


CASE STUDY

# How Creating a Data-Driven University Can Lead to a World Class Student Experience

Georgia State University, Research University in Atlanta, GA



**Impact Highlights**

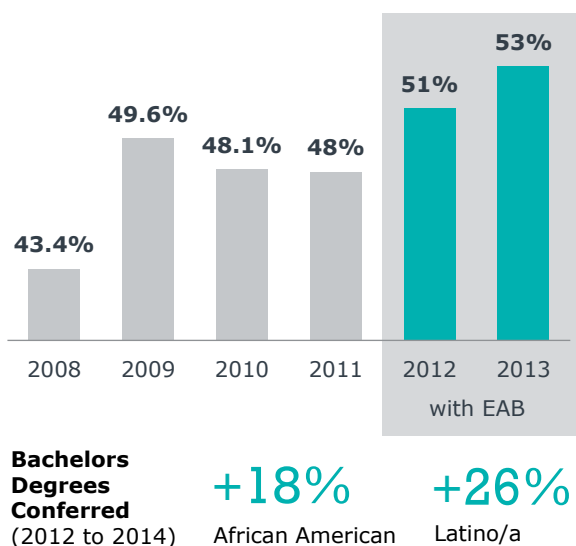
**3%**  
Percentage point increase in graduation rate since 2012

**£2.2M**  
Estimated additional tuition revenue in one year

- **About:** George State University is a research university with a total enrollment of 25,945 and a graduation rate of 51%. GSU has historically served large populations of low-income and underrepresented minority students.
- **Challenge:** Ten years ago, GSU’s graduation rate hovered around 32% and was especially low for their growing population of low-income students. In 2011, GSU leadership implemented a plan to improve student outcomes, with government funding tied to these improvements.
- **Solution:** GSU saw an opportunity to target resources through structured, data-driven interventions such as class redesign, supplemental instruction, first-year learning communities, and retention grants. In 2012, GSU partnered with EAB and extended this data-driven approach to academic tutoring.
- **Impact:** GSU tutors use EAB to help students make smarter decisions, reduce time to degree, and lower their risk—contributing to a 3% increase in graduation rate since 2012.

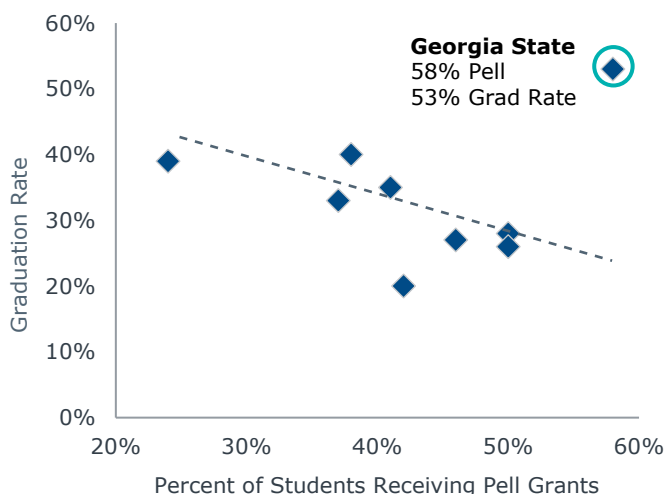
## Making Impressive Gains Across All Students, Especially Special Populations

### Moving the Dial on Graduation Outcomes



### Outperforming Peers With Low-Income Students

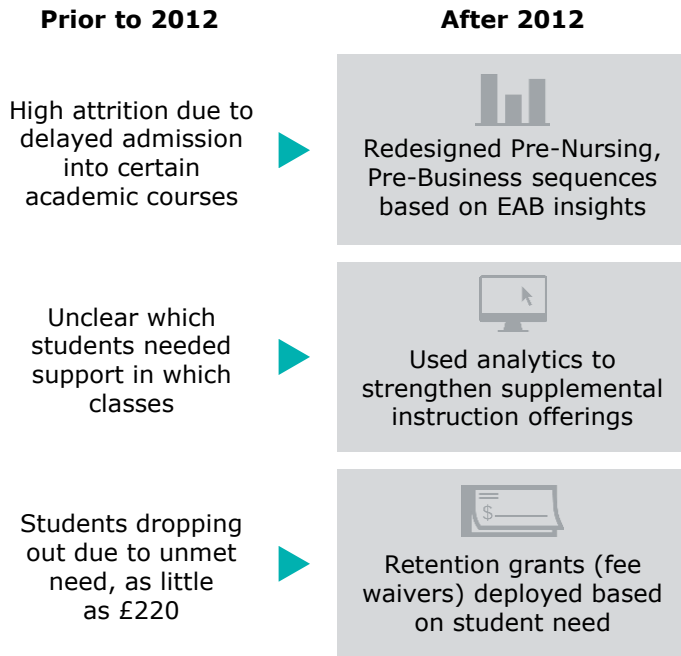
Graduation and Pell Rates<sup>1</sup> of Urban Research Universities



1) Refers to Pell Grants conferred. Pell Grants are US federal grants awarded to bachelor’s degree students who show “exceptional financial need.”

## Creating a Culture Where Numbers Matter

### Targeting Resources With New Analytics



### Integrating EAB into the Tutoring Enterprise



Learn more about what GSU is doing to **eliminate equity gaps** on [EAB's Office Hours podcast](#)

“

EAB 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.

Tutor

GEORGIA STATE UNIVERSITY

”

## Best Practice Research and Guidance Rooted in a Global Network

### EAB Research at a Glance

14+

**Years serving** the higher education sector in academic, business, enrolment, advancement, and student affairs terrains

2,100+

**Partner institutions** worldwide whose experiences provide the foundation for best practices and transformative insights

26,000+

**Campus leaders** using EAB services to recruit students, ensure their success, and adapt to an ever-changing environment

### Core Pillars of EAB Support

#### Getting Smart on Complex Issues



Roundtable gatherings of senior leaders to hear latest EAB research



Best practice research studies and shorter-term collaborative initiatives

#### Making Better Decisions



On-demand advice delivered via workshops and webconferences



Expert consultations with EAB subject-matter experts

#### Accelerating Implementation



Change management guides, self-assessments, and implementation tools



Executive networking with global peers