

Texas Higher Education Coordinating Board
January 26, 2017

Strategic Planning & Transformation

Mark P. Becker, Ph.D.
President



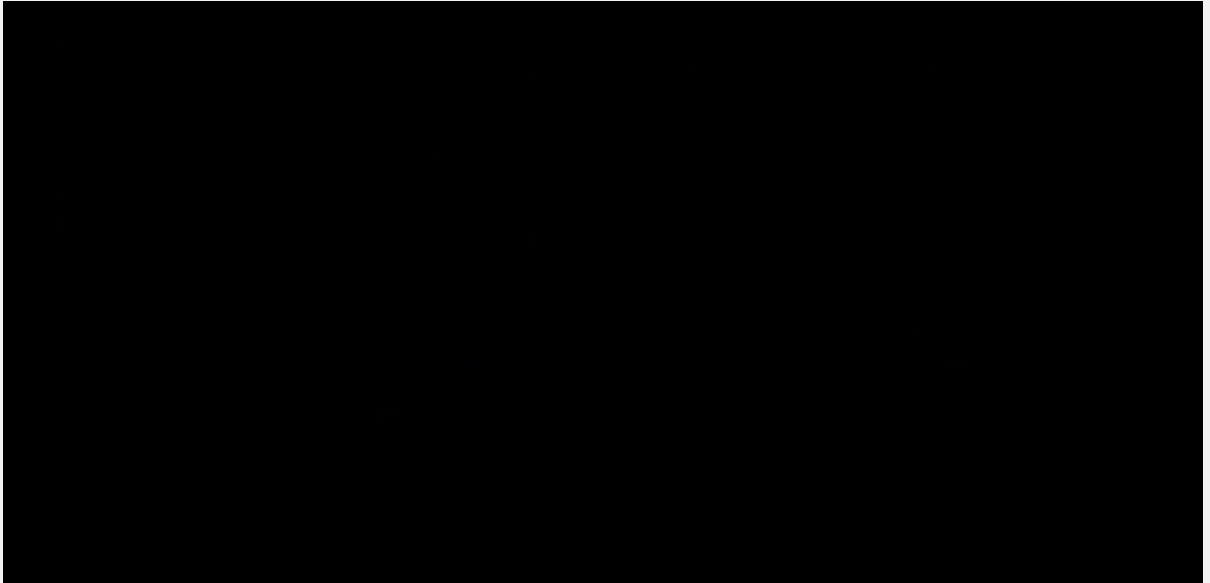
Strategic Planning



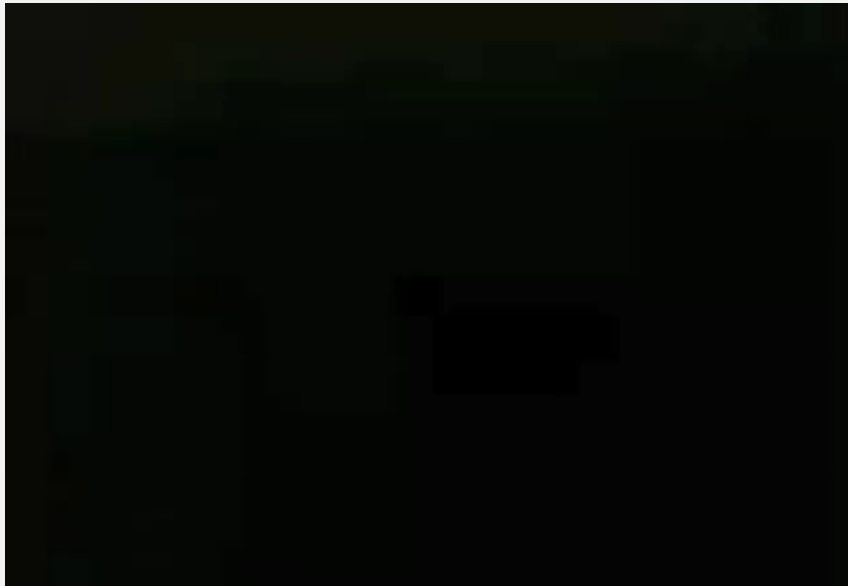
Vision: Planning for Transformative Change

- **Distinctive: Authenticity, Identity & Differentiation**
- **Audience: Speak to Influencers**
- **Clarity: Priorities and Change**
- **Simplicity: Five Goals Everyone Will Know**

Imagining the Possibilities



Think Different

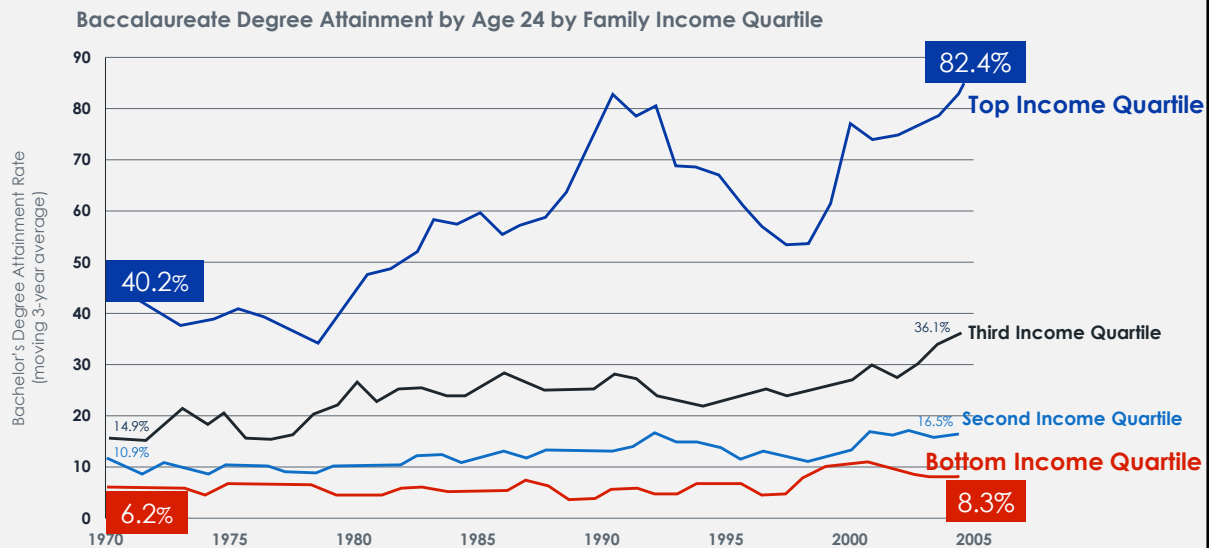


Distinctive GSU Strategic Plan Goals



- **Become a national model for undergraduate education by demonstrating that students from all backgrounds can achieve academic and career success at high rates.**
- **Be a leader in understanding the complex challenges of cities and developing effective solutions.**

The Challenge Facing our Nation



Source: New York Times, "The Reproduction of Privilege," March 12, 2012

Georgia State's Commitment to Data and Innovation



- Data
- Pilot
- Revise
- Scale**



The Modern University: Overwhelming Choices



Summer Success Academy



- 420 highest at-risk freshmen (academic analytics)
- Summer session before freshman fall with 7 credit hours of bachelor's-level work
- Intensive advisement
- Academic skills
- Financial literacy training
- Team building

Retention Rate 2011: 50%

Retention Rate today: 87%



Choice Architecture: Meta Majors



**Business
Education
Exploratory
STEM
Humanities & Arts
Health Professions
Policy/Social Science**



Meta Majors: Impact



Strengthening Math Pathways



Pre-Calculus, College Algebra, Intro to Statistics

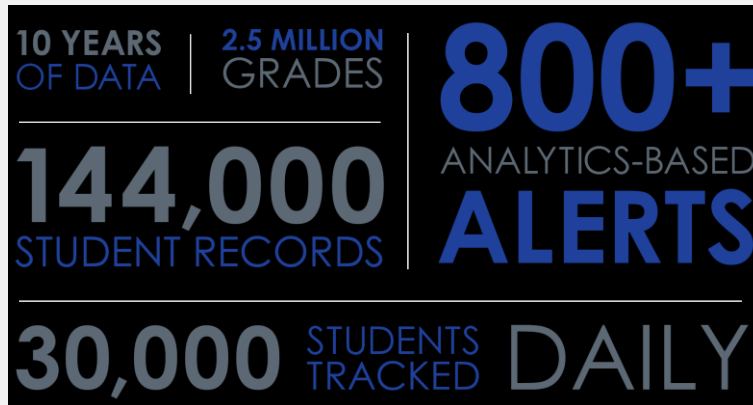
- Prior to Change: DFW rates were **43%** Today: DFW rates are **28%** (**35% drop**)
- Number of Students enrolled in courses taught through the MILE, 2014-15: **7,500**



GPS Advising : Graduation and Progression Success



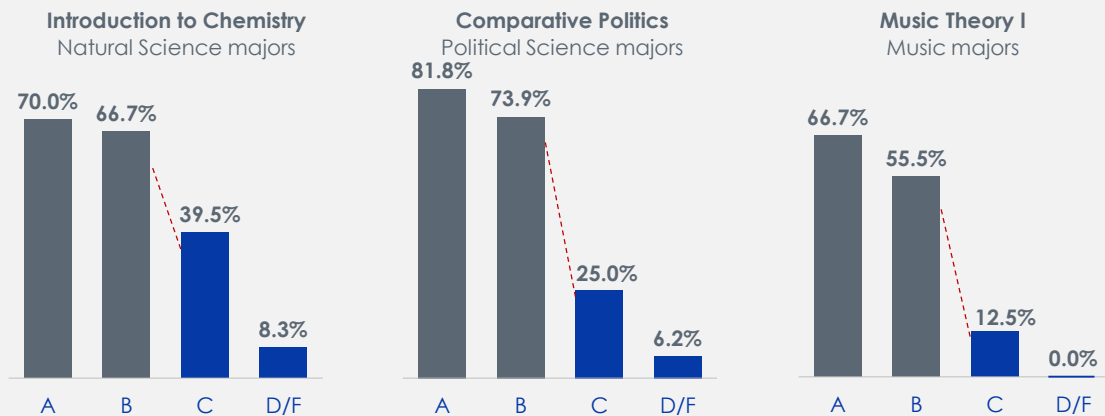
Predictive Analytics



Alerts Based on Historical Data



Graduation Rate in Major by Introductory Course Grade



Confounding Expectations



STEM Degrees Conferred Since 2011

Black	+69%
Black Male	+111%
Hispanic	+226%

SunTrust Student Financial Management Center



- Financial Alerts based on Predictive Analytics
- Proactive Outreach
- Financial Literacy Training, Starting in High School
- Replication of the Model Regionally



Panther Retention Grants



Grants Since 2012: **7,291**

AVERAGE GRANT \$900

Seniors Graduated: **70%**

Grant Recipients
Graduated 2015-16: **1,257**



Bachelor's Degrees Awarded



	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	5-Year 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%

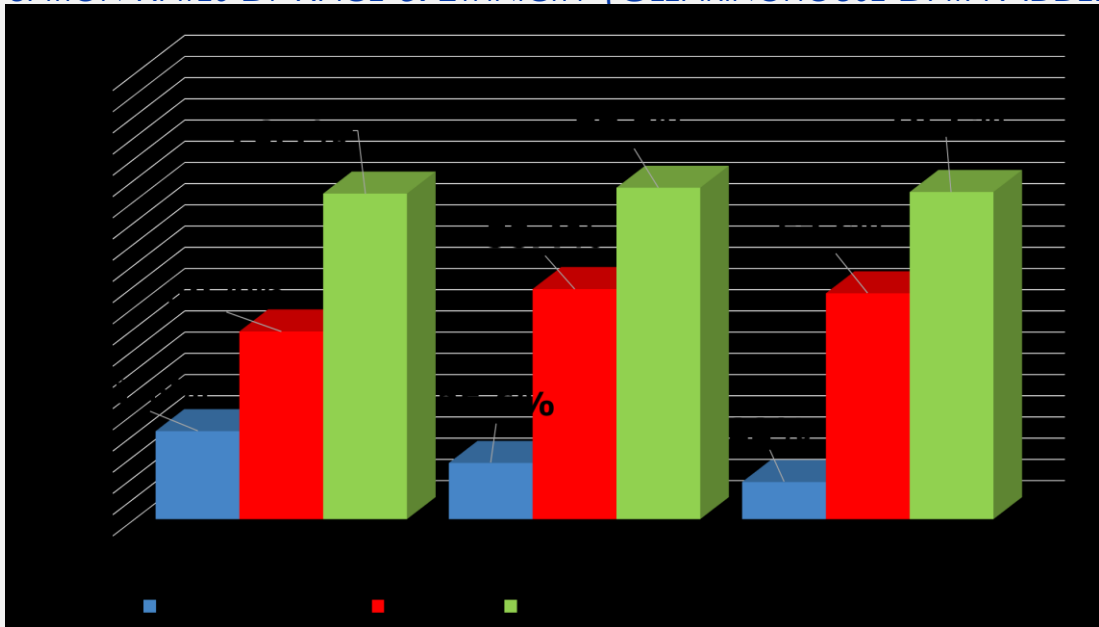


Georgia State Degree Conferrals

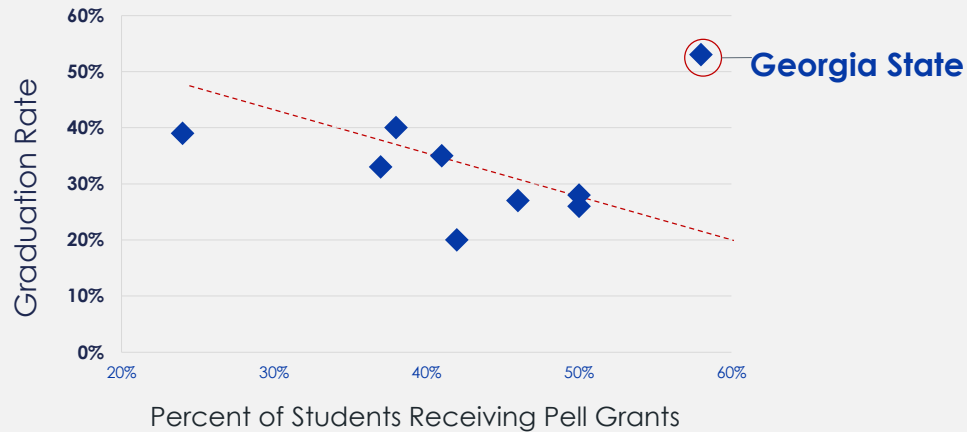


2008-09:	2014-15:
5,857	7,601
INCREASE:	
1,744 (+30%)	

GRADUATION RATES BY RACE & ETHNICITY (CLEARINGHOUSE DATA ADDED)



Graduation Rates by Pell Status



Summary: Strategic Plan for Transformative Change



- **Distinctive Goals: e.g.,**
 - National Model for Student Success
 - Leading Public Research University
- **Execution:**
 - Graduation Rates & Numbers of Graduates
 - Sponsored Research More than Doubled in 5-Years
- **Recognition:**
 - ACE, APLU, National Media, US Gov't: WH, DEd, and US Senate
 - The Top American Research Universities

Questions?



EXTRA SLIDES



Consolidation with Perimeter College



Perimeter College

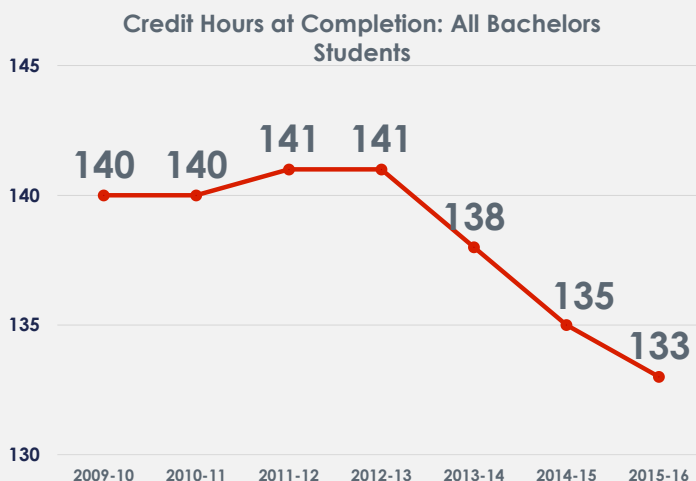
- Largest Community College in Georgia
- Highly Diverse: 67% non-white
- Underperforming
- Now part of Georgia State: retains access mission and tuition levels

Year-One Results

- Graduation Rates up **5 points**
- Rates up **7.3 points** for Black student
7 points for Hispanics



Results: Decline in Time to Degree



ROI for Students



\$15 million

*Savings to the Class of 2016 in tuition
and fees when compared to the
Class of 2013*

27

Georgia State Students: Success After Graduation



Average Salary After Graduation

\$45,800

Early Career

\$72,100

Mid Career

- 2015-16 PayScale Data Base



Academic Guides with Live Job Data



Program Picker Est. Time				
Take control of your future! Explore majors and certificates that work for you.				
You chose this... on your application		Would you consider... Explore these possibilities for you based on your interests and priorities Find more options		
Nursing A.S. Learn More <input checked="" type="checkbox"/> Selected		Medical Office Assistant Certificate Learn More <input type="checkbox"/> Explore	Radiologic Technology A.A.S Learn More <input type="checkbox"/> Explore	Health Studies A.S. Learn More <input type="checkbox"/> Explore
<i>Classes/Credits</i> 20 classes / 60 credits		8 classes / 24 credits	20 classes / 55 credits	20 classes / 62 credits
<i>Time to Complete</i> 2 years		1 year	2 years	2.25 years
<i>Financial Aid</i> ✓		May not be Financial Aid eligible	✓	✓
<i>Total Tuition</i> \$9,176 in state		\$3,641 in state	\$8,850 in state	\$9,427 in state
<i>Outcomes</i> High rate of transfer to 4-year colleges		Students seek employment or another stackable certificate	Most students seek employment post-graduation	High rate of transfer to 4-year colleges
<i>Average Salary</i> \$38,500 \$51,100 with BA degree		\$29,129	\$37,819	\$42,774 \$51,553 with BS degree
<i>Hiring Demand</i> 129 job posts <input checked="" type="checkbox"/> Selected		137 job posts <input type="checkbox"/> Explore	459 job posts <input type="checkbox"/> Explore	661 job posts <input type="checkbox"/> Explore

Academic Program Maps: B.S. in Chemistry



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) Maintain a cumulative GPA of 2.25 or Better
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) Maintain a cumulative GPA of 2.25 or Better
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

Linking Academics to Career Pathways



Georgia State University

Welcome Timothy | Log Out

Students | Institutional Analytics

Students > Joe Student

Previous student | Next student

MAJOR EXPLORER

ACADEMIC SUMMARY **RISK**

COURSE GRADE 9/10 0 REPEATED COURSES 0 COURSE WITHDRAWALS 0 Current risk LOW

Expand

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

KEY INFO

Email: joc28@student.gsu.edu
Phone: (404) 555-1212
Address: 1234 Avenue St.
Atlanta, GA 30303

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

