

Texas Emergency Aid  
Austin, TX September 11, 2018

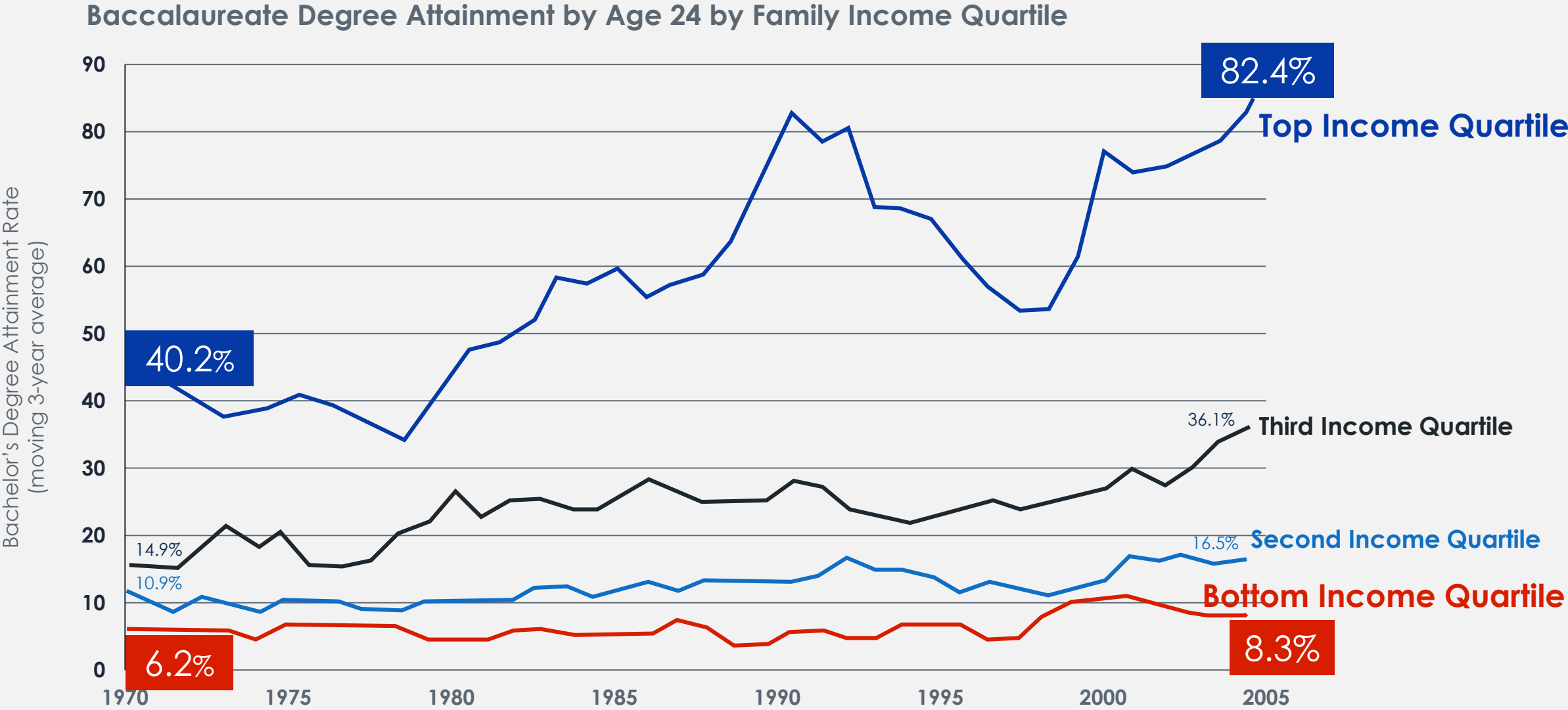
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# The Role of Emergency Aid in Student Persistence And Completion

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# The Challenge in Front of Us



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

# Percent of Low-Income Students in Public Schools



## United States

**51%**

Mississippi 71%

Tennessee 58%

N. Mexico 68%

Alabama 58%

Louisiana 65%

California 55%

Arkansas 61%

N. Carolina 53%

Oklahoma 61%

W. Virginia 52%

**Texas 60%**

Delaware 51%

Georgia 60%

Nevada 51%

Utah 59%

Arizona 51%

Florida 59%

Hawaii 51%

S. Carolina 58%

Illinois 50%

Source: Southern Education Fund

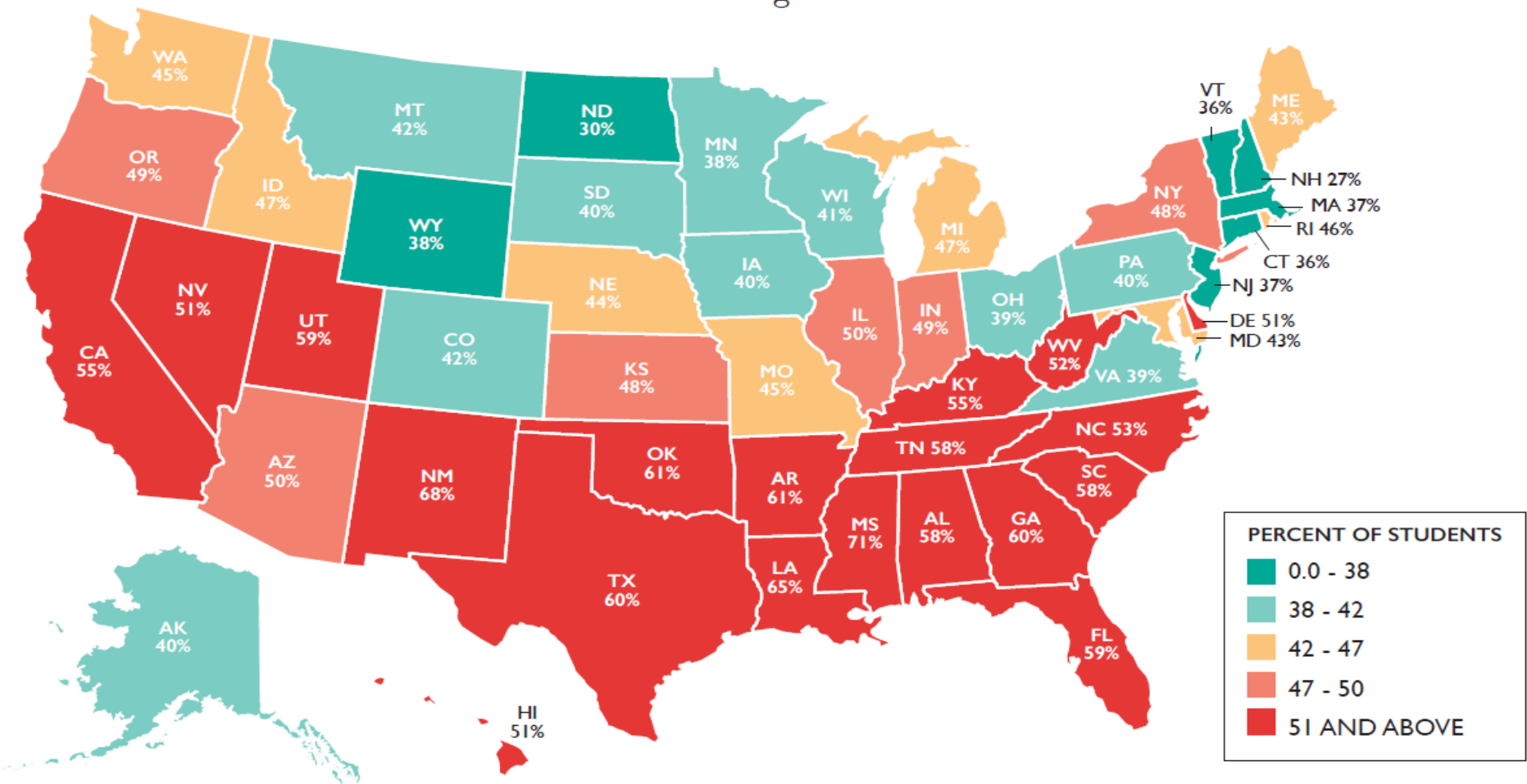


# Changing Demographics



## PERCENT OF LOW INCOME STUDENTS IN U.S. PUBLIC SCHOOLS 2013

National Average: 51%



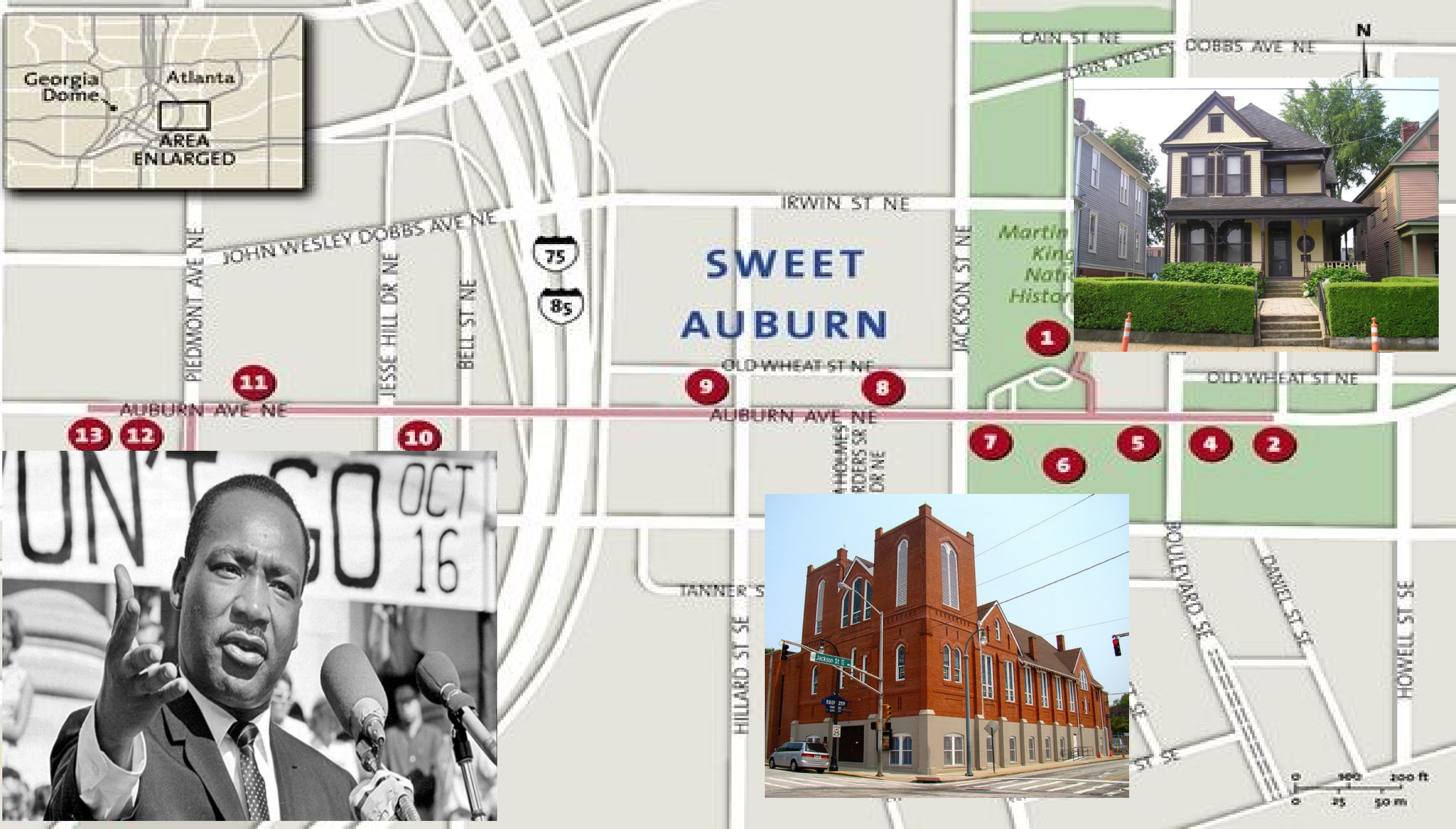


32,500 Students on the Atlanta campus  
52,000+ Students across all campuses  
Minority-Serving Institution: 67% non-white

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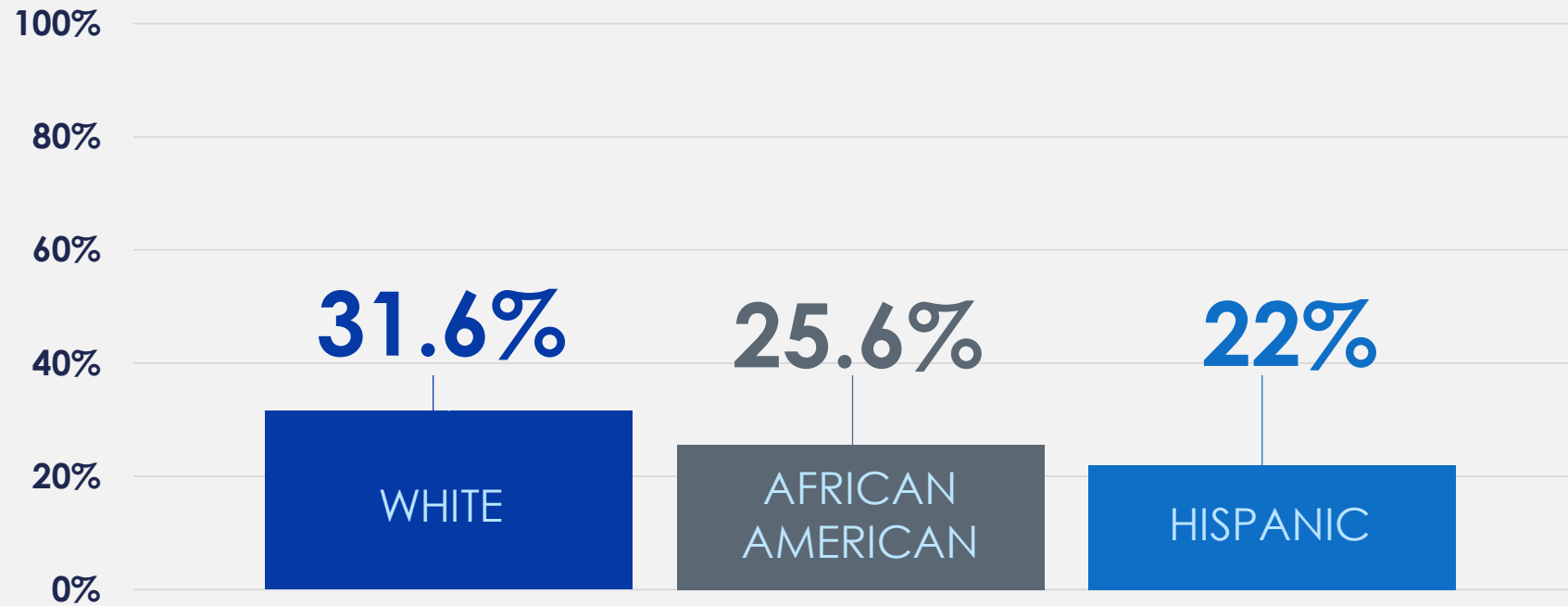




# Graduation Rates by Race & Ethnicity



Where we were: 2003





A background image of a classroom with several students sitting at desks, focused on their work. The students are diverse in age and ethnicity. Large windows in the background let in natural light. A blue rectangular box is overlaid on the center of the image, containing white text and a large blue arrow pointing downwards.

SAT SCORES  
**-33 points**



Appropriations Cuts

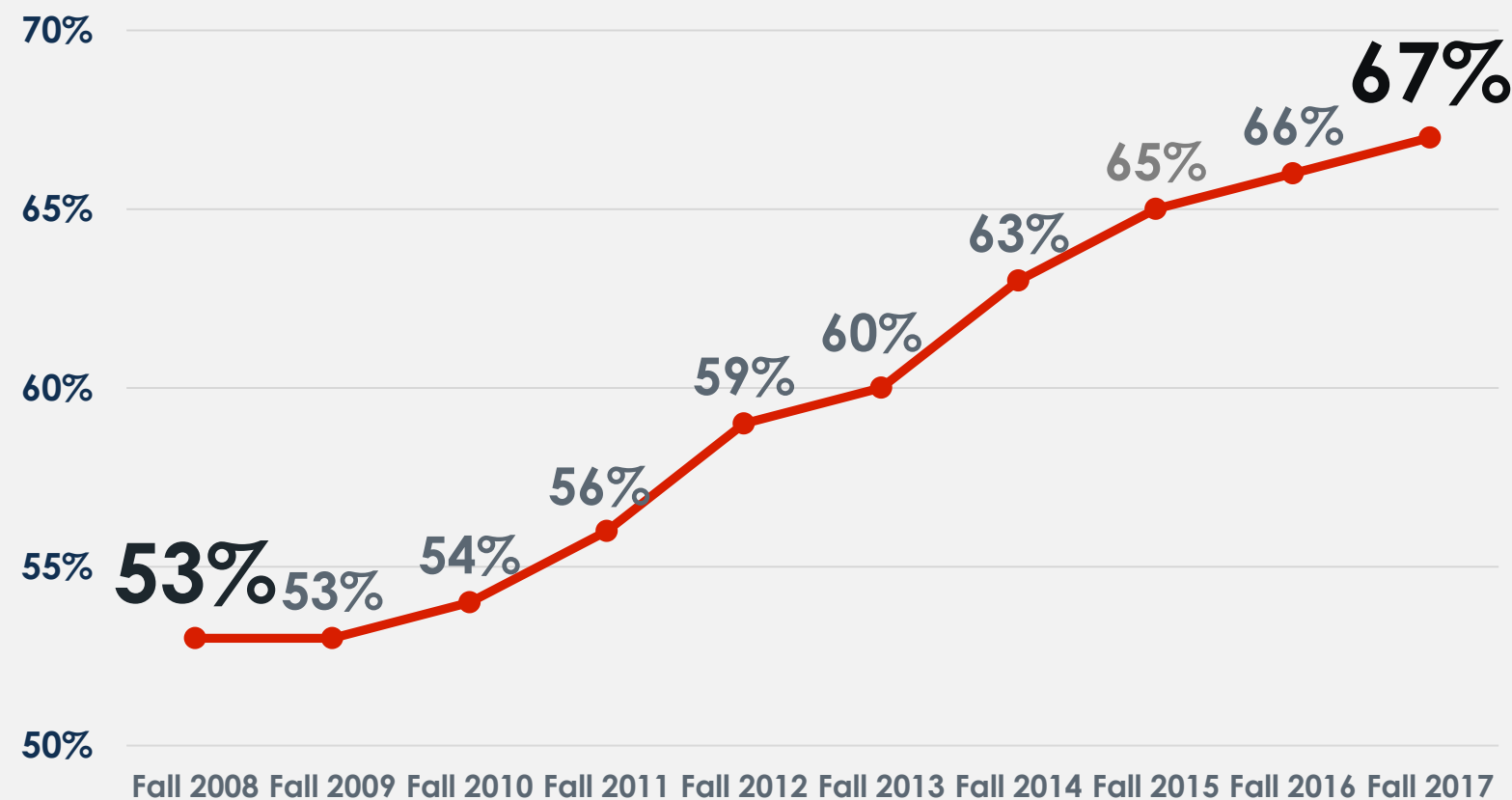
**-\$40 million**



# Changing Demographics: Race & Ethnicity



Underrepresented Minorities

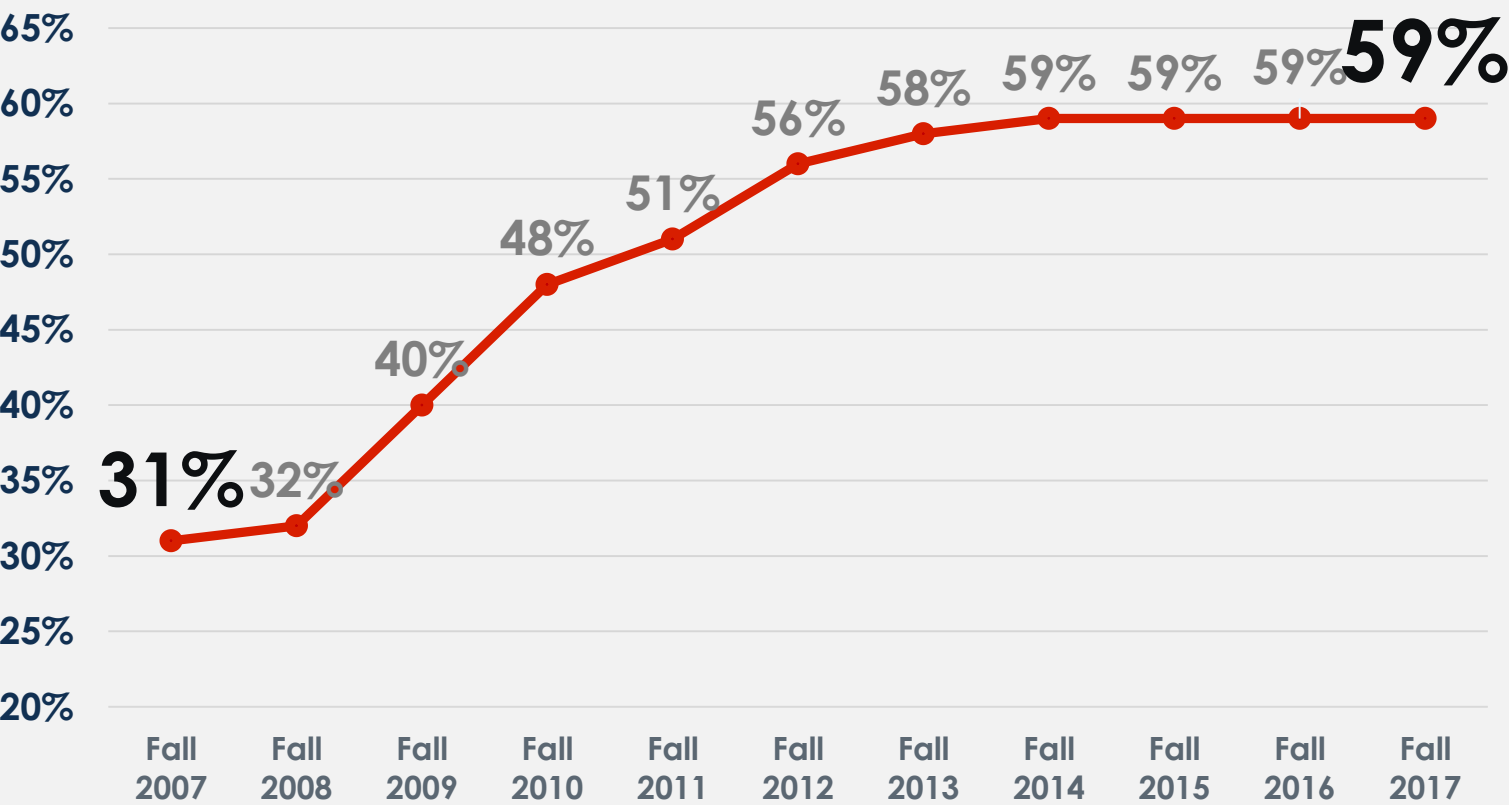




# Low-Income Students



Percent of Georgia State Undergraduates on PELL

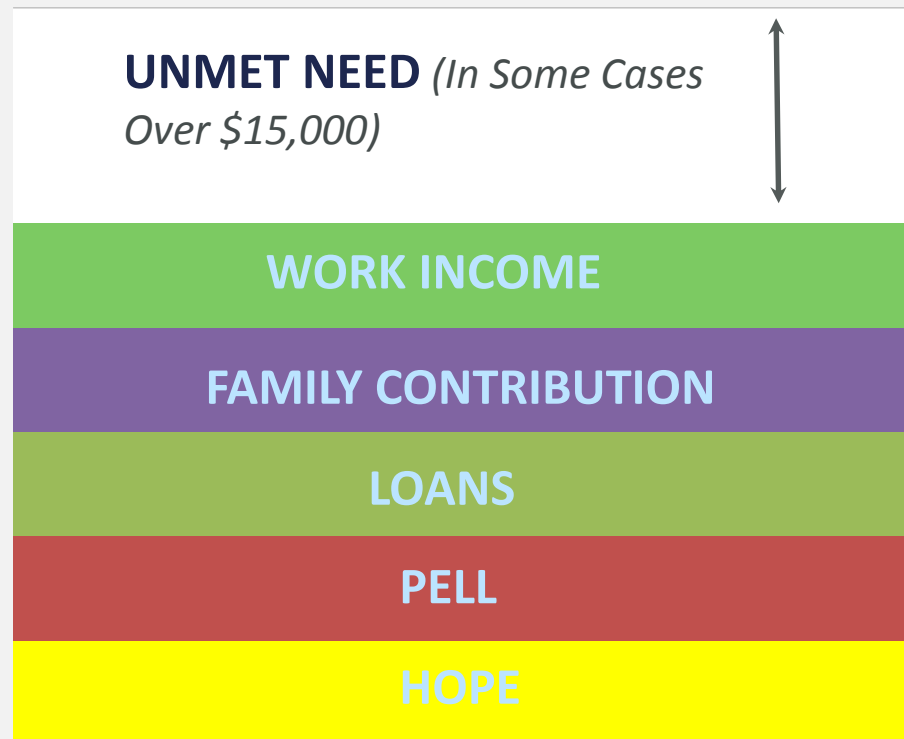




## Unmet Financial Need

**Cost of Full Year GSU Undergraduate Education: \$25,100**

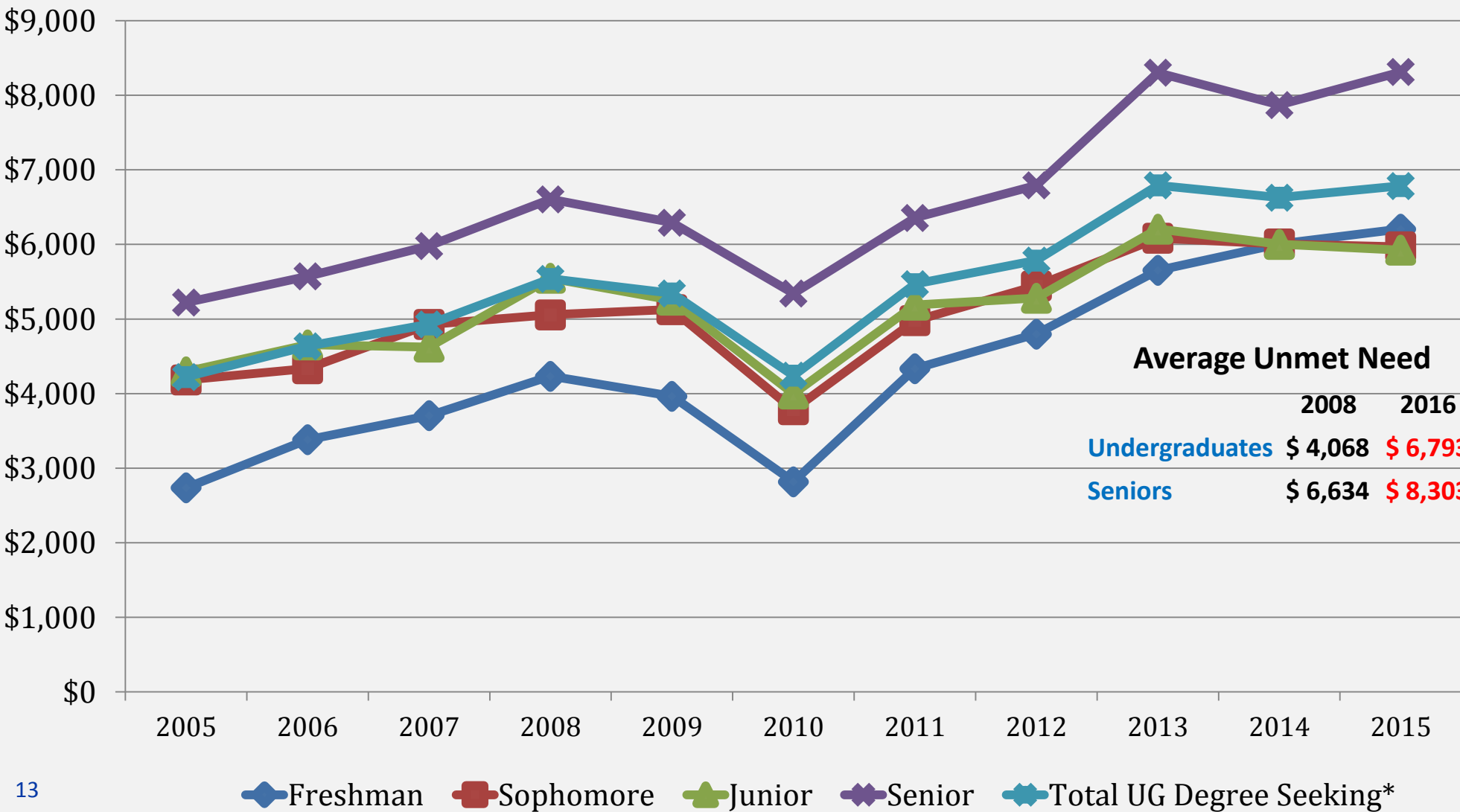
*(Including in-state tuition, fees, books, room and board)*



- **Roughly 70% of Georgia State students had unmet need during Fall 2017**
- **Students with unmet financial need often must take on multiple off-campus jobs, forego buying text books, and make other choices that negatively impact their ability to succeed academically.**



## Unmet Need Levels by Class Standing

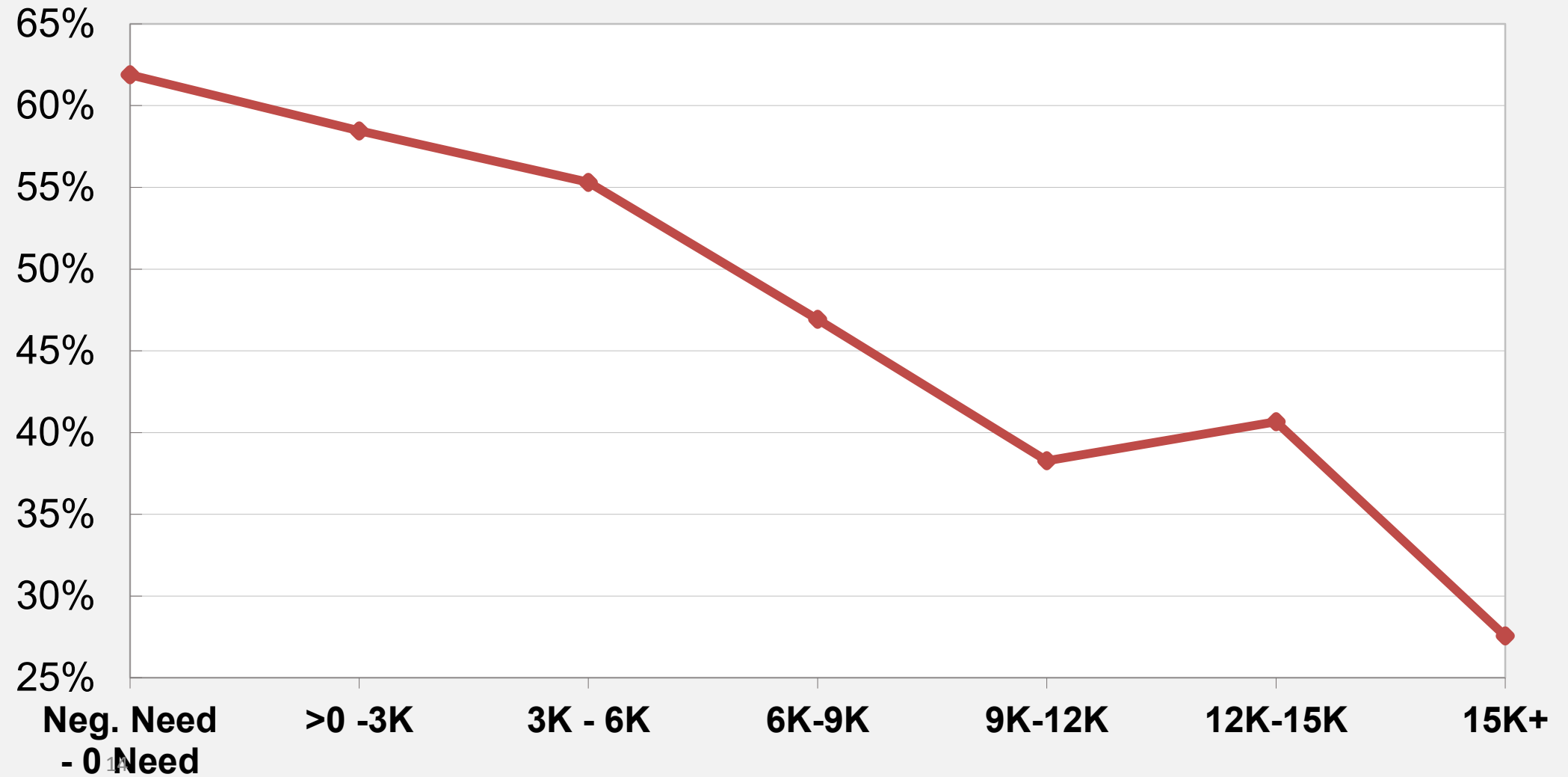




# Impact of Unmet Need on Academic Performance



Percent of Students with a 3.0 GPA or Above by Financial Need



Strategy One:

Guide students  
through complex  
processes

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Fall 2015

Confirmed GSU Freshman Who  
Never Attended Any College: **278**

Non-white **76%**

First Generation **45%**

Low Income **71%**

Avg. High School GPA **3.34**

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# The Hidden Obstacles to Enrollment



- Federal Financial Aid Application
- Verification Request
- State of Georgia Immunization Proof
- Taking Placement Exams
- Registering for Classes



# Portal to Guide Students Through Next Steps



All Items

This... Week Month Term

This Week

Resource  
Connect with campus resources that matter most to you.

Resource  
Explore services designed specifically for first-generation students.

To Do  
Meet with an academic advisor before your first term

To Do  
Take and review your Assessment Examination

To Do  
Pick your courses and schedule your first term

Appointment  
Open House: Campus Day Care

My Path

My Plan

My Profile

## Which resources matter most to you?

Select any of our student services that interest you, and we'll add appropriate information to your path.

A Few Recommendations:

☒ **Child Care**  
On campus and nearby child care options to help while you are in class.

☐ **Commuting Services**  
Learn the different ways you can get to and from campus.

☒ **First Generation to Attend College**  
Resources to help new students learn the ropes and lingo of college.

☐ **Student Technologies**  
Get help with all apps, gadgets, and sites that can enhance your campus experience.

All Student Services:

☐ **Tutoring & Academic Support**  
A great resource for help outside the classroom for your work inside the classroom.

☐ **Career Guidance**  
Helping you find the right career path and prepare you for the job market. It's never too early to start!

☐ **Mentorships**  
Helping you connect with experience students who can help guide your way.

☐ **Housing Services**  
Resources to help you find a place to stay near campus.

☐ **Clubs and Activities**  
Grow and have fun! Get involved in one of our many on-campus activities.

☐ **Disability Services**  
Providing support and equipment to qualified students with physical, mental, or educational needs.

# 24/7 Responses Using a Chat Bot on Smart Devices

Which parent do I use on the FAFSA?

Jan 19 2017 6:38:13 PM

For info on which parent's information to use on the FAFSA, reply with the option that best describes your parents' marital status: Never Married Unmarried and both parents living together Married Remarried Divorced/Separated Widowed If none of these options are applicable, check out [1.usa.gov/1OgfTcg](https://1.usa.gov/1OgfTcg)

↶ Undo

✓ Approved by AdmitHub AI

Divorced

Jan 19 2017 6:38:40 PM

If your parents are divorced, the custodial parent (or the one you lived with the most in the past 12 months) is usually responsible for filling out the FAFSA. Check out this website to learn more: [1.usa.gov/1OgfTcg](https://1.usa.gov/1OgfTcg)

↶ Undo

✓ Approved by AdmitHub AI

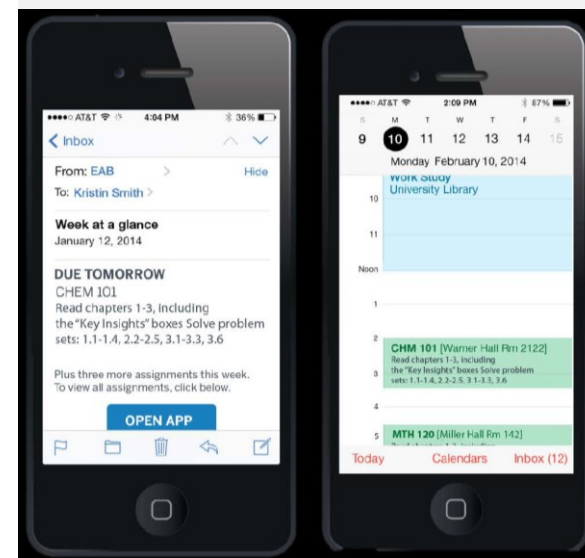
OK and when is it due?

Jan 19 2017 6:39:07 PM

The FAFSA is available starting Oct. 1. Fill it out ASAP! (Use last year's tax info.) Some aid is first-come, first-served, so don't delay! [fafsa.gov](https://fafsa.gov)

✓ Accent

⚠ Reject



201,000





One-Year Drop in  
Summer Melt: 22%

+324  
Students

Strategy Two:

# Identify Problems Early

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# SunTrust Financial Management Center



**182,773** Student interactions since Jan 2017

**51,364** Unique students

**32%** Increase in on-time FAFSA completions





## What the Analytics Tell Us

- **Timeliness Matters** Students who submit the FAFSA within 14 days of the priority deadline are **27%** more likely to persist
- **History Repeats** Students who have missed payments or been dropped in the past are **three times** more likely to be dropped again in the future
- **Campus Housing or Live At Home?** Simple decisions early in a student's career can make the difference between having the funds to graduate or not.
- **Small Interventions Can Make a Big Difference....**



# Signs of Student Financial Risk

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Missing Requirements  
Past Due Balances  
Financial Aid Not Accepted  
FAFSA Not Submitted  
SAP Appeal Missing  
Drop, No Reinstatement  
Inactivity On Requirements  
Net Balance

Consistently Past Due  
Housing, FA Requirements  
Payment Not Made, Next Term  
Unmet Need  
SAP Appeal Denied  
Close to Max SAP Hours  
Close to Losing Hope  
Received Retention Grant

# Integration of Financial Markers with Academic Advising



Georgia State University Welcome Timothy Log Out

**Students** Institutional Analytics

Students > Previous student Next student

ID:   
Age:   
DOB:

Overview  
Success Progress  
Term Details  
History

Major Explorer

KEY INFO

Email:

Phone:

Address:

## ADVISOR DASHBOARD

### ACADEMIC SUMMARY

COURSE GRADE OF D/F	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

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

Advisor Access to  
Financial Markers:  
Missing Forms  
Balances  
Financial Holds  
SAP Issues  
Aid Eligibility



Strategy Three:

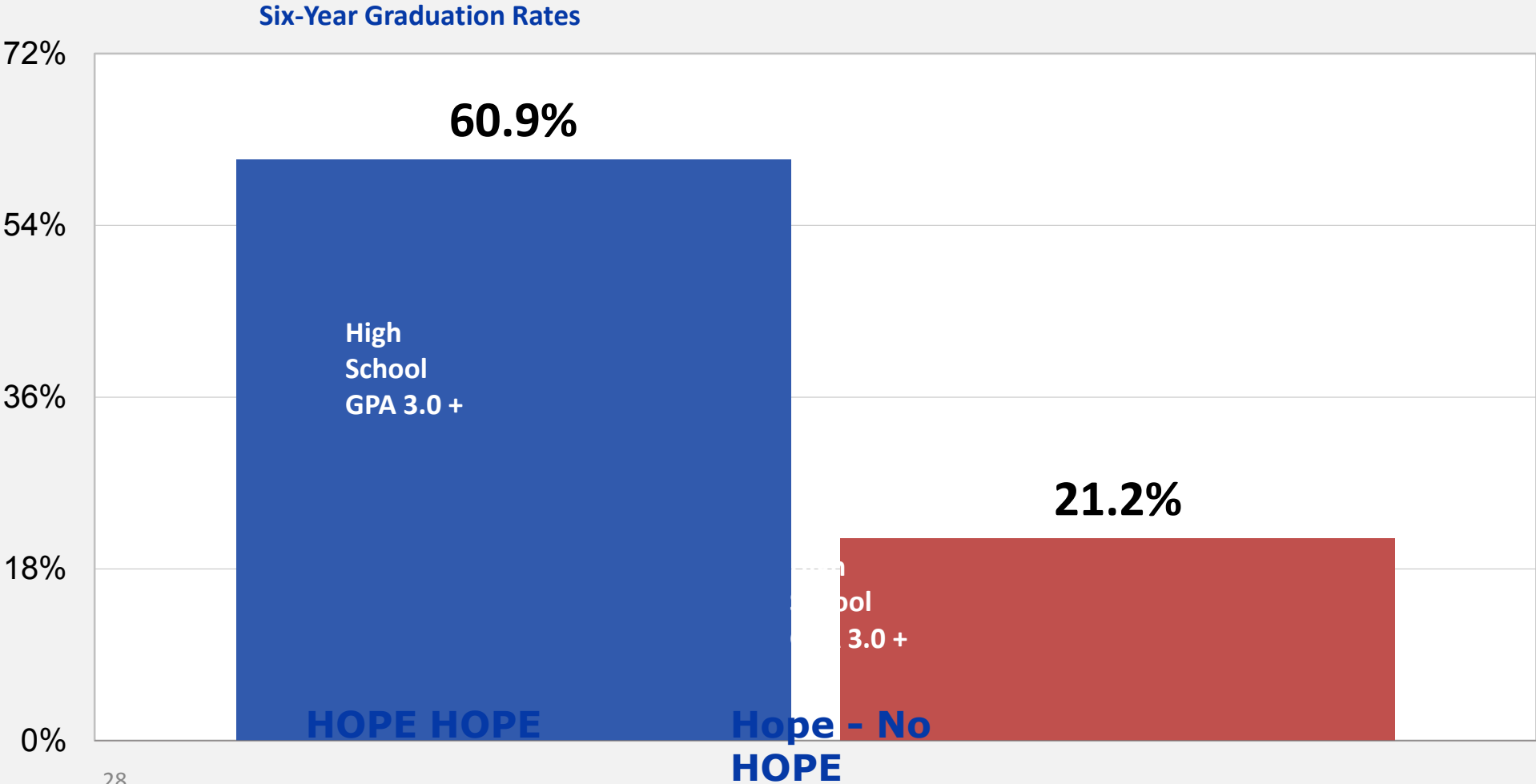
Help students  
hold on to the aid  
they have

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# Strategy Two: Pay Attention to Scholarships



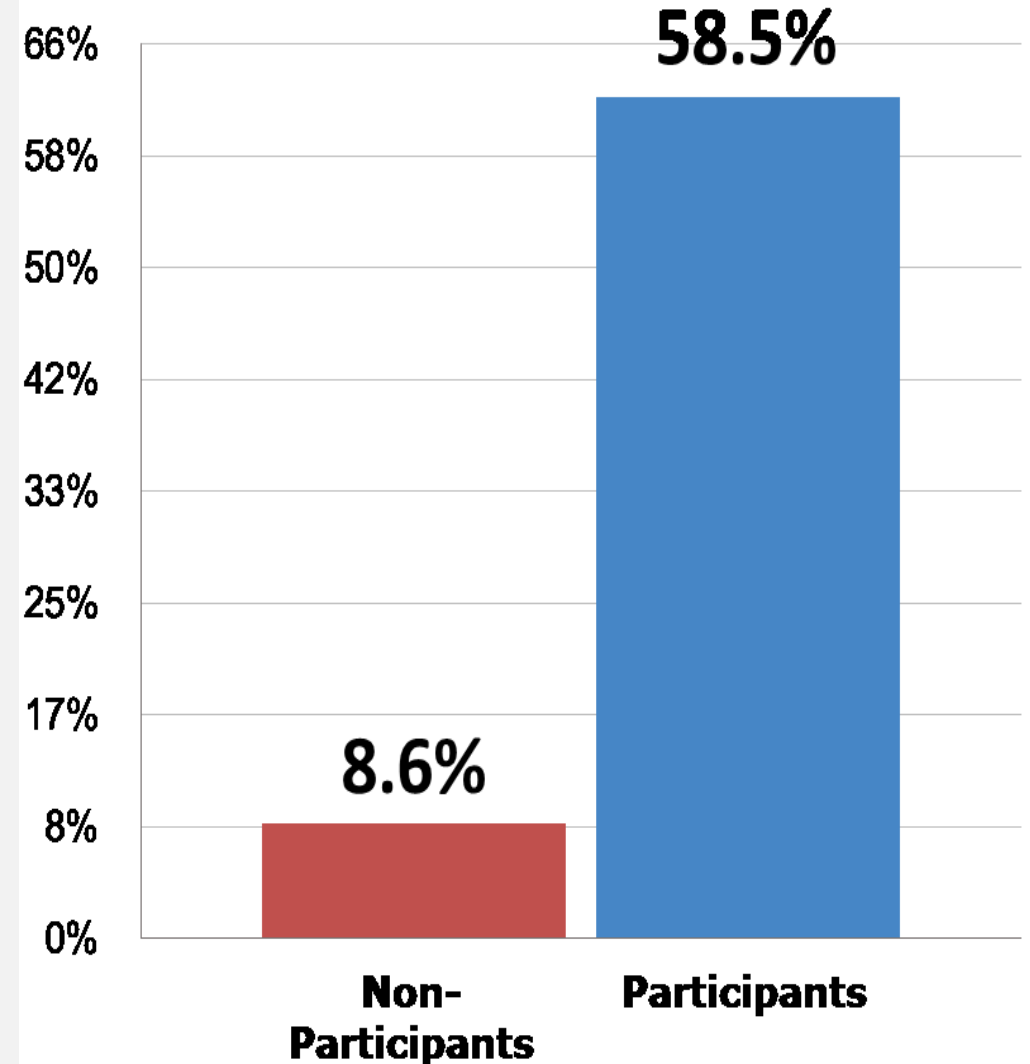
## Impact of the Loss of HOPE at Georgia State: 2008



# Strategy Two: Pay Attention to Scholarships

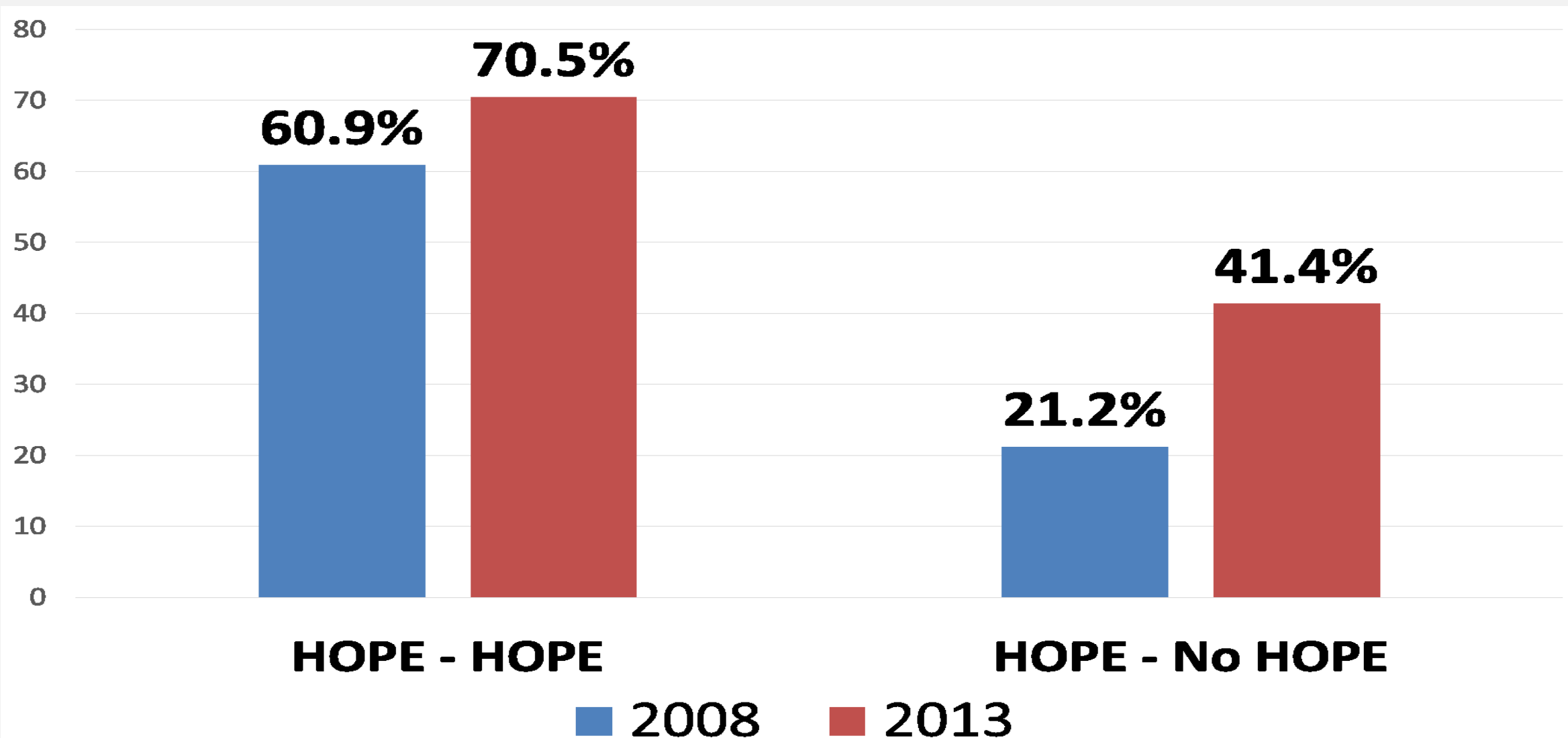
## Keep Hope Alive

- **Targets students who have lost HOPE**
- **Grants students \$500/semester for one year on the condition they sign a contract and attend year-long series of academic skills and financial literacy workshops and individual advisement sessions**
- **Institutional HOPE Retention Rate 2008: 49%**  
**Institutional HOPE Retention Rate 2013: 75%**





## Strategy Two: Pay Attention to Scholarships



Strategy Four:

Don't allow students  
to walk away

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# < 30%

Likelihood that a college student who stops out for financial reasons will ever complete degree at the institution



# Strategy Three: Stop Stop-outs



## Panther Retention Grants

Micro Grants from \$100 to \$1,500 to cover gaps

In tuition and fees

Requirements:

1. Unmet Need
2. Academically on Path
3. Signed Contract





# Panther Retention Grants



**AVERAGE  
GRANT**

**\$900**

Graduated: **86.5%**

Graduated 2017-18: **1,300+**

Positive ROI: **35%**



# Panther Retention Grants



11,027

*Grants awarded  
since 2011*

# Impacts

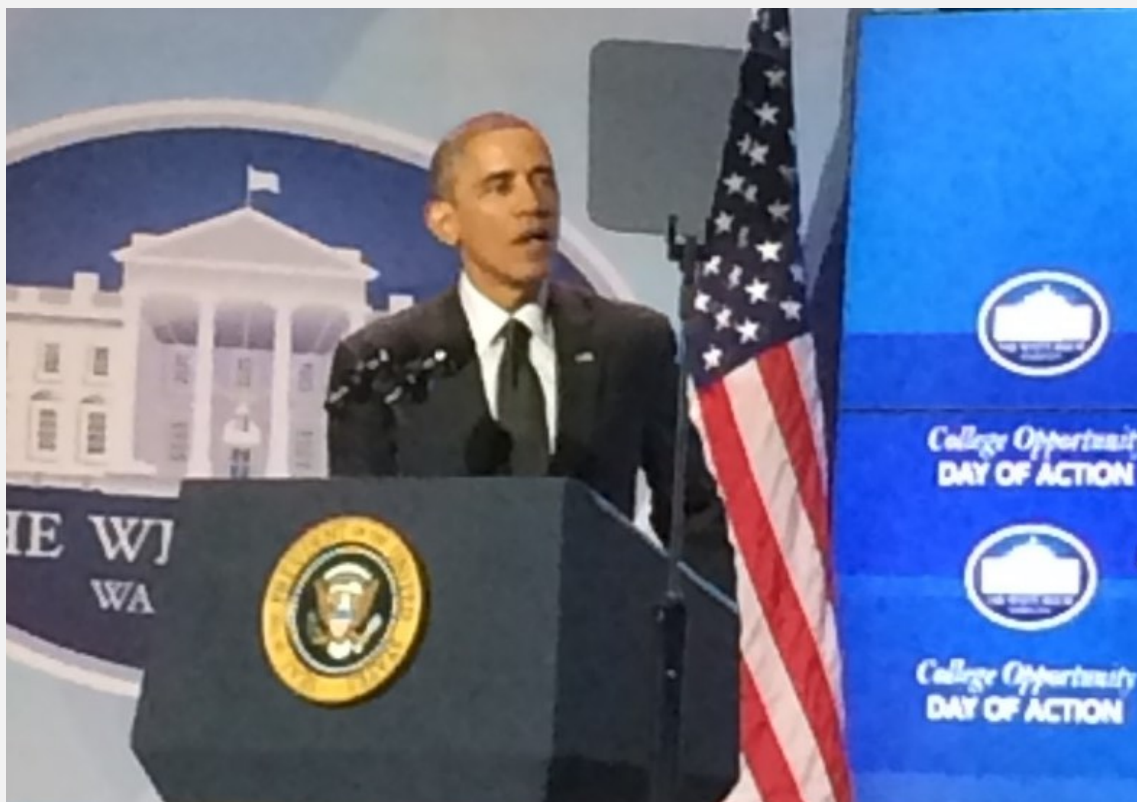
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# Growing Recognition



# The Cost of Inaction



## The Calculus of Student Success: ROI

$y$

1-point increase in retention =  
**325 students**

Average student tuition  
& fees annually/student = **\$9,800**

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



$x$

# Georgia State Undergraduate Degrees Awarded



2010-11:  
**4,222**

2016-17:  
**7,047**

INCREASE:  
**+2,825 (+67%)**



# Bachelor's Degrees Awarded Annually



	2009-10	2016 - 17	6-Year Change	% Change
African American	1,001	2,040	<b>+1,039</b>	<b>+103%</b>
Pell	1,298	2,957	<b>+1,659</b>	<b>+128%</b>
Hispanic	196	509	<b>+313</b>	<b>+160%</b>

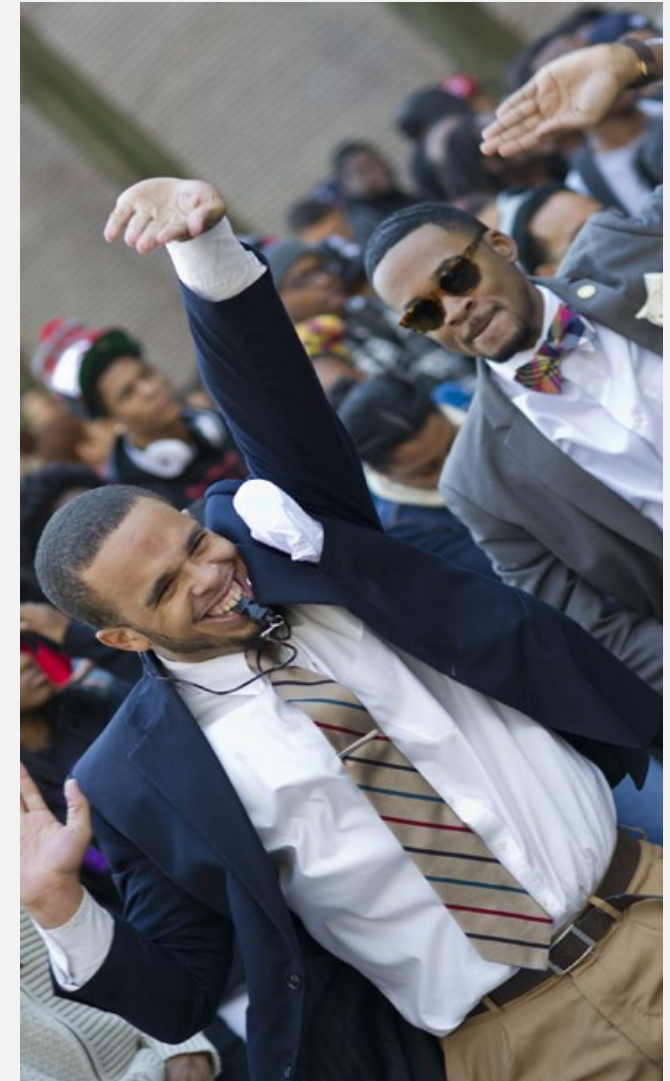
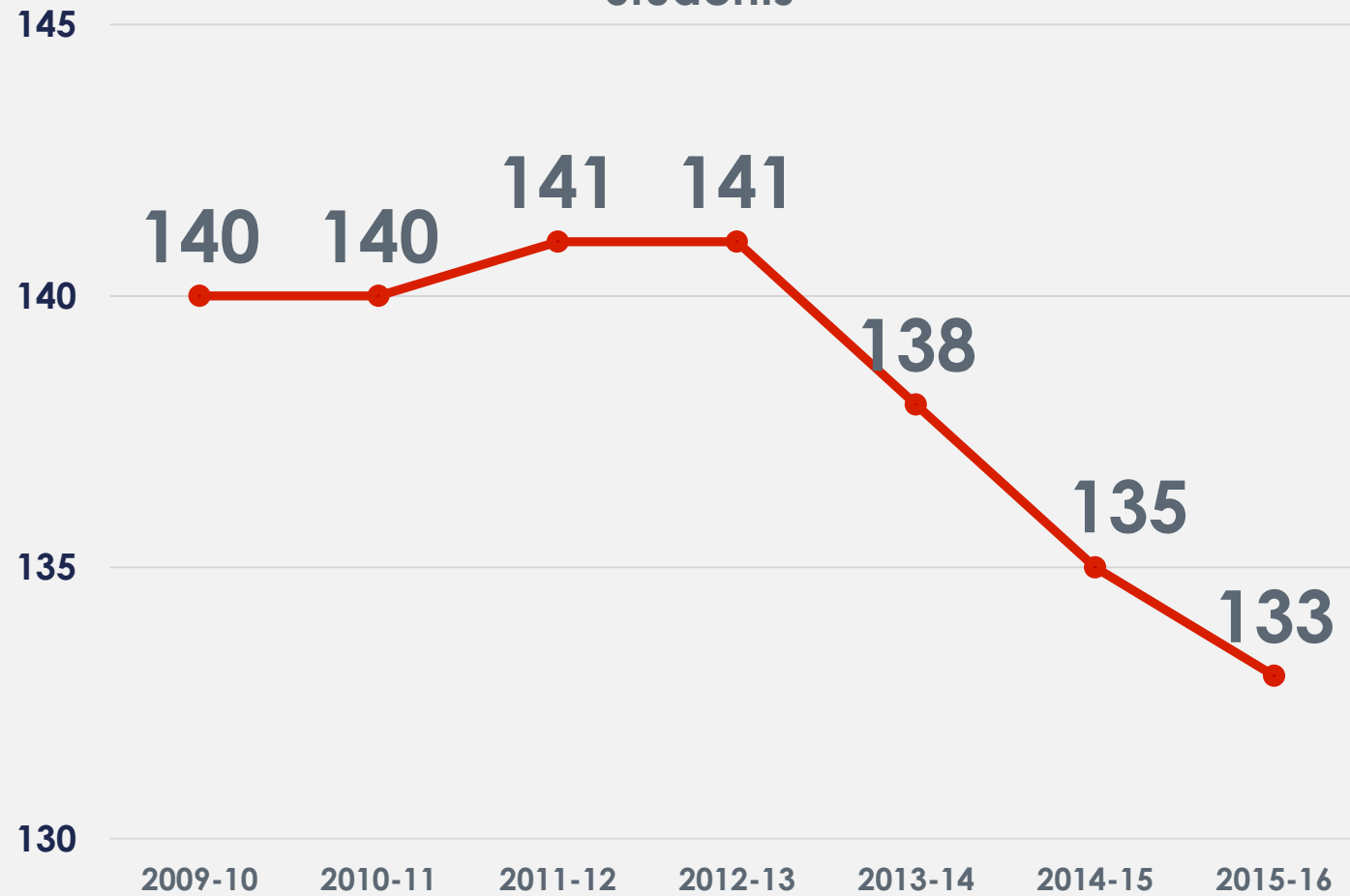




# Reduced Time to Degree



Credit Hours at Completion: All Bachelors Students

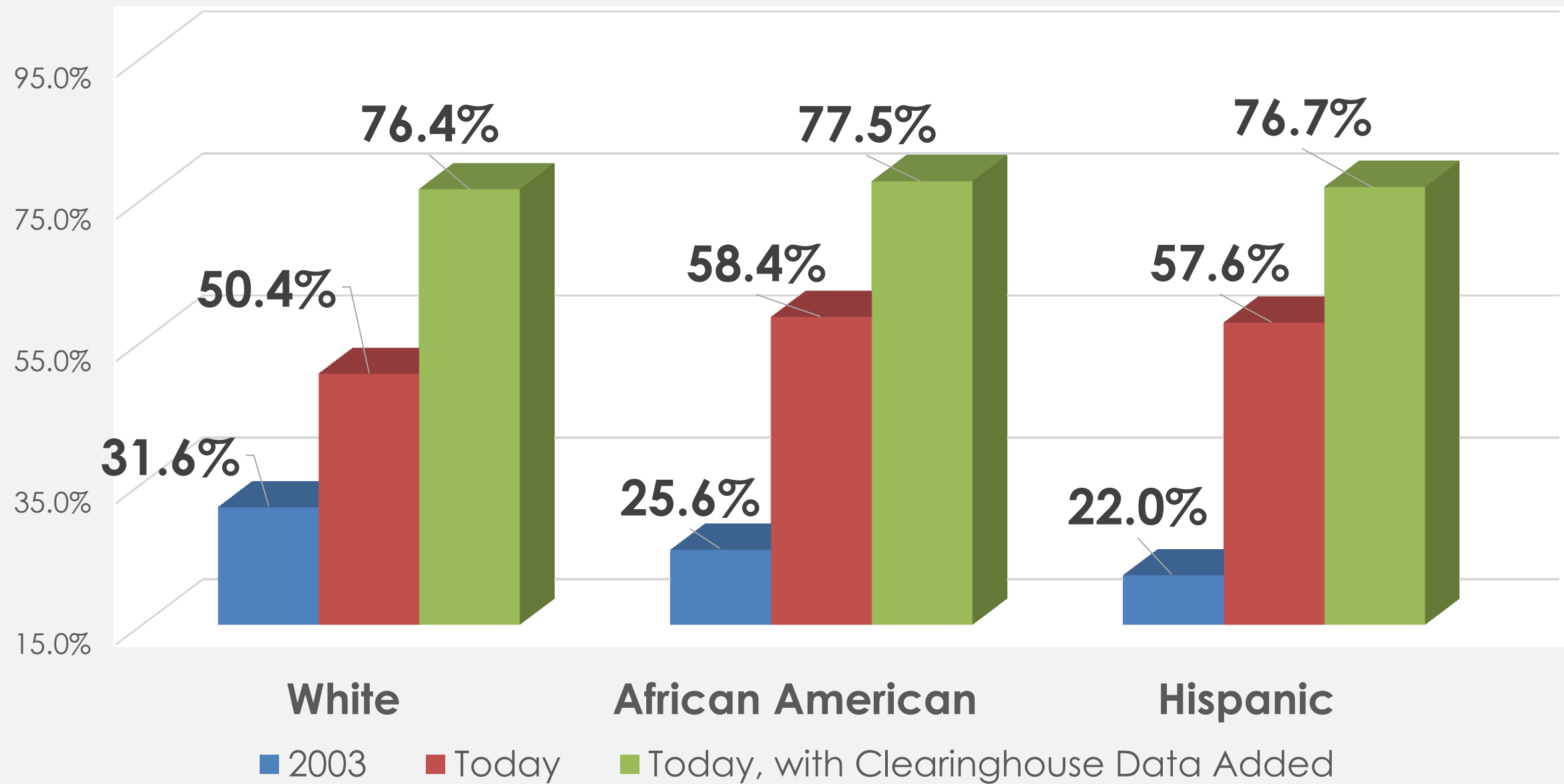




# \$18 million

*Savings to the Class of 2018 in tuition  
and fees when compared to the  
Class of 2012*

# Graduation Rates by Race & Ethnicity



# #1 in Degrees Conferred to African Americans



## Top 100 Degree Producers: Non-Profit Universities

2016 African-American Bachelor's - All Disciplines Combined



	Institutions	State	Total	%Grads	%Chg
1	Georgia State University	GA	1805	38%	8%
2	FAMU	FL	1584	95%	6%
3	University of Maryland-University College	MD	1409	26%	19%
4	University of Central Florida	FL	1316	10%	1%
5	North Carolina A & T State University	NC	1196	80%	7%
6	Howard University	D.C.	1160	90%	-6%
7	Florida Atlantic University	FL	1087	19%	7%
8	Florida International University	FL	1020	11%	11%
9	University of Memphis	TN	1011	33%	3%
10	The University of Texas at Arlington	TX	992	13%	-7%

Source: Diverse Issues in Higher Education, 2017





# 2017 Brookings Institution Social Mobility Ranking

**#1 University in  
Georgia**

**#25 University in the  
United States**

*Student Income Growth from  
College Entry to Mid Career*



















<http://success.gsu.edu>

twitter: @tim\_renick