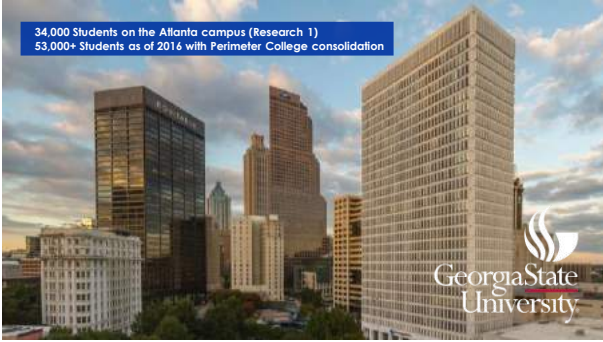




34,000 Students on the Atlanta campus (Research 1)  
53,000+ Students as of 2016 with Perimeter College consolidation



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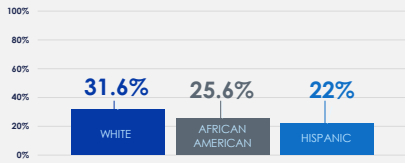
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### Graduation Rates by Race & Ethnicity



Where we were: 2003




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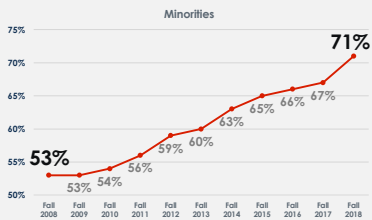
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### Changing Demographics: Race & Ethnicity




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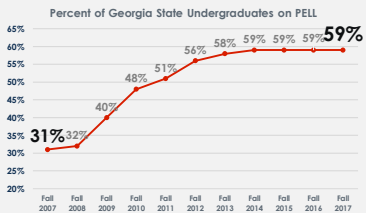
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### Low-Income Students




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# 19%

Percent of Confirmed Freshmen Who Did Not Enroll  
Summer 2015

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## Summer Melt



Fall 2015

Confirmed GSU Freshman Who  
Never Attended Any College: **278**

Non-white	<b>76%</b>
First Generation	<b>45%</b>
Low Income	<b>71%</b>
Avg. High School GPA	<b>3.34</b>

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## The Hidden Obstacles to Enrollment



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



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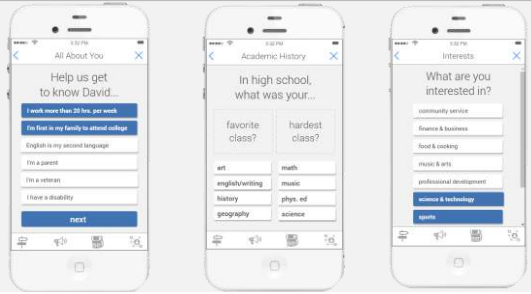
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### Personalized Interactions Before Enrollment

Source: EAB




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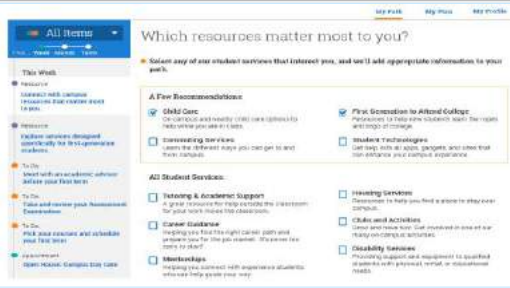
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### Portal to Guide Students Through Next Steps




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### 24/7 Responses Using a Chatbot on Smart Devices



AdmitHub

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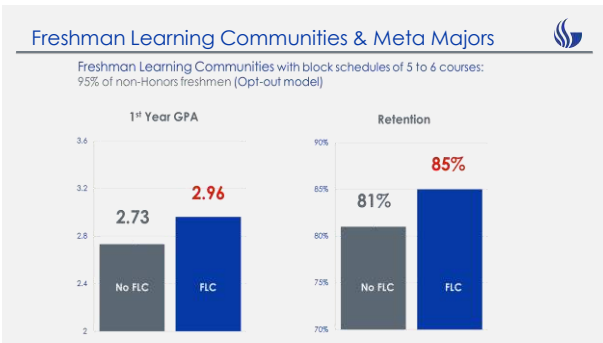
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### Choice Architecture: Meta Majors

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

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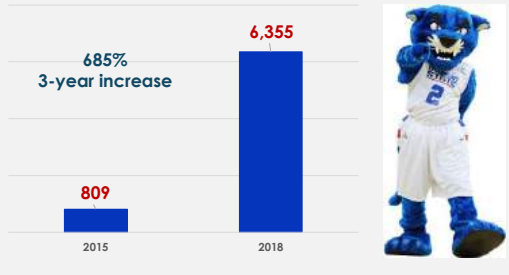
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Meetings of Pre-Seniors with Career Counselors



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**-32%**  
Drop in Major Changes After the Freshman Year

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**43%**

Percent of Students Receiving Non-Passing Grades in Introductory Math Courses in 2008

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## Strengthening Math Pathways



### Pre-Calculus, College Algebra, Intro to Statistics

- DFW Prior to Change: 43%  
DFW Today: 28% (35% drop)
- Number of Students enrolled in courses taught through the MILE, 2017-18: 8,500

**+1,275** Students Passing




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## Adaptive Learning at Scale



		STUDENTS	SECTIONS	DFW
POLS 1101	American Government	4694	55	16.3%
MATH 1070	Elementary Statistics	2701	76	25.2%
ECON 2105	Principle of Macroeconomics	2340	38	19.2%
PSYC 1101	Introduction to General Psychology	2252	26	21.8%
POLS 2401	Global Issues	2250	35	18.9%
FILM 2700	History of the Motion Picture	2226	59	15.2%
ECON 2106	Principles of Microeconomics	2122	31	24.7%
MATH 1101	Introduction to Mathematical Modeling	2019	56	26.5%
MATH 1111	College Algebra	1540	45	20.2%
SOCI 1101	Introductory Sociology	1432	29	20.2%
MATH 1113	Pre-calculus	1289	34	27.5%
CHEM 1211	Principles of Chemistry I	1096	37	17.2%
BIOL 1103	Introductory Biology I	1051	48	24.8%

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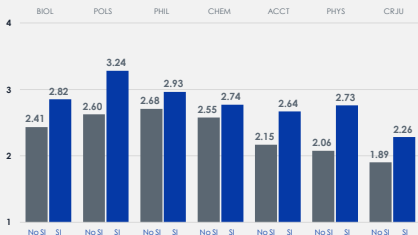
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## Eliminating Bottlenecks: Peer Tutors



Supplemental Instruction (SI)



Course GPA

No SI: 2.41

SI: **2.91**

One-Year Retention

No SI: 83.5%

SI: **91.2%**

Students: **9,700**

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# 1,000+

Number of Fully Registered Students Being Dropped Each Semester for Non-Payment in 2010-2011

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## < 30%

Likelihood that a college student who stops out for financial reasons will ever complete degree at the institution



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### Who were we dropping



- Seniors
- Academically on track
- Balance below \$1,500

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Panther Retention Grants



**AVERAGE GRANT \$900**

Graduated: **86.5%**  
Grant Recipients  
Graduated 2016-17: **1,321**



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**14,000**  
Grants Awarded  
Since 2011

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**5,760**

Students Who Dropped Out of  
Georgia State in 2010

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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

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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 4140 with a B- or better</li> </ul>	<ul style="list-style-type: none"> <li>Complete CHEM 4190 with a C or Better</li> </ul>

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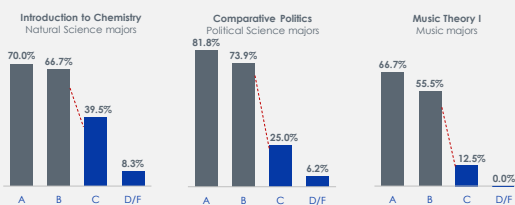
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Performance in 'Marker' Courses



Graduation Rate in Major by Introductory Course Grade




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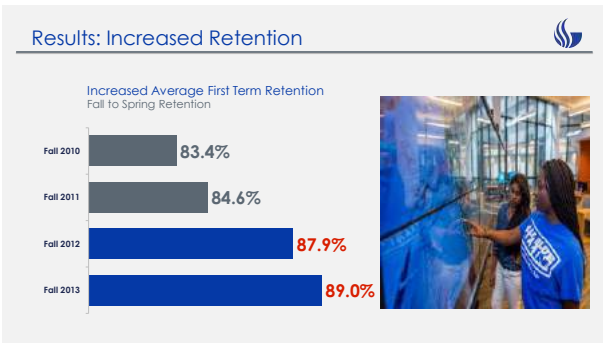
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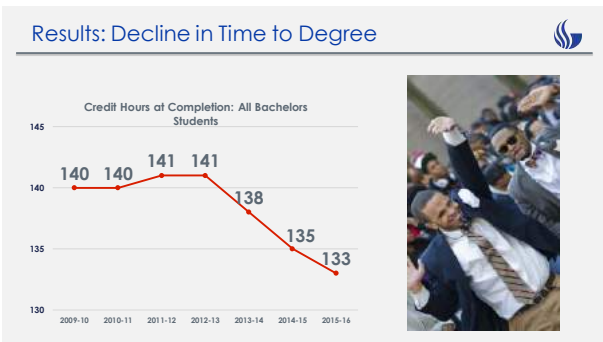
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ROI for Students



**\$18 million**

*Savings to the Class of 2018 in tuition and fees when compared to the Class of 2012*

45

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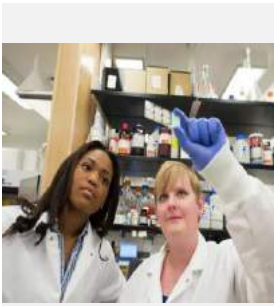
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STEM Degrees  
Awarded Since 2011

(compared to gains in enrollment)

African American **+114%** (14%)

African Am Male **+153%** (15%)

Hispanic **+275%** (24%)

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# Impacts

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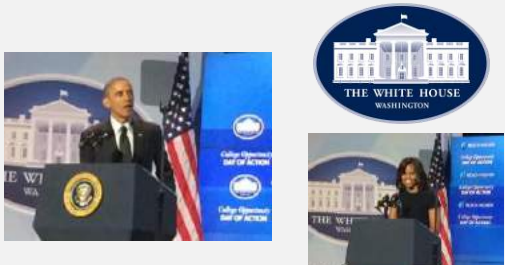
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Growing Recognition 



THE WHITE HOUSE  
WASHINGTON

College Relevance:  
THE WHITE HOUSE  
OFFICE OF ACTION

College Relevance:  
THE WHITE HOUSE  
OFFICE OF ACTION

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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**



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Georgia State Undergraduate Degrees Awarded



2010-11: **4,222** | 2016-17: **7,047**

**INCREASE:**  
**+2,825 (+67%)**

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Bachelor's Degrees Awarded Annually



	2009-10	2017 - 18	6-Year Change	% Change
African American	1,001	2,040	<b>+1,039</b>	<b>+103%</b>
Pell	1,498	3,428	<b>+1,930</b>	<b>+129%</b>
Hispanic	196	557	<b>+361</b>	<b>+184%</b>




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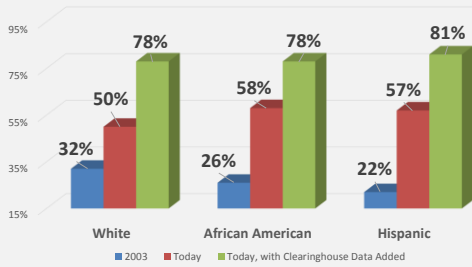
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### Graduation Rates by Race & Ethnicity




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### #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




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### LIFT Program at Perimeter College



2017 Entering Cohort:  
**100%** Pell, **100%** URMs

Learning communities,  
 Predictive-analytics tracking,  
 Proactive advising,  
 Scholarships, Panther  
 Retention Grants,  
 Near-peer mentoring, SI

2-year Associate-Degree  
 Graduate Rate: **85%**




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