Pathways to College Success
Using Data and Analytics

Timothy M. Renick, Ph.D.
Vice President for Enrollment Management & Student Success and Vice Provost
The Challenge in Front of Us

Baccalaureate Degree Attainment by Age 24 by Family Income Quartile

Bachelor's Degree Attainment Rate (moving 3-year average)

- **Top Income Quartile**: 82.4%
- **Third Income Quartile**: 36.1%
- **Second Income Quartile**: 16.5%
- **Bottom Income Quartile**: 8.3%

• 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%
Low-Income Students

Percent of Georgia State Undergraduates on PELL

31% 32% 40% 48% 51% 56% 58% 59% 59%

Fall 2007 Fall 2008 Fall 2009 Fall 2010 Fall 2011 Fall 2012 Fall 2013 Fall 2014 Fall 2015
SAT SCORES

-28 points
Are We the Problem?
Overwhelming Choices
<table>
<thead>
<tr>
<th>Program Picker</th>
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<tbody>
<tr>
<td><strong>Take control of your future! Explore majors and certificates that work for you.</strong></td>
<td><strong>Would you consider...</strong></td>
<td><strong>Find more options</strong></td>
<td></td>
</tr>
<tr>
<td><strong>You chose this... on your application</strong></td>
<td><strong>Explore these possibilities for you based on your interests and priorities</strong></td>
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<tr>
<td><strong>Nursing A.S.</strong></td>
<td><strong>Medical Office Assistant Certificate</strong></td>
<td><strong>Radiologic Technology A.A.S</strong></td>
<td><strong>Health Studies A.S.</strong></td>
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<tr>
<td>Learn More</td>
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<td>Learn More</td>
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<tr>
<td><strong>Classes/Credits</strong></td>
<td>20 classes / 60 credits</td>
<td>8 classes / 24 credits</td>
<td>20 classes / 55 credits</td>
</tr>
<tr>
<td><strong>Time to Complete</strong></td>
<td>2 years</td>
<td>1 year</td>
<td>2 years</td>
</tr>
<tr>
<td><strong>Financial Aid</strong></td>
<td></td>
<td>May not be Financial Aid eligible</td>
<td></td>
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<td></td>
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<tr>
<td><strong>Total Tuition</strong></td>
<td>$9,176 in state</td>
<td>$3,641 in state</td>
<td>$8,850 in state</td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
<td>High rate of transfer to 4-year colleges</td>
<td>Students seek employment or another stackable certificate</td>
<td>Most students seek employment post-graduation</td>
</tr>
<tr>
<td><strong>Average Salary</strong></td>
<td>$38,500</td>
<td>$29,129</td>
<td>$37,819</td>
</tr>
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<td></td>
<td>$51,100 with BA degree</td>
<td></td>
<td>$51,553 with BS degree</td>
</tr>
<tr>
<td><strong>Hiring Demand</strong></td>
<td>129 job posts</td>
<td>137 job posts</td>
<td>459 job posts</td>
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Choice Architecture: Meta Majors

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

10 YEARS OF DATA | 2.5 MILLION GRADES | 800+ ANALYTICS-BASED ALERTS

144,000 STUDENT RECORDS | 30,000 STUDENTS TRACKED DAILY
### Academic Program Maps: B.S. in Chemistry

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
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<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>
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<td></td>
<td>• Maintain a cumulative GPA of 2.25 or Better</td>
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<thead>
<tr>
<th>Semester 3</th>
<th>Semester 4</th>
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<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>
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<tr>
<th>Semester 5</th>
<th>Semester 6</th>
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<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>
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<tr>
<th>Semester 7</th>
<th>Semester 8</th>
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<tr>
<td>• Complete CHEM 4160 with a B- or better</td>
<td>• Complete CHEM 4190 with a C or Better</td>
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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%
Linking Academics to Career Pathways
52,150
Impacts
# Bachelor’s Degrees Awarded

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<tbody>
<tr>
<td><strong>African American</strong></td>
<td>1,001</td>
<td>1,322</td>
<td>1,440</td>
<td>1,550</td>
<td>1,692</td>
<td>1,825</td>
<td><strong>82%</strong></td>
</tr>
<tr>
<td><strong>Pell</strong></td>
<td>1,298</td>
<td>1,648</td>
<td>1,835</td>
<td>2,007</td>
<td>2,052</td>
<td>2,501</td>
<td><strong>93%</strong></td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
<td>196</td>
<td>300</td>
<td>328</td>
<td>372</td>
<td>414</td>
<td>435</td>
<td><strong>123%</strong></td>
</tr>
</tbody>
</table>
Results: Decline in Time to Degree

Credit Hours at Completion: All Bachelors Students

- 2009-10: 140
- 2010-11: 140
- 2011-12: 141
- 2012-13: 141
- 2013-14: 138
- 2014-15: 135
- 2015-16: 133
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)

- **White**: 31.6% (Ten Years Ago), 50.4% (Today), 76.4% (Today, with Clearinghouse Data Added)
- **African American**: 25.6% (Ten Years Ago), 58.4% (Today), 77.5% (Today, with Clearinghouse Data Added)
- **Hispanic**: 22% (Ten Years Ago), 57.6% (Today), 76.7% (Today, with Clearinghouse Data Added)