

IMPROVING ACADEMIC ADVISEMENT THROUGH PREDICTIVE ANALYTICS AND PROACTIVE INTERVENTIONS



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STUDENT SUCCESS

- ❖ Retention
- ❖ Progression
- ❖ Graduation



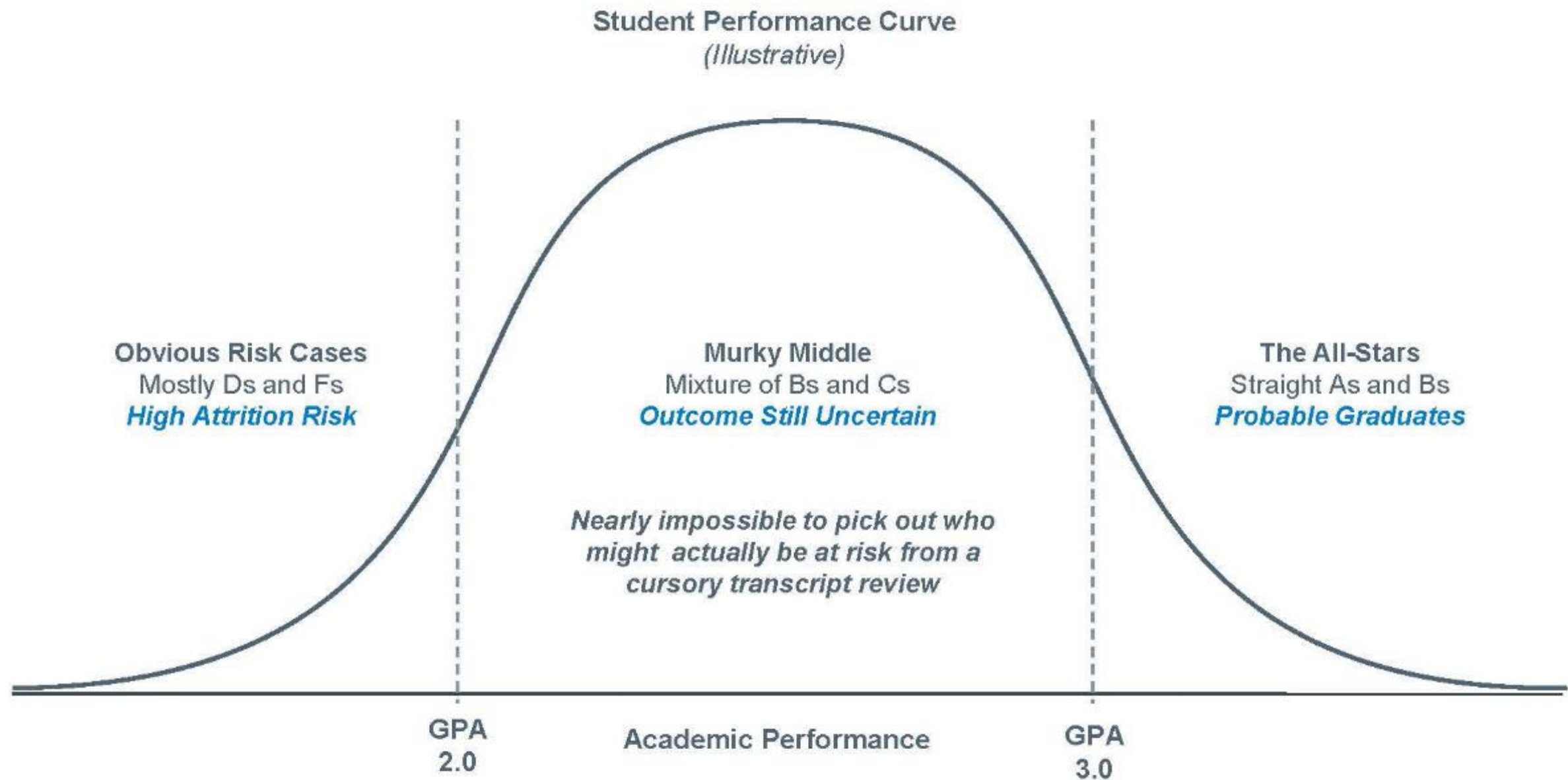
STRATEGIC GOAL

Goal One

**Become a national model
for undergraduate
education by
demonstrating that
students from all
backgrounds can achieve
academic and career
success at high rates**



THE ADVISEMENT CHALLENGE: THE MURKY MIDDLE



ACADEMIC ADVISEMENT

2011:

Ratio +2x standard

750:1

1200:1

Complicated structure

Some faculty advisors

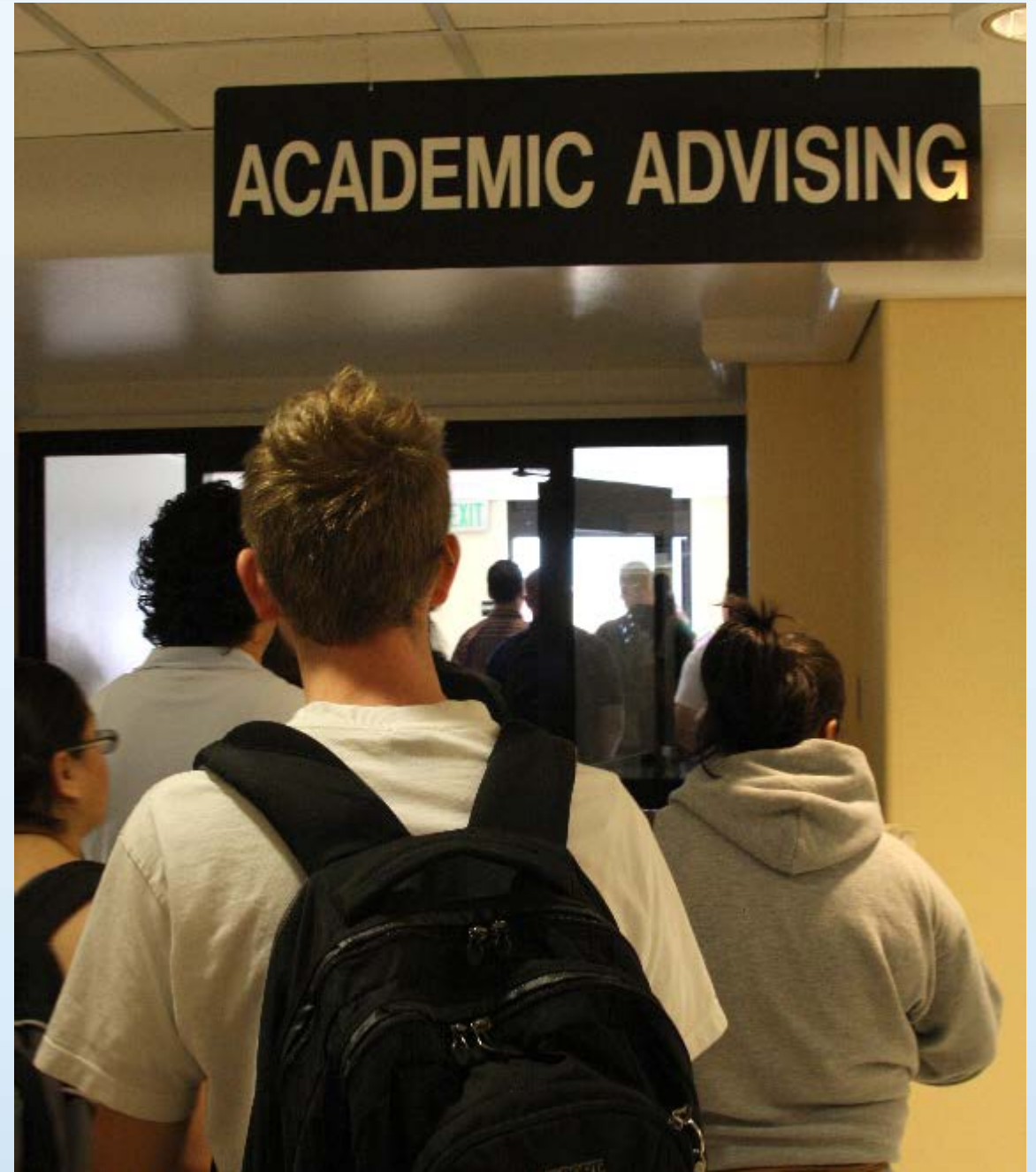
Some departments hired advisors

No common record keeping

Little systematic tracking

Little coordination

No one responsible for progression and graduation



PROBLEMS FOR ALL

- =Problems for Students
 - Excess Hours
 - Excess Time
 - Excess Cost
- = Problems for the University



WHAT IS STUDENT-CENTERED ADVISING?

- Individualized Education Planning
- Pro-active Risk targeting
- Personalized interventions



Goal: Organize advisement in a manner that gives students the information that they need to make decisions that lead to increased retention, progression and graduation

ACADEMIC ADVISEMENT

Engaged Campus Community

- Senior Leadership
- Data Governance-Registrar
- Human Resources
 - Clarification of Advisor Roles
 - Skills and competencies
 - Common salary structure
- Space
- Faculty engagement
- Partnerships and Coordinated Care
- Analytic insight from EAB
- Integration of EAB with academic advisement
- Consolidation with Ga Largest 2-Year College



ACADEMIC ADVISEMENT

Drilling Down

- Changed **culture** to focus on progression and graduation
- Changed **structure** to support timely interventions
 - University Advisement Center
 - College Offices of Academic Assistance
 - Advisement Board
 - Transition Advisors
 - Graduation Counselors
- Added new **systems**
 - Better Tracking
 - Use of Data



ACADEMIC ADVISEMENT TODAY

Today:

300:1

Professional advisors

Every student assigned

Extensive tracking

Comprehensive metrics

Common training

Collaboration between
units





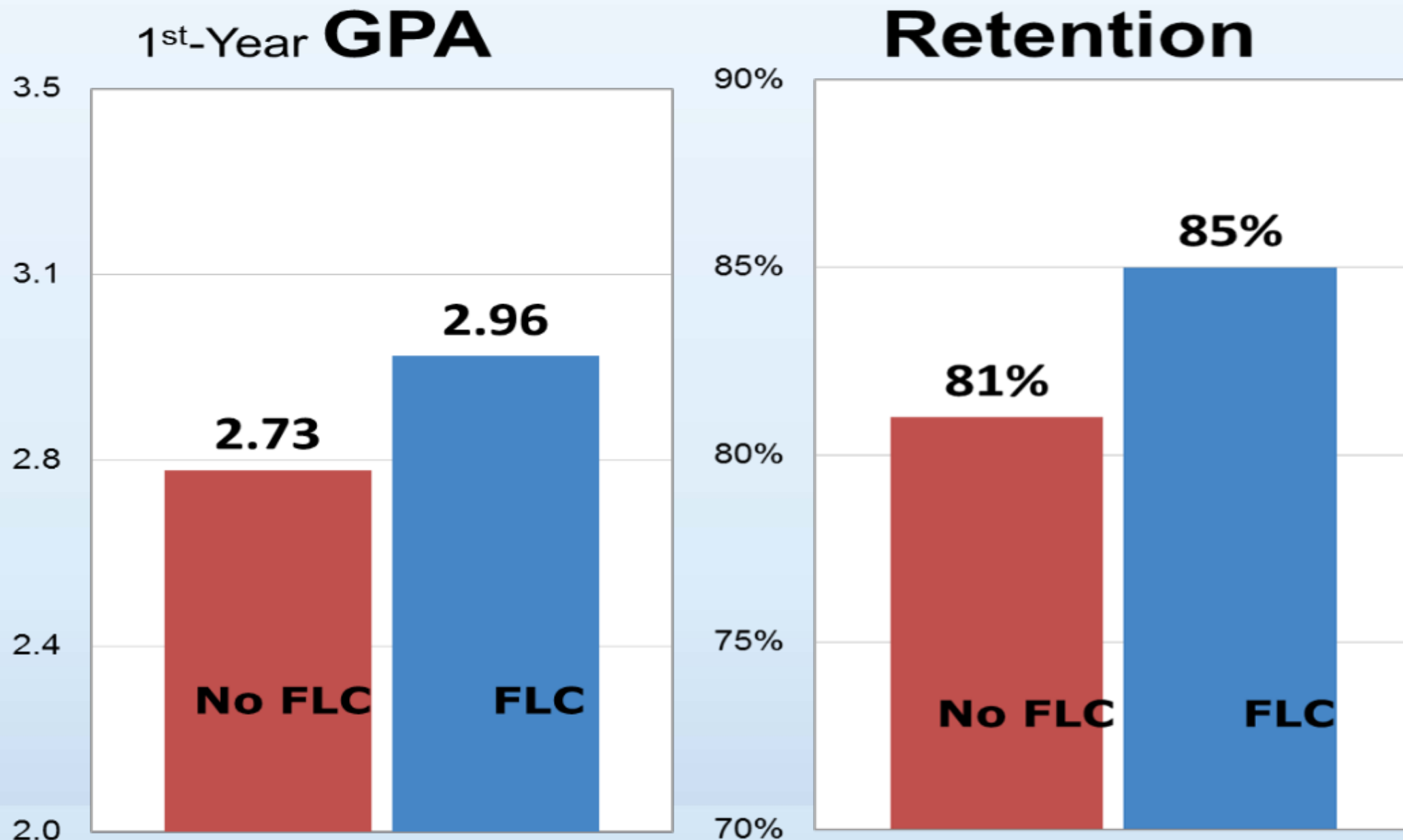
ADDITIONAL CHANGES TO GSU

- Freshmen Registration Model
- Strengthened & Revamped Math Instruction
- Created Alternative Majors to Premium Programs
- Reduction of Major Changes



FRESHMAN LEARNING COMMUNITIES & META MAJORS

Freshman Learning Communities with Block Schedules
of 5 to 6 courses: **95% of non-Honors Freshmen**
(Opt-out model)



A Data-Driven Approach

DATA AND ANALYTICS

- Collect Data
- Pilot
- Revise
- **Scale**



ADVISOR – STUDENT MANAGEMENT

MASTER POPULATION ADVISING DASHBOARD

UAC

2018 -2019

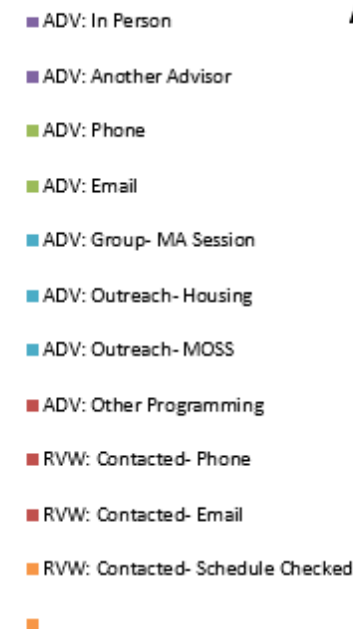
TOTAL POPULATION (by name) 18112

Action Status	Current Term Count	Current Term Percent
ADV: In Person	1554	9%
ADV: Another Advisor	1148	6%
ADV: Phone	1	0%
ADV: Email	16	0%
ADV: Group- MA Session	272	2%
ADV: Outreach- Housing	1	0%
ADV: Outreach- MOSS	1	0%
ADV: Other Programming	0	0%
RVW: Contacted- Phone	23	0%
RVW: Contacted- Email	3616	20%
RVW: Contacted- Schedule Checked	304	2%
	11176	62%
CHECK: All population represented?	TRUE	100%

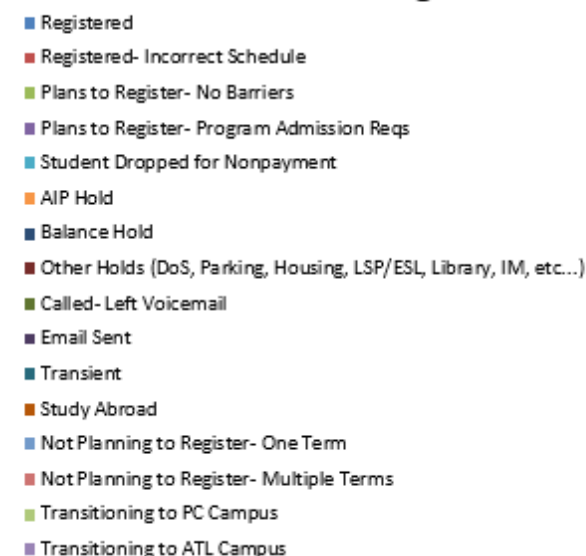
Action Status	Current Term Count	Current Term Percent
Action Status - Advised	6632	37%
Actions Status - Reviewed	304	2%
Blank	11176	62%
CHECK: All population represented?	TRUE	100%

Fall 2019 Registration Status	Current Term Count	Current Term Percent
Registered	0	0.0%
Registered- Incorrect Schedule	0	0.0%
Plans to Register- No Barriers	0	0.0%
Plans to Register- Program Admission Reqs	0	0.0%
Student Dropped for Nonpayment	0	0.0%
AIP Hold	0	0.0%
Balance Hold	0	0.0%
Other Holds (DoS, Parking, Housing, LSP/ESL, Library, IM, etc...)	0	0.0%
Called- Left Voicemail	0	0.0%
Email Sent	0	0.0%
Transient	0	0.0%
Study Abroad	0	0.0%
Not Planning to Register- One Term	0	0.0%
Not Planning to Register- Multiple Terms	0	0.0%
Transitioning to PC Campus	0	0.0%
Transitioning to ATL Campus	0	0.0%
Transferring (Permanent)	0	0.0%
Will Not Return (Permanent)	0	0.0%

Action Status - Current Term



Fall Registration Status





ADVISEMENT: GPS ADVISING

Predictive Analytics

- **10 years** of data
- **2.5 million** grades
- **144,000** student records
- **800+** analytics-based alerts
- **30,000** students tracked daily



STUDENT PROFILE OVERVIEW

Thady Ourada

Overview | Success Progress | Reports / Alerts | Class Info | Major Explorer | Calendar | Assignments | Conversations

Course Grade GP	Repeated Courses	Withdrawn Courses	Missed Success Metrics	Cumulative GPA
0	1	5	4	3.86

Credits Accepted for Spring 2018
22 credits, 8 classes

Total Credits Earned
67.31

Credit Completion % at this Institution
70%

English
with a concentration in Literature
College of Arts & Sciences

Medium Risk

STUDENT ID
738490541

CLASSIFICATION
Junior

MOST RECENT ENROLLMENT
Fall Semester 2014

Advisors
Latoya White, Steven Kilpatrick, Tim Brown, Nick Saboe

Tutors

Categories
Athletes, Honors

Tags
scholarship, Women's Soccer

Manage Tags


Staff Alerts

I want to...

- Message Student
- Add a Note on this Student
- Add a Reminder to this Student
- Report On Advising
- Schedule an Appointment
- Issue an Alert
- Edit User Settings
- Impersonate User

Student Info

Student View



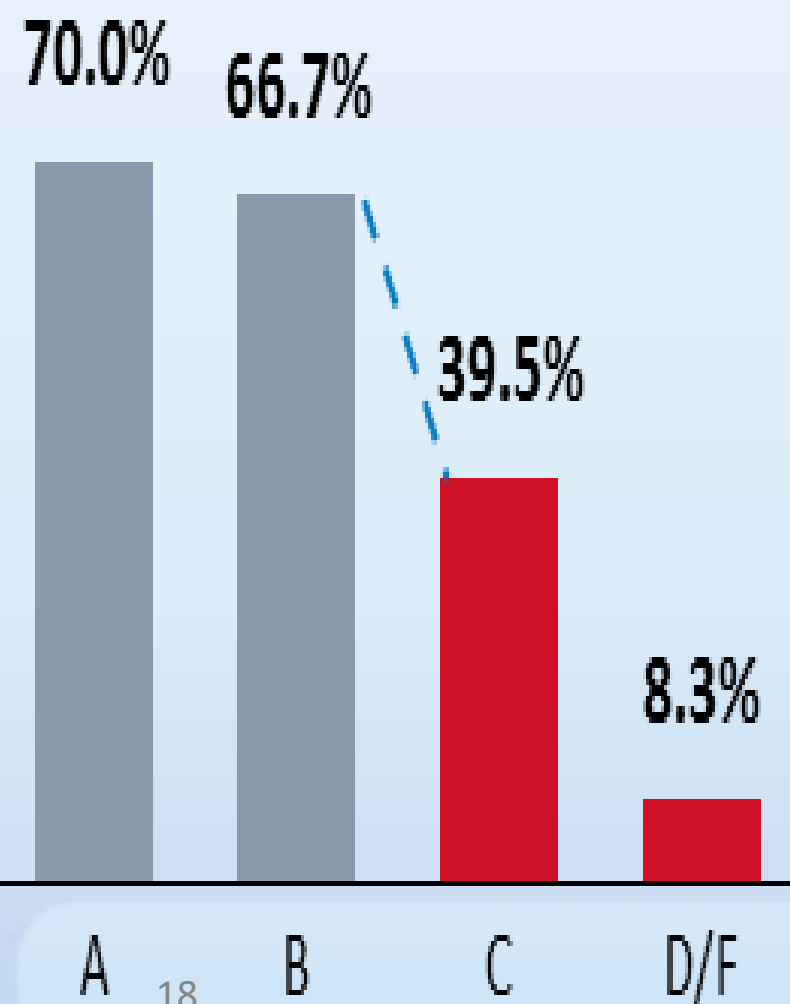
Quick overview of Student Profile:

- Risk Analysis
- GPA, Credits
- Repeated Courses
- Categories and Tags
 - Student Contact Information

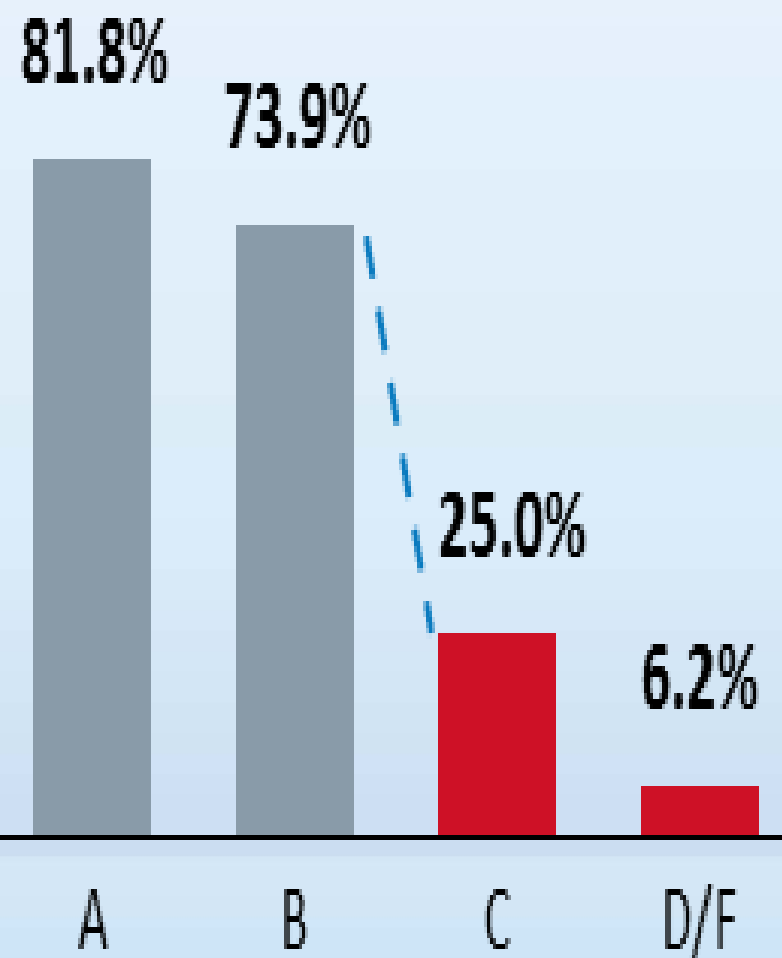
ALERTS BASED ON HISTORICAL RPG DATA

Graduation Rate in Major by Introductory Course Grade

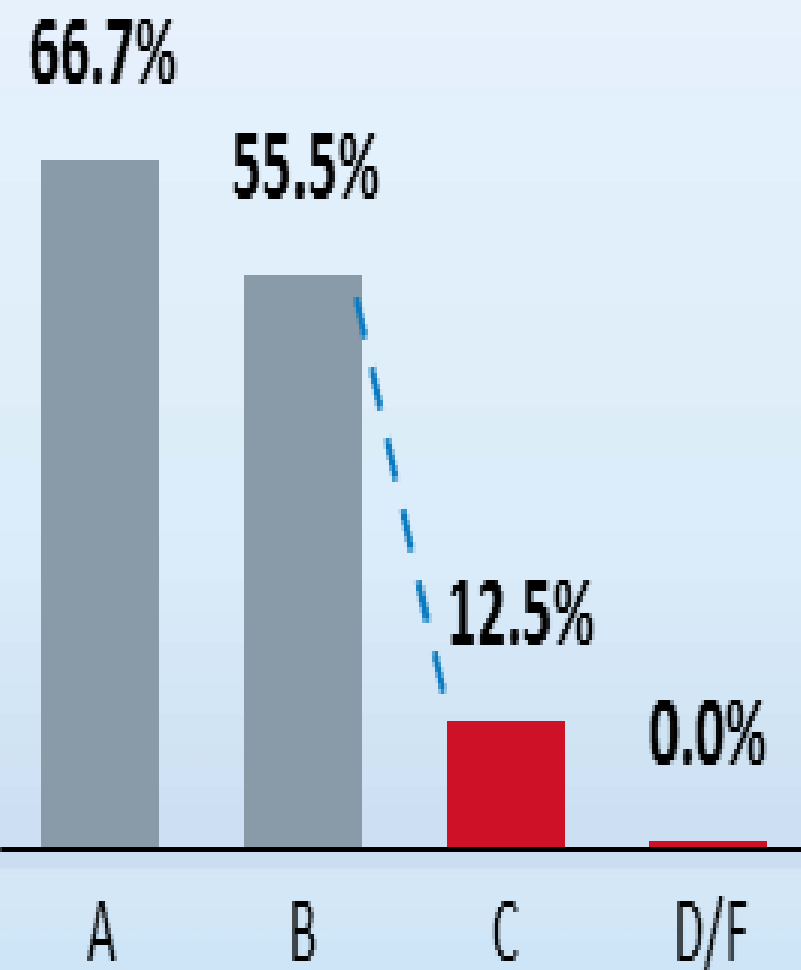
Introduction to Chemistry
Natural Science majors



Comparative Politics
Political Science majors



Music Theory I
Music majors



ACADEMIC SUCCESS MARKERS

Chemistry (B.S.)

Semester 1	Semester 2
<ul style="list-style-type: none"> • Complete 1 of ENGL 1101, ENGL 1102 or ENGL 1103 (C or Better) • Complete MATH 1113 or Higher (B- or Better) • Complete CHEM 1211K (B- or Better) 	<ul style="list-style-type: none"> • Complete ENGL 1102 or 1103 (C or Better) • Complete MATH 2211 or Higher (B- or Better) • Complete CHEM 1212K (B- or Better) • <i>Maintain a cumulative GPA of 2.25 or Better</i>
Semester 3	Semester 4
<ul style="list-style-type: none"> • Complete CHEM 2400 (B- or Better) • Complete MATH 2212 (C or better) • Complete PHY 2211k (C or better) 	<ul style="list-style-type: none"> • Complete CHEM 3410 (C or better) • PHY 2212k (B- or Better) (C or better) • <i>Maintain a cumulative GPA of 2.25 or Better</i>
Semester 5	Semester 6
<ul style="list-style-type: none"> • Complete CHEM 4000 with a C or Better • Complete CHEM 4110 with a C or Better 	<ul style="list-style-type: none"> • Complete CHEM 4010 with a C or Better • Complete CHEM 4120 with a C or Better
Semester 7	Semester 8
<ul style="list-style-type: none"> • Complete CHEM 4160 with a B- or better 	<ul style="list-style-type: none"> • Complete CHEM 4190 with a C or Better

SUCCESS MARKERS

Campus
Student Success Collaborator

Spring Semester 2...

Brigid Abood

OverviewSuccess ProgressReports / AlertsClass InfoMajor ExplorerMore ▾

Success Markers

The student has missed guidelines for progress. Acting on them can help get the student back on track for successful completion.

☐ Completed☒ Missing☐ Upcoming

4 missed markers


Notification	Outcome
1 JOUR100/COURSE Recommended grade B- Complete between 15 and 20 credits	Did not register
1 JOUR100/COURSE Recommended grade B- Complete between 20 and 40 credits	Did not register
1 JOUR250/COURSE Recommended grade B- Complete between 40 and 60 credits	Did not register

Staff Alerts











[Message Student](#)
[Add a Note on this Student](#)
[Add a Reminder to this Student](#)
[Report On Advising](#)
[Report On Tutoring](#)
[Schedule an Appointment](#)
[Add to Watch List](#)
[Send an Alert](#)
[Edit User Settings](#)
[Impersonate User](#)

Student Info

NOTES AND HISTORY

 Campus
Student Success Collaborative™

Campus Acad... Spring Semester ...



Notes About Student

Actions ▾

DATE	CREATED BY	NOTE	NOTE REASONS	COMPLETE?	ATTACHMENTS
02/03/2016	Jenise Scaffold	UACFJS: email: emailed student regarding spring registrat...	RVW: Contacted	--	edit
11/06/2015	Shantia Stroud	Status Change: ADV: In Person. UACFSS; WI: FF15; sdt: cam...		--	edit
11/02/2015	Joshua Walker	Status Change: ADV: In Person. UACFJDW: WI: MA: UACFJDW: ...		--	edit
08/25/2015	Neia Omer	Status Change: ADV: In Person. UACFNAO: WI: Sdt came in t...		--	edit
07/30/2015	Catelyn Holt	Status Change: ADV: Group. UAC CNH 7/30/15 - student atte...		--	edit

Age: 19
DOB: 12/20/1996
Address:
115 Steverson Ct
Woodland, GA 31836

Email: awillis22@student.gsu.edu
Home: 7063802193

Login Status:
Login not allowed
[Allow Ashanta to login](#)

Student View ☐

Progress Reports

DATE	CLASS	PROFESSOR	COMMENT	AT RISK?	ALERT REASONS
10/02/2015	HIST 2110 SURVEY OF U.S. HISTORY	Allyson Tadjer		Yes	Detail
10/01/2015	BIOL 2106 INTRO TO THE BIOL SCIENCES	Matthew Brewer		No	Detail
10/01/2015	PHIL 2010 INTRODUCTION TO PHILOSOPHY	Edward Cox		No	Detail
09/30/2015	ENGL 1101 ENGLISH COMPOSITION I	Donna Wroble		No	Detail
09/22/2015	SOCI 1101 INTRODUCTION TO SOCIOLOGY			No	Detail

Advisor Reports

DATE	REPORT FILED ON	COURSE	FOLLOW-UP	SUMMARY
02/03/2016 01:03 PM	02/03/2016			UACFJS: WI: cohort #15: st... Details
01/11/2016 01:05 PM	01/11/2016			UACFNAO: WI: Sdt came into... Details

Reports and notes tab allows you to see the advisor reports, professor submitted progress reports, early alerts, and any additional notes on the student.



ADVANCED SEARCH

The screenshot shows the EAB Campus Student Success Collaborative Advanced Search interface. At the top, there is a navigation bar with the EAB logo and the text "Campus Student Success Collaborative". Below this, a search bar is set to "Students". The main section is titled "Advanced Search" with a "Switch To Simple Search" button. The search criteria are organized into several sections: "Student Information" (First Name, Last Name, Student ID, Category, Tag, Major, Gender, Race, Watch List), "Area of Study" (College/School, Degree, Concentration, Major), "Performance Data" (GPA, Hours, Credits), "Current Term Data" (Classification, Course, Section, Section Tag, Term GPA), and "Assigned To" (Advisor, Tutor, Coach). The "Student Information" section is expanded, showing fields for First Name, Last Name, Student ID, Race, Watch List (In Any of These), Category (In Any of these), and Tag (In Any of these). Each field has a dropdown menu with "All" selected. The "Area of Study" section is also expanded, showing a dropdown menu with "All" selected. The "Performance Data" section is expanded, showing a dropdown menu with "All" selected. The "Current Term Data" section is expanded, showing a dropdown menu with "All" selected. The "Assigned To" section is expanded, showing a dropdown menu with "All" selected.

- Strategic outreach:
- Target student populations based on risk level.
- Key intervention times
- Registration reviews
- Missed markers

MAJOR EXPLORER

The screenshot shows the Georgia State University Major Explorer interface for student Asamah Malik. The interface includes a top navigation bar with 'Campus' and 'Student Success Collaborative' logos, and a search bar. The main content area is divided into several sections:


- Current Major:** Displays 'Physics' with a 'Predicted Risk Level' of 'Medium' and 'College of Arts & Sciences'.
- Related Careers:** Lists careers such as 'Chemical Technician', 'College / University Administrator', 'College Professor / Instructor', 'Data / Data Mining Analyst', and 'Elementary School Teacher'.
- Search For Majors And Careers:** A search bar with a dropdown menu.
- Major Options:** A table showing major options with columns for 'Major Name', 'Risk Level', and 'College'. It lists 'Psychology' (Low risk, College of Arts & Sciences) and 'Marketing' (Low risk, Robinson College of Business).
- Staff Alerts:** A sidebar with a dropdown menu containing options like 'I want to...', 'Message Student', 'Add a Note on this Student', 'Add a Reminder to this Student', 'Report On Advising', 'Schedule an Appointment', 'Add to Watch List', 'Edit User Settings', and 'Impersonate User'.
- Student Info:** A sidebar showing student details: Age: 19, DOB: 03/25/1996, Address: 120 Highland Pkwy, Fairburn, GA 30213-4434, Email: amalik15@student.gsu.edu, Home: 4046415628, and Login Status: Login not allowed, Allow Asamah to login.




Major Explorer Allows you to see the student's current major along with related careers to that Major.

It also allows you search for other majors or careers and will show you information on that specific career.

CAREER

 Campus
Student Success Collaborative™

Campus Acad... Spring Semester ...



Saira Sandhu

Overview Success Progress Reports / Notes Class Info Major Explorer More ▾

[← Back to Major Options](#)

Selected Career

Account Executive
Manages communications with business clients that buy services from a company, such as advertising or banking services, or manages sales accounts. Works with a set of clients over time, and recruits new clients. Promotes products developed specifically for a client, such as an advertising campaign, or matches clients with available services or products.
Related Titles: Sales Representative, Sales Manager, Account Manager / Representative, Marketing Specialist, Sales Supervisor, Business Development Executive, Technical Sales Representative, Program Manager, Buyer / Purchasing Agent, Financial Services Sales Agent, Customer Service Manager

National Hiring Statistics Provided by Burning Glass
Statistics for this career, and its related titles, are derived from nationwide, online job postings from the last 12 months.

Salary
\$91K - \$94K

Hiring Demand
[High](#)

Education And Experience Requirements
Minimum education and experience levels typically required by employers.

Education

Associate's Degree	6%
Bachelor's Degree	75%
Graduate/Prof. Degree	2%
High School Degree	18%

Experience

<2 years	12%
2-5 years	53%
5-8 years	26%
>8 years	8%

Foundation Skills Most Requested By Employers

1. Communication Skills	9. Problem Solving
2. Organizational Skills	10. Creativity
3. Presentation Skills	11. Research
4. Writing	12. Leadership
5. Customer service	13. Detail-Oriented
6. Planning	14. Self-Starter
7. Management	15. Multi-Tasking

Staff Alerts 0 ▾
I want to...
[Message Student](#)
[Add a Note on this Student](#)
[Add a Reminder to this Student](#)
[Report On Advising](#)
[Schedule an Appointment](#)
[Add to Watch List](#)
[Edit User Settings](#)
[Impersonate User](#)

Student Info
Age: 23
DOB: 06/20/1992
Address:
3136 Tuscan Ridge Dr
Snellville, GA 30039
Email: ssandhu3@student.gsu.edu
Home: 7709228576
Cell: 6789073971
Login Status:
Login not allowed
[Allow Saira to login](#)

Student View ☐

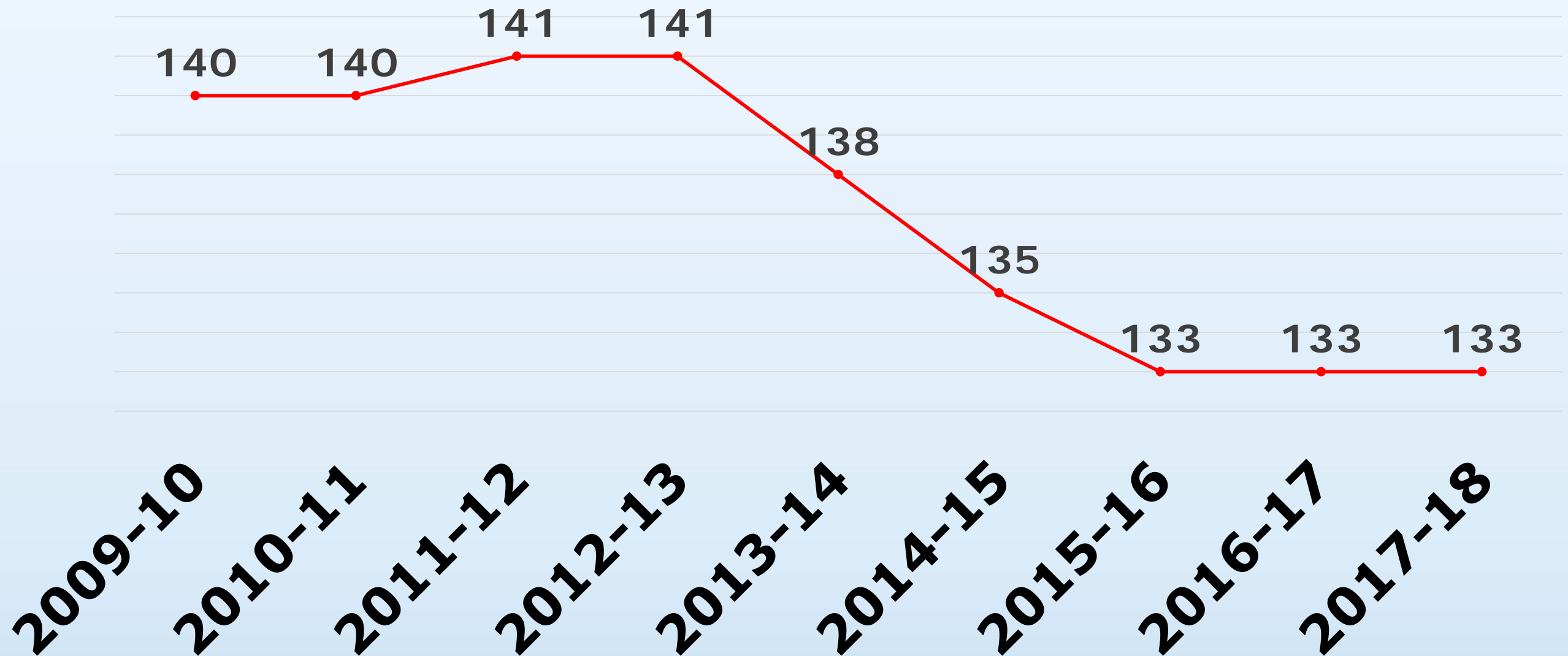


When you click on a specific career it will give you detailed information on the chosen career.



DECLINE IN WASTED CREDIT HOURS

Credit Hours at Completion: All Students



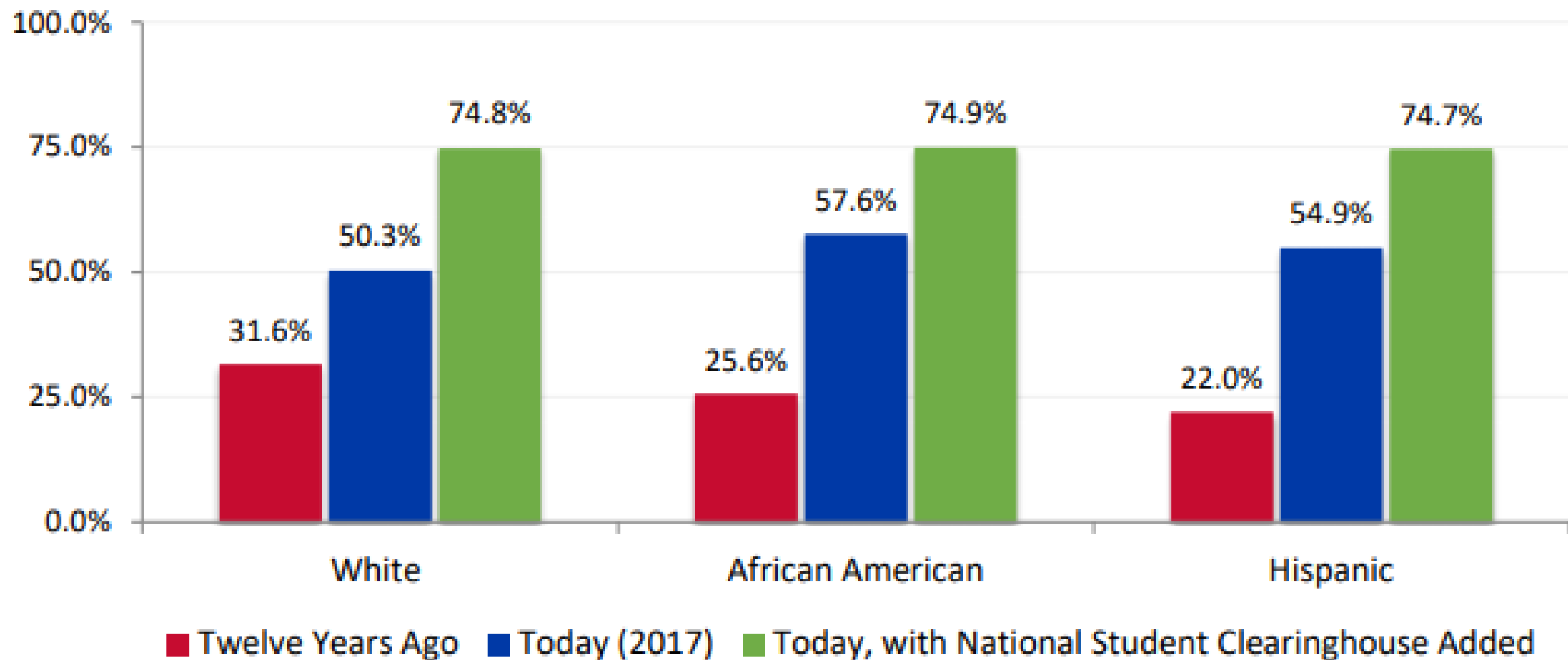
BACHELOR'S DEGREES AWARDED

	09-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17	17-18	8-YR Change
AFRICAN AMERICAN	1,001	1,322	1,440	1,550	1,692	1,825	1,977	2,017	2,035	103%
PELL	1,298	1,648	1,835	2,007	2,052	2,501	3,379	3,428	3,473	168%
HISPANIC	196	300	328	372	414	435	443	501	558	185%



GRADUATION RATES BY RACE & ETHNICITY

6-Year Graduation Rates Among First-Time Full-Year Freshman: Bachelor's Degrees



TRANSITION STUDENTS: 2 TO 4 YEAR

PC Students:

2 yr. to 4 yr. degree completion

Admissions Process

30 credit hours completed

2.00 GPA

Student Benefit:

Associates degree awarded upon
completion of 60 credit hours

UAC - PC Students:

UAC-PC Transition Services:

Transition Advisement
Services

2yr. & 4 yr. Degree
requirements

Coordinated Care:

UAC- ATL Advisor

Financial Aid

Registration

RESULTS 2 – YEAR CAMPUSES

2018

Retention Rate SP 18=70%

3 Yr. Graduation Rate SP 16 = 11.9%

2016

Retention Rate SP 16=63.4

3 Yr. Graduation Rate SP 17 = 13%

STUDENT SUCCESS

