

IECA<sup>+</sup>™



INDEPENDENT EDUCATIONAL  
CONSULTANTS ASSOCIATION

**Please Welcome**

**Dr. Timothy Renick**

**Senior VP for Student  
Success**

**Georgia State University**





Independent Educational Consultants Association  
Atlanta November 8, 2019

---

# Eliminating Equity Gaps Through Data and Institutional Change

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

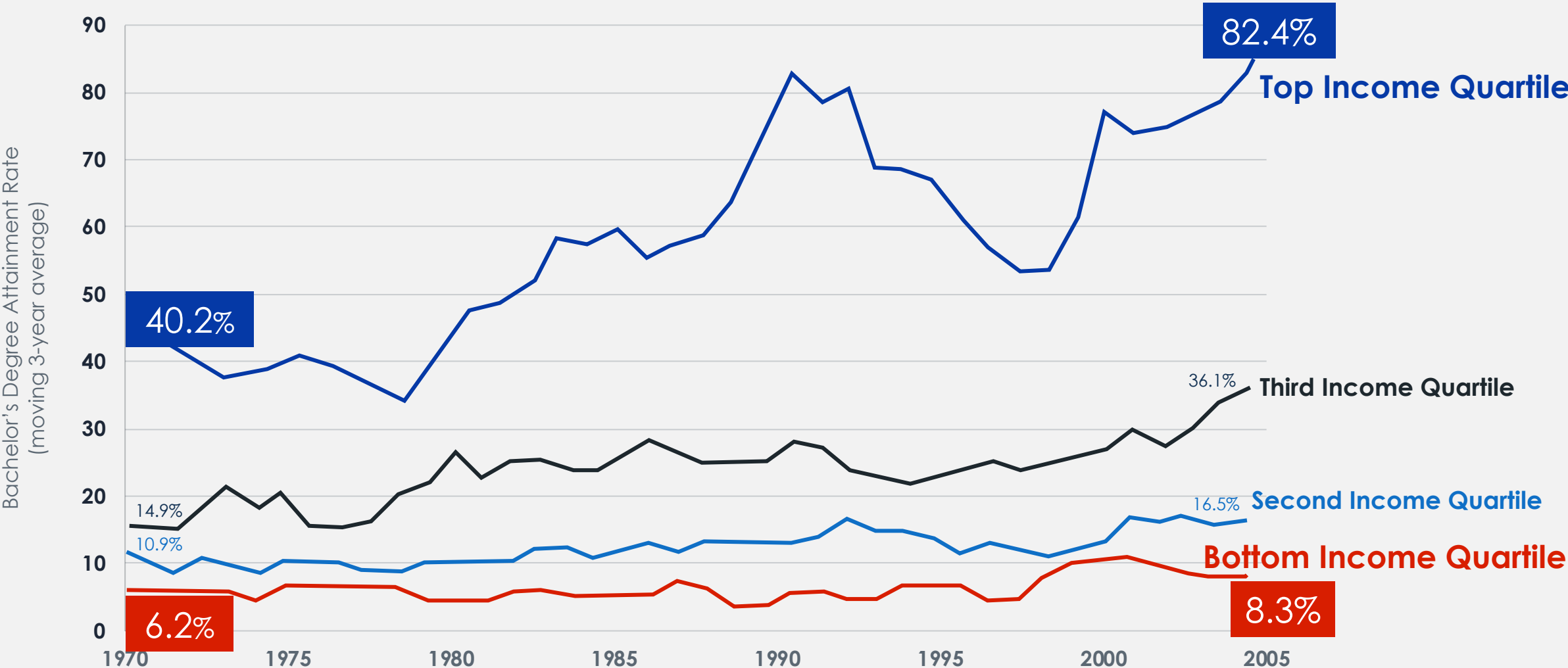


Georgia State  
University®

# The Challenge in Front of Us



### Baccalaureate Degree Attainment by Age 24 by Family Income Quartile



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

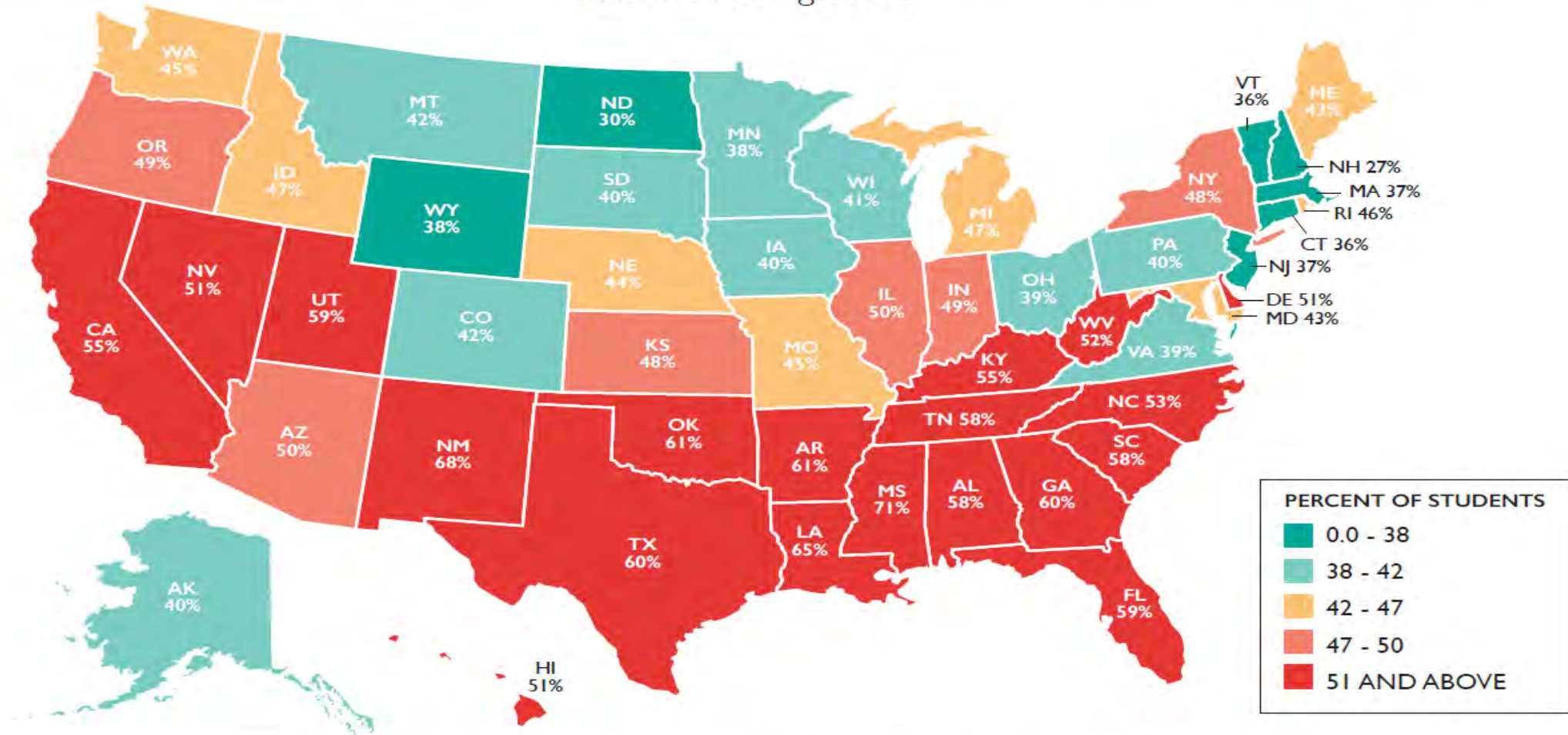


# Changing Demographics



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

National Average: 51%



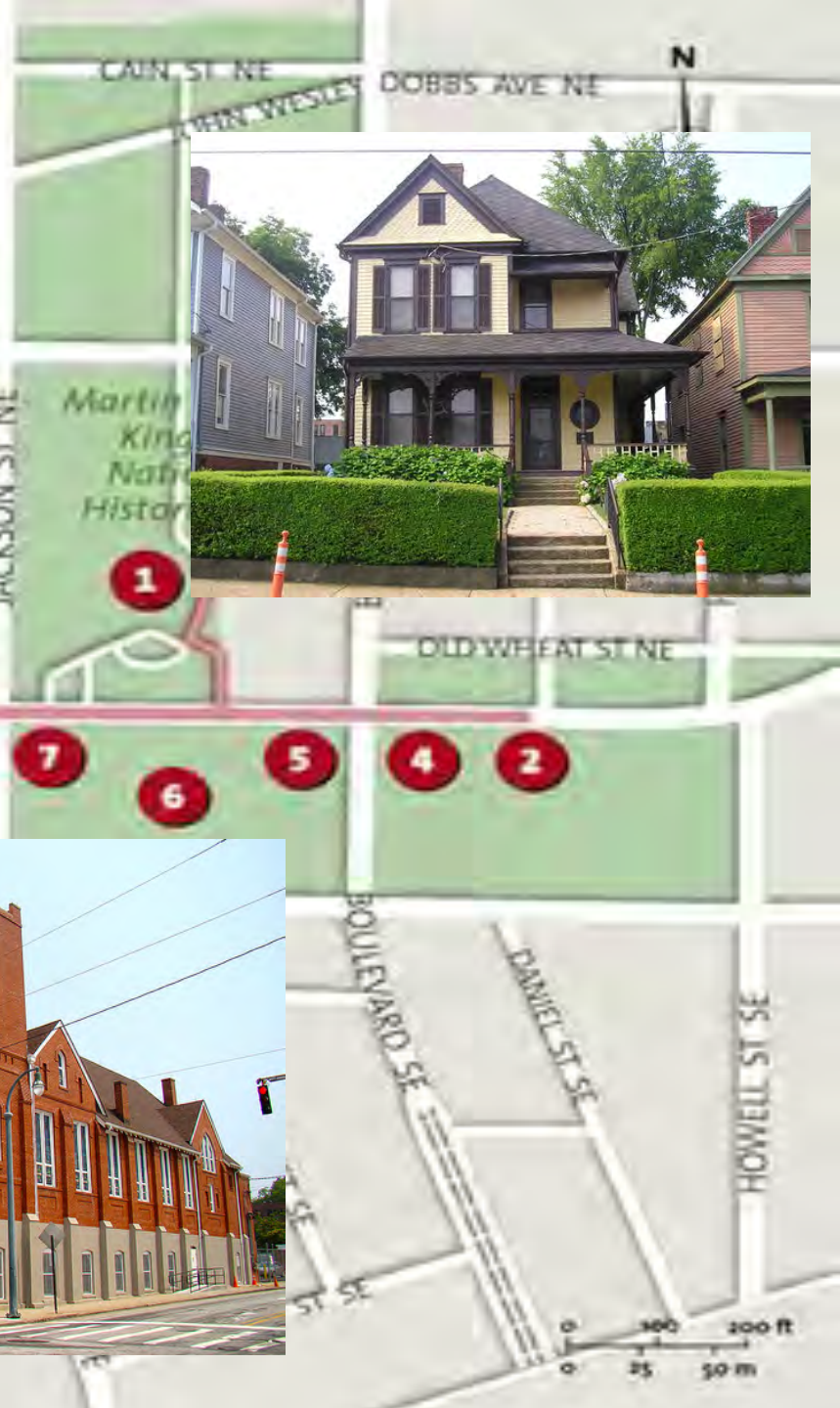


34,000 Students on the Atlanta campus  
53,000+ Students as of 2016 with Perimeter College consolidation



  
Georgia State  
University®





SWEET  
AUBURN

Martin  
King  
Nati  
Histor

OLD WHEAT ST NE

DANIEL ST SE

HOWELL ST SE

0 100 200 ft  
0 25 50 m



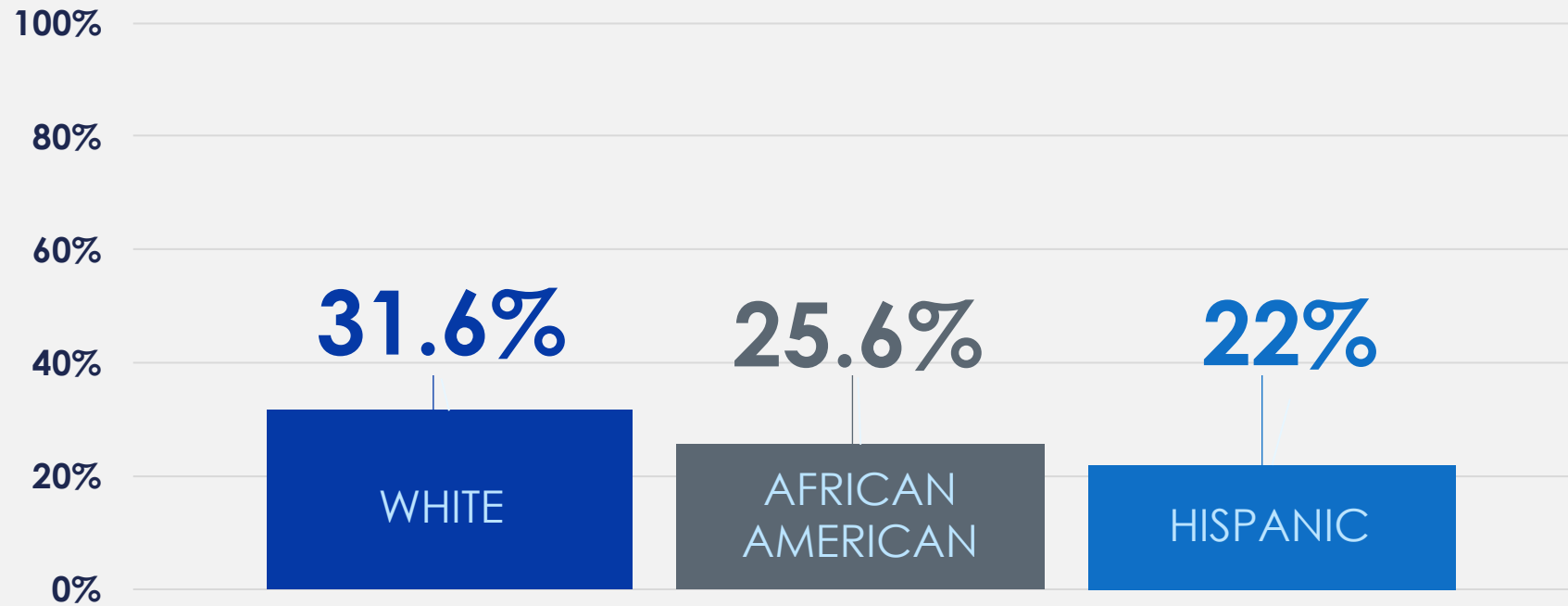




# Graduation Rates by Race & Ethnicity



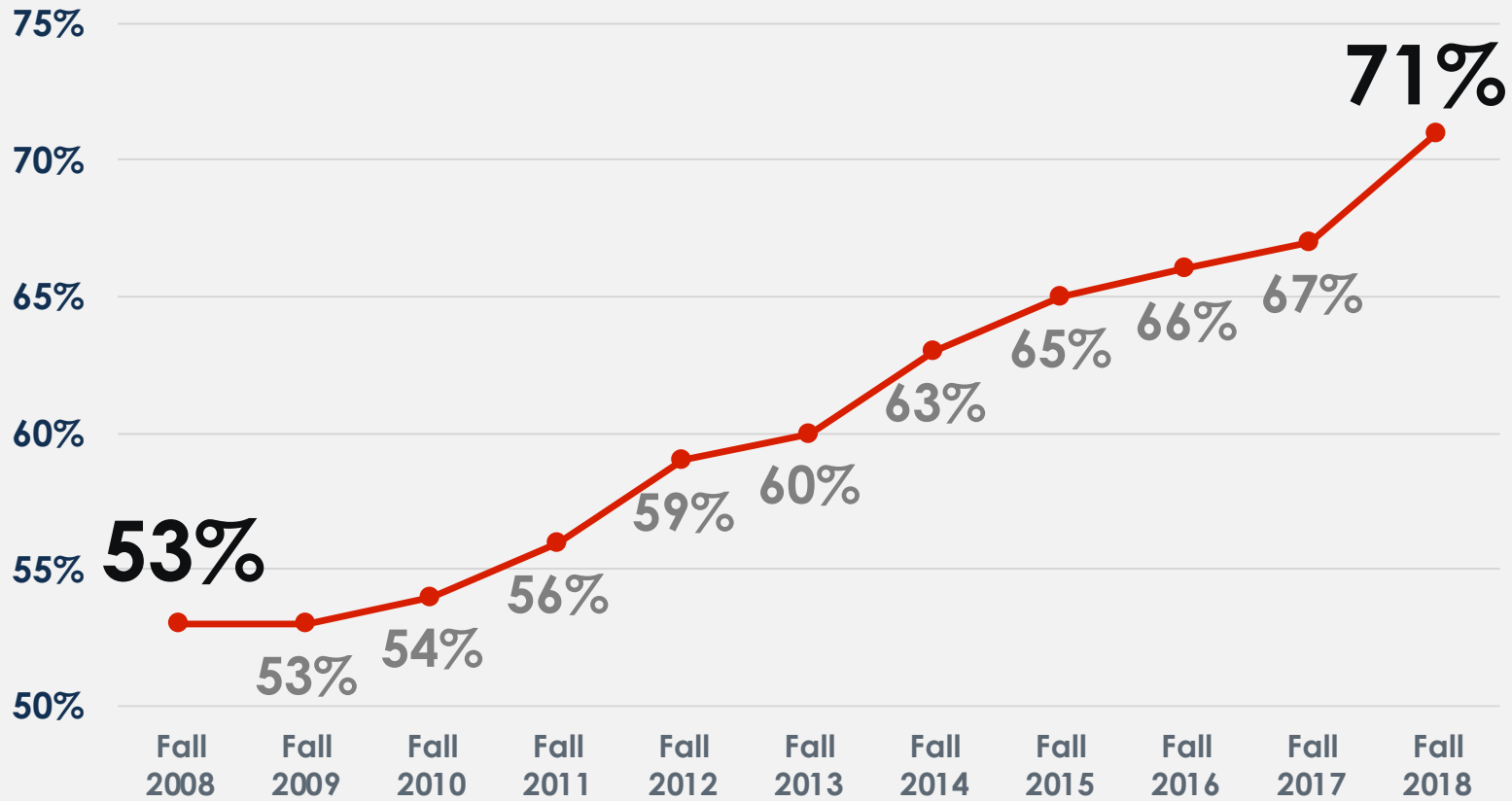
Where we were: 2003



# Changing Demographics: Race & Ethnicity



Minorities

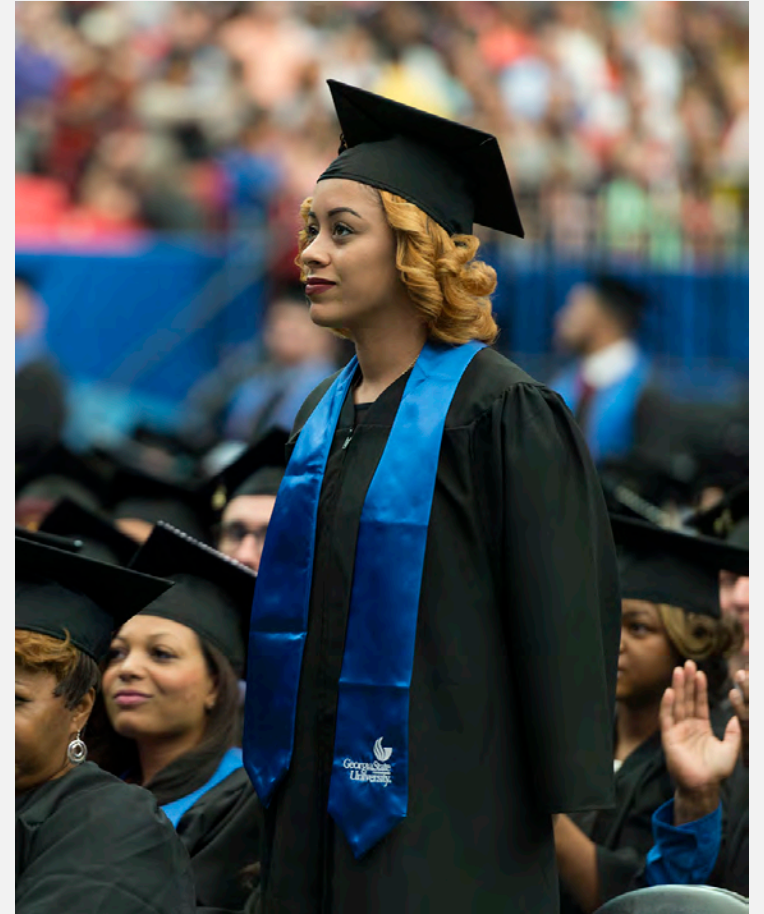
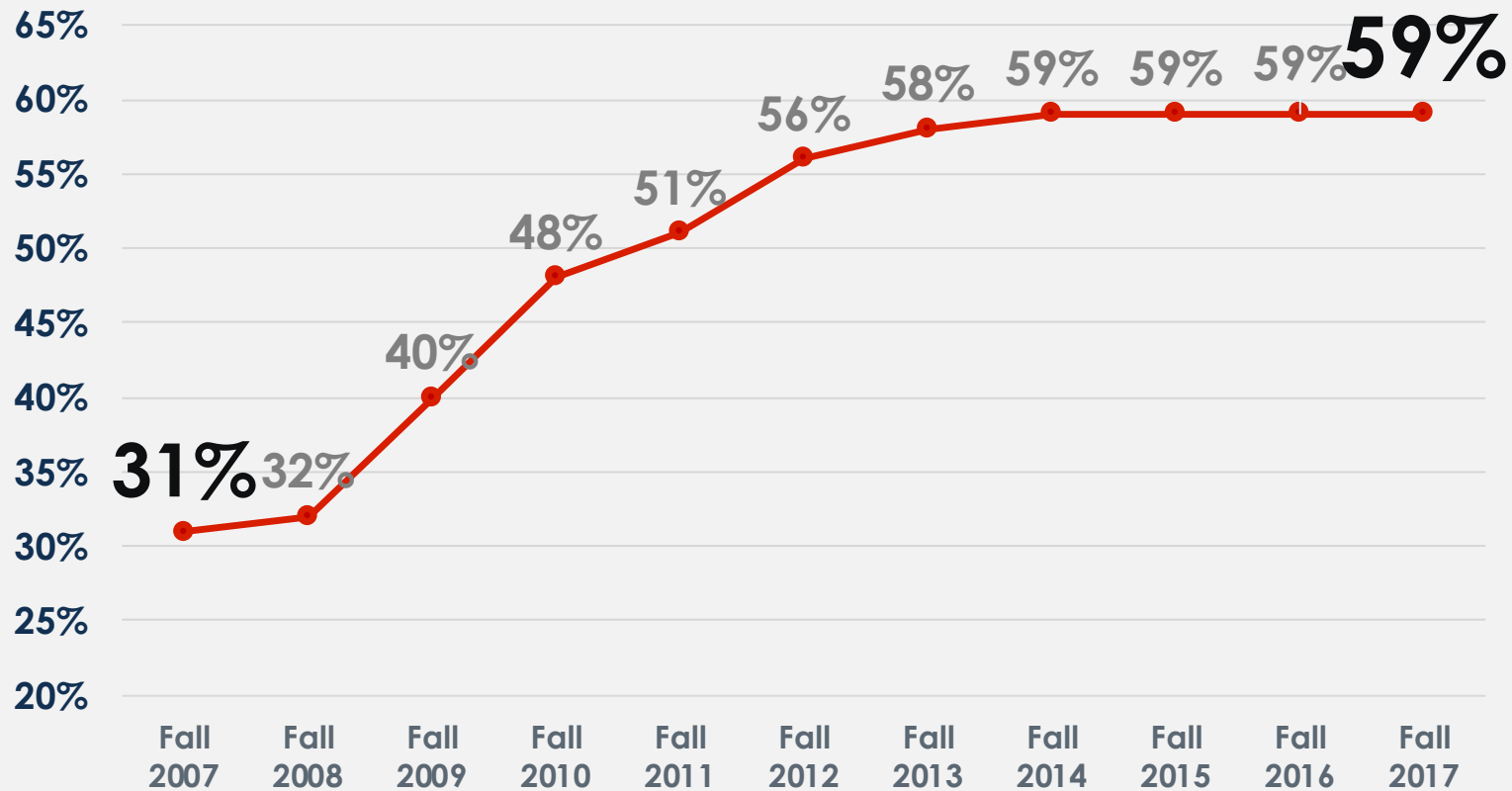




# Low-Income Students



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. The room has large windows in the background, letting in natural light. A blue semi-transparent box is overlaid on the center of the image, containing text and a downward-pointing arrow.

SAT SCORES

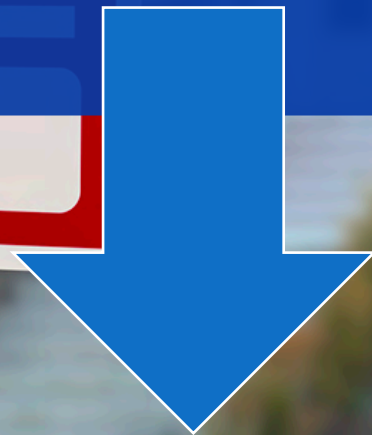
**-33 points**





FORECLOSURE  
SALE  
Appropriations Cuts

**-\$40 million**







Are We the  
Problem?



19%

---

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

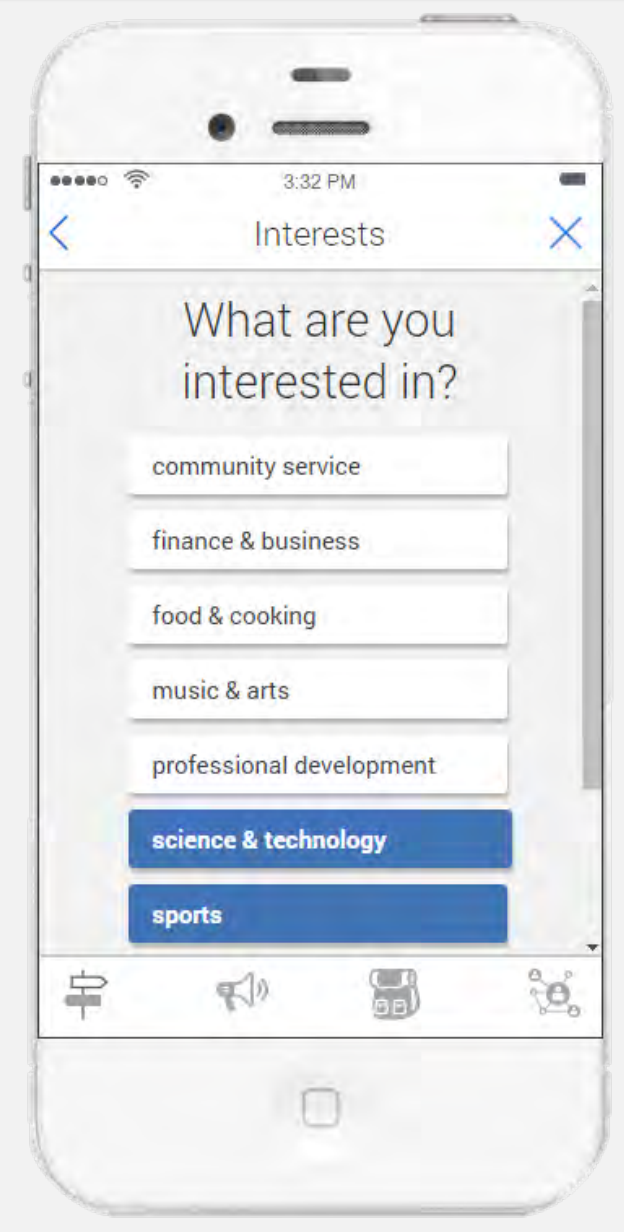
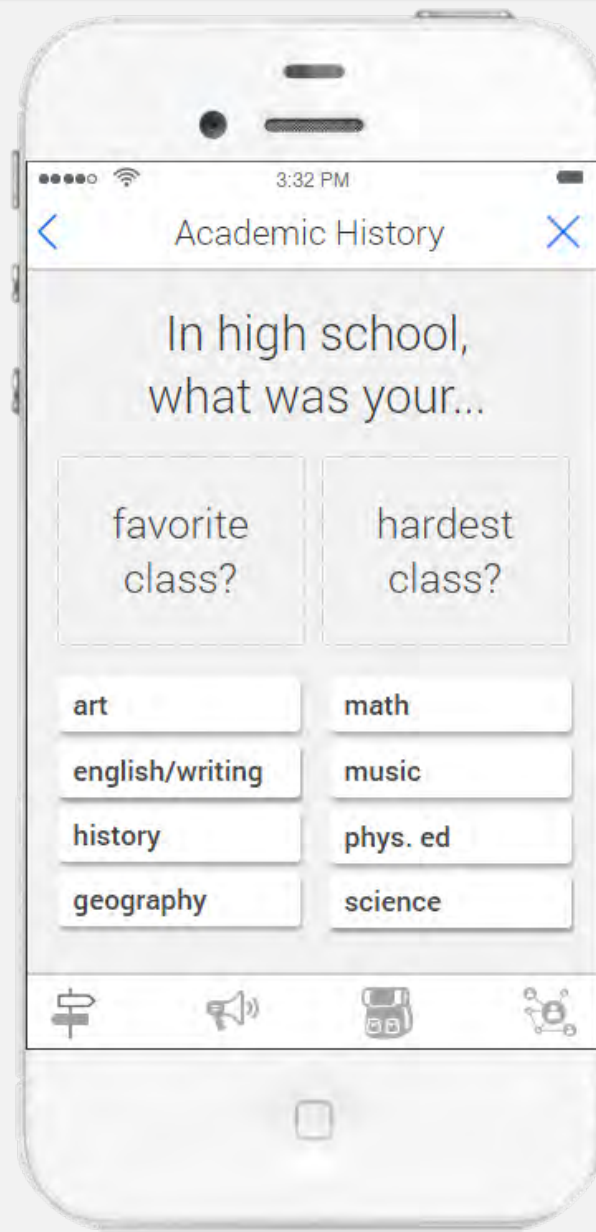
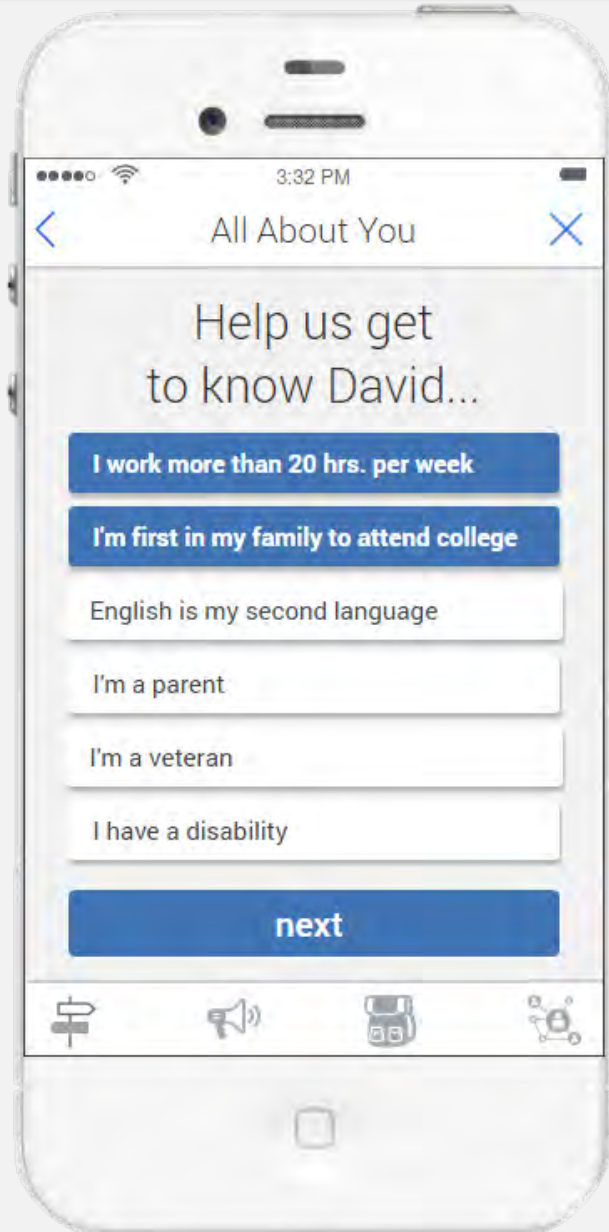


- Federal Financial Aid Application
- Verification Request
- State of Georgia Immunization Proof
- Taking Placement Exams
- Registering for Classes



# Personalized Interactions Before Enrollment

Source: EAB







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.
- Career Guidance**  
Helping you find the right career path and prepare you for the job market. It's never too early to start!
- Mentorships**  
Helping you connect with experience students who can help guide your way.
- Housing Services**  
Resources to help you find a place to stay near campus.
- Clubs and Activities**  
Grow and have fun! Get involved in one of our many on-campus activities.
- 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)

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)

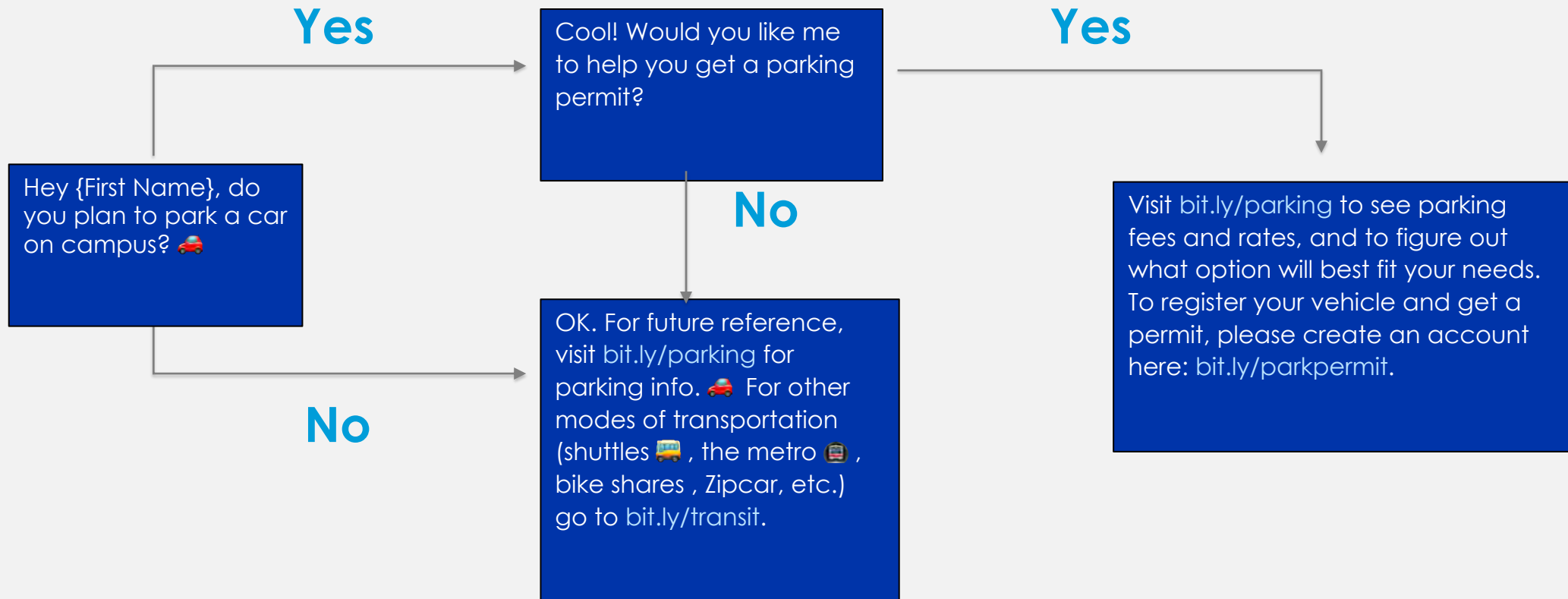
Approved by AdmitHub AI

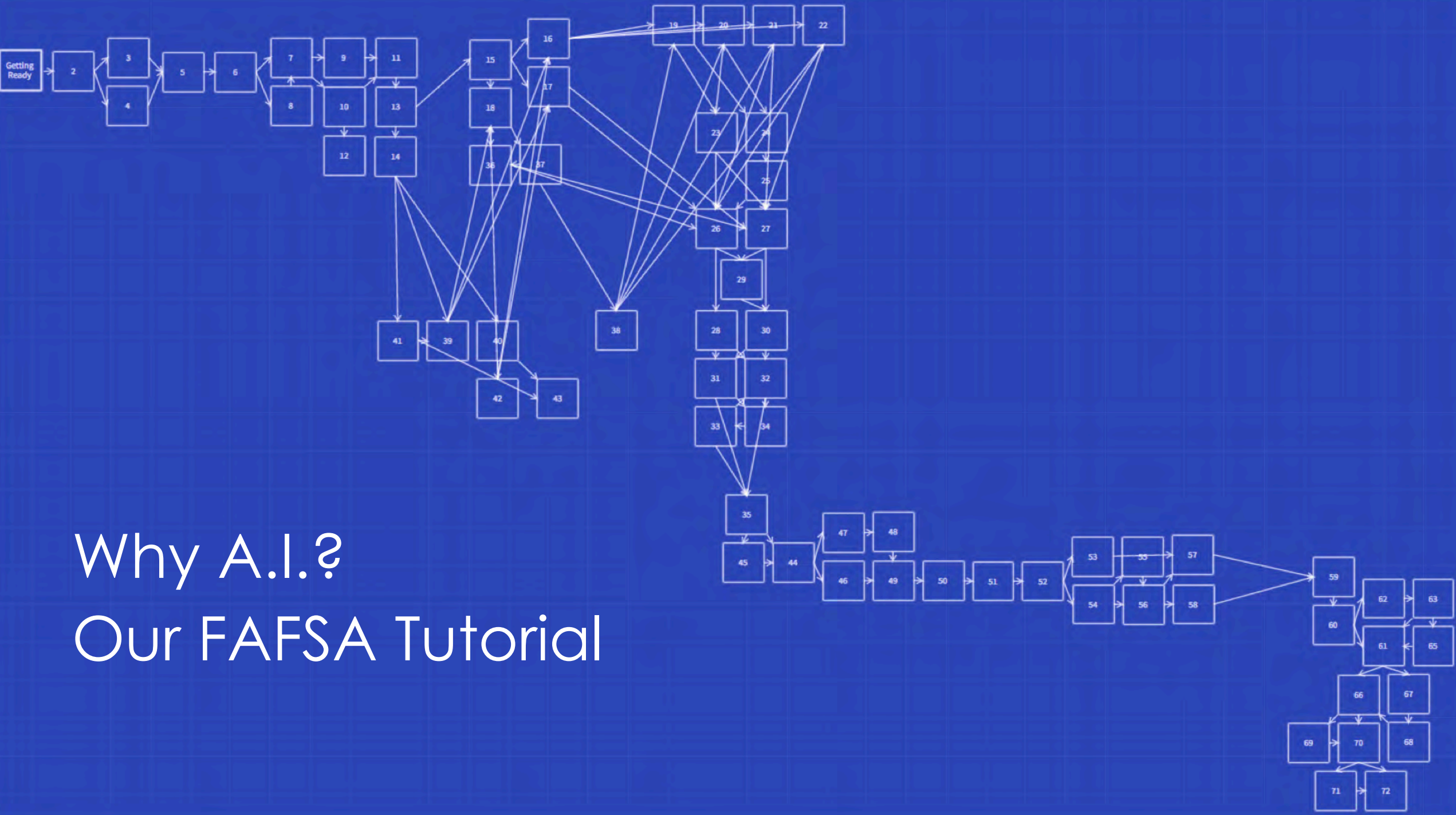
**OK and when is it due?**  
Jan 19 2017 6:39:07 PM

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)



# Guided Conversations

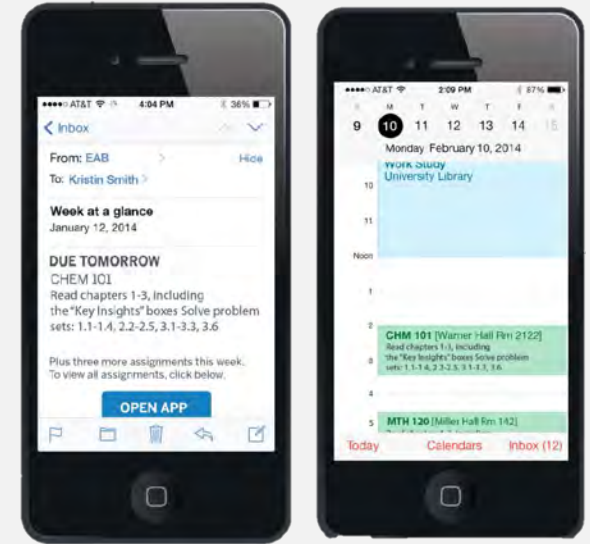




Why A.I.?

Our FAFSA Tutorial





185,000



Three-Year Drop in  
Summer Melt: 37%

+362



1,000+

---

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

---

Students Who Dropped Out of  
Georgia State in 2010



## 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



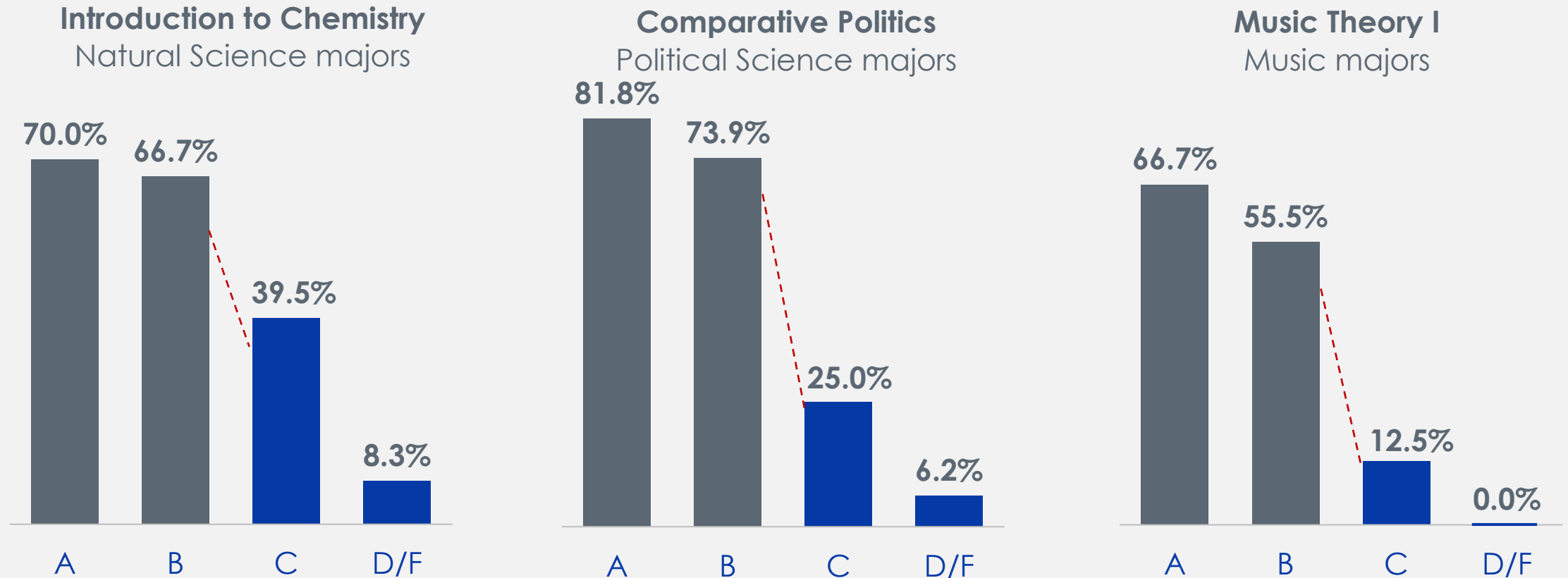
## B.S. in Chemistry

| 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







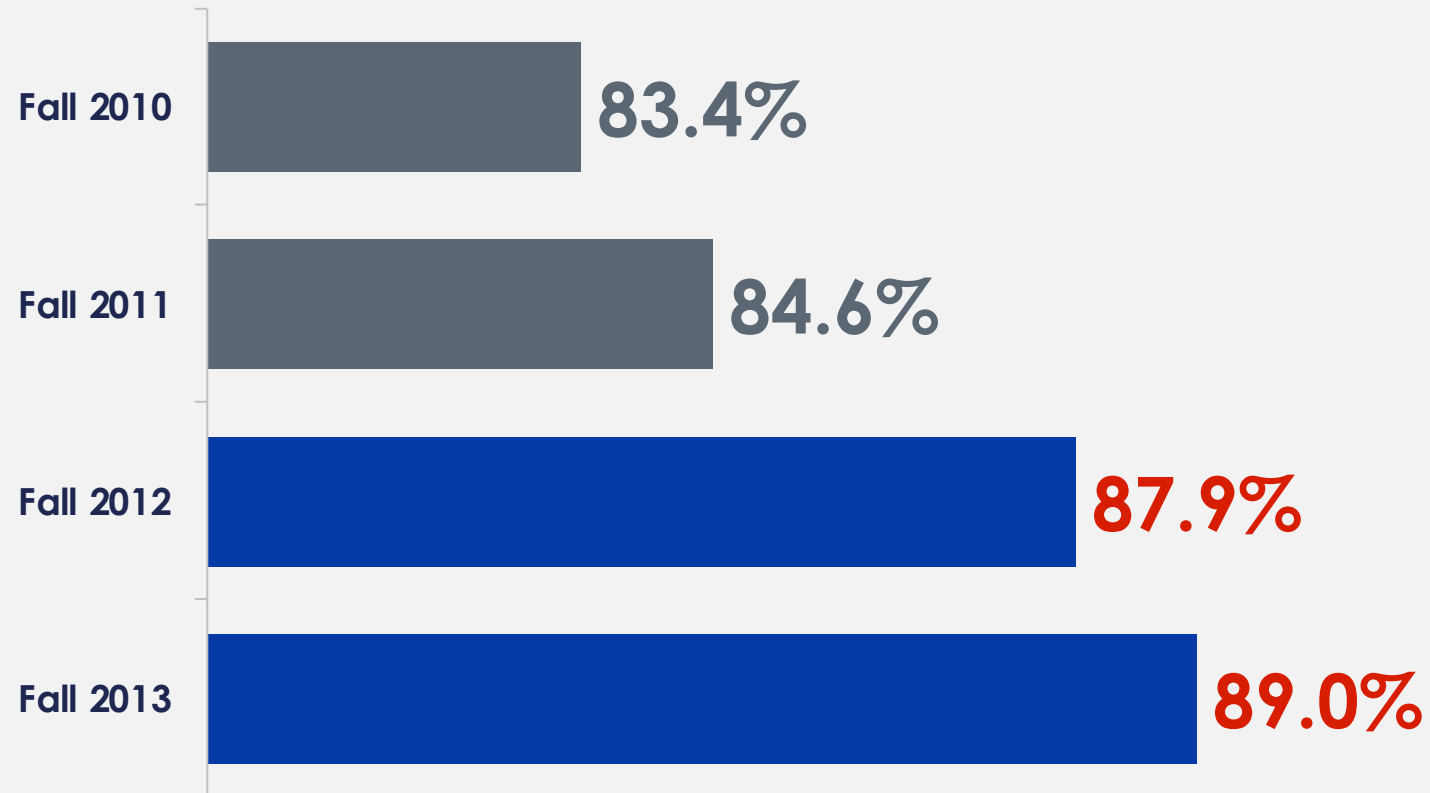
60,128



# Results: Increased Retention

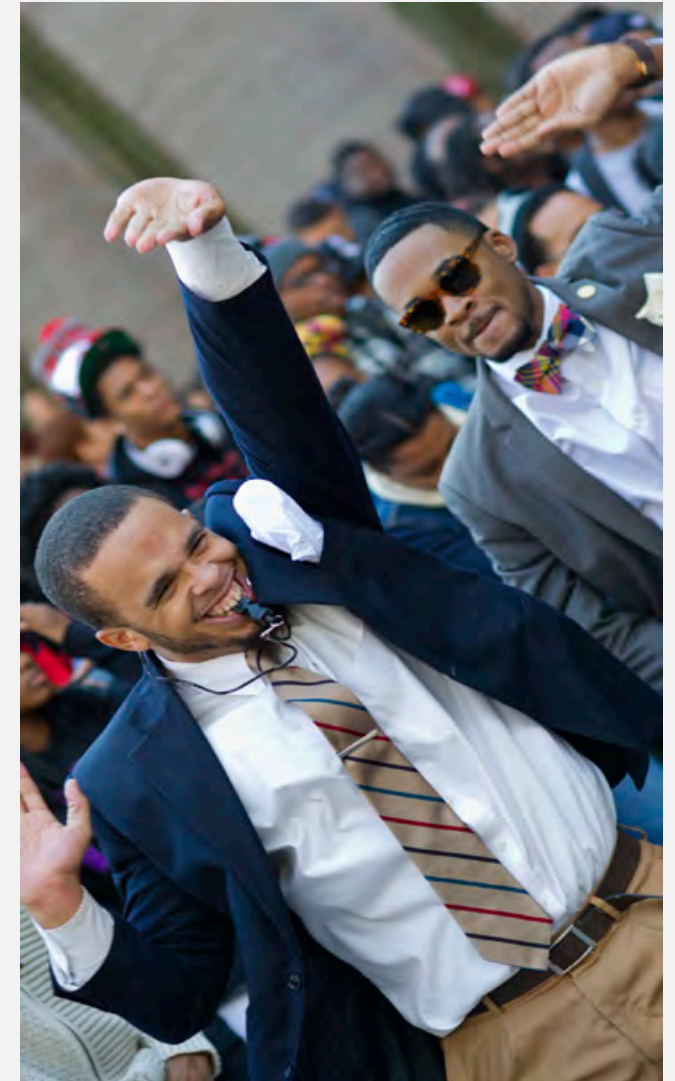
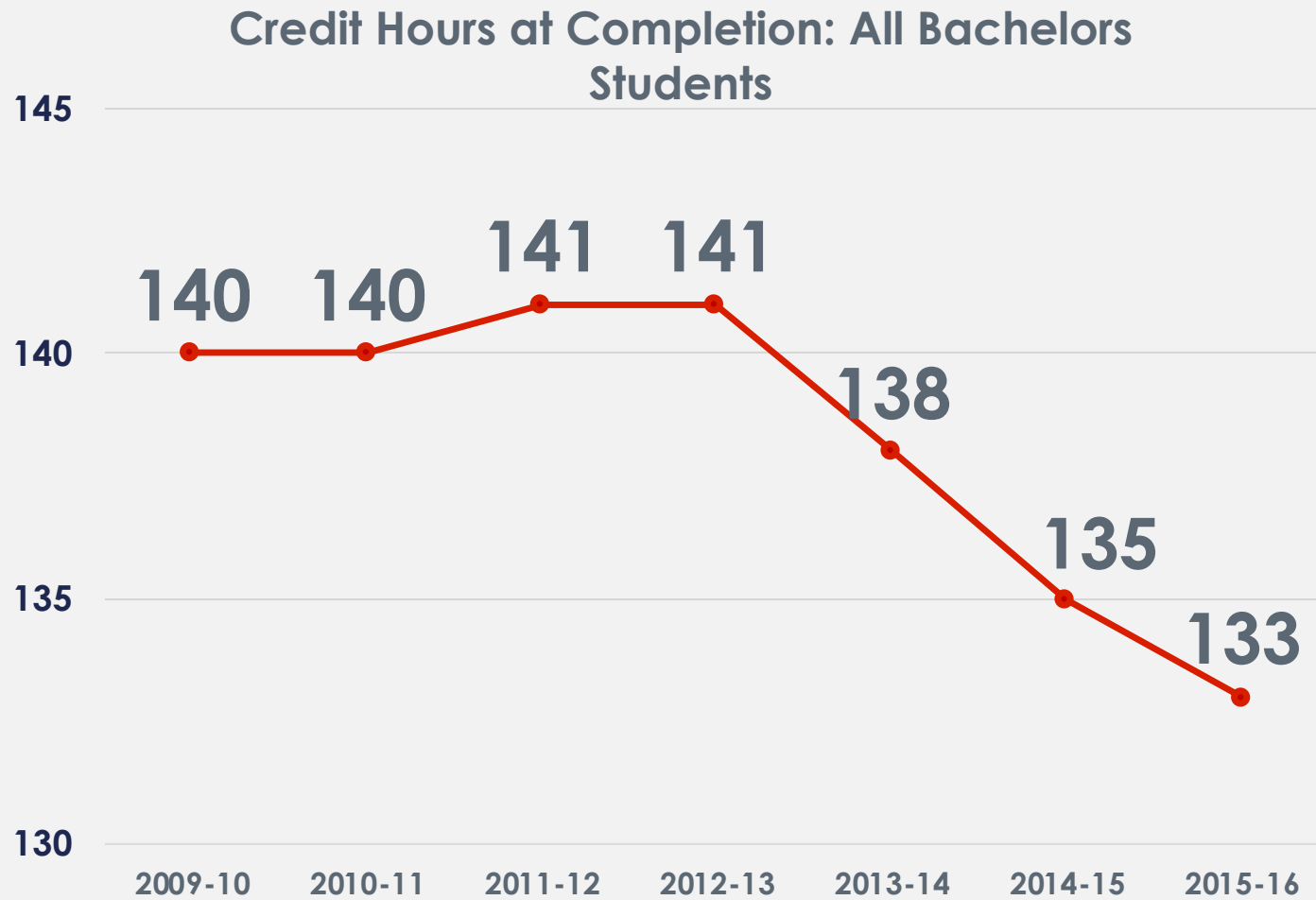


## Increased Average First Term Retention Fall to Spring Retention





# 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

---





JUNIOR

ST. TRACK

Retention Rate of  
Summer Success  
Academy Students  
87%

SENIOR

GRADUATING THE

SECTION







# Growing Recognition

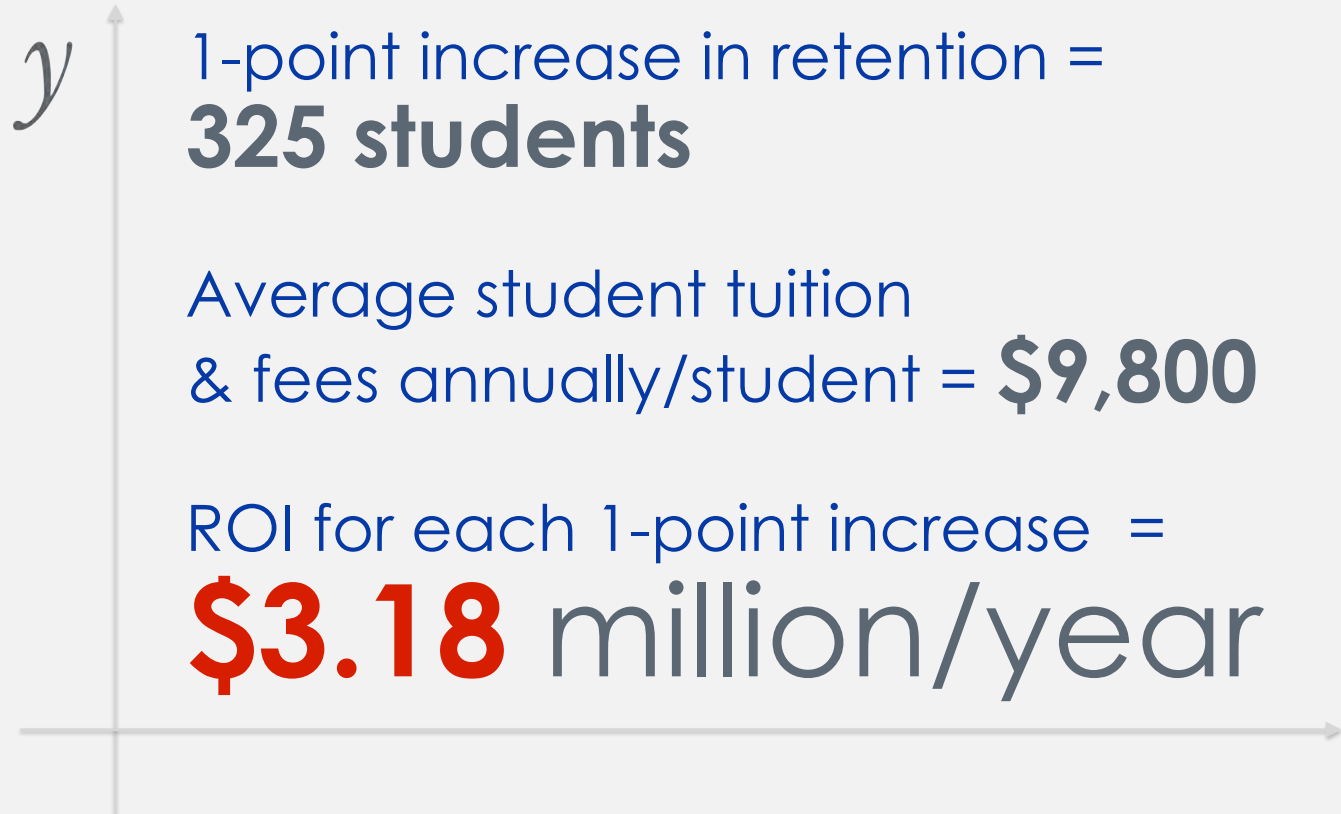




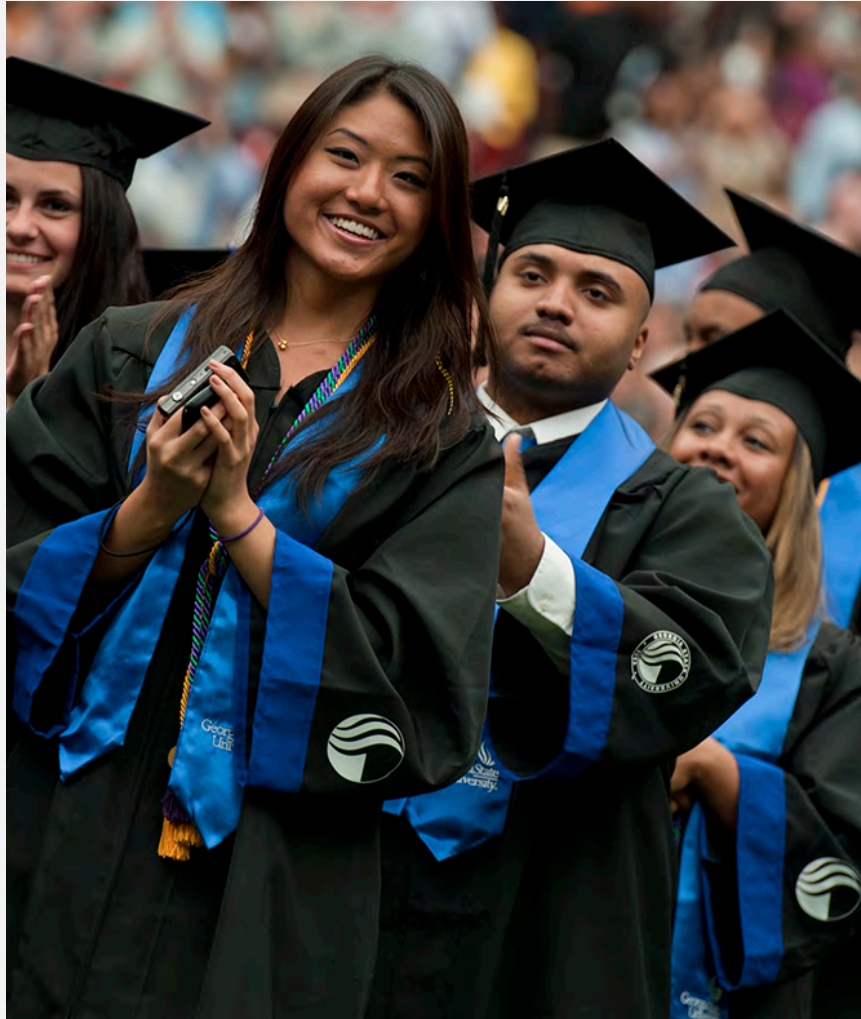
# The Cost of Inaction



## The Calculus of Student Success: ROI



# Georgia State Undergraduate Degrees Awarded



2010-11: | 2018-19:  
**4,222** | **7,303**

---

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



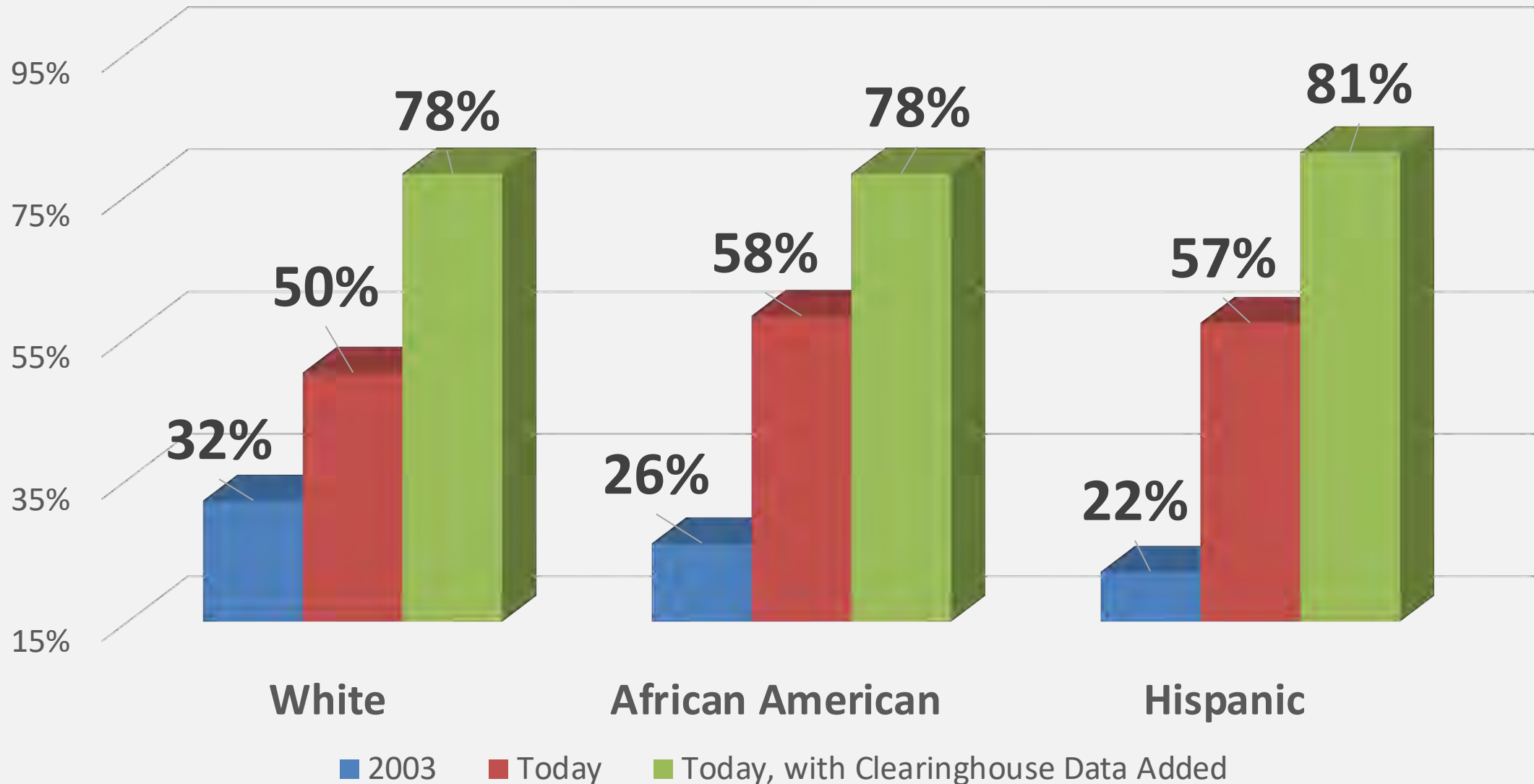
# Bachelor's Degrees Awarded by Group



|                  | 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%  |

**Diverse**<sup>®</sup>  
ISSUES IN HIGHER EDUCATION

Source: Diverse Issues in Higher Education, 2018





<http://success.gsu.edu>

twitter: @tim\_renick