



USG Enrollment Data Analysis Demonstration Project January 2016

Purpose: Develop and demonstrate innovative ways to analyze and leverage USG enrollment data for student success.



Longitudinal student enrollment database (2002 to 2014)

STUDENT PROFILE REPORT



Student Profile Report

Student demographics and institution catchment areas



Student Progression Report

Successful paths to graduation





Transfer Student Report

Transfer student patterns within the USG system

FIRST-TIME FRESHMEN REPO



First-time Freshman Report Georgia High School to USG pipeline

Acknowledgements

USG System Office:

• Dr. Steve Wrigley, Shelley Nickel, Dr. Angela Bell, Dr. Greg Schutz

Institutional Research Subject Matter Expert Group:

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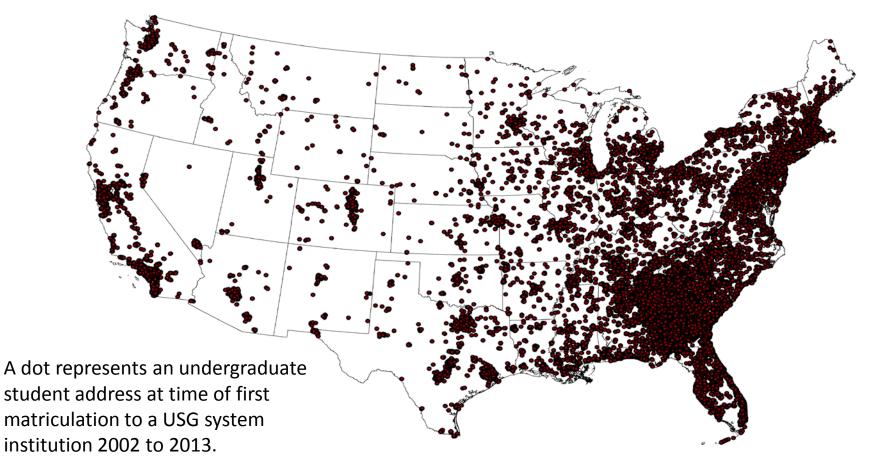
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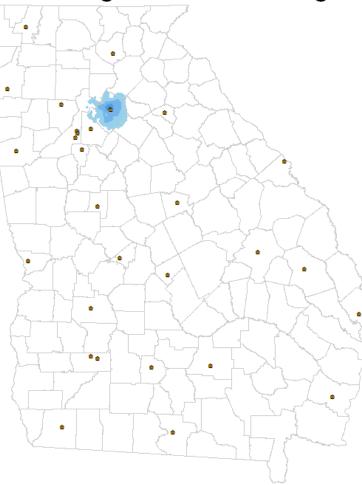
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- Publications: Jake Brower, Karen DeVivo



Where do USG students come from?



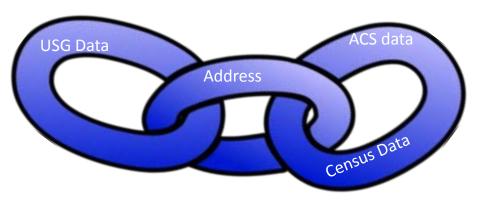
Georgia Gwinnett College, 2008



Animated maps allow decision makers to see the change in an institution's enrollment catchment area over time.



Gain New Insights by Linking Data Sets



- An address is a common link between USG data and US Census data
- 2008 to 2012 sample
- N = 305,653 students

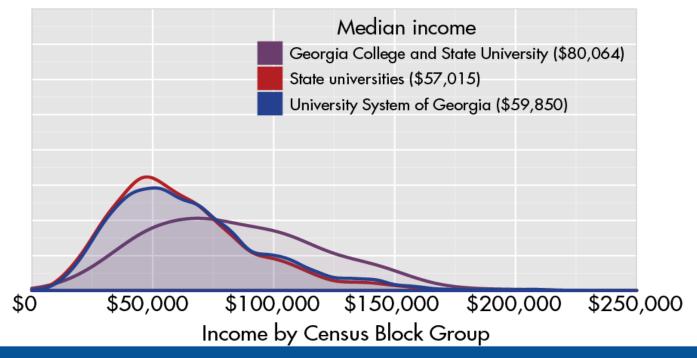


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Student Profile: USG Income Distribution, Fall 2012 Median income State colleges (\$51,628) State universities (\$57,015) Comprehensive universities (\$64,457) Research universities (\$71,922) University System of Georgia (\$59,850) \$250,000 \$50,000 \$200,000 \$0 \$100,000 \$150,000 Income by Census Block Group

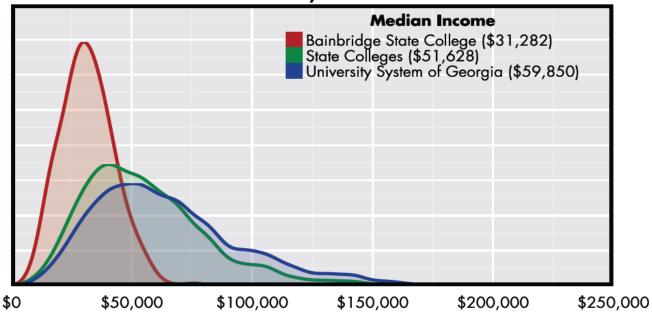


Student Profile: Georgia College and State University Income Distribution, Fall 2012





Student Profile: Bainbridge State College Income Distribution, Fall 2012



Income By Census Block Group



Using data to support students to graduation

Enrollment Pattern Analysis

- Analyzed 396,915 student records 2003 to 2008
- Created unique 18 character string representing 18 semesters or 6 years of enrollment
- More than 20,000 different unique paths to graduation within 6 years



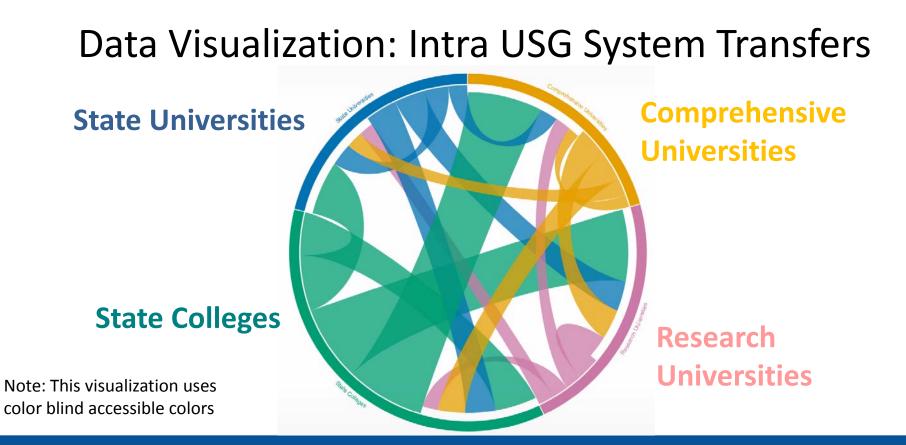


Using data to support students to graduation

- Most common paths to graduation:
 - Traditional student enrollment pattern
 - No breaks enrolled continuously to graduation
 - Start as a traditional student and then transitions to a continuously enrolled student until graduation
- Many students who graduated in four years took at least one class at another institution as a transient student



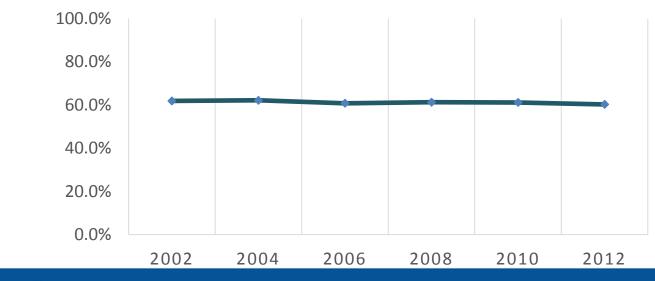






60% of recent Georgia high school graduates enroll in a USG institution

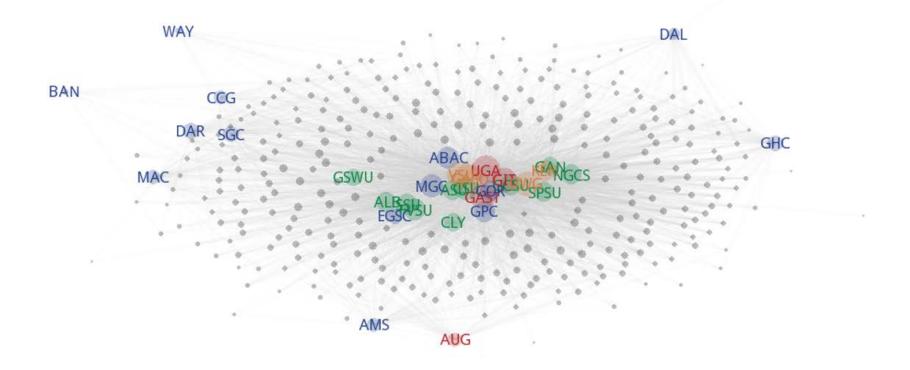
USG SHARE OF GEORGIA HIGH SCHOOL RECENT GRADUATES





Source: IPEDS

USG – Georgia Public High School Network, Fall 2003



Comprehensive University

Research University

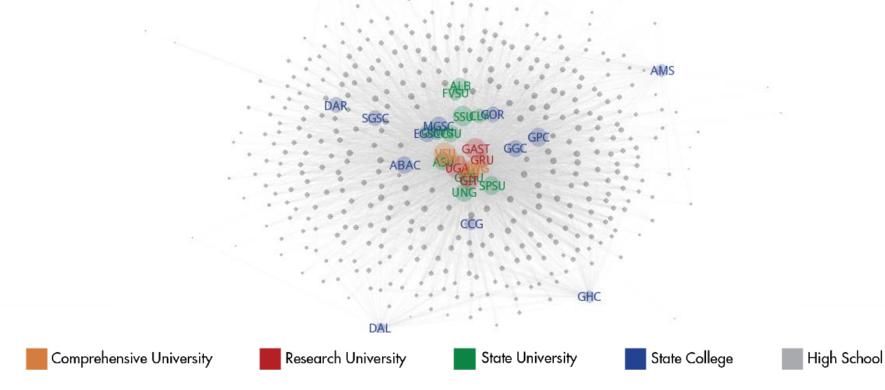
State University





USG – Georgia Public High School Network, Fall 2014

BAN



High School to USG Pipeline – Qlik Visualization

No selections applied						Q
20 First Time Freehman Freelle	nent Querdau					
SG First Time Freshman Enrollr	nent Overview					
# of Freshman from Counties		County	Freshman Enrollment by School		Total Freshman	n Count
VYI DEAL	Freshman Count		Institution Q	Freshman Count	548.	74
VIII CHAN		Atkinson	Totals	548717	540.	1K
		Bacon	University of Georgia	54790		
PT2 A A A A		Baker	Georgia Perimeter College	42352	Term Q	# Freshman
A BAD WAS	Baldwin	Georgia Southern University	39331	Totals	548717	
- the states	A A A A A A A A A A A A A A A A A A A	Banks	Georgia State University	33479	Fail 2014	44571
HOATAKA		Barrow	Kennesaw State University	32084	Fall 2013	44387
HACA XITON	2		Valdosta State University	24814	Fall 2012	45775
Bartow Ben Hill Berrien		University of West Georgia	24202	Fall 2011	49176	
		Georgia Institute of Technology	20087	Fall 2010	49011	
		Gainesville State College	19840	Fall 2009	48013	
and the state	59	Bibb	Gordon State College	14978	Fall 2008	45398
Total Freshman Enrollment by County			Top 5 Freshman Enrollments by Institution Bottom 5 Freshman Enrollments by Institution			
100,000 0 0 0 0 0 0 0 0 0 0 0 0			199k 50k 54,79k 0 50k 42,35k 39,33k 33,48k 27,44 0 50k 50k 42,35k 39,33k 33,48k 27,44 0 50k 50k 50k 50k 50k 50k 50k 50k 50k 50	sk 2.5k	2.48x 2.4x 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	73k 1.38k



Developing the tools and techniques to enhance decision making to attract, retain and graduate more students









Thank You

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