

Emergency Aid Network  
Texas Higher Ed Coordinating Board  
April 27, 2018

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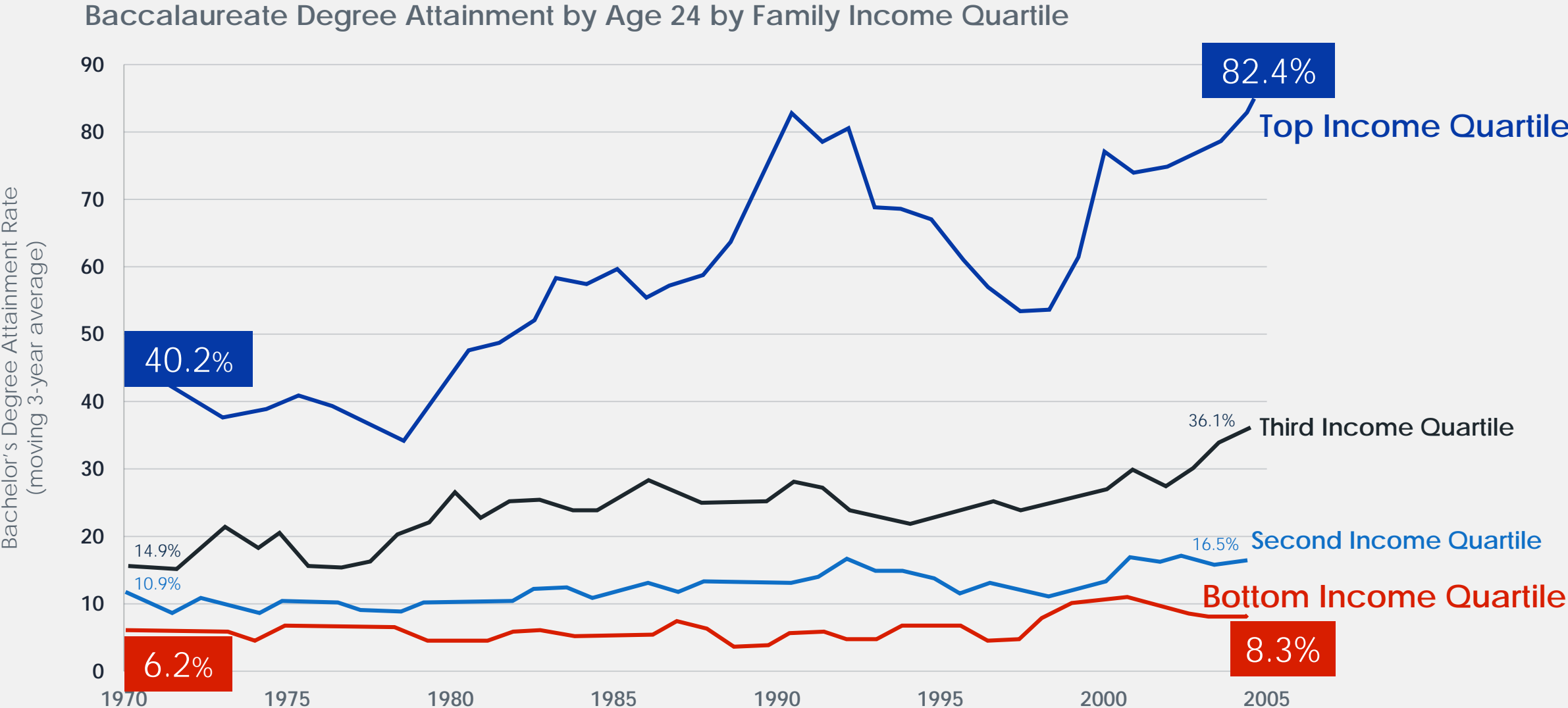
# Three Strategies for Supporting Low-Income Students

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Georgia State  
University®

# The Challenge in Front of Us



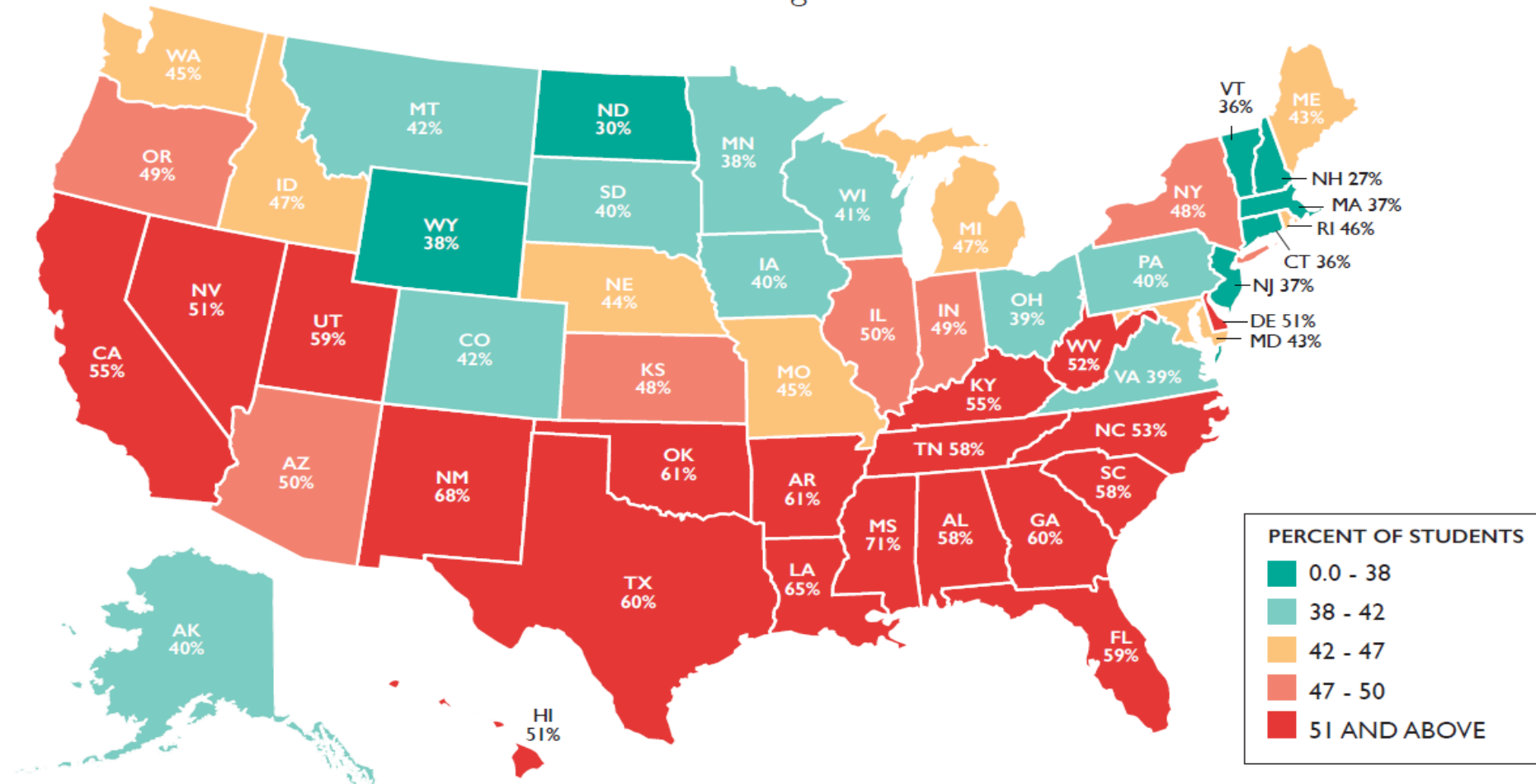
Source: New York Times, "The Reproduction of Privilege," March 12, 2012

# Changing Demographics



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

National Average: 51%





# 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%

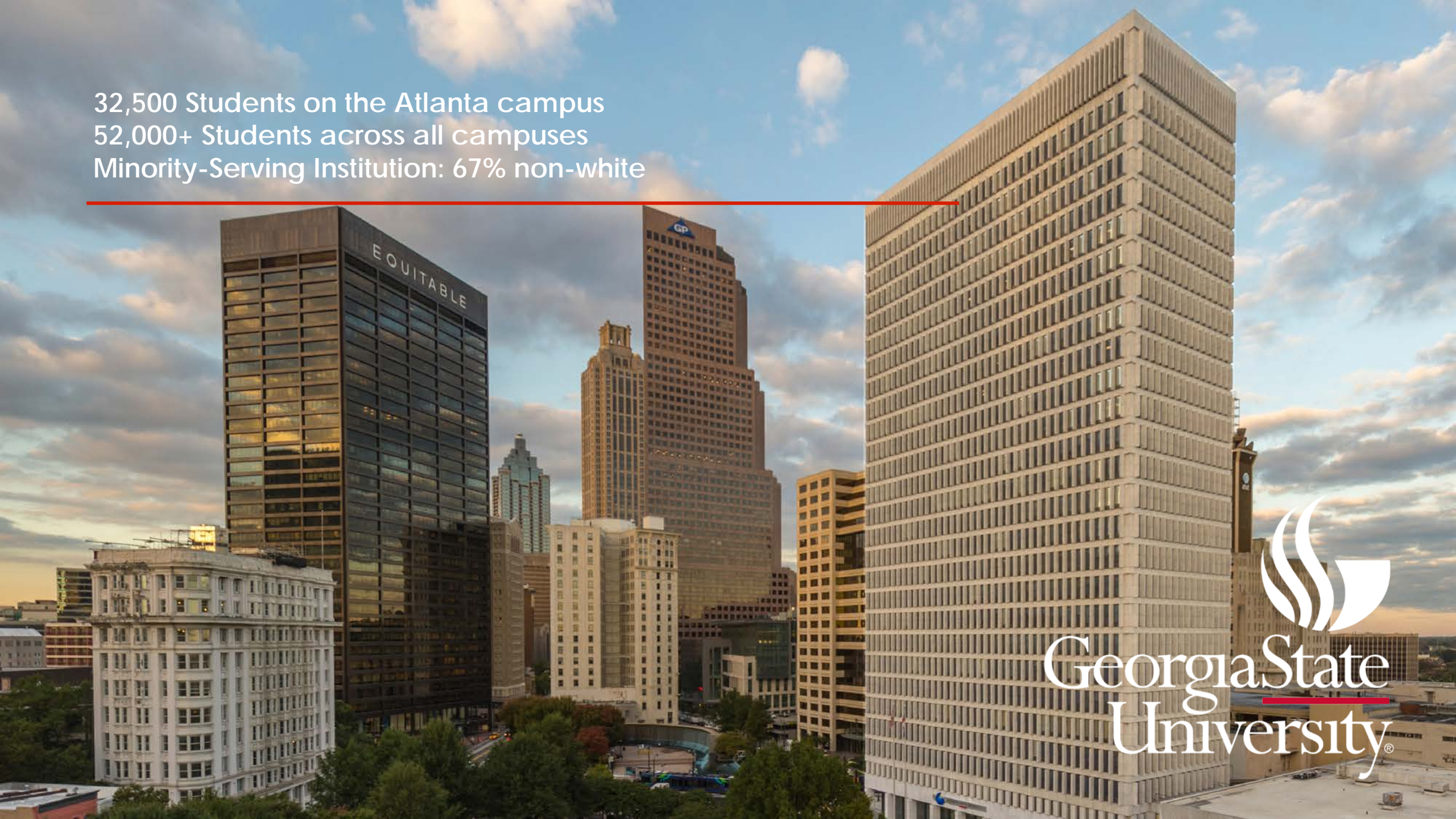
Illinois 50%

Source: Southern Education Fund



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

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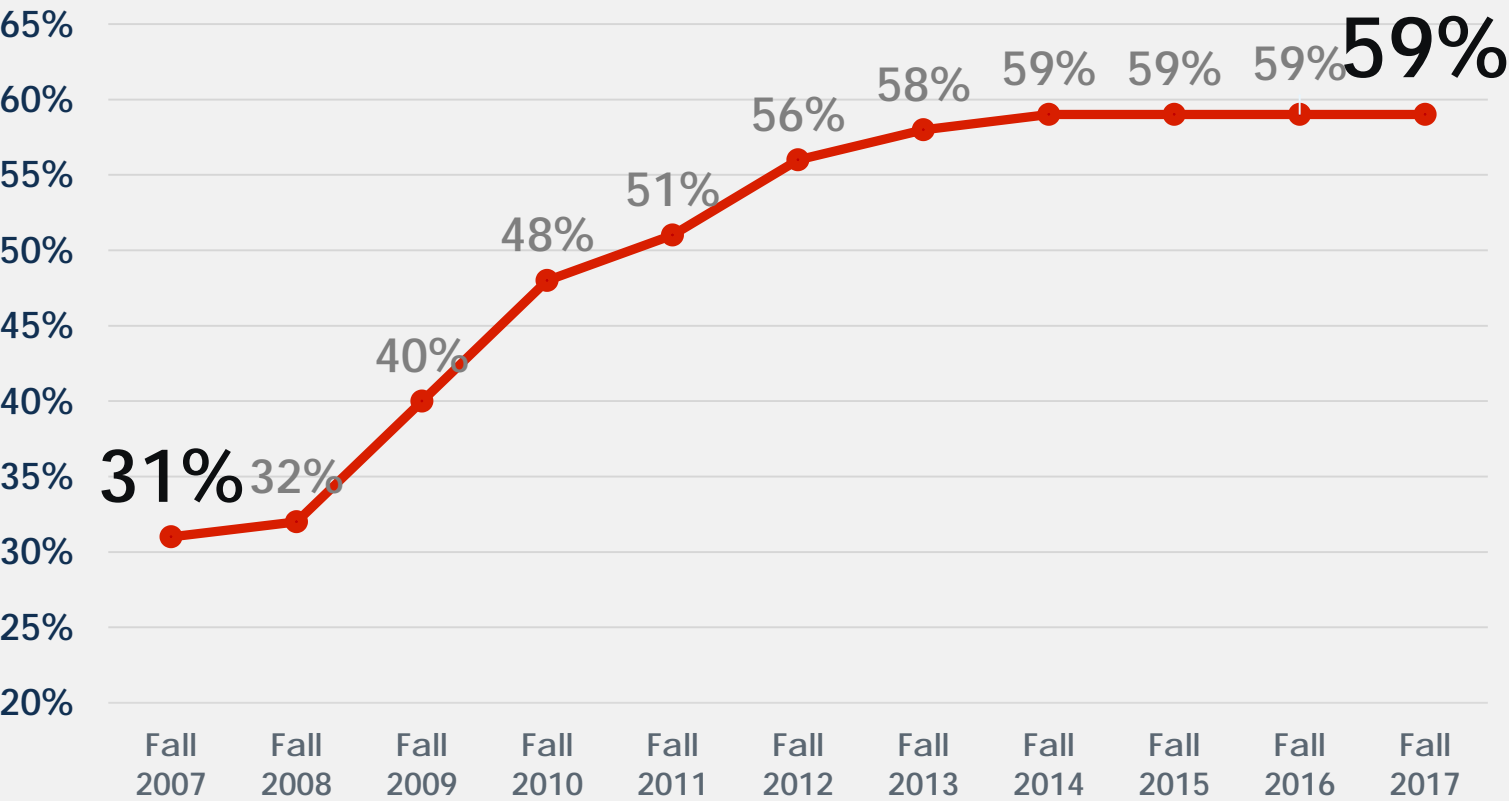
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# Low-Income Students



Percent of Georgia State Undergraduates on PELL

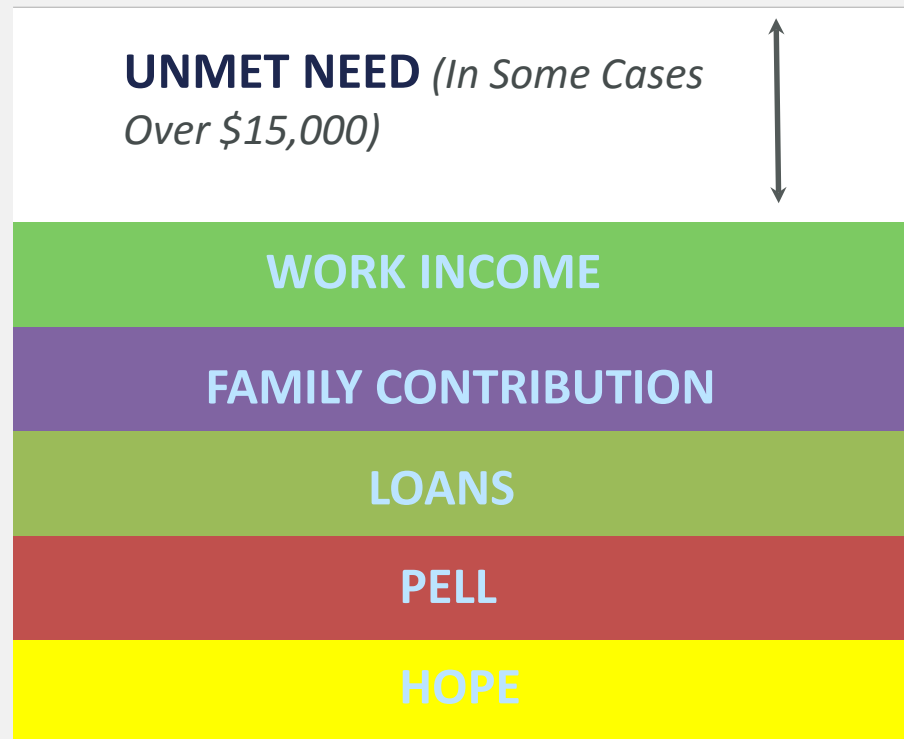




## Unmet Financial Need

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

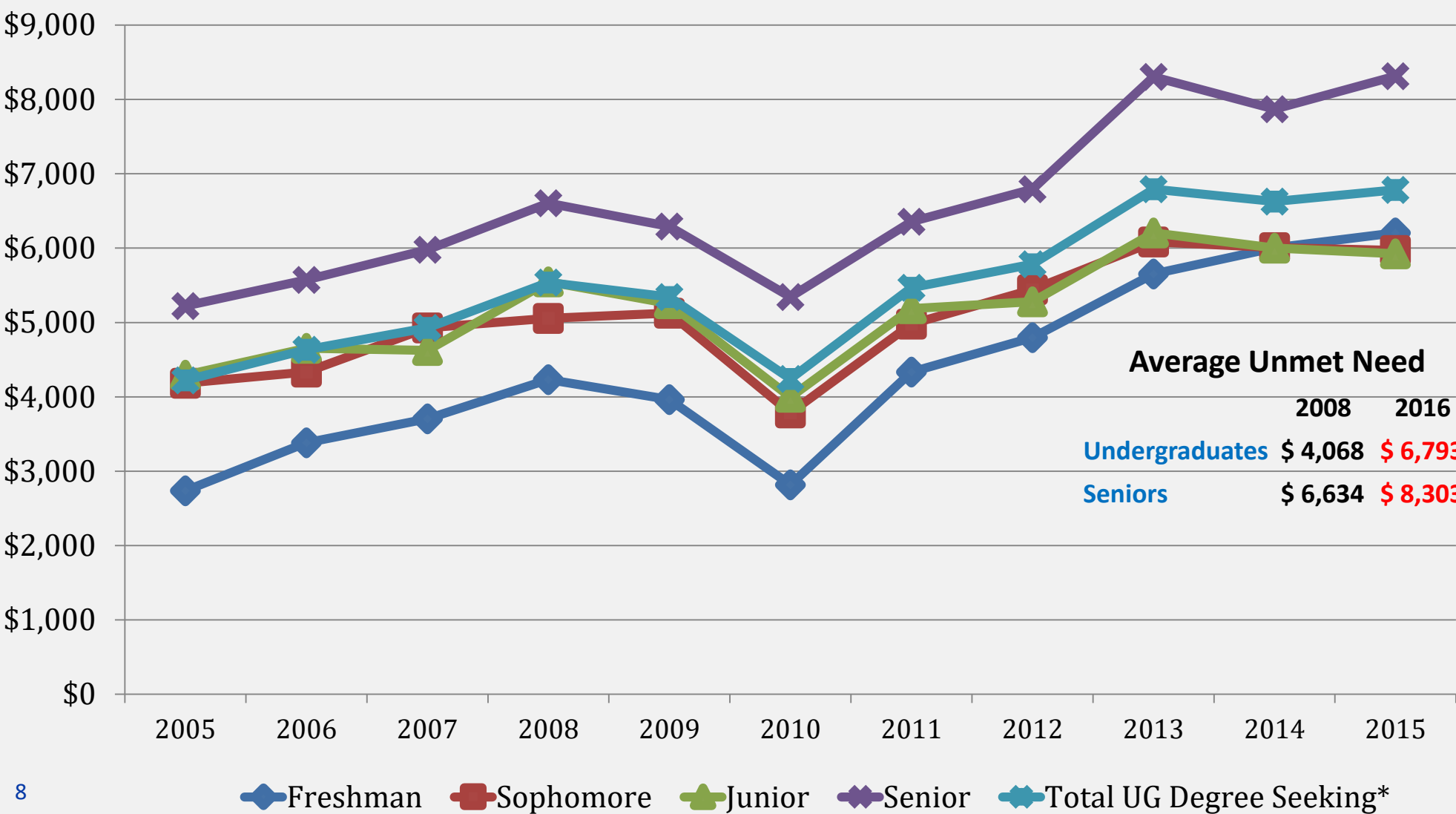
*(Including in-state tuition, fees, books, room and board)*



- ▶ 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

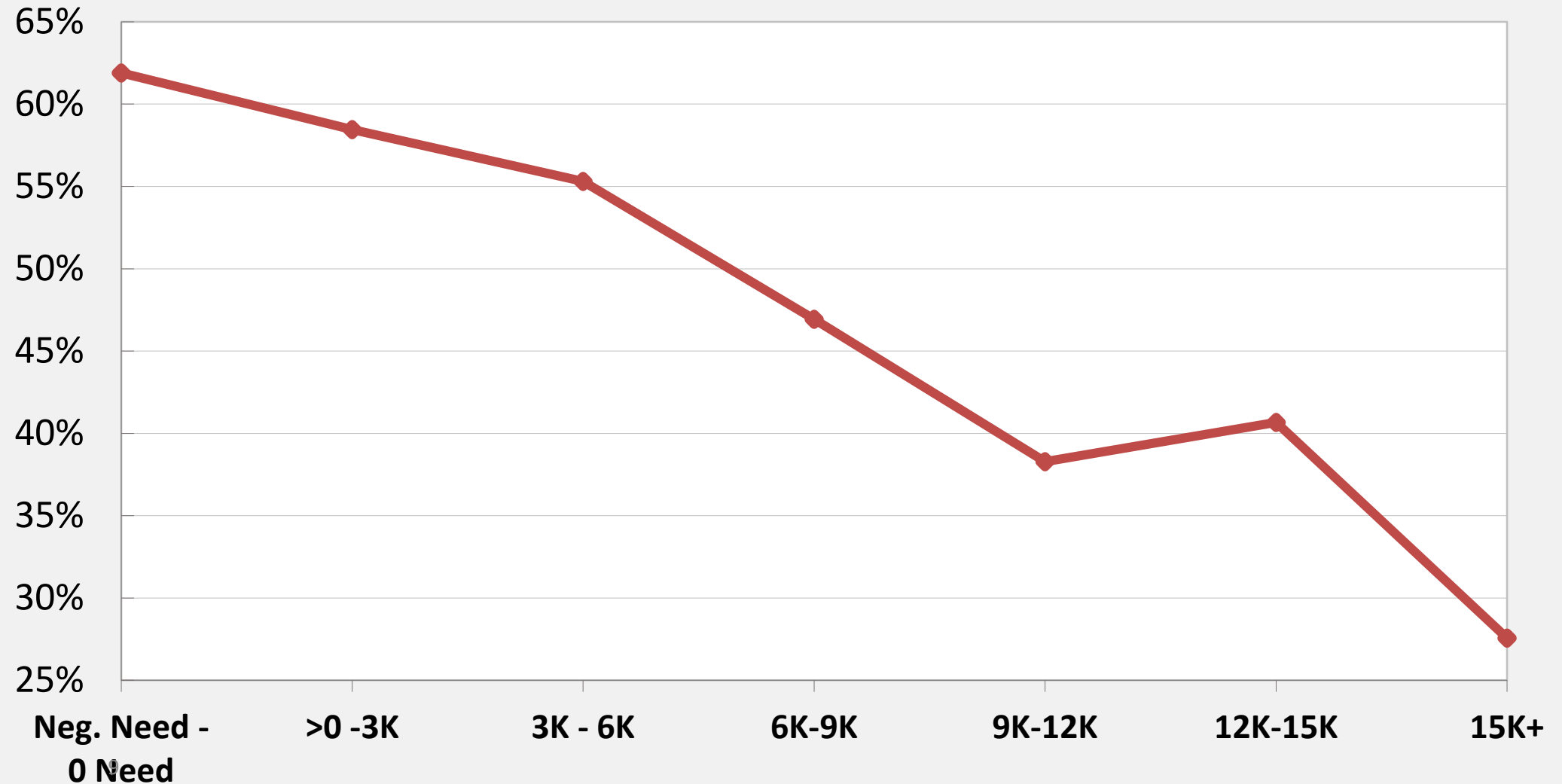




# Impact of Unmet Need on Academic Performance



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**



# The Hidden Obstacles to Enrollment

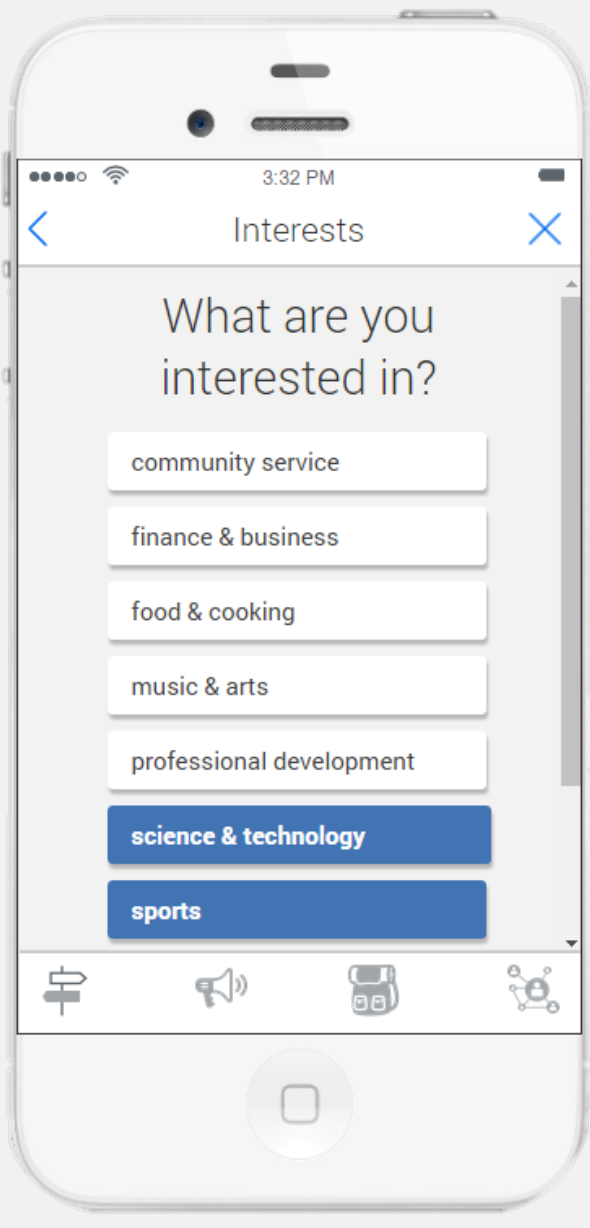
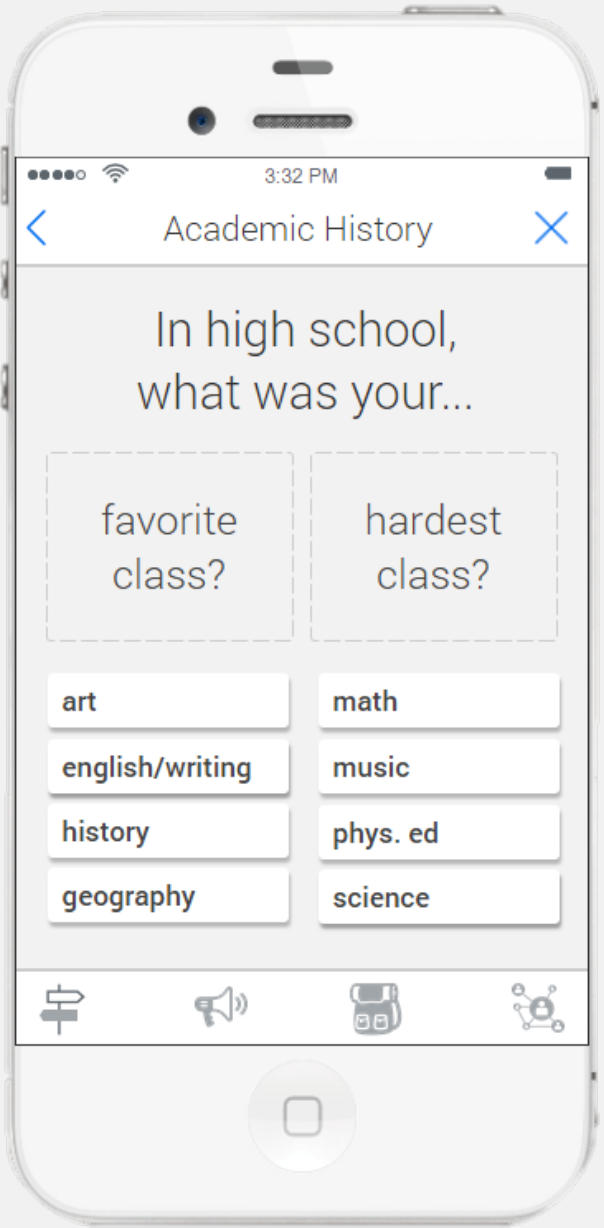
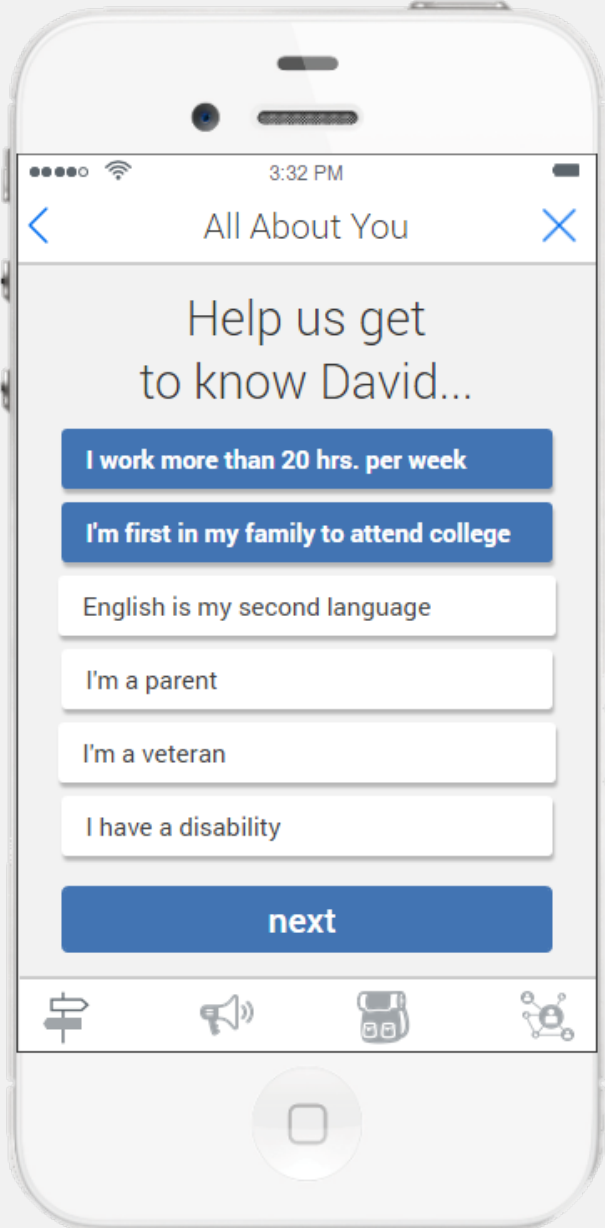


- Federal Financial Aid Application
- Verification Request
- State of Georgia Immunization Proof
- Taking Placement Exams
- Registering for Classes



# Personalized Interactions Before Enrollment

Source: EAB



# Portal to Guide Students Through Next Steps



My Path

My Plan

My Profile

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

## 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.



#### First Generation to Attend College

Resources to help new students learn the ropes and lingo of college.



#### Commuting Services

Learn the different ways you can get to and from campus.



#### 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.



#### Housing Services

Resources to help you find a place to stay near campus.



#### Career Guidance

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



#### Clubs and Activities

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



#### Mentorships

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



#### 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

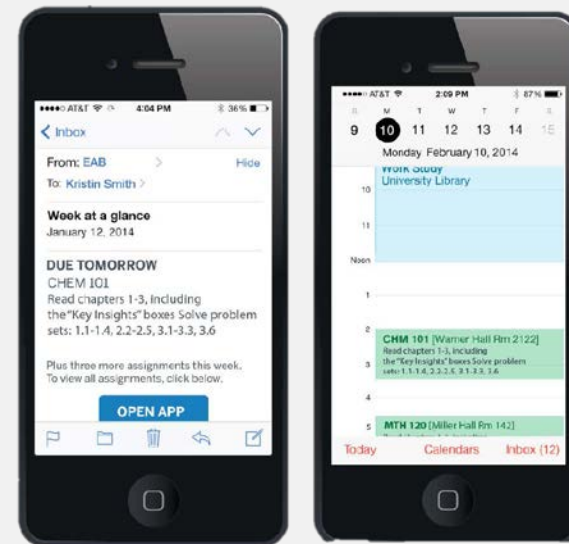
OK and when is it due?

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





## 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....**



# SunTrust Financial Management Center



- Analytics-Based Proactive Outreach

**72,000** Student visits in the past year

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



Strategy Two:

Help students  
hold on to the aid  
they have

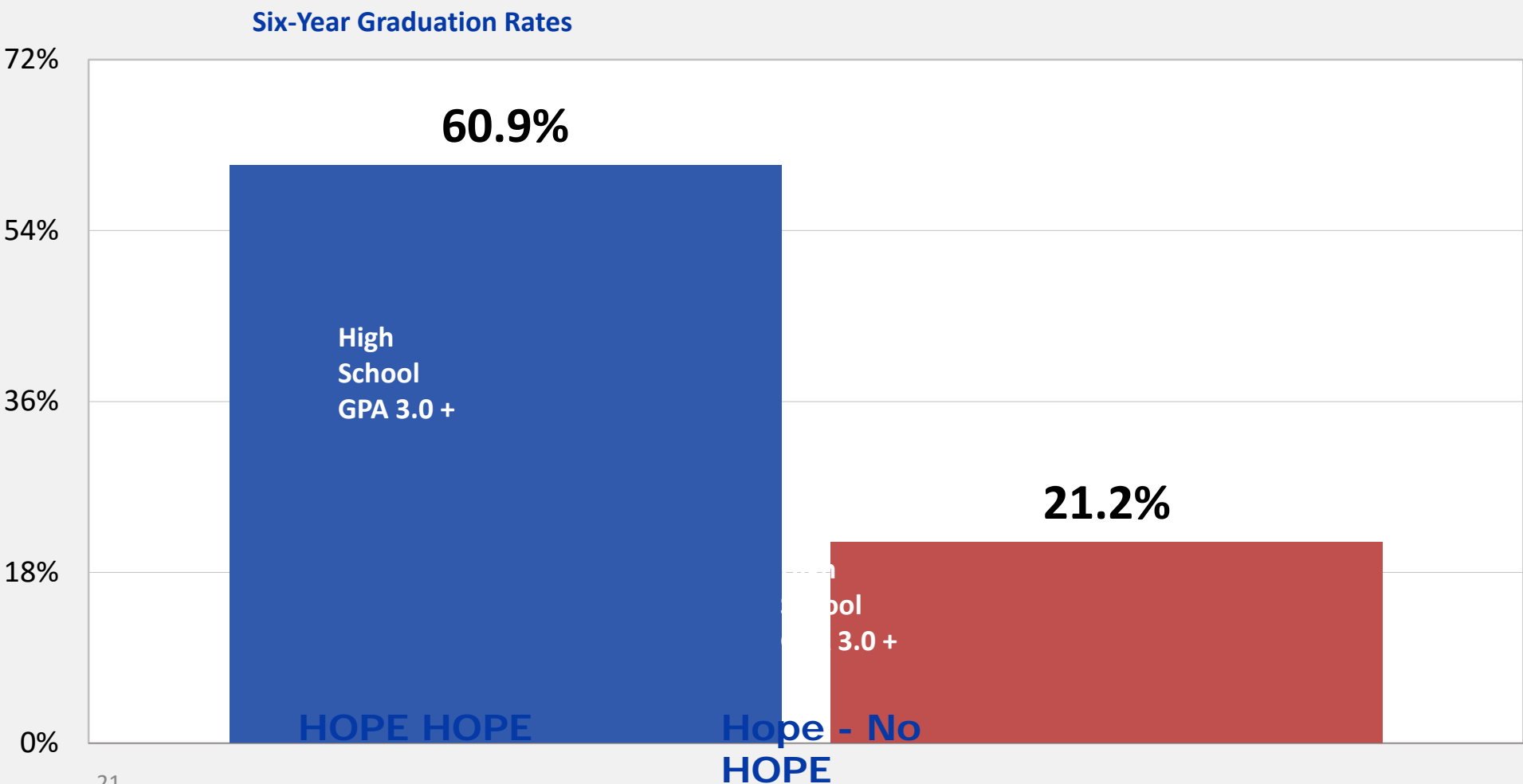
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# Strategy Two: Pay Attention to Scholarships



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

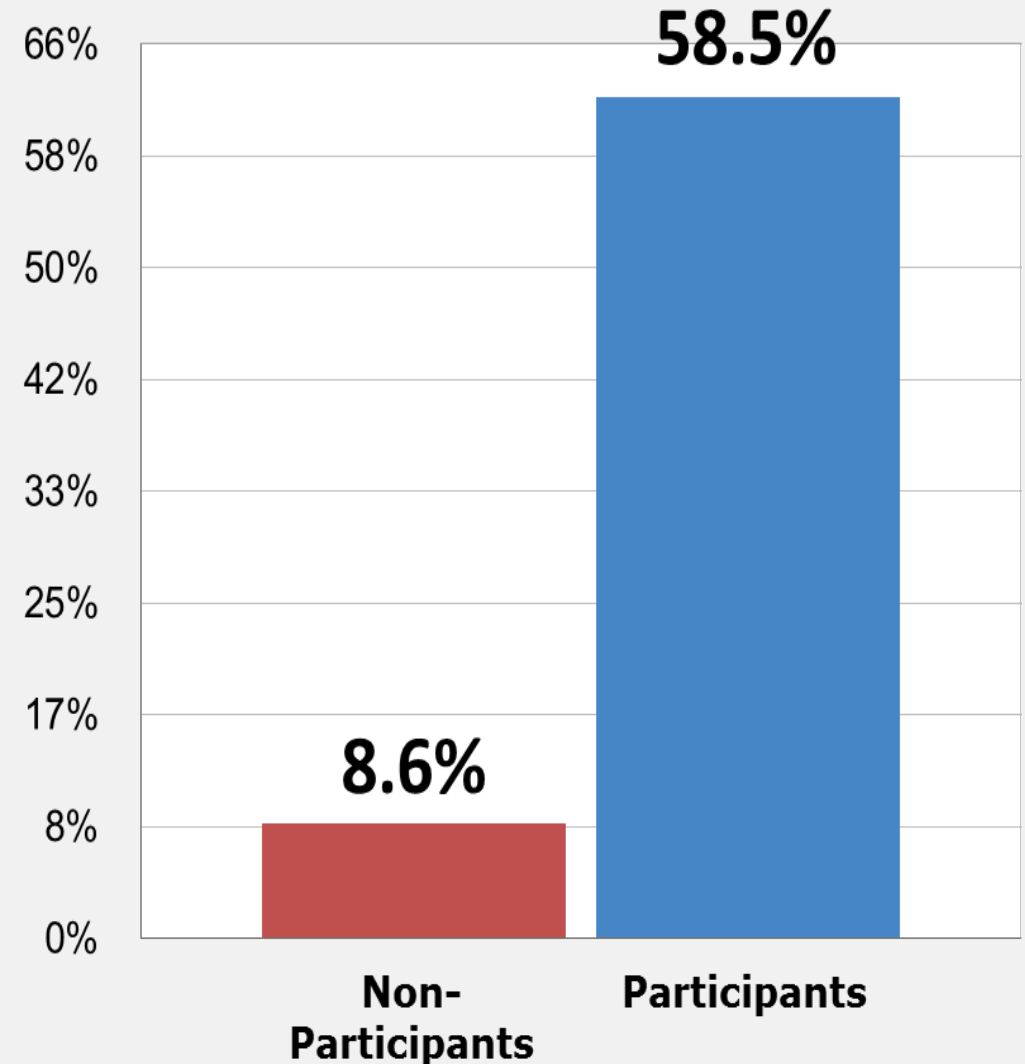


# Strategy Two: Pay Attention to Scholarships

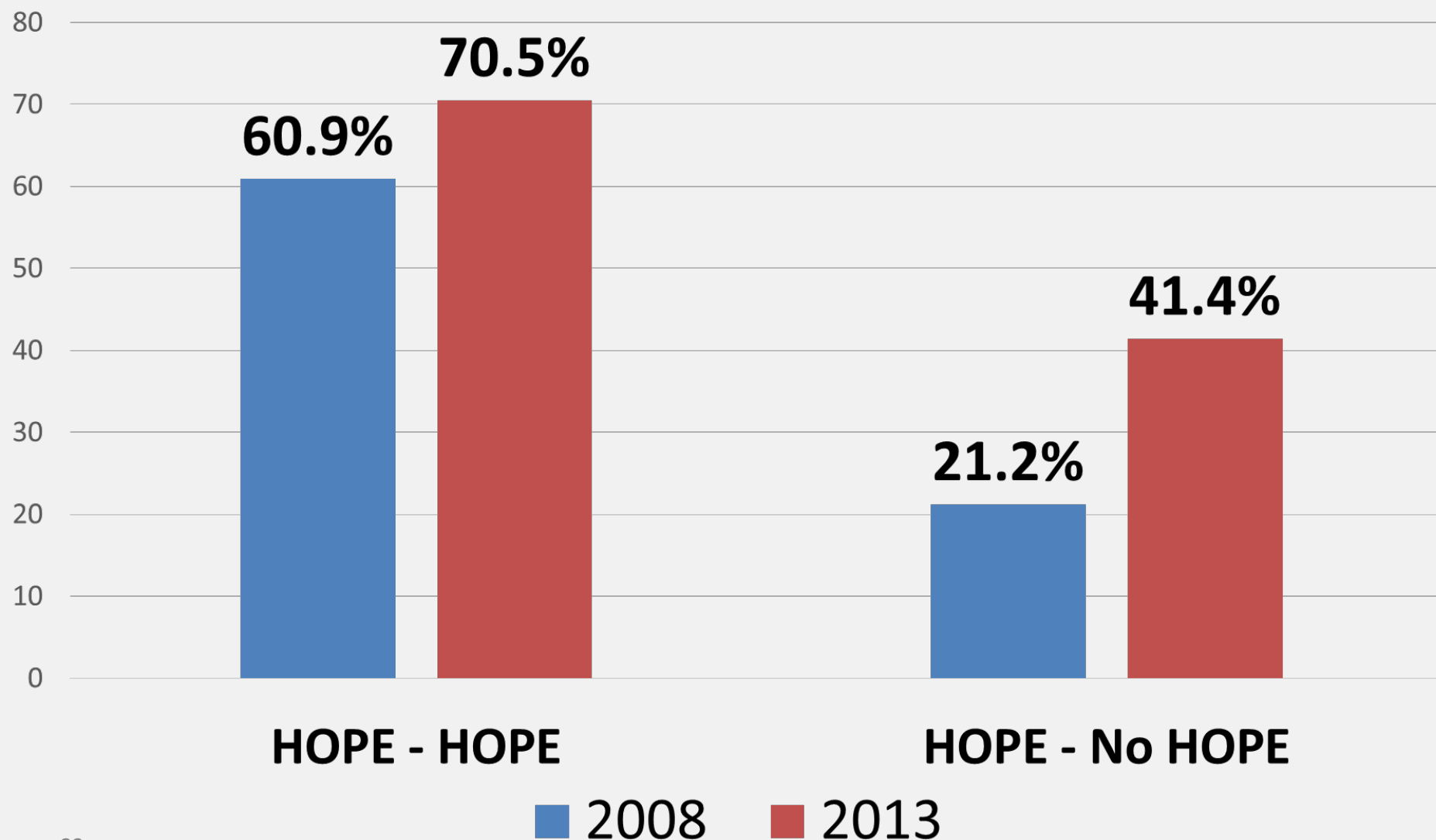


## Keep Hope Alive

- 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 Three:

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







Grants Since 2011: 10,744

**AVERAGE  
GRANT** **\$900**

Seniors Graduated: 78%

Grant Recipients  
Graduated 2016-17: 1,321



# Impacts

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# Georgia State Undergraduate Degrees Awarded



2010-11:  
**4,222**

2016-17:  
**7,047**

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



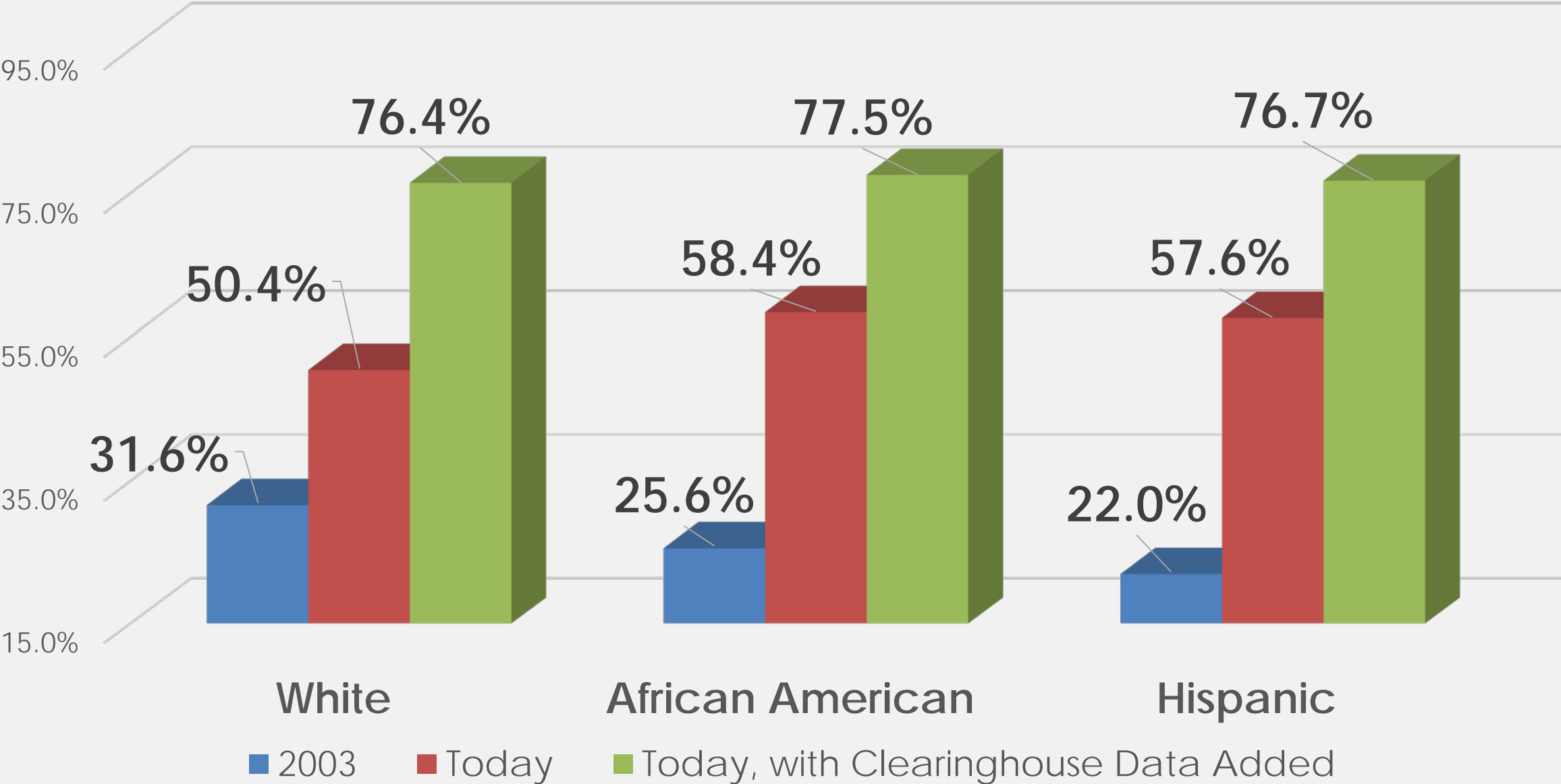
# Bachelor's Degrees Awarded Annually



|                  | 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> |



# 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

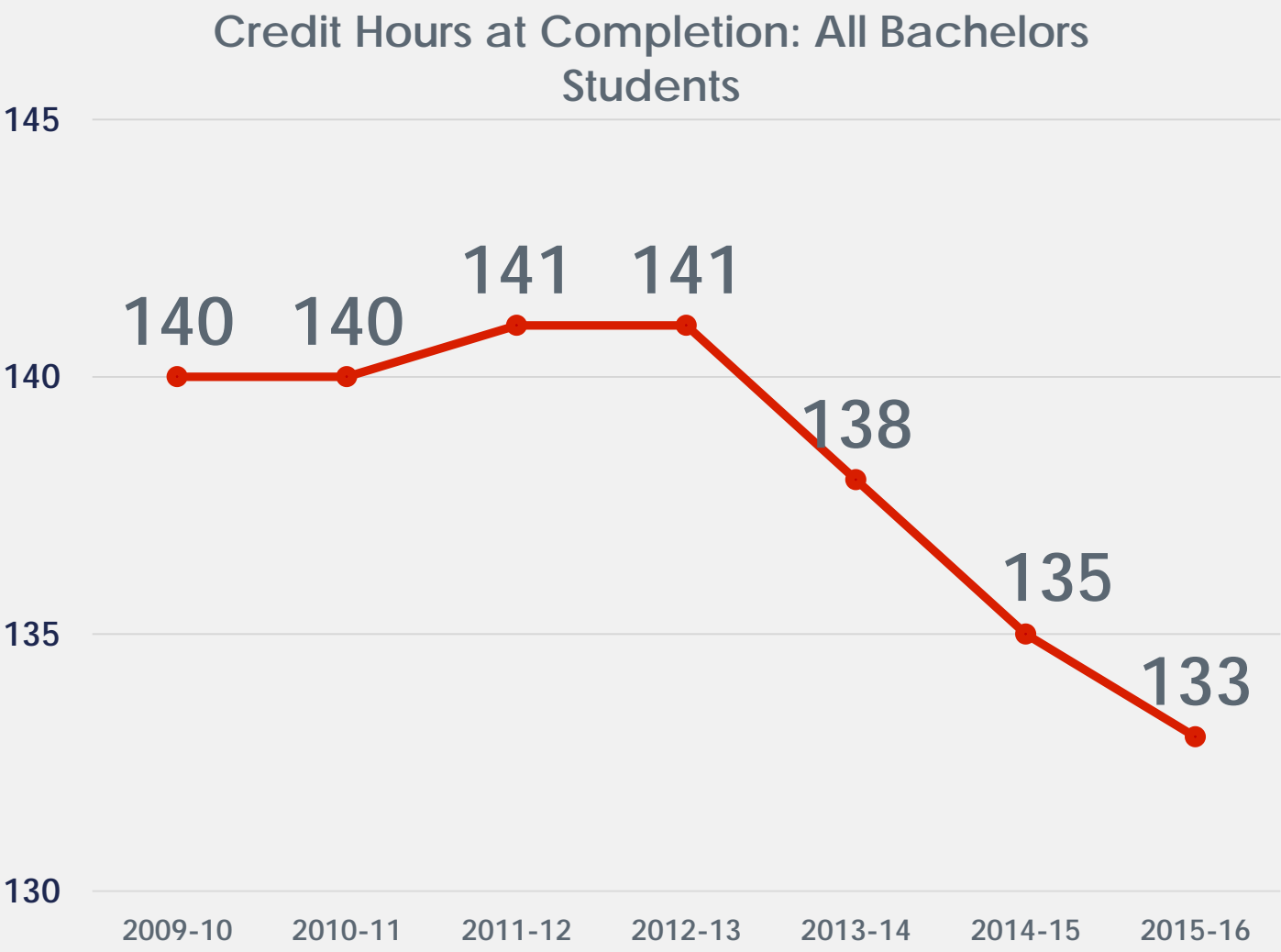


|    | Institutions                              | State | Total | %Grads | %Chg |
|----|---|-------|-------|--------|------|
|    |   |       |       |        |      |
| 1  | Georgia State University                  | GA    | 1805  | 38%    | 8%   |
| 2  | FAMU                                      | 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



# Strategy Four: Help Students Navigate Academics





# \$15 million

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

# 2017 Brookings Institution Social Mobility Ranking

**#1 University in Georgia**  
**#25 in the United States**

*Student Income Growth from  
College Entry to Mid Career*

**\$82,200**

*Median Income Mid Career*







<http://success.gsu.edu>

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