

Pathways to Adult Success  
Baltimore, MD May 2, 2017

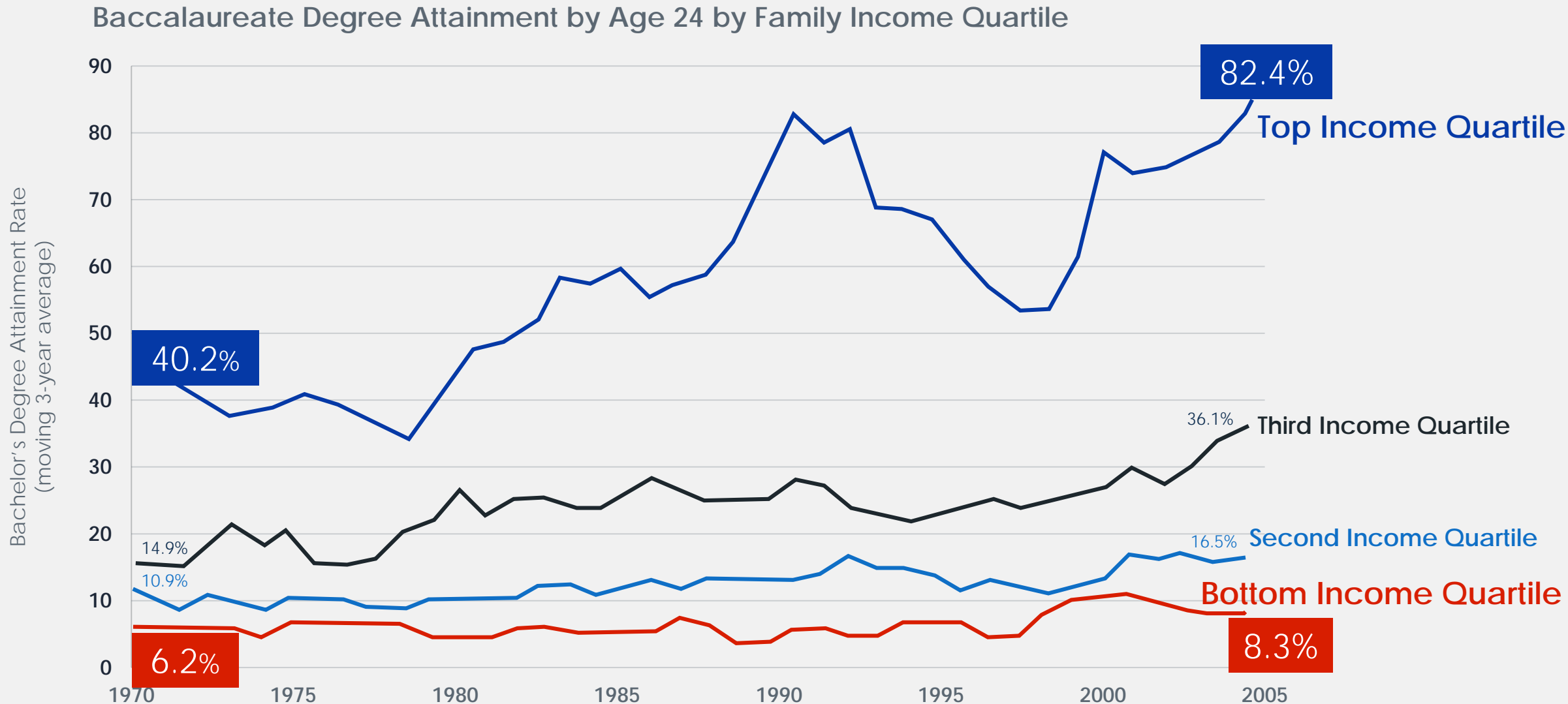
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# Pathways to College Success Using Data and Analytics

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& Student Success and Vice Provost



# The Challenge in Front of Us



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



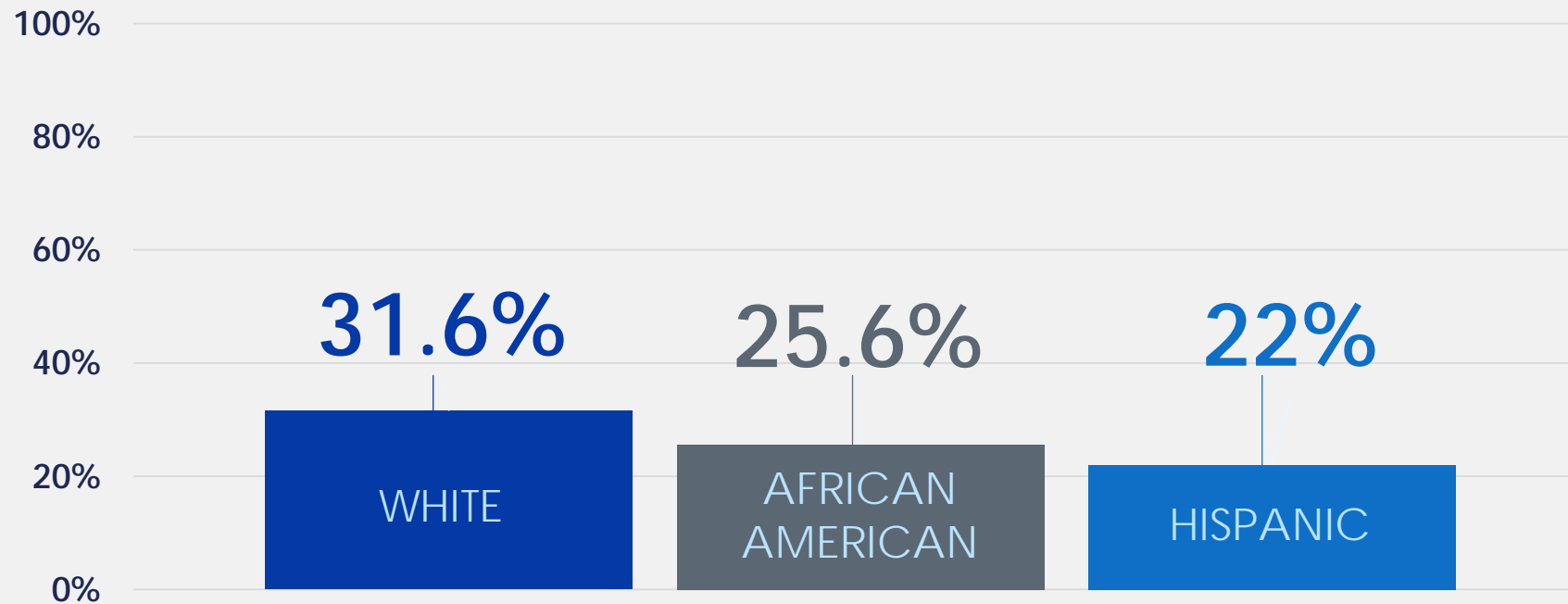
- 32,500 Students on the Atlanta campus
  - Research University status achieved in 1995
  - 50,000+ Students as of 2016 with Perimeter College Consolidation
- 



# Graduation Rates by Race & Ethnicity

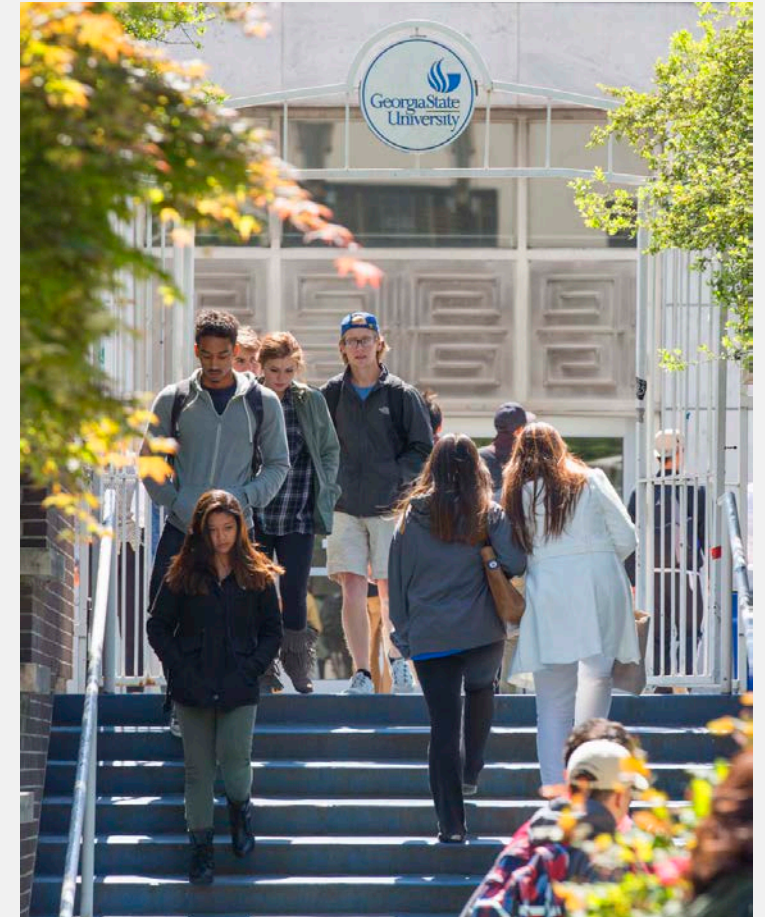
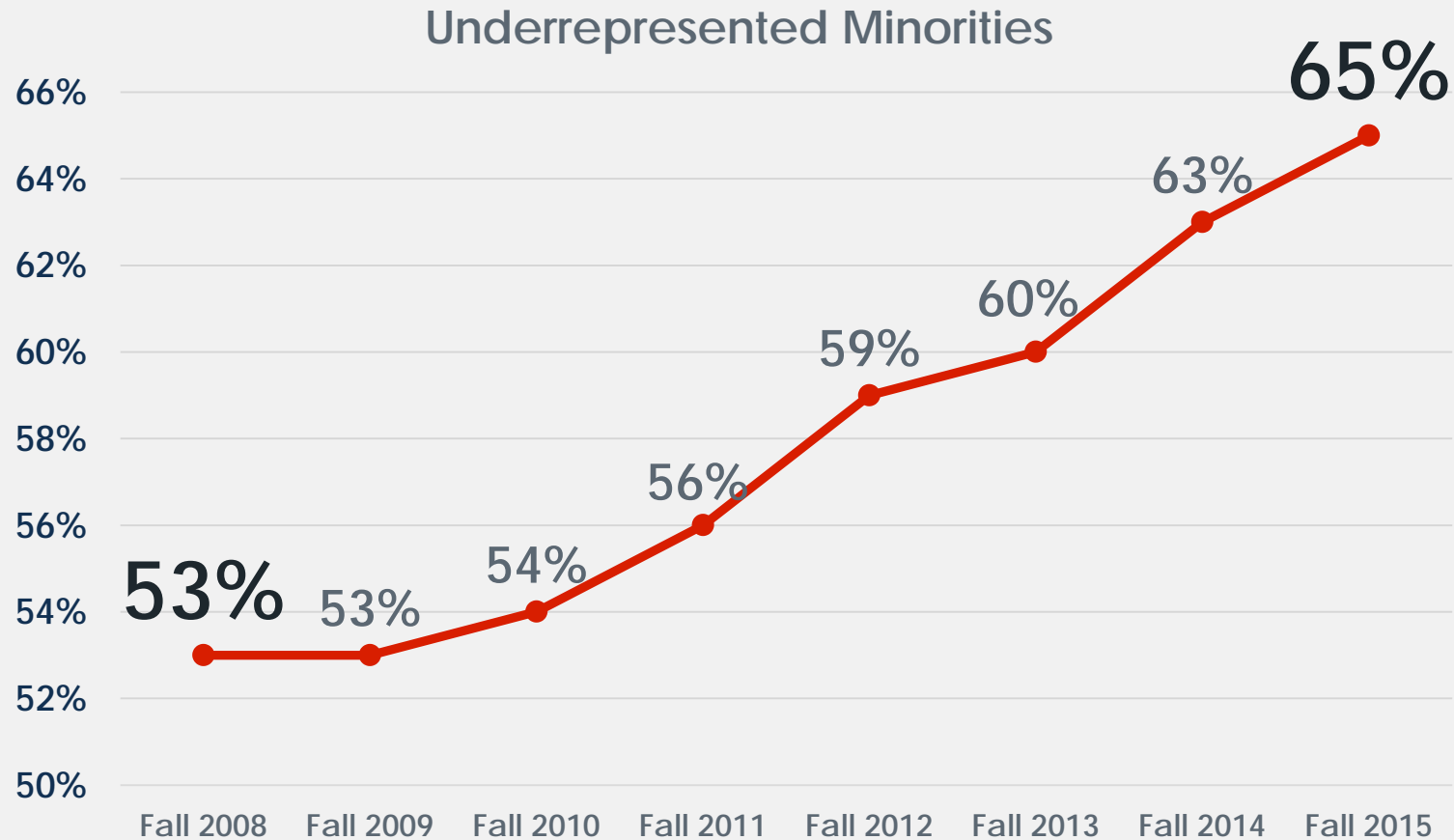


Where we were: 2003





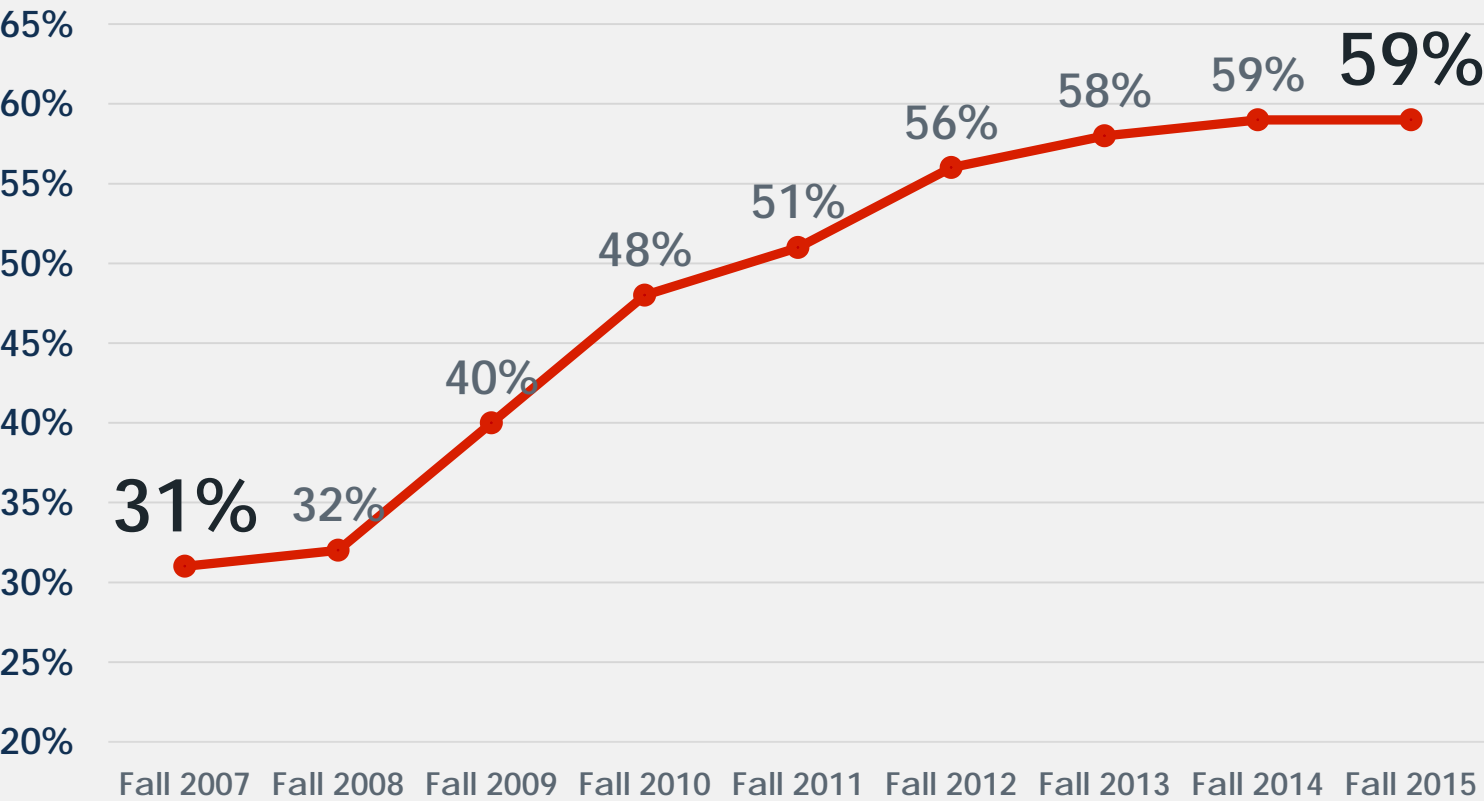
# Changing Demographics: Race & Ethnicity




# 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  
**-28 points**







Are We the  
Problem?



# Overwhelming Choices



# Academic Guides with Live Job Data



<b>Program Picker</b> <span>⌚ Est. Time:</span>				
Take control of your future! Explore majors and certificates that work for you.				
<b>You chose this...</b> on your application		<b>Would you consider...</b> Explore these possibilities for you based on your interests and priorities <a href="#">Find more options</a>		
	<b>Nursing A.S.</b> <a href="#">Learn More</a>	<b>Medical Office Assistant Certificate</b> <a href="#">Learn More</a>	<b>Radiologic Technology A.A.S</b> <a href="#">Learn More</a>	<b>Health Studies A.S.</b> <a href="#">Learn More</a>
	<input checked="" type="checkbox"/> <b>Selected</b>	<input type="checkbox"/> <b>Explore</b>	<input type="checkbox"/> <b>Explore</b>	<input type="checkbox"/> <b>Explore</b>
<i>Classes/Credits</i>	20 classes / 60 credits	8 classes / 24 credits	20 classes / 55 credits	20 classes / 62 credits
<i>Time to Complete</i>	2 years	1 year	2 years	2.25 years
<i>Financial Aid</i>	✓	May not be Financial Aid eligible	✓	✓
<i>Total Tuition</i>	\$9,176 in state	\$3,641 in state	\$8,850 in state	\$9,427 in state
<i>Outcomes</i>	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
<i>Average Salary</i>	\$38,500 \$51,100 with BA degree	\$29,129	\$37,819	\$42,774 \$51,553 with BS degree
<i>Hiring Demand</i>	129 job posts	137 job posts	459 job posts	661 job posts
	<input checked="" type="checkbox"/> <b>Selected</b>	<input type="checkbox"/> <b>Explore</b>	<input type="checkbox"/> <b>Explore</b>	<input type="checkbox"/> <b>Explore</b>





**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

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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**

# Academic Program Maps: B.S. in Chemistry



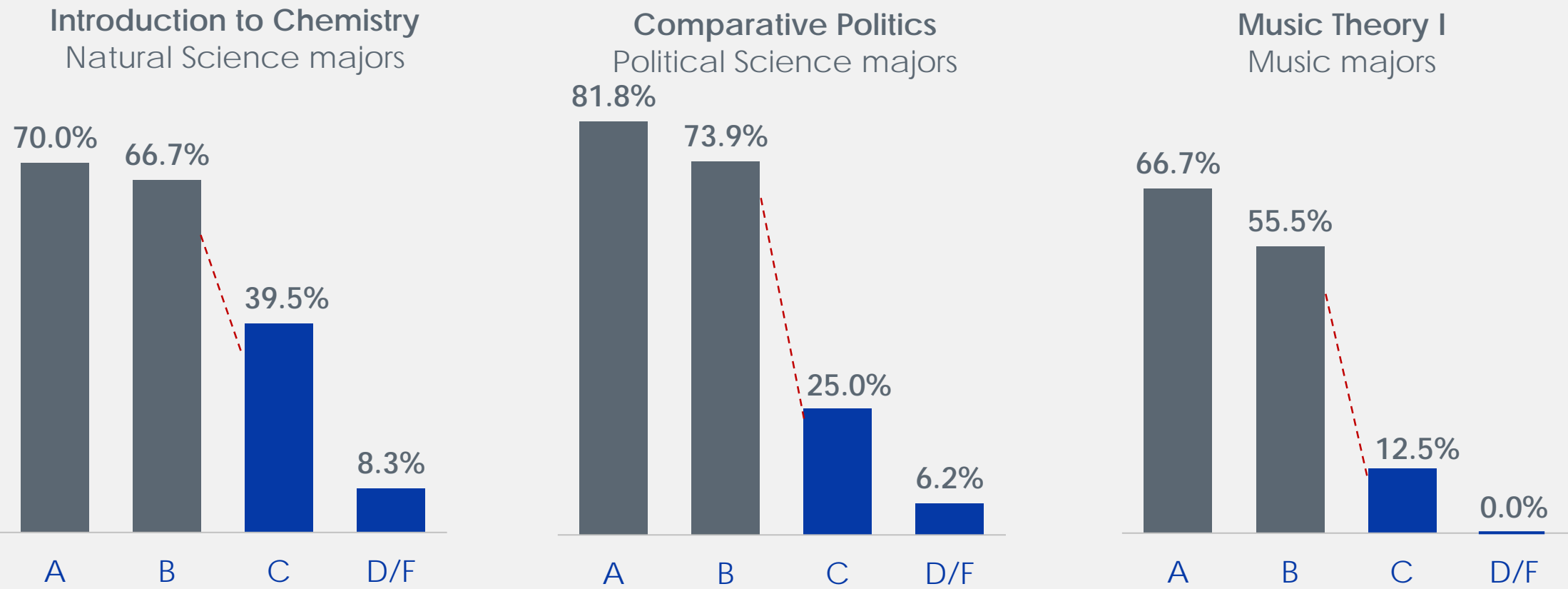
SEMESTER 1	SEMESTER 2
<ul style="list-style-type: none"><li>• Complete 1 of ENGL 1101, ENGL 1102 or ENGL 1103 (C or Better)</li><li>• Complete MATH 1113 or Higher (B- or Better)</li><li>• Complete CHEM 1211K (B- or Better)</li></ul>	<ul style="list-style-type: none"><li>• Complete ENGL 1102 or 1103 (C 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>



# Alerts Based on Historical RPG Data



## Graduation Rate in Major by Introductory Course Grade



# Linking Academics to Career Pathways



Georgia State University

Welcome Timothy | Log Out

Students

Institutional Analytics

Students > Joe Student

Previous student | Next student

Joe Student

ID: 000000000

Age: 20

DOB: 06/03/1994

Overview

Success Progress

Term Details

History

Major Explorer

KEY INFO

Email: joe1@student.gsu.edu

Phone: (404) 555-1212

Address: 1234 Avenue St. Atlanta, GA 30303

MAJOR EXPLORER

ACADEMIC SUMMARY

COURSE GRADE of D/F 0

REPEATED COURSES 0

COURSE WITHDRAWALS 0

Current risk LOW

RISK

CURRENT MAJOR

Major Name	Risk Level	Related Careers
Biological Science College of Arts & Sciences	Low Risk	Biochemist Biological Technician Biologist Biomedical Engineer Biostatistician 12 more...

MAJOR OPTIONS

College All colleges

Major Name	Risk Level	Related Careers
Real Estate Robinson College of Business	Low Risk	Apartment Manager Appraiser / Assessor Community Manager Leasing Manager Property Manager Real Estate Agent / Broker

STUDENT ADV: In Person

I want to...

Change student status

Email student

Remind me to follow-up

Add a note on this student

Browse student majors







52,150





# Impacts



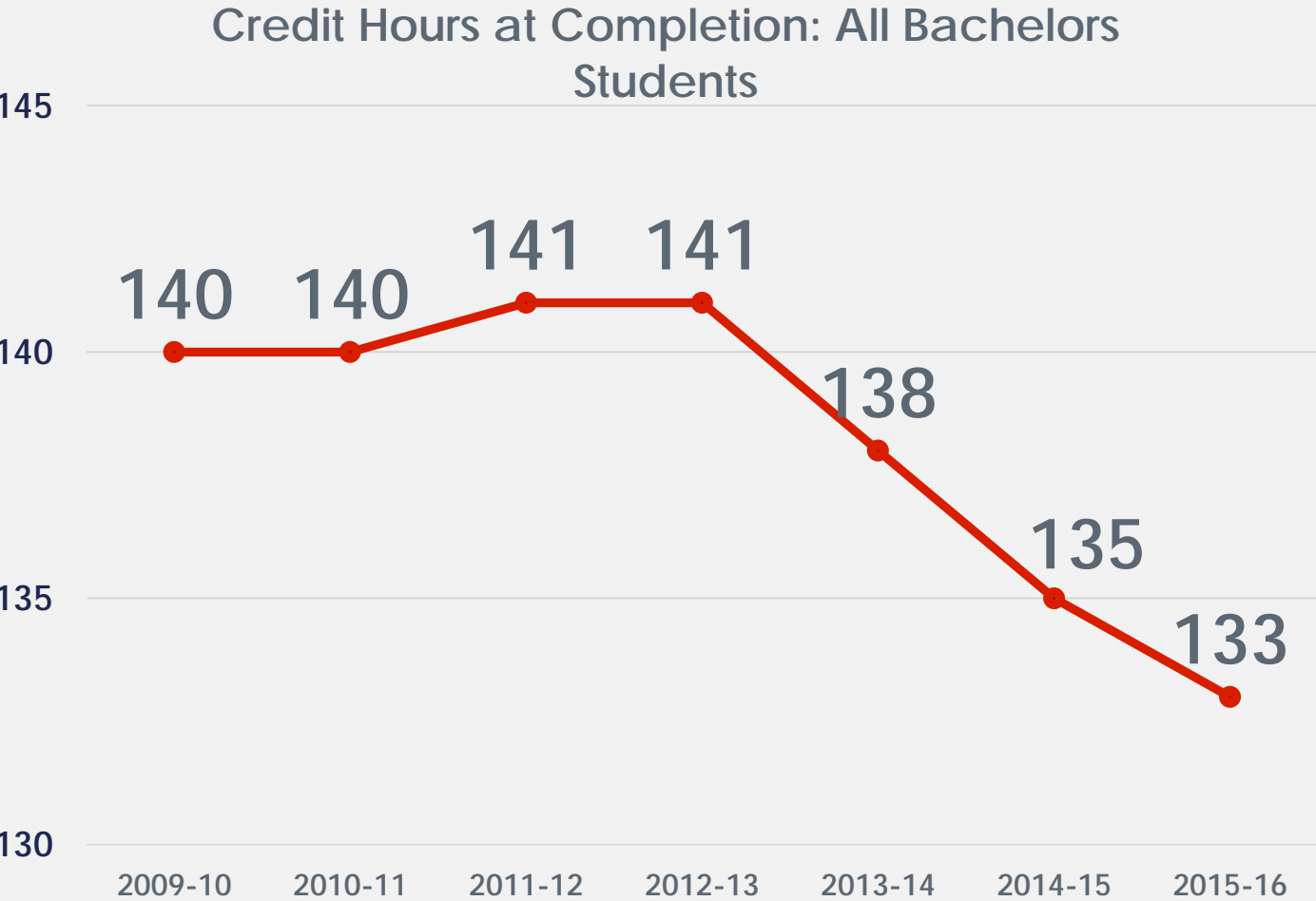
# Bachelor's Degrees Awarded



	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







## 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)

