Demographics Are Not Destiny: How to Eliminate Equity Gaps

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The Challenge in Front of Us

Baccalaureate Degree Attainment by Age 24 by Family Income Quartile

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

PERCENT OF LOW INCOME STUDENTS IN U.S. PUBLIC SCHOOLS 2013
National Average: 51%

SOUTHERN EDUCATION FOUNDATION | SOUTHERNEDUCATION.ORG
Data Source: U.S. Department of Education, National Center for Education Statistics, Common Core of Data
34,000 Students on the Atlanta campus
53,000+ 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

Minorities

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall 2008</th>
<th>Fall 2009</th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>53%</td>
<td>54%</td>
<td>56%</td>
<td>59%</td>
<td>60%</td>
<td>63%</td>
<td>65%</td>
<td>66%</td>
<td>67%</td>
<td>71%</td>
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</tr>
</tbody>
</table>

Fall 2008 through Fall 2018
Low-Income Students

Percent of Georgia State Undergraduates on PELL

- Fall 2007: 31%
- Fall 2008: 32%
- Fall 2009: 40%
- Fall 2010: 48%
- Fall 2011: 51%
- Fall 2012: 56%
- Fall 2013: 58%
- Fall 2014: 59%
- Fall 2015: 59%
- Fall 2016: 59%
- Fall 2017: 59%
SAT SCORES

-33 points
$40 million Appropriations Cuts
Are We the Problem?
19%

Percent of Confirmed Freshmen Who Did Not Enroll
Summer 2015
Summer Melt

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

Help us get to know David...

I work more than 20 hrs. per week
I'm first in my family to attend college
English is my second language
I'm a parent
I'm a veteran
I have a disability

next

In high school, what was your...

favorite class?
hardest class?

art
english/writing
history
geography

math
music
phys. ed
science

What are you interested in?

community service
finance & business
food & cooking
music & arts
professional development
science & technology
sports
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.

- **Commuting Services**
  - Learn the different ways you can get to and from campus.

- **First Generation to Attend College**
  - Resources to help new students learn the ropes and lingo of college.

- **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 experienced students who can help guide you.

- **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/1ogftCq](1.usa.gov/1ogftCq)

Undo  

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/1ogftCq](1.usa.gov/1ogftCq)

Undo  

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](fafsa.gov)
Hey {First Name}, do you plan to park a car on campus? 🚗

Yes

Cool! Would you like me to help you get a parking permit?

No

OK. For future reference, visit bit.ly/parking for parking info. 🚗 For other modes of transportation (shuttles 🚌, the metro 🚄, bike shares, Zipcar, etc.) go to bit.ly/transit.

No

Yes

Visit bit.ly/parking to see parking fees and rates, and to figure out what option will best fit your needs. To register your vehicle and get a permit, please create an account here: bit.ly/parkpermit.
Why A.I.?
Our FAFSA Tutorial
185,000
Three-Year Drop in Summer Melt: 37%
Pilot: Continuing Students
Supported by the Dell and ECMC Foundations

Students who started the semester with a balance: -49%

Students with Account Balance Who Opened a ticket with Financial Aid: +33%

Student meeting with Advisor within one week of being contacted: +28.5%
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
Panther Retention Grants

Graduated: 86.5%

Grant Recipients Graduated This Year: 1,321

AVERAGE GRANT: $900
Panther Retention Grants

15,600+
Grants awarded since 2011
5,760 Students Who Dropped Out of Georgia State in 2010
Advisement: GPS Advising

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

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<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>
</tr>
<tr>
<td>• Maintain a cumulative GPA of 2.25 or Better</td>
<td>• Maintain a cumulative GPA of 2.25 or Better</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<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>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 5</th>
<th>Semester 6</th>
</tr>
</thead>
<tbody>
<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>
</tr>
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<table>
<thead>
<tr>
<th>Semester 7</th>
<th>Semester 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Complete CHEM 4160 with a B- or better</td>
<td>• Complete CHEM 4190 with a C or Better</td>
</tr>
</tbody>
</table>
Performance in ‘Marker’ Courses

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%
60,128
Results: Increased Retention

Increased Average First Term Retention
Fall to Spring Retention

- Fall 2010: 83.4%
- Fall 2011: 84.6%
- Fall 2012: 87.9%
- Fall 2013: 89.0%
Results: Decline in Time to Degree

Credit Hours at Completion: All Bachelors Students

$18 million

Savings to the Class of 2019 in tuition and fees when compared to the Class of 2012
Confounding Expectations

STEM Degrees Conferred Since 2011 (with enrollment change)

Black +167% (50%)
Black Male +221% (54%)
Hispanic +388% (118%)
Impacts
The Calculus of Student Success: ROI

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
Georgia State Undergraduate Degrees Awarded

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

INCREASE: 3,081 (+73%)
## Bachelor’s Degrees Awarded by Group

<table>
<thead>
<tr>
<th></th>
<th>2009-10</th>
<th>2018 - 19</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>1,001</td>
<td>2,241</td>
<td>+1,039</td>
<td>+124%</td>
</tr>
<tr>
<td>Pell</td>
<td>1,298</td>
<td>3,711</td>
<td>+1,659</td>
<td>+186%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>196</td>
<td>567</td>
<td>+313</td>
<td>+189%</td>
</tr>
</tbody>
</table>
#1 in Degrees Conferred to African Americans

## Top 100 Degree Producers: Non-Profit Universities

2018 African-American Bachelor's - All Disciplines Combined

<table>
<thead>
<tr>
<th>Institutions</th>
<th>State</th>
<th>Total</th>
<th>%Grads</th>
<th>%Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Georgia State University</td>
<td>GA</td>
<td>1,930</td>
<td>38%</td>
<td>7%</td>
</tr>
<tr>
<td>2 FAMU</td>
<td>FL</td>
<td>1,477</td>
<td>95%</td>
<td>-7%</td>
</tr>
<tr>
<td>3 University of Central Florida</td>
<td>FL</td>
<td>1,401</td>
<td>24%</td>
<td>-1%</td>
</tr>
<tr>
<td>4 University of Maryland-University College</td>
<td>MD</td>
<td>1,443</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>5 Howard University</td>
<td>D.C.</td>
<td>1,194</td>
<td>78%</td>
<td>0%</td>
</tr>
<tr>
<td>6 North Carolina A &amp; T State University</td>
<td>NC</td>
<td>1,227</td>
<td>91%</td>
<td>6%</td>
</tr>
<tr>
<td>7 Florida International University</td>
<td>FL</td>
<td>1,087</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>8 Florida Atlantic University</td>
<td>FL</td>
<td>1,054</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>9 University of Memphis</td>
<td>TN</td>
<td>1,011</td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td>10 The University of Texas at Arlington</td>
<td>TX</td>
<td>992</td>
<td>13%</td>
<td>-7%</td>
</tr>
</tbody>
</table>

Source: Diverse Issues in Higher Education, 2018
Perimeter College 3-Year Graduation Rates

2018 Perimeter 3-Yr Grad + Transfer Rate: 58%

Consolidation with Georgia State
State Farm LIFT Program at Perimeter

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 Rate: 85%