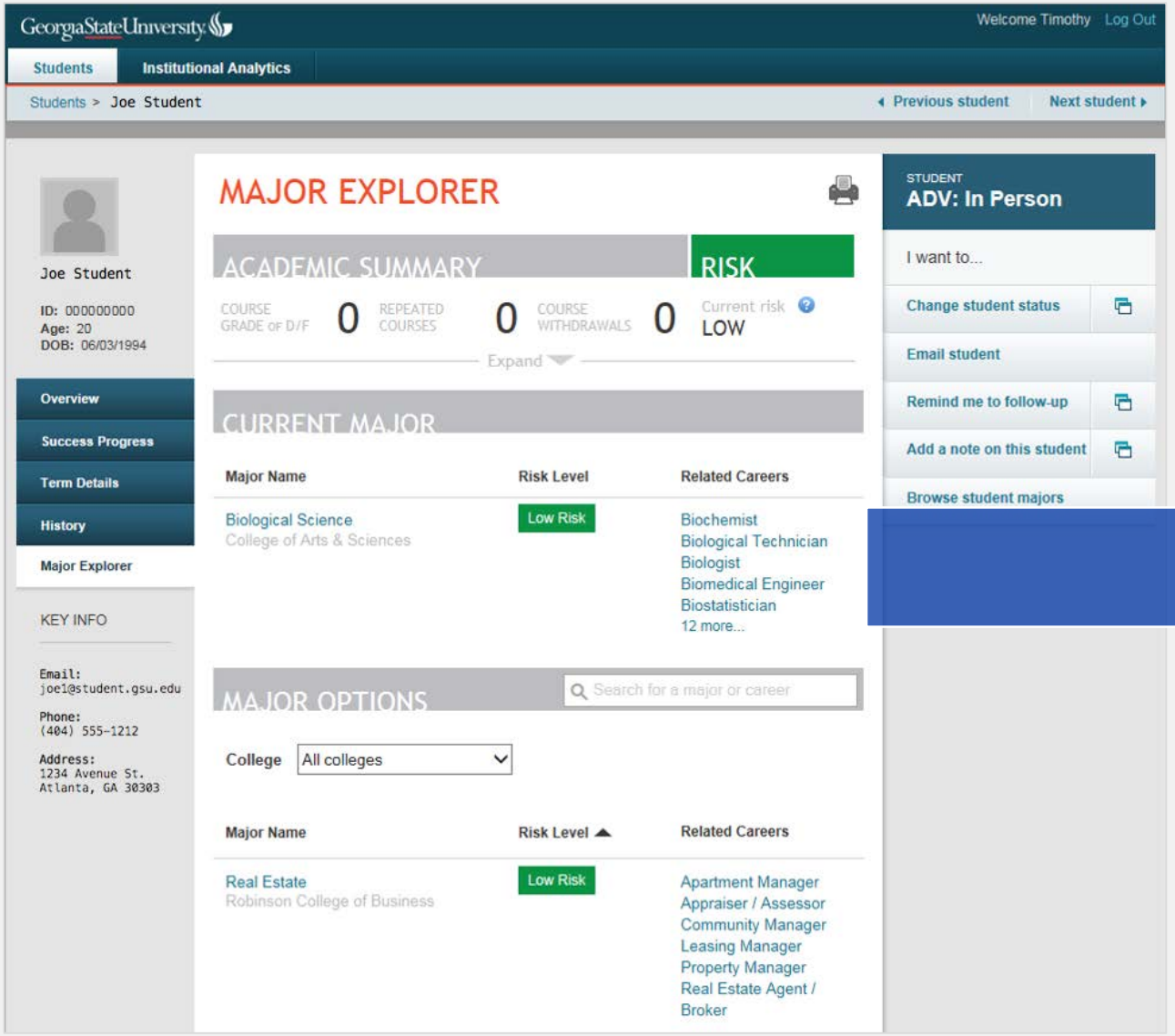
Graduation Rate in Major by Introductory Course Grade







Linking Academics to Career Pathways



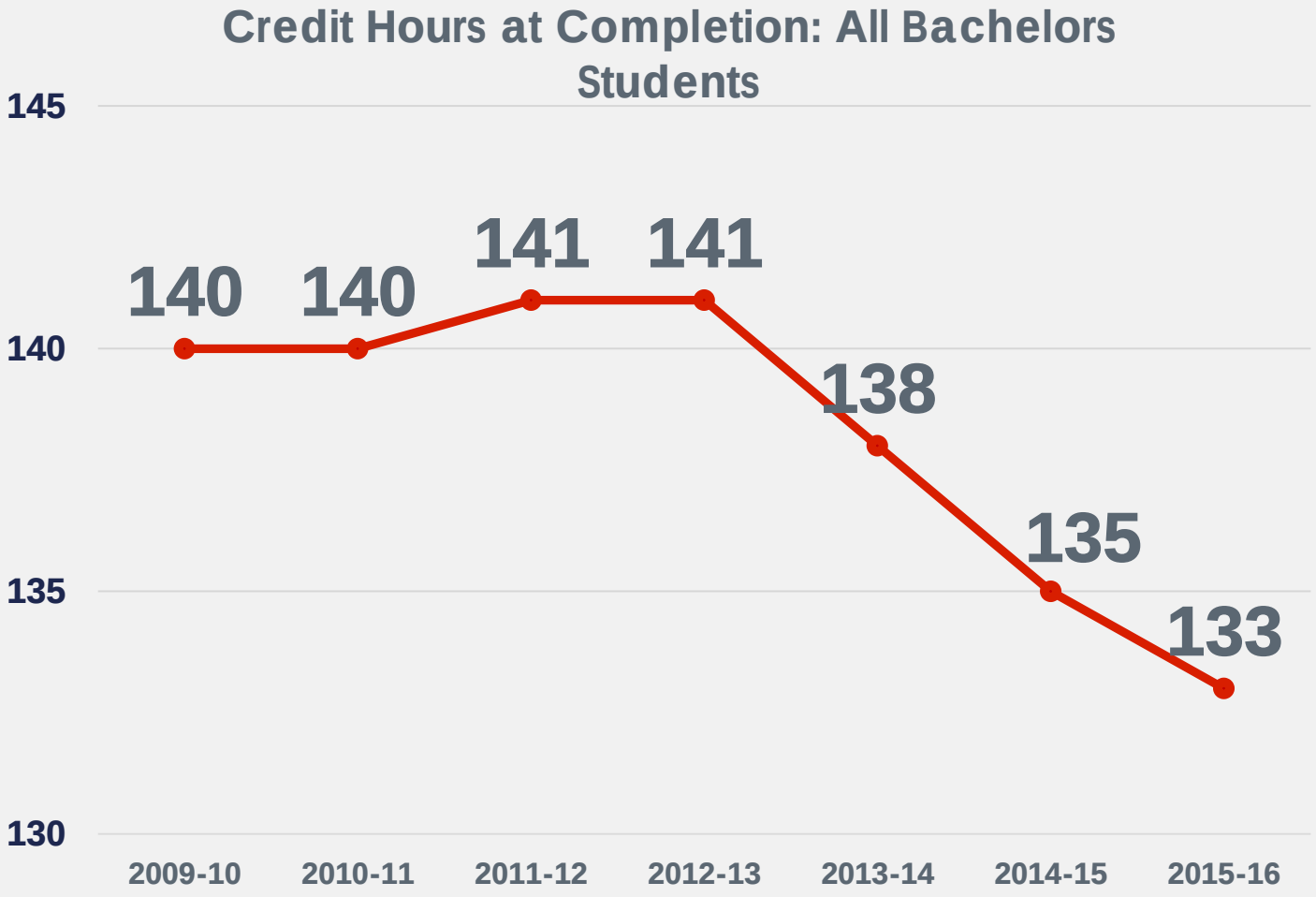
52,150

Impacts

Bachelor's Degrees Awarded

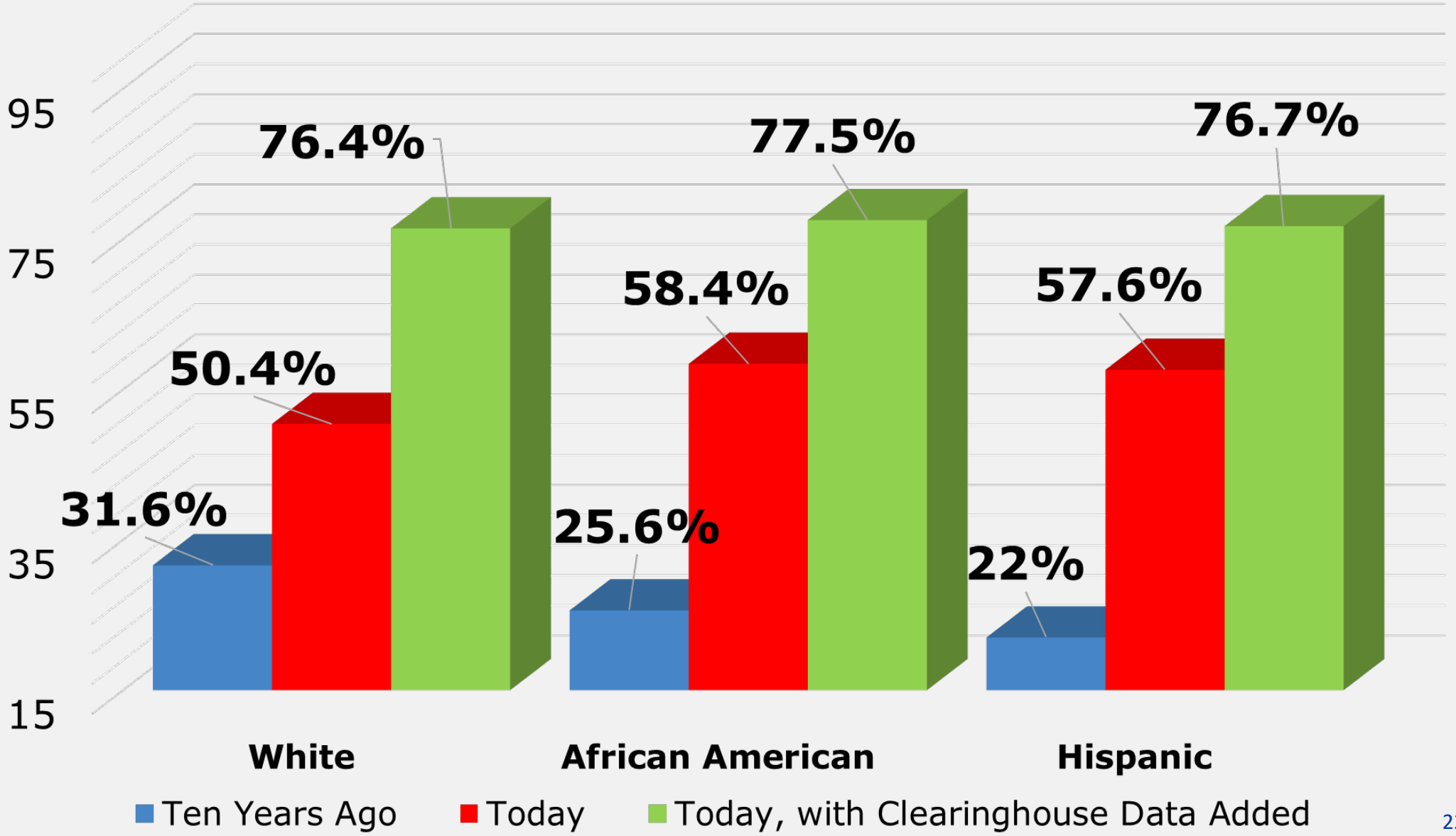
	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	5-Year Change
African American	1,001	1,322	1,440	1,550	1,692	1,825	**82%**
Pell	1,298	1,648	1,835	2,007	2,052	2,501	**93%**
Hispanic	196	300	328	372	414	435	**123%**

Results: Decline in Time to Degree



Confounding Expectations

STEM Degrees Conferred Since 2011 (enrollment change)

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

Graduation Rates By Race & Ethnicity (Clearinghouse Data Added)