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.

### Making Impressive Gains Across All Students, Especially Special Populations

#### Moving the Dial on Graduation Outcomes

<table>
<thead>
<tr>
<th>Year</th>
<th>Graduation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>43.4%</td>
</tr>
<tr>
<td>2009</td>
<td>49.6%</td>
</tr>
<tr>
<td>2010</td>
<td>48.1%</td>
</tr>
<tr>
<td>2011</td>
<td>48%</td>
</tr>
<tr>
<td>2012</td>
<td>51%</td>
</tr>
<tr>
<td>2013</td>
<td>53%</td>
</tr>
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Bachelors Degrees Conferred (2012 to 2014)

- **African American** +18%
- **Latino/a** +26%

#### Outperforming Peers With Low-Income Students

**Graduation and Pell Rates of Urban Research Universities**

- **Georgia State**
  - 58% Pell
  - 53% Grad Rate

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Creating a Culture Where Numbers Matter

Targeting Resources With New Analytics

Prior to 2012

- High attrition due to delayed admission into certain academic majors
- Unclear which students needed support in which courses
- Students dropping out due to unmet need, as little as $300

After 2012

- Redesigned Pre-Nursing, Pre-Business sequences based on Navigate insights
- Used analytics to strengthen supplemental instruction offerings
- 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

8 Fewer credit hours at completion on average

Fall 2010: 141 credits
Fall 2016: 133 credits

...And Reducing Overall Cost for Students

$4M
Total savings by students in the graduating class of 2014 compared to the class of 2013