

CHANGING THE STUDENT EXPERIENCE: ADVISING AND PROACTIVE INTERVENTIONS



Elisha D. Jarrett

Director of the University Advisement Center, Atlanta Campus

Crystal S. Mitchell

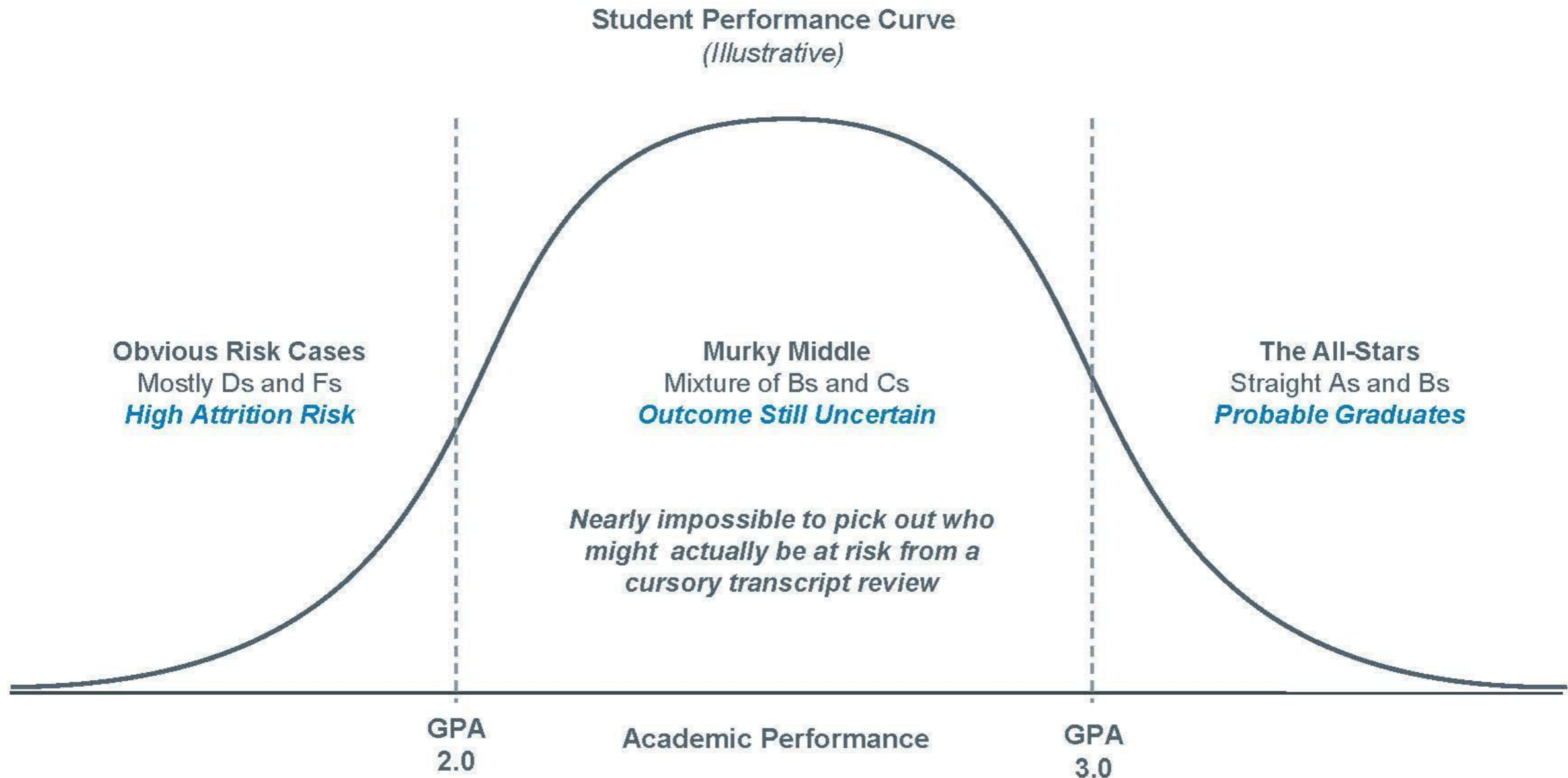
Director of the University Advisement Center, Perimeter

STUDENT SUCCESS

- ◆ Retention
- ◆ Progression
- ◆ Graduation



THE ADVISEMENT CHALLENGE: THE MURKY MIDDLE



ACADEMIC ADVISEMENT

2011:

Ratio +2x standard

750:1

1200:1

Complicated structure

Some faculty advisors

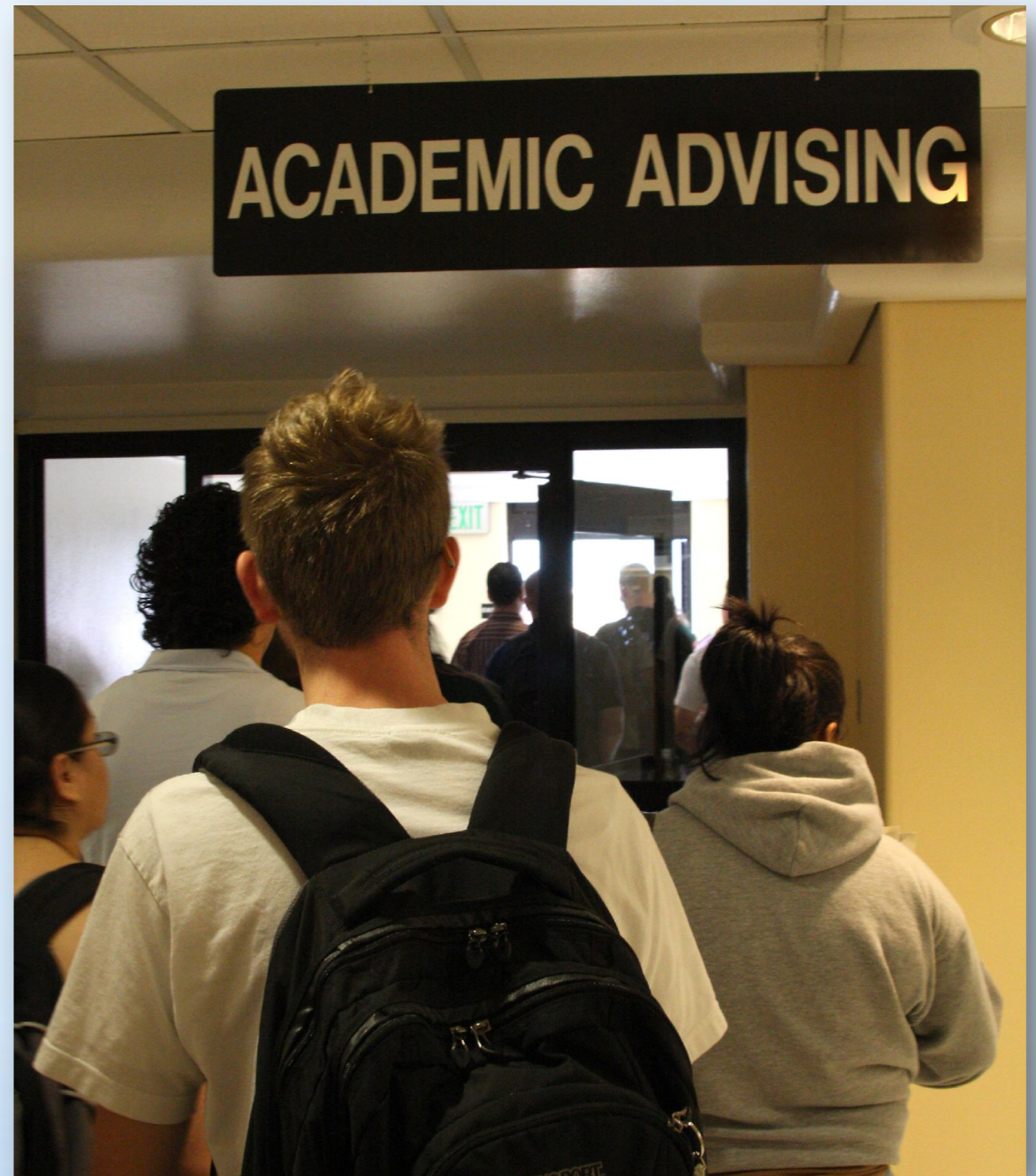
Some departments hired
advisors

No common record keeping

Little systematic tracking

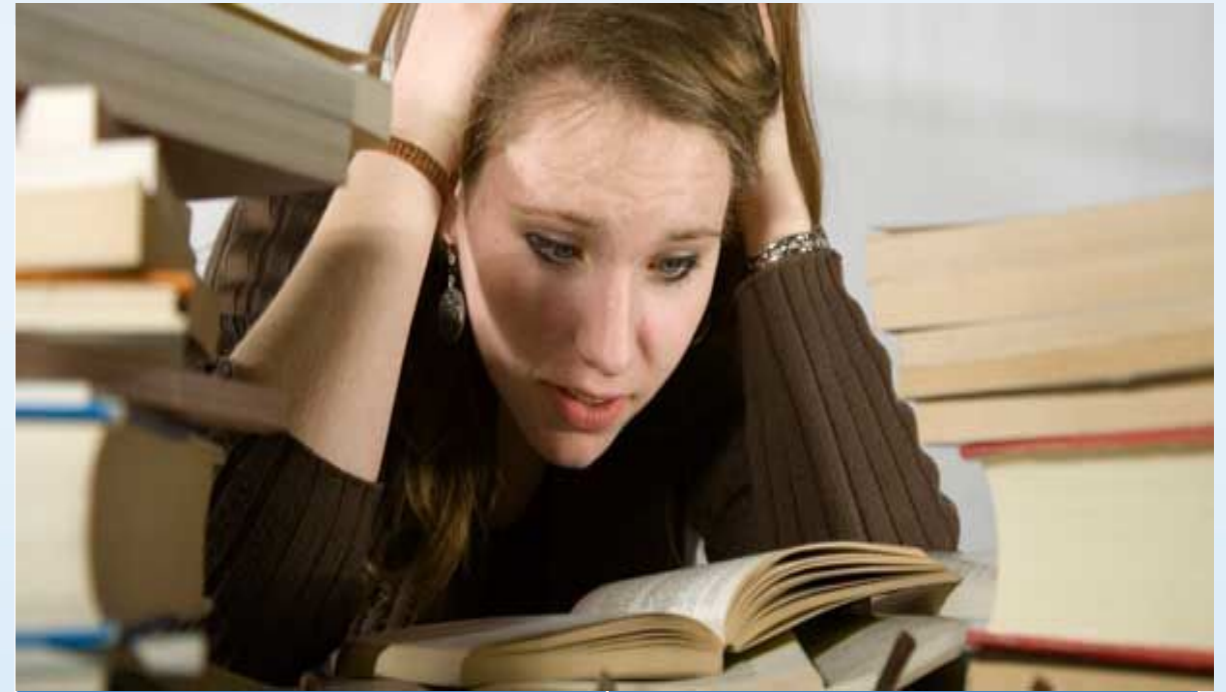
Little coordination

No one responsible for
progression and graduation



PROBLEMS FOR ALL

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



THE COST OF INACTION

The Calculus of Student Success: ROI



1 point increase in
Retention =
325 Students

Avg. Student Tuition &
Fees Annually =
\$9,800

ROI for each 1-point increase = **\$3.18** million/year

STRATEGIC GOAL

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



ADVISEMENT INITIATIVES

Initiative: Organize advisement in a manner that provides students with essential information required to make decisions that lead to increased retention, progression and graduation

- Freshmen Registration Model
- Created Alternative Majors to Premium Programs
- Intentional Outreach- housing, MOSS, MA, Athletics, cohort
- Pro-active Risk Targeting- Success markers
- Personalized Interventions — Barriers, not reg.

ACTION STEPS

Partnerships

➤ Changed ***culture*** to focus on progression and graduation

- Senior Leadership
- Data Governance-Registrar
- Human Resources
 - Clarification of Advisor Roles
 - Skills and competencies
 - Common salary structure
- Faculty engagement

Expansion

➤ Changed ***structure*** to support timely interventions

- Space and Personnel
 - University Advisement Center
 - College Offices of Academic Assistance
 - Advisement Board
 - Exploratory Advisors
 - Graduation Counselors



CONTINUED ACTION STEPS

➤ Added new *systems*

- Better Tracking
- Use of Data
- Analytic insight from EAB
- Integration of EAB with academic advisement

➤ Consolidated with Ga Largest 2-Year College

- Reverse Transfer
- Emphasis on Transition
- Expanded Move on When Ready/Dual Enrollment/
- Early College



ACADEMIC ADVISEMENT TODAY

Today:

300:1

Professional advisors

Every student assigned

Extensive tracking

Comprehensive metrics

Common training

Collaboration between
units



A

Data-Driven

Approach

DATA AND ANALYTICS

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



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**



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 |

ADVISOR – STUDENT MANAGEMENT

MASTER POPULATION ADVISING DASHBOARD

UAC

2018 -2019

TOTAL POPULATION (by name) 18126

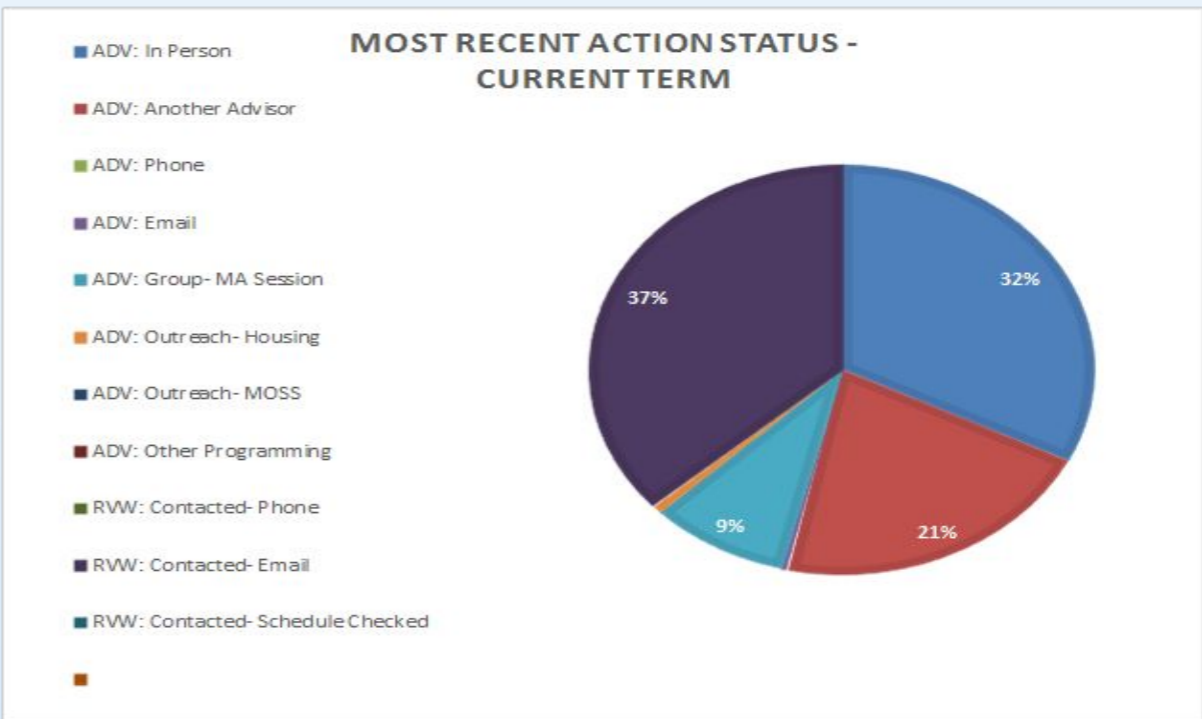
| Most Recent Action Status | Current Term Count | Current Term Percent |
|----------------------------------|--------------------|----------------------|
| ADV: In Person | 5864 | 32% |
| ADV: Another Advisor | 3810 | 21% |
| ADV: Phone | 25 | 0% |
| ADV: Email | 62 | 0% |
| ADV: Group- MA Session | 1611 | 9% |
| ADV: Outreach- Housing | 113 | 1% |
| ADV: Outreach- MOSS | 0 | 0% |
| ADV: Other Programming | 0 | 0% |
| RVW: Contacted- Phone | 22 | 0% |
| RVW: Contacted- Email | 6619 | 37% |
| RVW: Contacted- Schedule Checked | 0 | 0% |

CHECK: All population represented? TRUE 100%

| Action Status | Current Term | Current Term |
|---------------------------|--------------|--------------|
| Action Status - Advised | 11485 | 63% |
| Actions Status - Reviewed | 6641 | 37% |
| Blank | 0 | 0% |

CHECK: All population represented? TRUE 100%

| Spring Registration Status | Current Term | Current Term |
|---|--------------|--------------|
| 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% |



PROGRAM MAJOR MAPS

BA in Psychology Major Map University Advisement Center

For students entering the degree program during the 2018 - 2019 catalog year

| Semester | Year | Area | Recommended Courses | Hours |
|--------------------|------|--------|---------------------|-----------|
| Fall | | Area A | ENGL 1101 | 3 |
| | | Area A | MATH 1101 | 3 |
| | | Area F | PSYC 1101 | 3 |
| | | Area C | Fine Arts | 3 |
| | | GSU | GSU 1010 | 1 |
| | | Area B | Option 1 | 2 |
| Total Hours | | | | 15 |

| Semester | Year | Area | Recommended Courses | Hours |
|--------------------|------|----------|---------------------|-----------|
| Fall | | Area F | PSYC 2000 elective | 3 |
| | | Elective | Lang 1001 | 3 |
| | | Area B | Option 2 | 2 |
| | | Area F | PSYC 2000 elective | 3 |
| | | Area D | D1 Sequence | 4 |
| Total Hours | | | | 15 |

| Semester | Year | Area | Recommended Courses | Hours |
|----------|------|--------------------|-----------------------|-------|
| Fall | | Area F | Non-Psyc elective | 3 |
| | | Area G | PSYC 3530 | 4 |
| | | Area G | PSYC Group 1 Elective | 3 |
| | | Elective | Elective - Any Level | 3 |
| | | Total Hours | | |

| Semester | Year | Area | Recommended Courses | Hours |
|--------------------|------|----------|----------------------|-----------|
| Fall | | Area G | PSYC Add'l Elective | 3 |
| | | Area G | PSYC Add'l Elective | 3 |
| | | Area G | PSYC Add'l Elective | 3 |
| | | Elective | Elective | 3 |
| | | Elective | Elective - Any Level | 3 |
| Total Hours | | | | 15 |

| Semester | Year | Area | Recommended Courses | Hours |
|----------|------|--------------------|-----------------------|-------|
| Spring | | Area A | ENGL 1102 | 3 |
| | | Area E | Social Science Found. | 3 |
| | | Area D | PSYC 1100 | 3 |
| | | Area E | POLS 1101 | 3 |
| | | Area E | HIST 2110 | 3 |
| | | Total Hours | | |

| Semester | Year | Area | Recommended Courses | Hours |
|--------------------|------|--------|---------------------|-----------|
| Spring | | Area F | Non-Psyc elective | 3 |
| | | Area F | Lang 1002 | 3 |
| | | Area D | D1 Sequence | 4 |
| | | Area E | World Hist and Pols | 3 |
| | | Area G | PSYC 3510 | 4 |
| Total Hours | | | | 17 |

| Semester | Year | Area | Recommended Courses | Hours |
|----------|------|--------------------|-----------------------|-------|
| Spring | | Area G | PSYC Group 2 Elective | 3 |
| | | Area G | PSYC Group 3 Elective | 3 |
| | | Elective | PSYC Add'l Elective | 3 |
| | | Area G | Elective | 3 |
| | | Elective | Elective - Any Level | 3 |
| | | Total Hours | | |

| Semester | Year | Area | Recommended Courses | Hours |
|----------|------|--------------------|----------------------|-------|
| Fall | | Area G | PSYC Add'l Elective | 3 |
| | | Elective | Upper Level Elective | 3 |
| | | Elective | Elective - Any Level | 3 |
| | | Elective | Elective - Any Level | 4 |
| | | Area C | Humanities | 3 |
| | | Total Hours | | |

| | |
|--------------------|------------|
| Total Hours | 121 |
|--------------------|------------|

1st Year Milestones: Complete ENGL 1101, ENGL 1102 and MATH 1101. (PSYC 1101 can be taken in first semester but is recommended to be taken in 2nd semester)

2nd Year Milestones: Complete Area F with a 2.3 GPA in PSYC 1101, two PSYC 2000 level courses. Complete PSYC 3510 in 2nd semester to ensure that Methodology sequence can be completed.

3rd Year Milestones: Complete Area D, PSYC 1100 recommended for Area D2 requirement. PSYC 3510 and 3530 must be complete prior to earning 90 credit hours (Minimum grade of "C" in first two attempts required).

4th Year Milestones:

Course qualifies for academic residency

Course is/has mandatory pre/co-requisite or

**Course is available on rotating schedule

Course includes signature experience

STUDENT PROFILE OVERVIEW

The screenshot displays a student profile for Thady Ourada. At the top, the name 'Thady Ourada' is shown. Below it is a navigation bar with tabs: Overview (selected), Success Progress, Reports / Notes, Class Info, Major Explorer, Calendar, Appointments, and Conversations. The main content area is divided into several sections:

- Course Grade D/F:** 0
- Repeated Courses:** 1
- Withdrawn Courses:** 5
- Missed Success Metrics:** 4
- Cumulative GPA:** 3.86

Below these statistics, there are two rows of summary information:

- Credits Anticipated for Spring 2018:** 22 credits, 8 classes
- Total Credits Earned:** 67.31
- Credit Completion % at this Institution:** 70%

The profile includes a section for **English**, with a concentration in Literature at the College of Arts & Sciences. A yellow 'Medium Risk' badge is visible. To the right, key information is listed:

- STUDENT ID:** 738490541
- CLASSIFICATION:** Junior
- MOST RECENT ENROLLMENT:** Fall Semester 2014

At the bottom left, there are sections for **Advisors** (Latoya White, Steven Kilpatrick, Tim Brown, Nick Saboe), **Categories** (Athletes, Honors), and **Tags** (scholarship, Women's Soccer). On the right side of the profile, there is a **Staff Alerts** panel with options like 'Message Student', 'Add a Note on this Student', and 'Schedule an Appointment'. Below the alerts is a student photo and a **Student Info** section with a 'Student View' button.

Quick overview of Student Profile:

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

SUCCESS MARKERS

The screenshot shows the 'Campus Student Success Collaborator' interface for a student named Brighid Abood. The page is titled 'Success Markers' and indicates that the student has missed guidelines for progress. A navigation bar includes 'Overview', 'Success Progress', 'Reports / Notes', 'Class Info', 'Major Explorer', and 'More'. A filter section shows 'Completed' (0), 'Missing' (6), and 'Upcoming' (0) markers. A table lists 6 missed markers, with the first three visible:

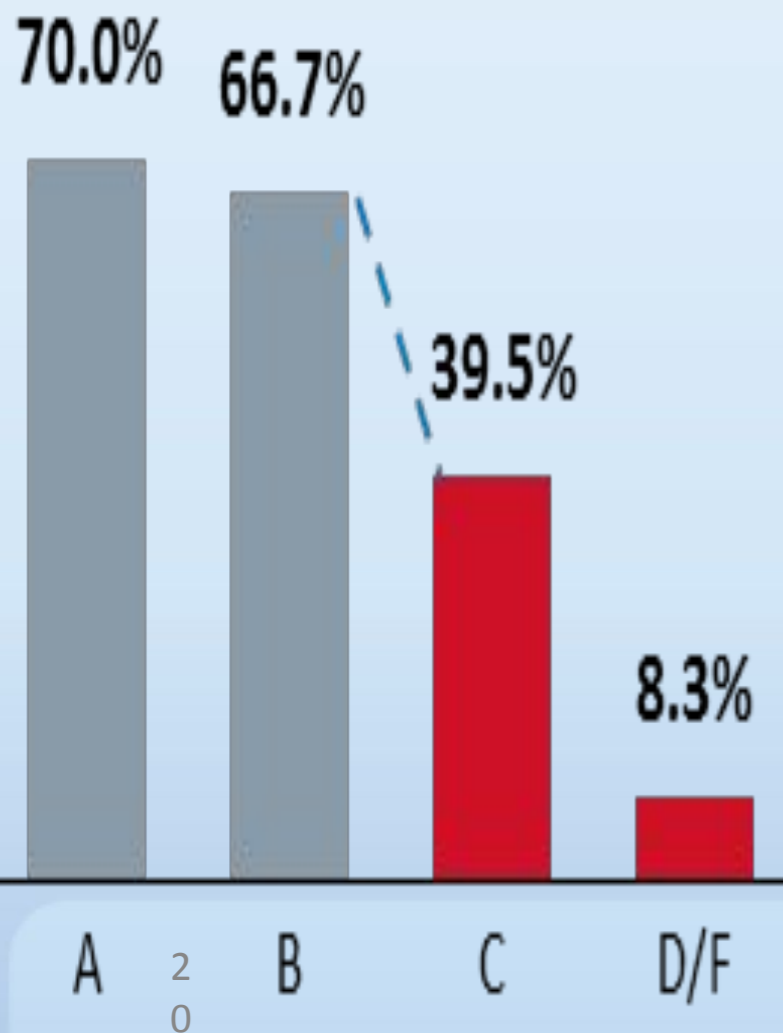
| Notification | Outcome |
|---|------------------|
| JOUR1000 COURSE Recommended grade: B- Complete between 19 and 30 credits | Did not register |
| JOUR1010 COURSE Recommended grade: B- Complete between 30 and 40 credits | Did not register |
| JOUR2500 COURSE Recommended grade: B- Complete between 40 and 50 credits | Did not register |

On the right side, there is a 'Staff Alerts' panel with a yellow notification icon and a list of actions: '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', 'Hide an Alert', 'Edit User Settings', and 'Impersonate User'. Below this is a 'Student Info' section.

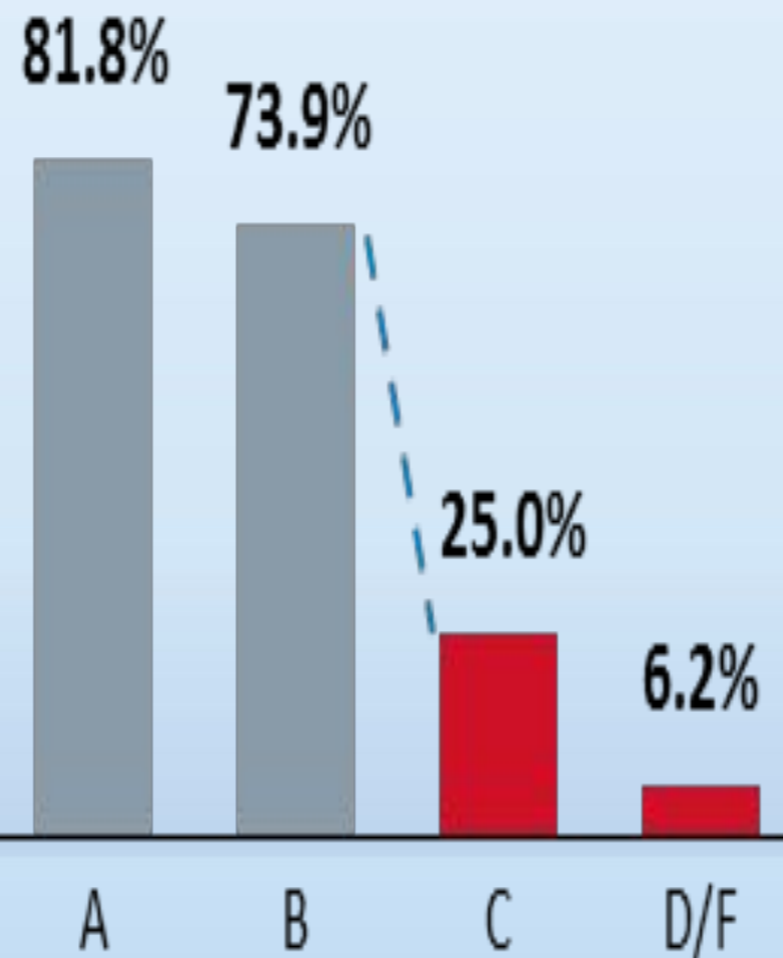
ALERTS BASED ON HISTORICAL RPG DATA

Graduation Rate in Major by Introductory Course Grade

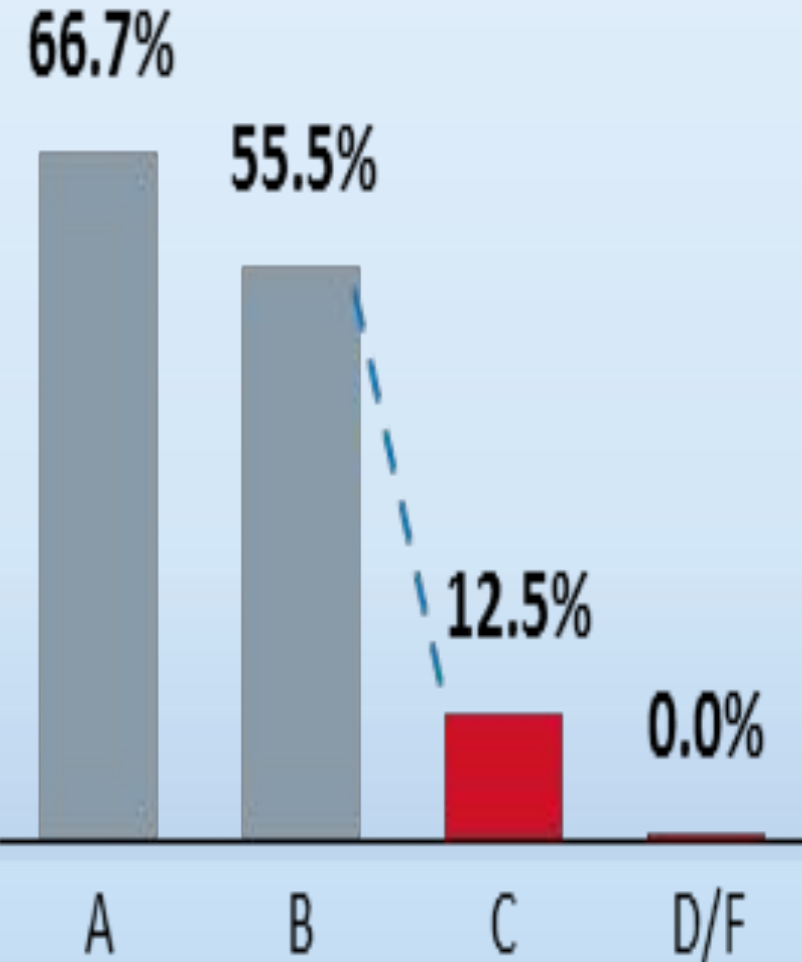
Introduction to Chemistry
Natural Science majors



Comparative Politics
Political Science majors



Music Theory I
Music majors



NOTES AND HISTORY

Campus Student Success Collaborative

Campus Acad... Spring Semester ...

Notes About Student

| DATE | CREATED BY | NOTE | NOTE REASONS | COMPLETE? | ATTACHMENTS |
|------------|-----------------|--|----------------|-----------|----------------------|
| 02/03/2016 | Jenise Stafford | UACFJS: email: emailed student regarding spring registrat... | RWW: Contacted | -- | edit |
| 11/06/2015 | Shantia Stroud | Status Change: ADV: In Person, UACFSS; WI; FF15; stdt 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: Std 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 ff15: st... |
| 01/11/2016 01:05 PM | 01/11/2016 | | | UACFNAO: WI: Std came into |

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



MAJOR EXPLORER

The screenshot shows the 'Major Explorer' interface for student Asamah Malik. The top navigation bar includes 'Campus Student Success Collaborative', 'Campus Acad...', 'Spring Semester...', and search/help icons. The student's name 'Asamah Malik' is displayed at the top left. Below it are tabs for 'Overview', 'Success Progress', 'Reports / Notes', 'Class Info', 'Major Explorer', and 'More'. The main content area is divided into three columns: 'Current Major', 'Predicted Risk Level', and 'Related Careers'. The 'Current Major' section shows 'Physics' at the 'College of Arts & Sciences' with a 'Medium' risk level. The 'Predicted Risk Level' section shows 'Medium'. The 'Related Careers' section lists 'Chemical Technician', 'College / University Administrator', 'College Professor / Instructor', 'Data / Data Mining Analyst', 'Elementary School Teacher', and '17 More...'. Below this is a 'Search For Majors And Careers' section with a dropdown menu. The 'Major Options' section shows a table with columns for 'Major Name', 'Risk Level', and 'Related Careers'. The first row shows 'Psychology' at 'College of Arts & Sciences' with a 'Low' risk level. The 'Related Careers' for Psychology include 'Academic / Guidance Counselor', 'Account Executive', 'Admissions Counselor', 'Attorney', 'Audiologist', and '56 More...'. The second row shows 'Marketing' at 'Robinson College of Business' with a 'Low' risk level. The 'Related Careers' for Marketing include 'Account Executive', 'Advertising / Promotions Manager', 'Advertising Sales Representative', and 'Business Development Executive'. On the right side, there is a 'Staff Alerts' section with a dropdown menu and a 'Student Info' section. The 'Staff Alerts' section includes options like 'I want to...', 'Message Student', 'Add a Note on this Student', 'Add a Reminder to this Student', 'Support On Advising', 'Schedule an Appointment', 'Add to Watch List', 'Edit User Settings', and 'Impersonate User'. The 'Student Info' section displays: 'Age: 19', 'DOB: 03/21/1996', 'Address: 9029 Highland Pkwy, Fairburn, GA 30213-4294', 'Email: amalik15@student.gsu.edu', 'Home: 4046415628', and 'Login Status: Login not allowed, Allow Asamah to login'. At the bottom right of the interface is a 'Student View' toggle.

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.

Linking Academics to Career Pathways

Georgia State University Welcome Timothy Log Out

Students Institutional Analytics

Students > Joe Student ◀ Previous student Next student ▶



Joe Student

ID: 000000000
Age: 20
DOB: 06/03/1994

- Overview
- Success Progress
- Term Details
- History
- Major Explorer

KEY INFO

Email: joe1@student.gsu.edu

Phone: (404) 555-1212

Address: 1234 Avenue St. Atlanta, GA 30303

MAJOR EXPLORER

ACADEMIC SUMMARY

COURSE GRADE OF D/F: **0** REPEATED COURSES: **0** COURSE WITHDRAWALS: **0** Current risk: **LOW**

Expand ▼

RISK

CURRENT MAJOR

| Major Name | Risk Level | Related Careers |
|--|------------|--|
| Biological Science College of Arts & Sciences | Low Risk | Biochemist Biological Technician Biologist Biomedical Engineer Biostatistician 12 more... |

MAJOR OPTIONS Search for a major or career

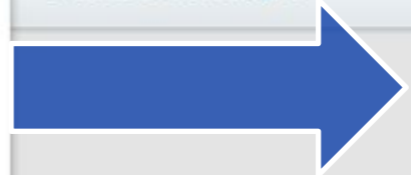
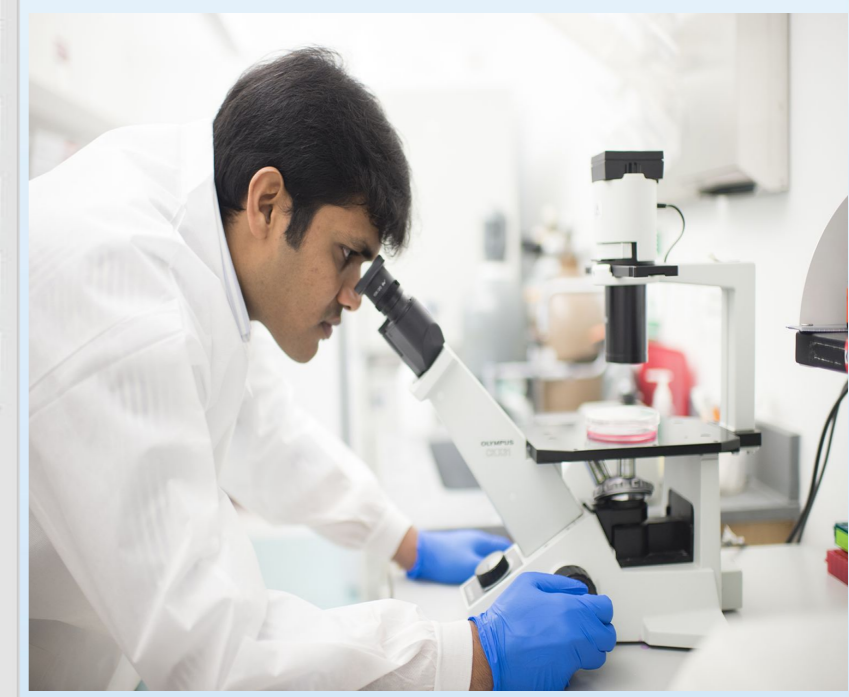
College: All colleges ▼

| Major Name | Risk Level ▲ | Related Careers |
|---|--------------|---|
| Real Estate Robinson College of Business | Low Risk | Apartment Manager Appraiser / Assessor Community Manager Leasing Manager Property Manager Real Estate Agent / Broker |

STUDENT
ADV: In Person

I want to...

- Change student status
- Email student
- Remind me to follow-up
- Add a note on this student
- Browse student majors





53,000+

Successes

Dual Enrollment Academic Resources

Learning & Tutoring Centers

Mathematics Labs (MILE & ALEKS)

Writing Centers

Supplemental Instruction

Early Alert Program

Student Success Workshops

Academic Coaching

Financial Literacy

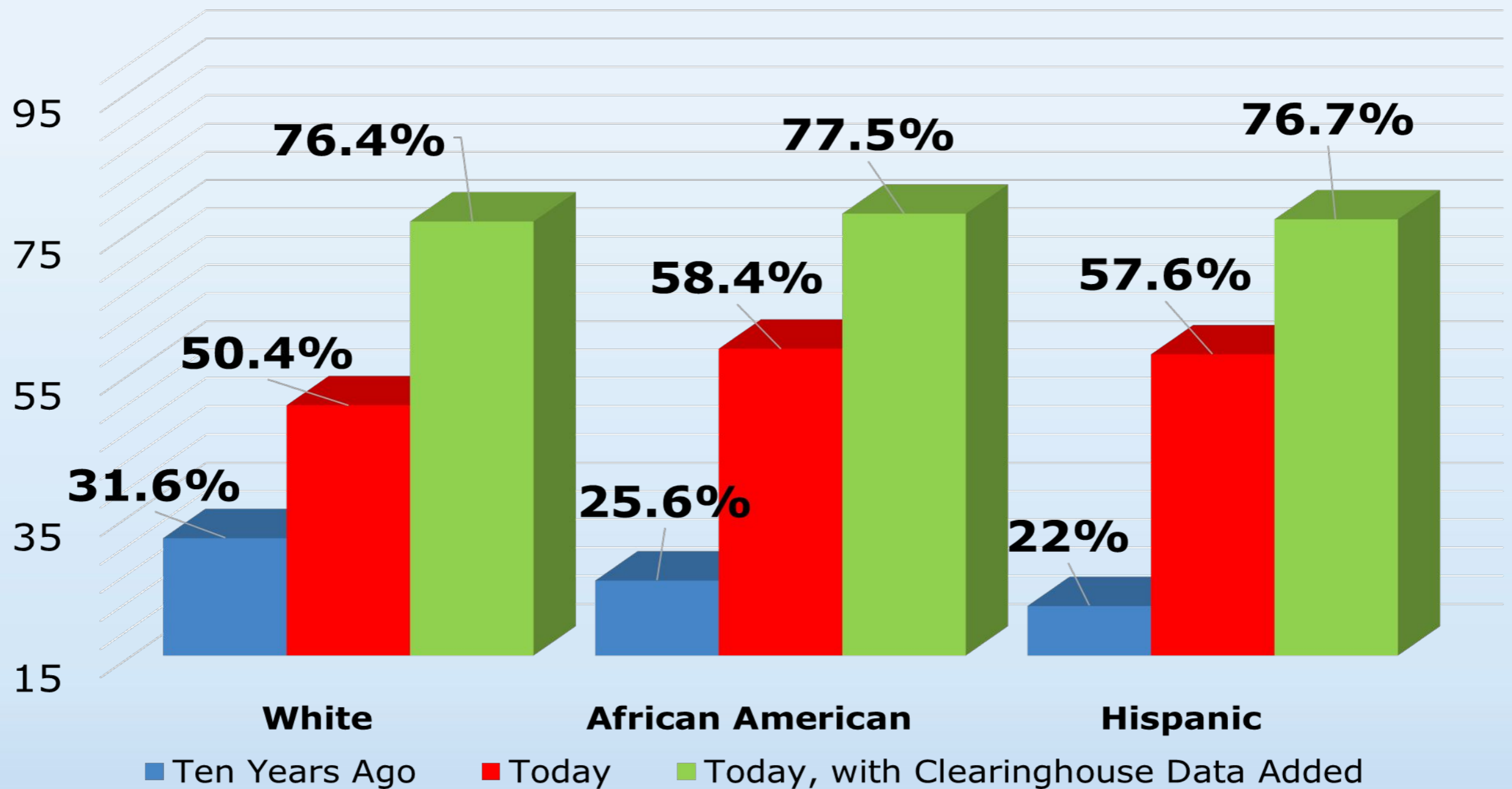
Portfolium

Transitioning Services

Engagement opportunities



GRADUATION RATES BY RACE & ETHNICITY (CLEARINGHOUSE DATA ADDED)



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% |



Georgia State Undergraduate Degrees Awarded



2010-11:

4,222

2016-17:

7,047

INCREASE:

+2,825 (+67%)

Results: 2 – Year Campuses

Retention Rates:

- 2016 = 64%
- 2017 = 68%
- 2018 = 70%

Graduation Rates:

- 2016 = 12%
- 2017 = 13%
- 2018 = 15%



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

Continued Coordinated Care:

UAC- ATL Advisor

Financial Aid

Registration



