

Improving Student Outcomes with Data-driven Advising and Institutional Transformation

Georgia State University, Public Research University in Atlanta, GA

- **About:** Georgia State University is a public research university with a total enrollment of 25,945 and a six-year graduation rate of 51%. GSU has historically served large populations of low-income and underrepresented minority students.
- **Challenge:** Ten years ago, GSU's six-year graduation rate hovered around 32% and was especially low for their growing population of Pell students. When Georgia joined Complete College America in 2011, GSU was required to implement a plan to improve student outcomes, with state appropriations tied to these improvements.
- **Solution:** GSU saw an opportunity to target resources through structured, data-driven interventions such as course redesign, supplemental instruction, freshmen learning communities, and fee-drop grants. In 2012, GSU joined the Student Success Collaborative and extended this data-driven approach to academic advising.
- **Impact:** GSU's advisors use Navigate daily, helping students make smarter decisions, reduce time to degree, and lower their risk—contributing to a 3% increase in six-year graduation rate since 2012.

Impact Highlights

3%

Percentage point increase in graduation rate since 2012

\$3M

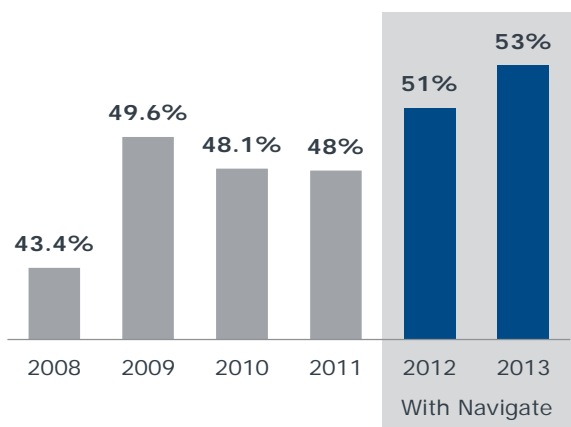
Estimated additional tuition revenue in one year

8

Fewer credit hours at completion on average since 2012

Making Impressive Gains Across All Students, Especially Special Populations

Moving the Dial on Graduation Outcomes



Bachelors Degrees Conferred
(2012 to 2014)

+18%

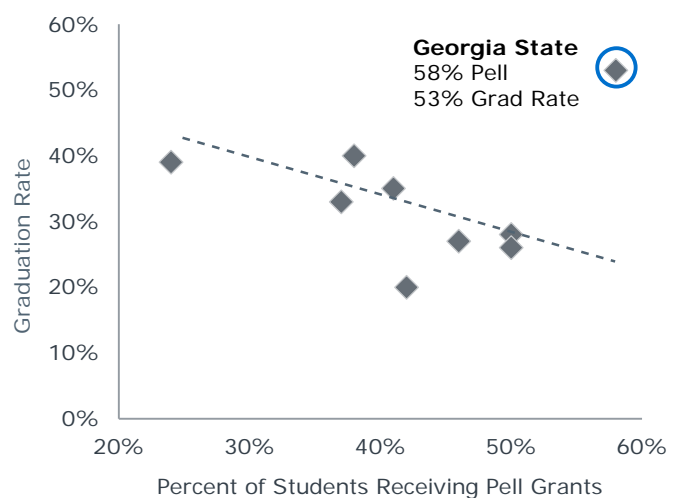
African American

+26%

Latino/a

Outperforming Peers With Low-Income Students

Graduation and Pell Rates of Urban Research Universities



Creating a Culture Where Numbers Matter


Targeting Resources With New Analytics

Prior to 2012

High attrition due to delayed admission into certain academic majors




After 2012



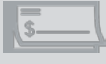
Redesigned Pre-Nursing, Pre-Business sequences based on Navigate insights

Unclear which students needed support in which courses

Used analytics to strengthen supplemental instruction offerings

Students dropping out due to unmet need, as little as \$300

Retention grants (fee drops) deployed based on student need

Among other initiatives

Integrating Navigate into Advising Enterprise



41K+

Total interventions in Navigate per year



Navigate allows us to be hugely supportive of *any* student. We can encourage students that are on path with the data; we can provide a visual to students who are off path; or if a student is right in the middle, we can teach them about the hill they have to climb.

Advisor
GEORGIA STATE UNIVERSITY

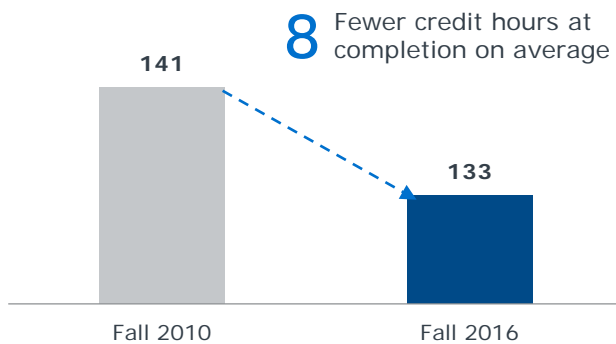


Maintaining Institution-Level Gains While Shifting Focus to Student Progress

Decreasing Time to Degree...

Average Credits at Time of Graduation

All Students



...And Reducing Overall Cost for Students



\$4M

Total savings by students in the graduating class of 2014 compared to the class of 2013