



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

Siyaphumelela Conference Durban, South Africa

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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



80%

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



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

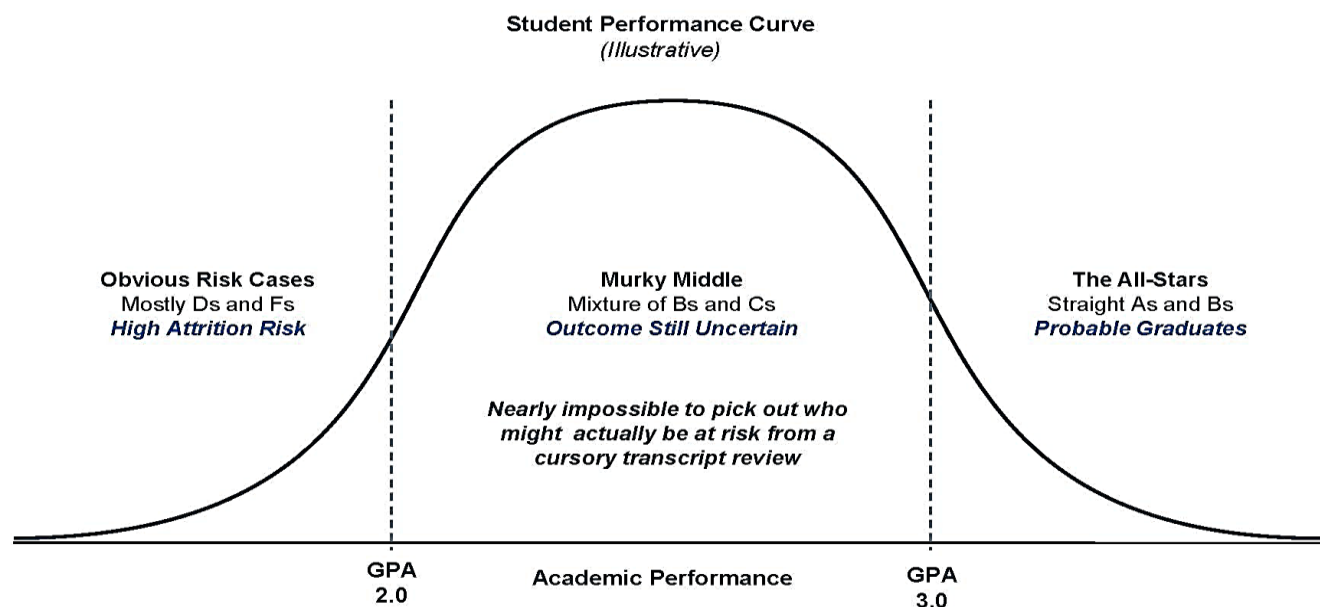
No outreach

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

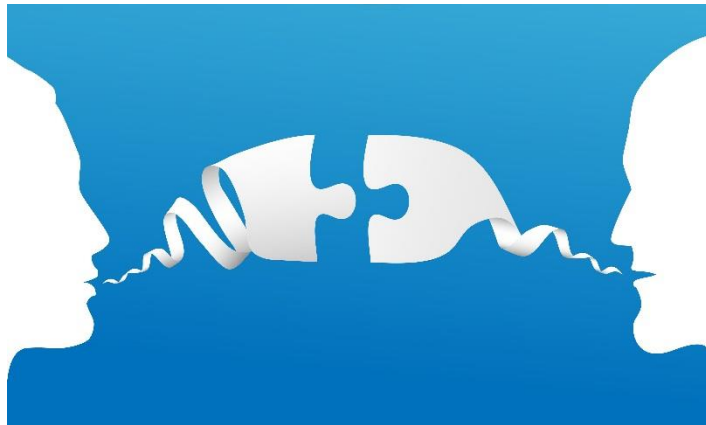


Why Advise with Data?



**Students
expectations of
advise are
changing**

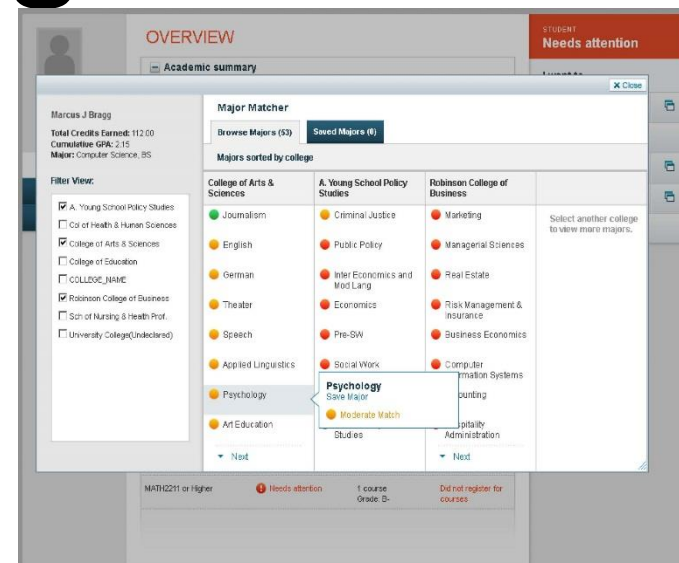
Benefits to Advising with Data



- **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



INSTITUTIONAL ANALYTICS

College Comparison

6 Colleges
23,538 Students

Selected Colleges:

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

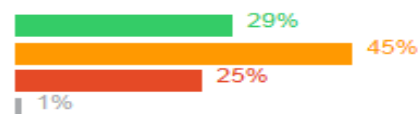
Colleges

Predicted Risk Level: ■ Low ■ Med ■ High ■ N/A

College of Arts & Sciences

[View Majors](#)

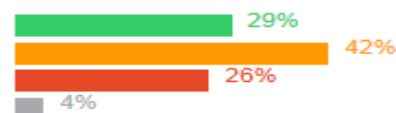
12,063 Students



College of Business

[View Majors](#)

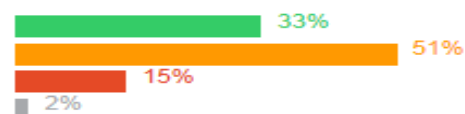
5,872 Students



College of Education

[View Majors](#)

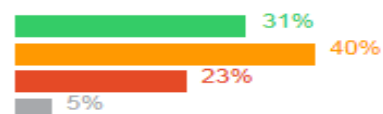
1,725 Students



Sch of Nursing & Health Prof.

[View Majors](#)

1,735 Students



High Tech Advisement

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Overview | Success Progress | Reported Issues | Acad Info | Degree Options | Catalog | Requirements | Calculators

Course Grade GPA	Repeated Courses	Minimum Courses	Most Recent Markers	Cumulative GPA
0	1	5	4	3.86

Credits Awarded for Spring 2019
22 credits, 8 classes

Total Credits Earned
67.31

Credit Completion % at this Institution
70%

English
with a concentration in literature
College of Arts & Sciences

Student ID
736490541

Student Status
Junior

Most Recent Enrollment
Fall Semester 2014

Advisors
Latoya White, Steven Kilpatrick, Tim Brown, Nick Saboe

Categories
Athletes, Honors

Tags
scholarship, Women's Soccer

Staff Alerts

- Message Student
- Add a Note on this Student
- Add a Reminder to this Student
- Report On-Advising
- Schedule an Appointment
- Reset an Alert
- Edit User Settings
- Export/Import Data

Student Photo

Quick overview of Student Profile:

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

High Tech Advisement

The screenshot displays the 'Campus Student Success Collaborative' interface for a student named Brighid Abood. The interface includes a top navigation bar with the 'Campus' logo and a search bar. A left sidebar contains various icons for navigation. The main content area is titled 'Brighid Abood' and features a 'Success Markers' section. This section includes a sub-header 'Success Markers' and a description: 'The student has missed guidelines for progress. Acting on them can help get the student back on track for successful completion.' Below this, there are filters for 'Completed', 'Missing', and 'Upcoming'. A summary indicates '6 missed markers'. A table lists three missed markers, each with a 'Recommendation' and an 'Outcome'.

Recommendation	Outcome
1 jour100/couse Recommended grade: B- Complete between 18 and 20 credits	Did not register
1 jour120/course Recommended grade: B- Complete between 22 and 24 credits	Did not register
1 jour200/course Recommended grade: B- Complete between 42 and 44 credits	Did not register

On the right side of the interface, there is a 'Staff Alerts' panel with a dropdown menu. The menu options include: 'I want to...', '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', 'Mark an Alert', 'Edit User Settings', and 'Impersonate User'. Below the alerts panel is a 'Student Info' section.

High Tech Advisement

The screenshot shows the EAB Campus Student Success Collaborative search interface. The top navigation bar includes the EAB logo and the text 'Campus Student Success Collaborative'. A search bar is set to 'Students'. Below the search bar, there are tabs for 'Advanced Search' and 'Switch To Simple Search'. The main search area is divided into several sections: 'Student Information' (First Name, Last Name, Student ID, Category, Tag, Major, Gender, Race, Watch List), 'Area of Study' (College/School, Degree, Concentration, Major), 'Performance Data' (GPA, Hours, Credits), 'Current Term Data' (Classification, Course, Section, Section Tag, Term GPA), and 'Assigned To' (Advisor, Tutor, Coach). Each section contains a search input field and a search icon.

Strategic outreach:

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

Increase in Advisement Visits



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%

