Academic Advising Informed by Data Analytics: Linking High Tech with High Touch

Siyaphumelela Conference
Durban, South Africa

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Georgia State University

A Picture of Today's GSU Undergraduate Student

92% Apply for Federal Aid Annually

40% First Generation

60% Are Ethnic Minorities

60% Low Income Pell Recipients

71% Have some level of unmet need

1st generation
Low Income
Non White
Unmet Need ≠ Student Success

THIS IS TOO
MUCH

Goal Number One

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

Be Intentional About Advisement Support

- Settle the Philosophical Debate
- Accept responsibility for what a University can do
- Focus more on what we can control
- Maximize use of existing resources
- Use Data to develop strategy
- Change to support student success

High Touch High Tech Approach to Academic Advisement

Enables Student-Centered Advising At Scale

- 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

2011 Not High Touch

1:750 – 1:1200

Decentralized

No Common Record Keeping or tracking

Little coordination

Few links to resources

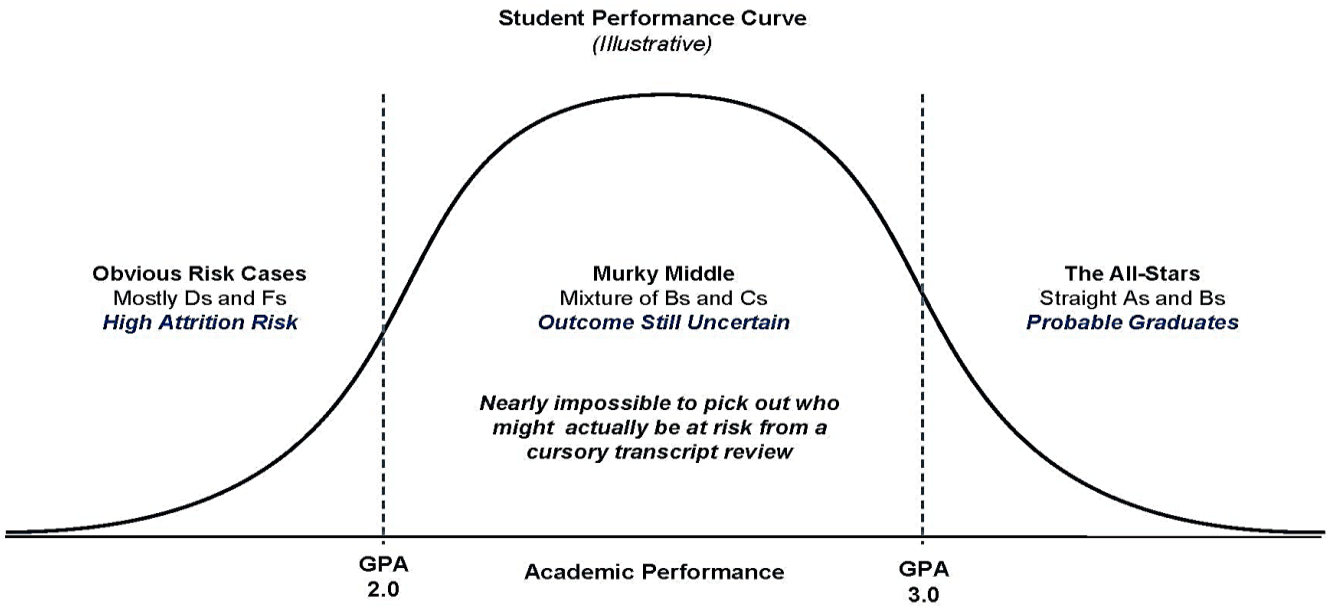
No outreach

Advise only for next courses

No attention to retention, progression and graduation

Serve who you see

Advisement System that did not serve students we could help



Student-Centered Advisement

Today:

High Touch

300:1

Professional advisors

Every student assigned

Extensive tracking

Comprehensive metrics

Common training

Collaboration between units

New Units

Centralization

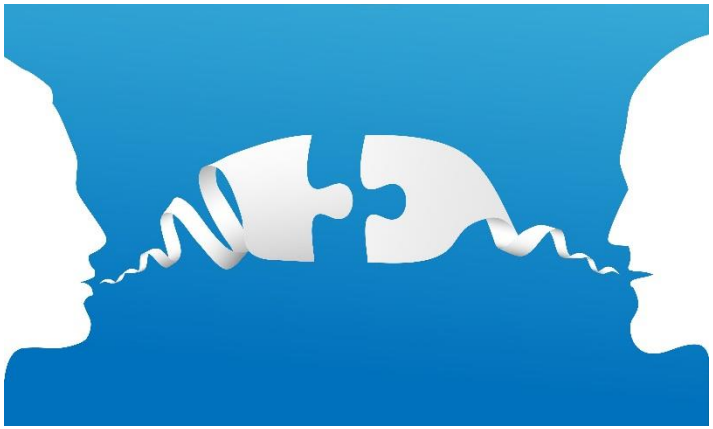
Focus on retention and progression

Personalized outreach

Why Advise with Data?

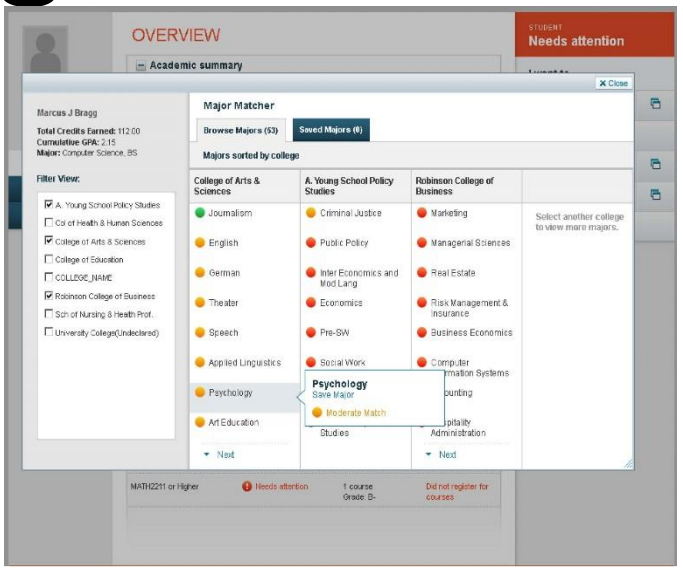
Students expectations of advise are changing

Benefits to Advising with Data



- Personalized
- Targeted Information
- Timely, Proactive Information
- Informed Empirical Perspective
- Develop Strategies to Work Population
- Small School Feel to Big University

High Touch and High Tech



- A collaboration with the Education Advisory Board and four other schools
- Based on **10 years of RPG** data at Georgia State and **2.5 million grades**
- Tracks **800+ alerts** for risk factors
- Live, **nightly feeds from Banner** and daily alerts to advisors if students have missed any of the markers
- **Predictive analytics** for each student's success in individual majors and courses

Georgia State University | OFFICE OF STUDENT SUCCESS

INSTITUTIONAL ANALYTICS

College Comparison

6 Colleges **23,538** Students

Selected Colleges:

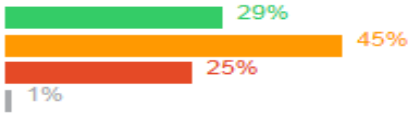
- [x] College of Arts & Sciences
- [x] College of Business
- [x] College of Education
- [x] Sch of Nursing & Health Prof.
- [x] School of Policy Studies
- [x] University College (Undeclared)

Colleges **Predicted Risk Level:** Low Med High N/A

College of Arts & Sciences

View Majors

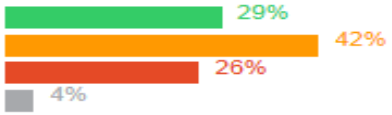
12,063 Students



College of Business

View Majors

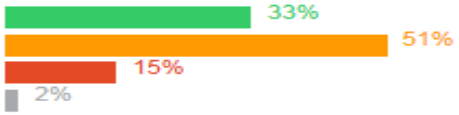
5,872 Students



College of Education

View Majors

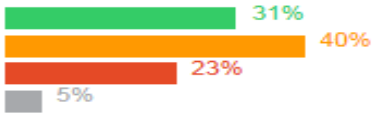
1,725 Students



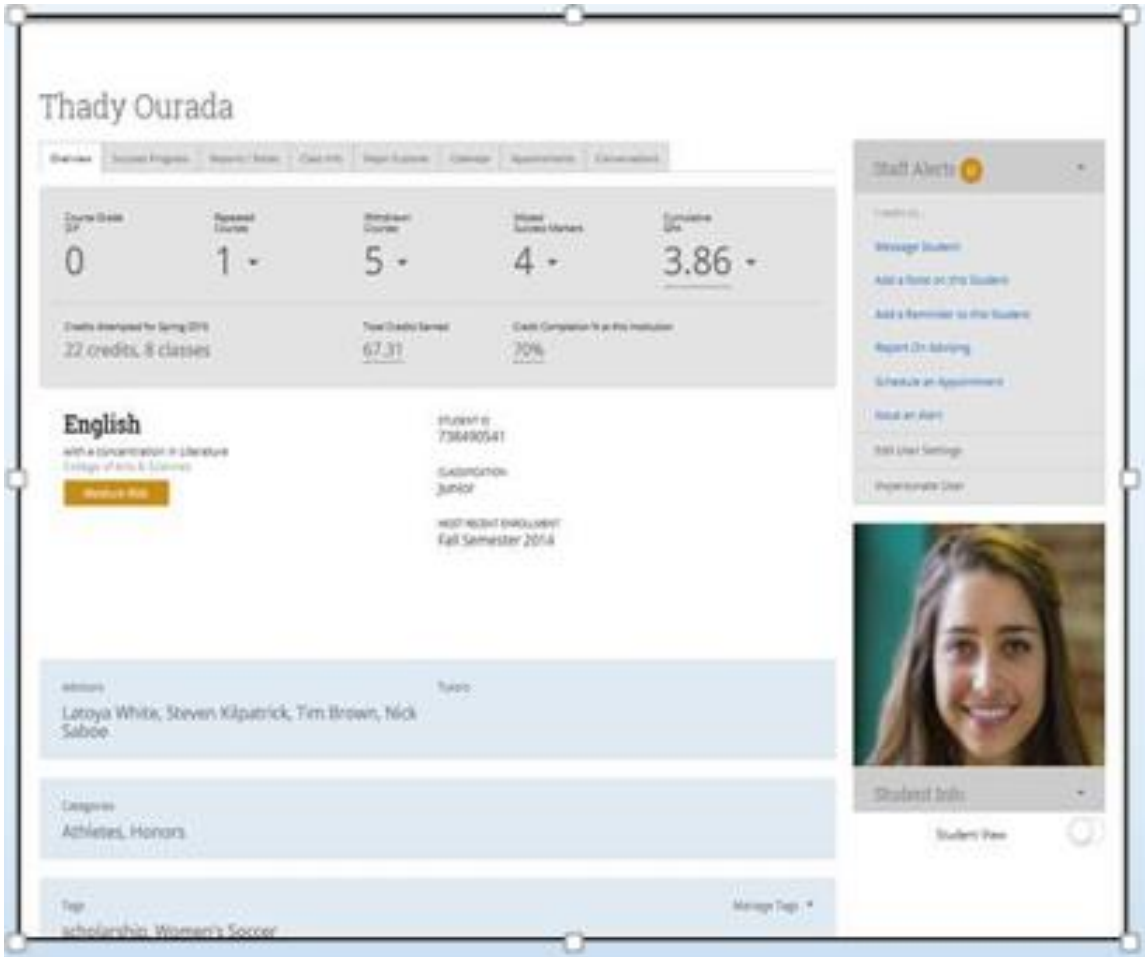
Sch of Nursing & Health Prof.

View Majors

1,735 Students



High Tech Advisement

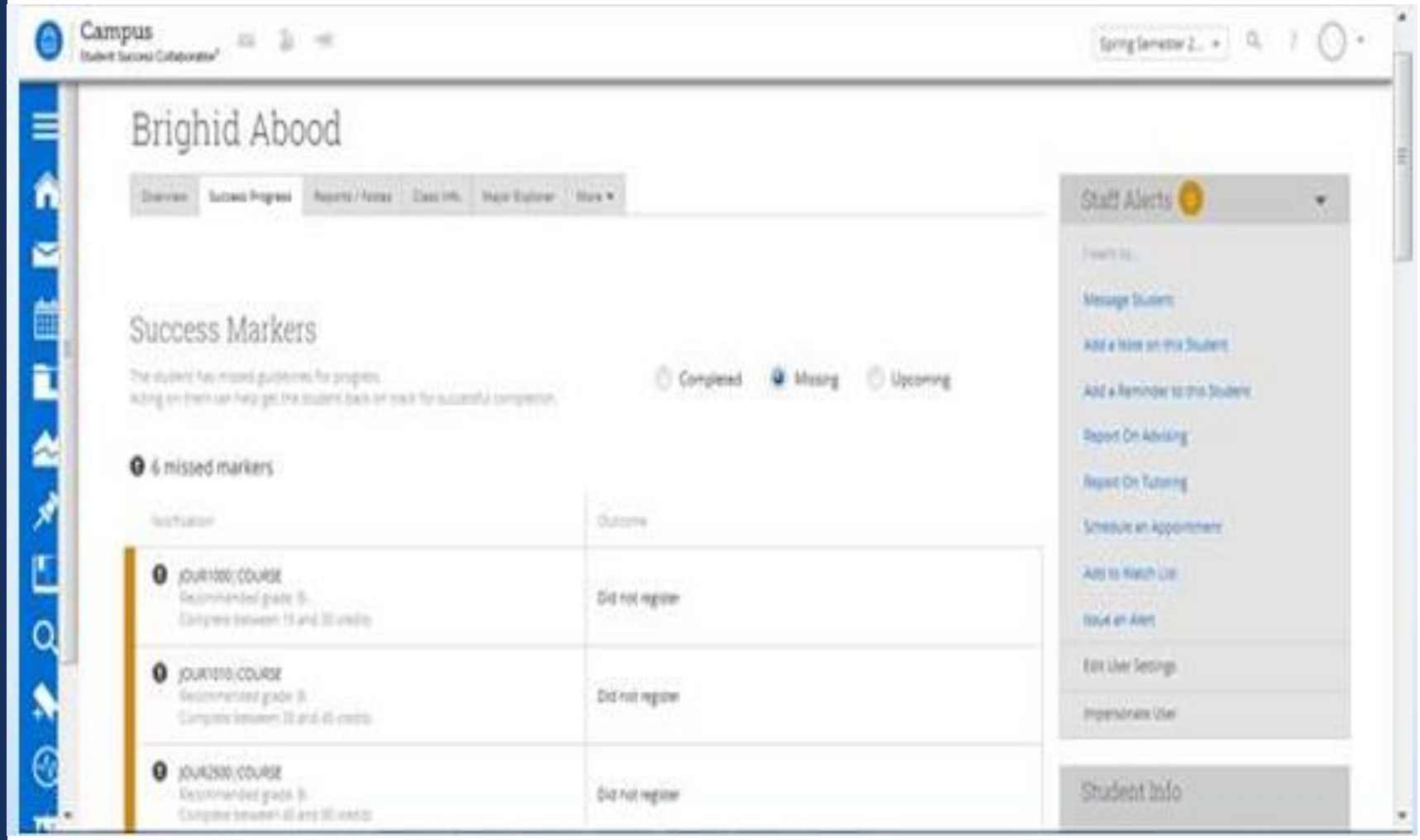


Quick overview of Student Profile:

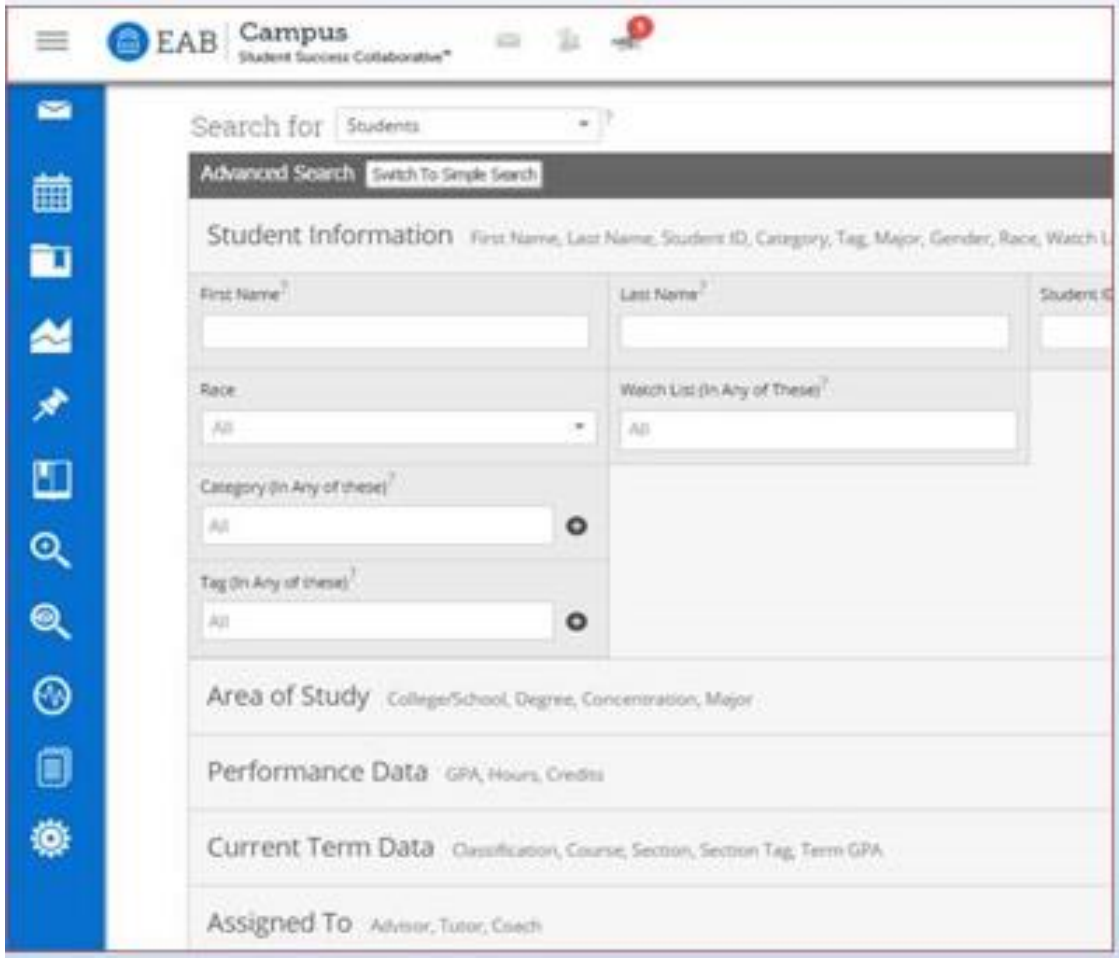
- Risk Analysis
- GPA, Credits
- Repeated Courses
- Categories and Tags
- Student Contact Information

Georgia State University

High Tech Advisement



High Tech Advisement



Strategic outreach:

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

Increase in Advisement Visits

50,000

2016

34,000

2013

????

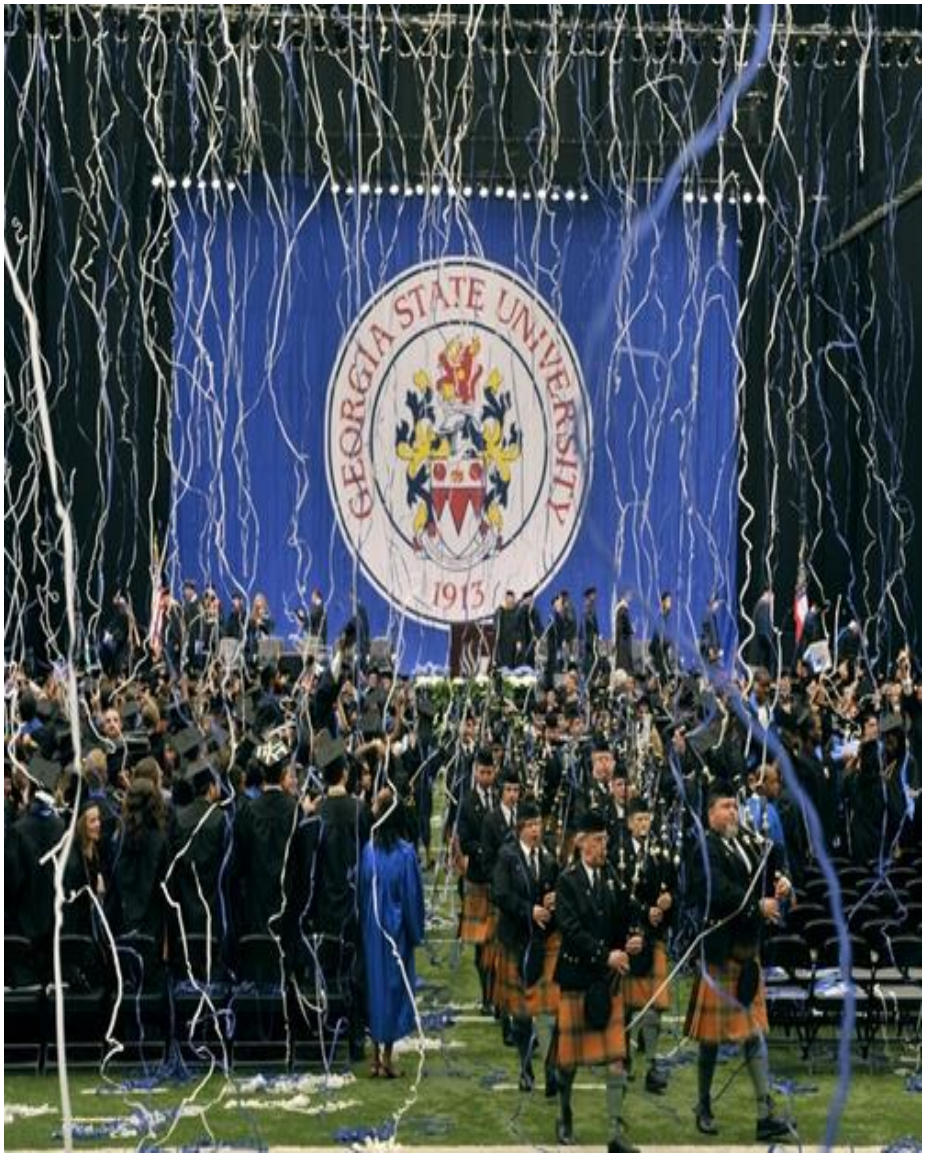
2011

Increase in Progression Outcomes

- Persistence Rate: up 5.5 points
- Credit Hours at completion: Down 7 hours

Rising Rates for At Risk Groups

	09-10	10-11	11-12	12-13	13-14	14-15	5-YR Change
AFRICAN AMERICAN	1,001	1,322	1,440	1,550	1,692	1,825	82%
PELL	1,298	1,648	1,835	2,007	2,052	2,501	93%
HISPANIC	196	300	328	372	414	435	123%


GEORGIA STATE UNIVERSITY
1913

Savings