



# Moon Shot Convening Greater Cincinnati and Northern Kentucky Region

April 5, 2022



# Your EAB Leadership Team

## Moon Shot Team



Brittany Motley  
*Principal Consultant*



Tom Sugar  
*Vice President,  
Partnerships*



David Bevevino  
*Senior Director,  
Partner Experience*

## Student Success Strategic Leaders



Kristen Brittingham



Aaron Rutledge



Megan Speakman



Allie Louderback

## Research Strategic Leaders



Holly Chatham



Drew Tye



Carter Carney

# Agenda

## April 5

1:00 p.m. – 1:20 p.m.

Welcome and Opening Remarks

1:20 p.m. – 1:40 p.m.

Overview of Moon Shot for Equity Best Practices

1:40 p.m. – 2:40 p.m.

Data Intelligence as a Foundation to Close Equity Gaps

*Featuring Dr. Tim Renick, Executive Director of the National Institute for Student Success*

2:40 p.m. – 2:50 p.m.

Break

2:50 p.m. – 3:45 p.m.

Breakouts for Best Practice Teams

*Facilitated by EAB subject matter experts*

*Note: Those not part of a best practice team will be able to join a "General Inquiry" breakout group to discuss their role in the Moon Shot.*

3:45 pm. – 4:00 p.m.

Q&A and Closing

# Remarks from your Presidents



**Monica Posey**  
*Cincinnati State Technical  
and Community College*



**Fernando Figueroa**  
*Gateway Community and  
Technical College*

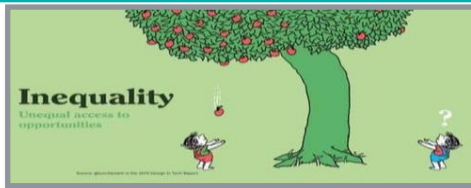


**Gregory Crawford**  
*Miami University*



**Ashish Vaidya**  
*Northern Kentucky University*

# The Spectrum of Equity Mindedness



Inequality, barriers and minoritized populations are **invisible**



Equality, minoritized populations are seen and so **equal access** is given



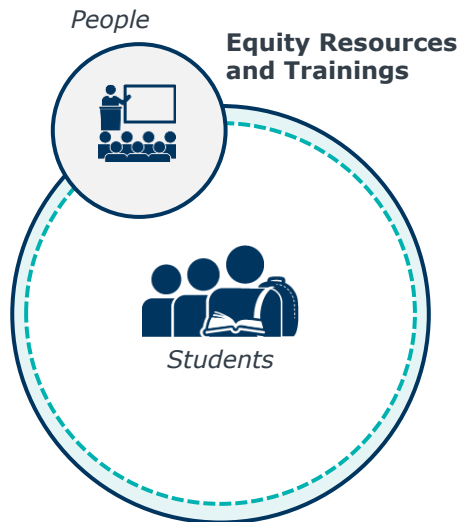
Equity, minoritized populations are understood so **appropriate access** is given



Justice, **barriers** are understood and **corrected** so minoritized populations can appropriately navigate

# Our Approach...

## Institutional Alignment, Connection, and Integration

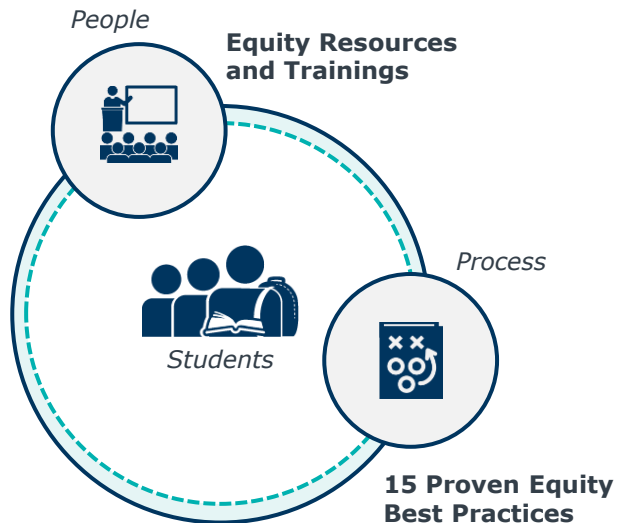


### Equity Resources and Training

- 360-degree Student Equity Audit
- DEI Strategy Design Lab
- [DEI Resource Center](#) on EAB.com

# Our Approach...

## Institutional Alignment, Connection, and Integration



### 15 Proven Equity Best Practices

#### Leadership

- Planning and accountability
- Campus climate assessments
- Change management

#### Belonginess

- Pre-college programs
- Proactive academic advising
- Coordinated Care Network

#### Academic Progression

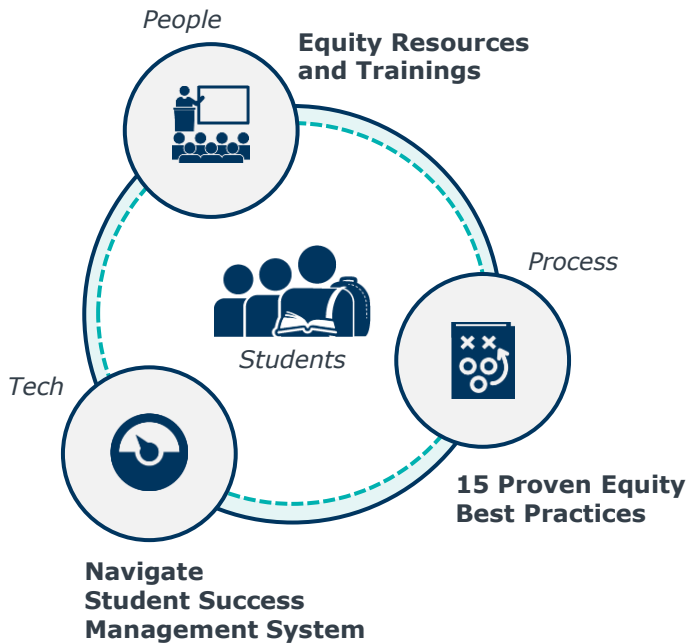
- Transfer pathways
- Hold reform
- Microgrants
- Math pathways
- Dev education reform
- Academic maps
- Meta majors

#### Access and Enrollment

- Community-based partnerships
- Adult student re-enrollment

# Our Approach...

## Institutional Alignment, Connection, and Integration



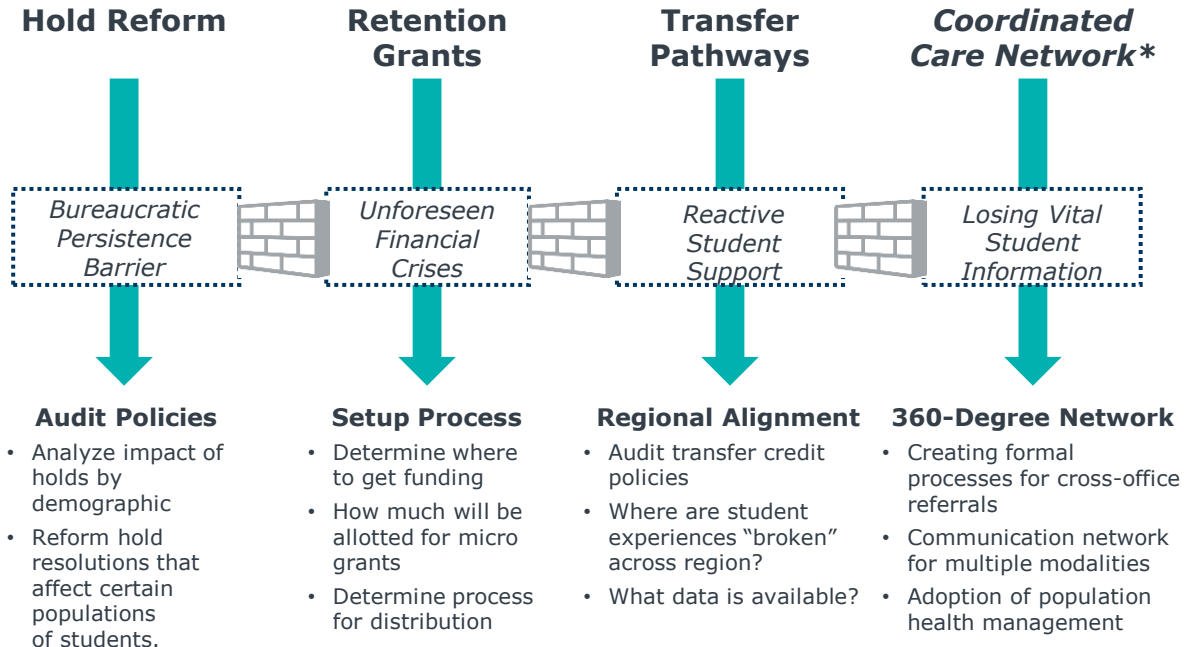
### **Navigate Student Success Management System**

- Advisor strategic care and communications platform
- Student Engagement tools (mobile app, virtual communities, and degree planner)
- Executive dashboard and effectiveness reports
- This will help embed and support best practice team work



# Best Practices Prioritized for Tier 1 Execution

Reviewing the Why, Approach, and Long-Term Implications

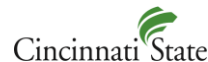


*\*Miami University is the only institution forming a formal group for this Best Practice*

# Team Leaders for Phase One Best Practices



## Equity Best Practice Teams



<b>Hold Reform</b>	Ann Schultz	Ryan Padgett	Peter Haverkos Kimberly Moore	Jason Moore
<b>Retention Grants</b>	LaVette Burnett	Leah Stewart Peg Adams	Beth Johnson Brittany De La Rosa	Penny Parsons
<b>Transfer Pathways</b>	Anita Adkins	Leah Stewart Kelsey Haskins	Carolyn Haynes	Myshamil Walker
<b>Coordinated Care Network</b>	N/A	N/A	Amy Bergerson	N/A

Thank you for your leadership and dedication!



“

Rarely do we find institutional stakeholders who **willingly engage in hard solid thinking** about their practices and how they contribute to racist outcomes. There is an almost universal quest for structural solutions that leave whiteness untouched.

”

*Dr. Estela Bensimon  
Adapted from Martin Luther King Jr.  
USC | Center for Urban Education*

Greater Cincinnati/Northern Kentucky Moon Shoot Convening  
April 5, 2022

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# Eliminating Equity Gaps Through Data and Institutional Change

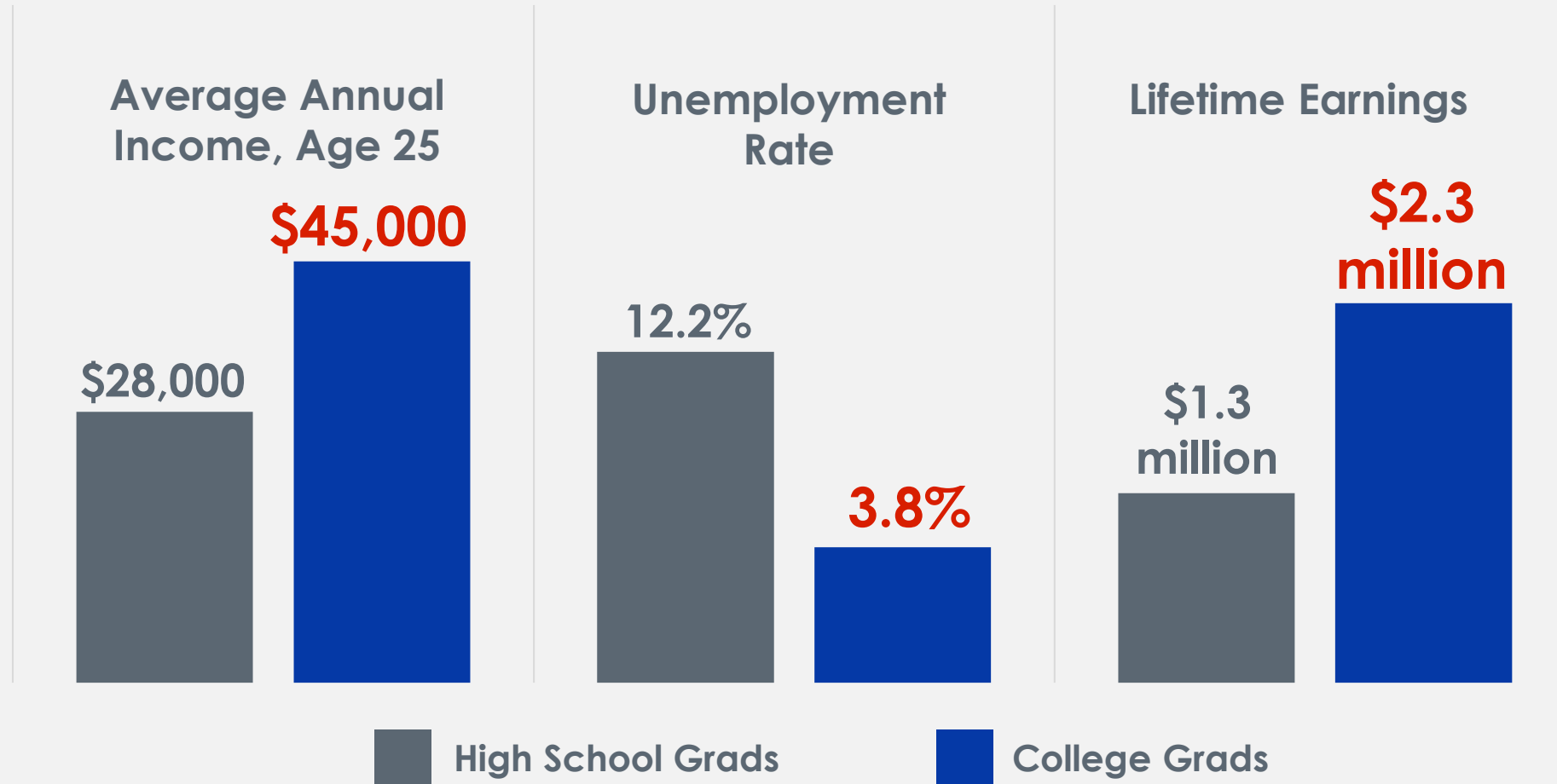
Timothy M. Renick, Ph.D.  
Executive Director, National Institute for Student Success  
Georgia State University



NATIONAL  
INSTITUTE  
FOR  
**STUDENT  
SUCCESS**  
AT GEORGIA STATE UNIVERSITY



# The Benefits of a College Degree

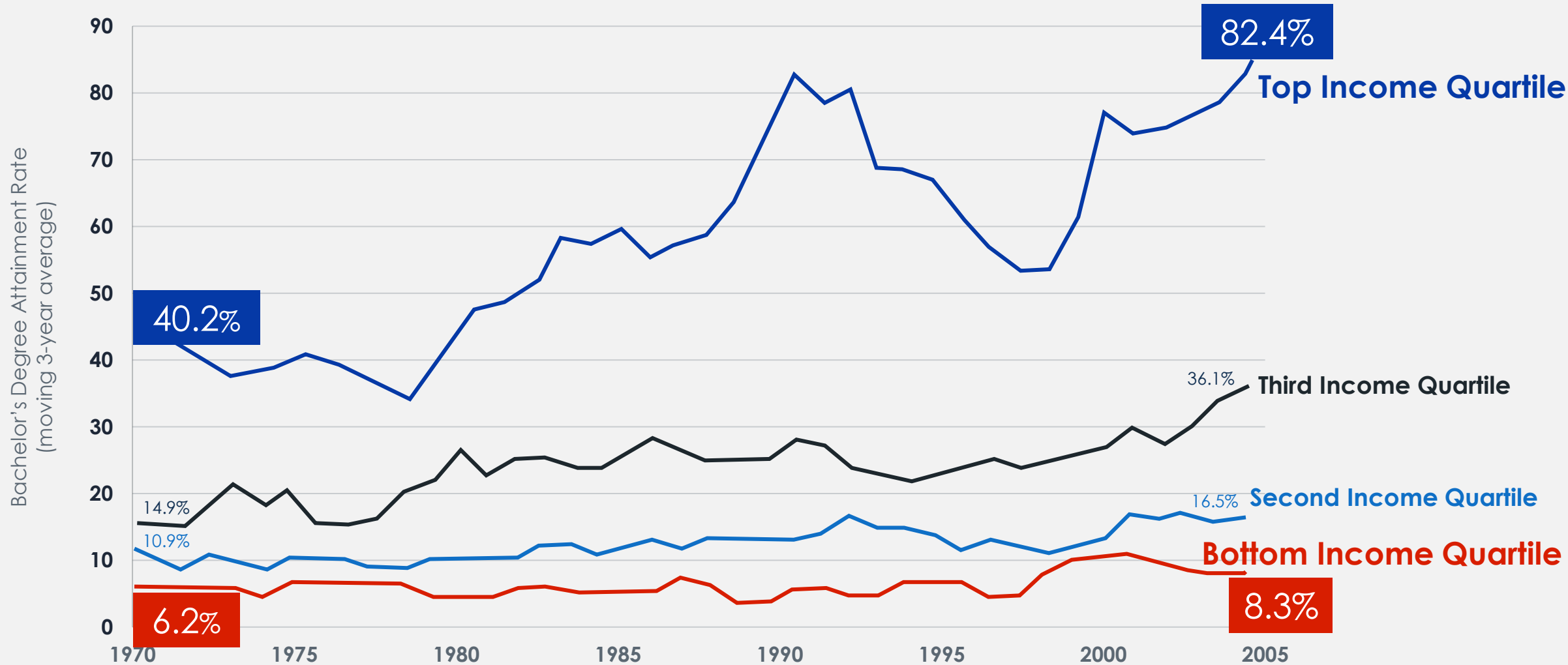


Source: "The Rising Costs of Not Going to College," Pew Research Center, 2014

# The Challenge in Front of Us



## Baccalaureate Degree Attainment by Age 24 by Family Income Quartile



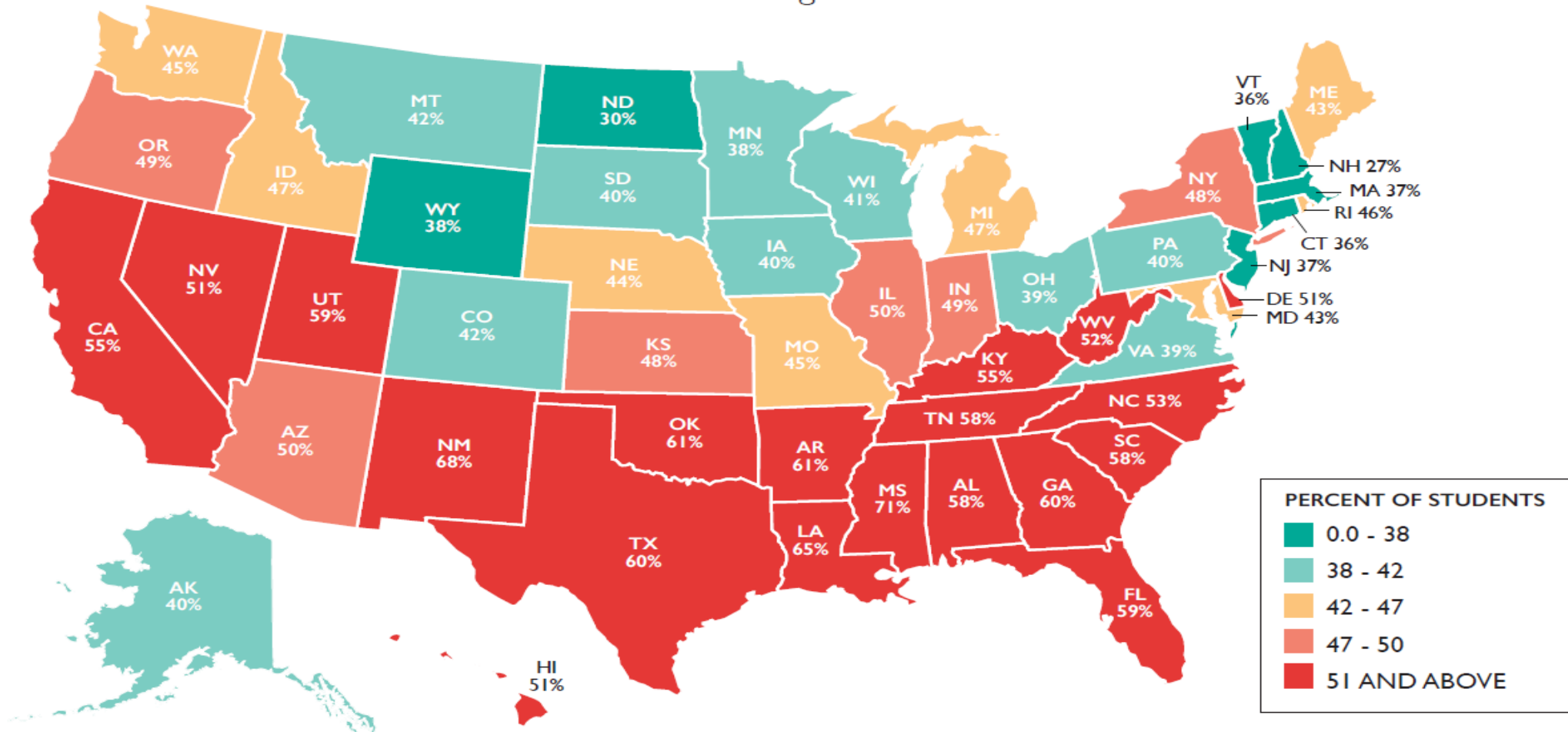
Source: New York Times, "The Reproduction of Privilege," March 12, 2012

# Changing Demographics



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

National Average: 51%



**36,000 Students on the Atlanta campus  
2016 consolidation with Perimeter College adds 5  
Associate-level campuses and 18,000 students**

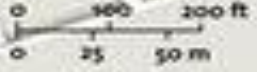






# SWEET AUBURN

Martin King National Historical Site



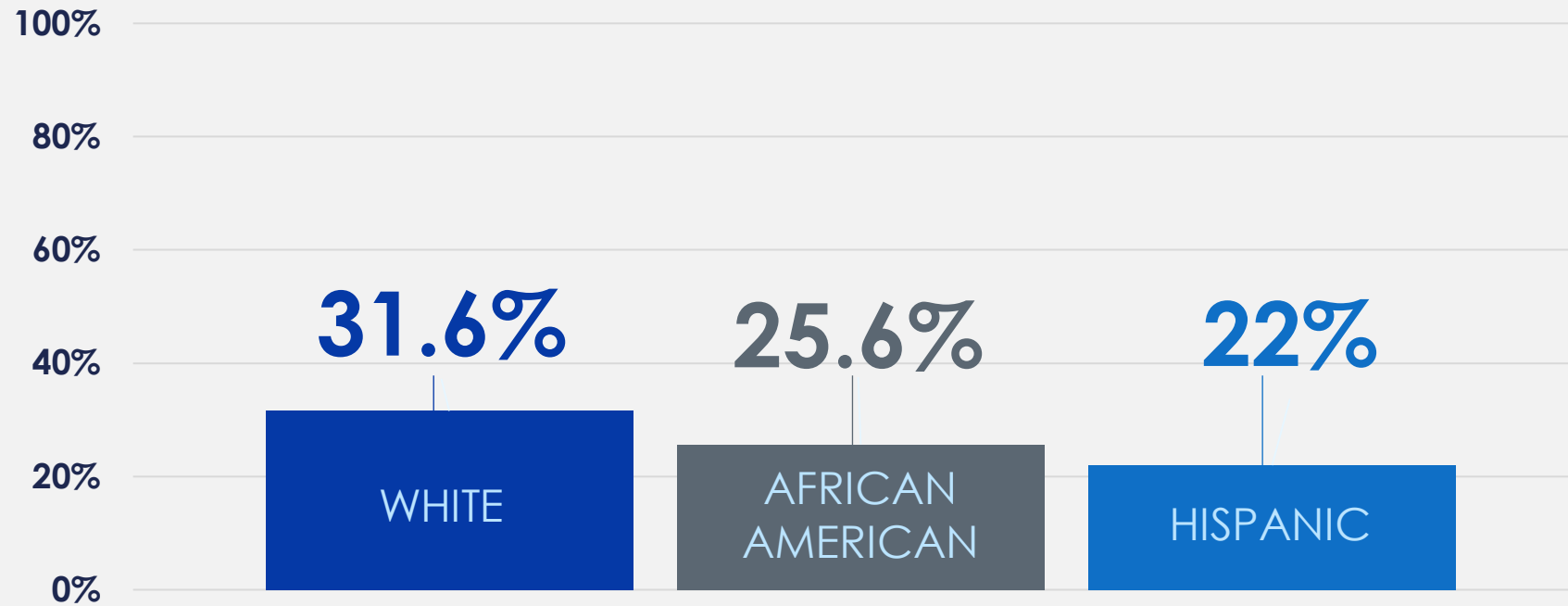


SYSTEM OF GA. CENTER  
EVENING AND DAY CLASSES 24

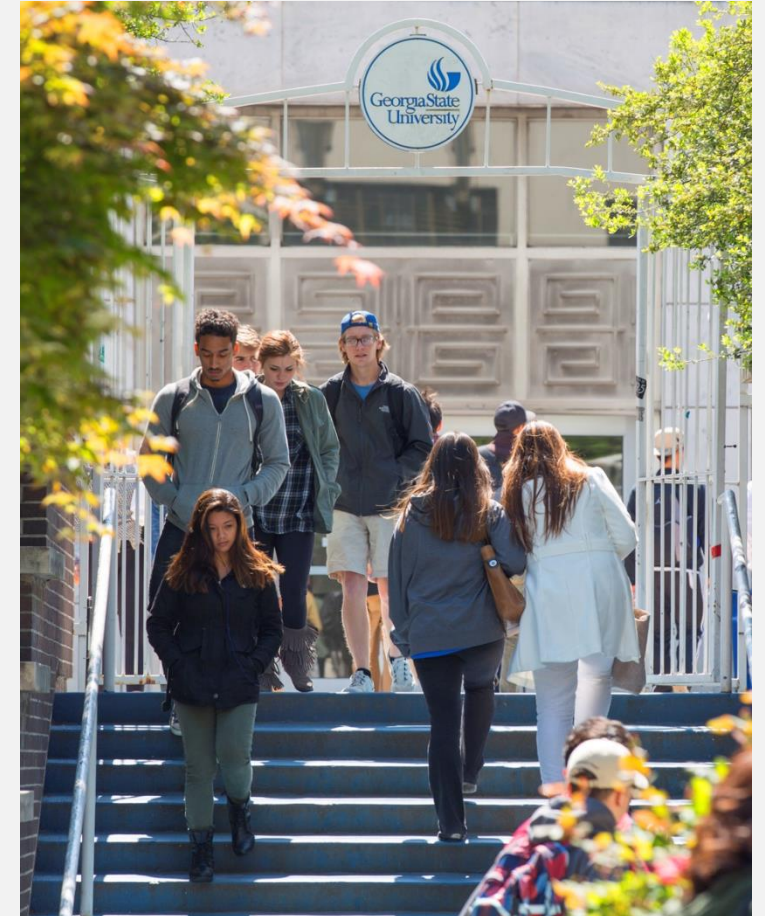
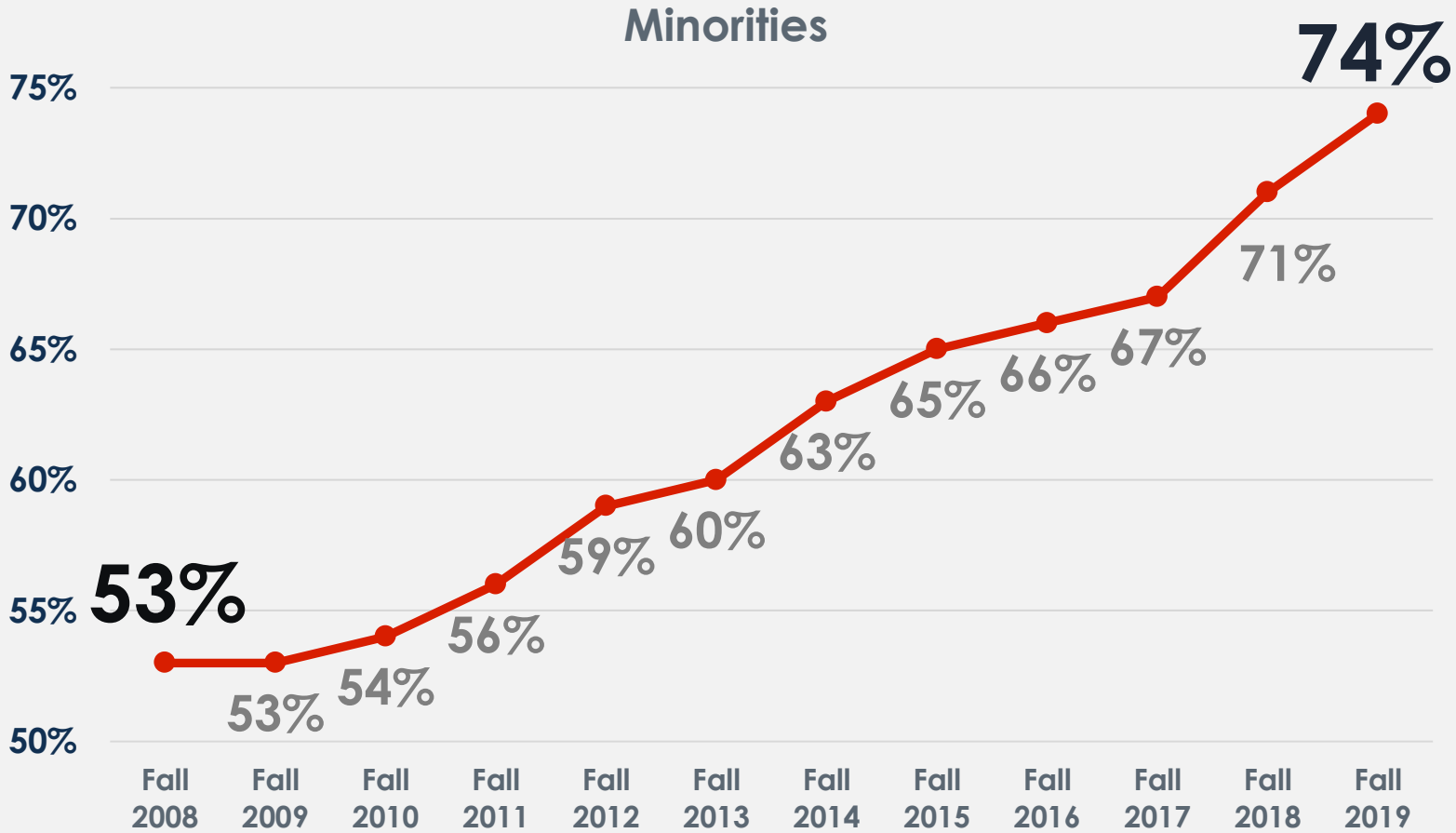
# Graduation Rates by Race & Ethnicity



Where we were: 2003



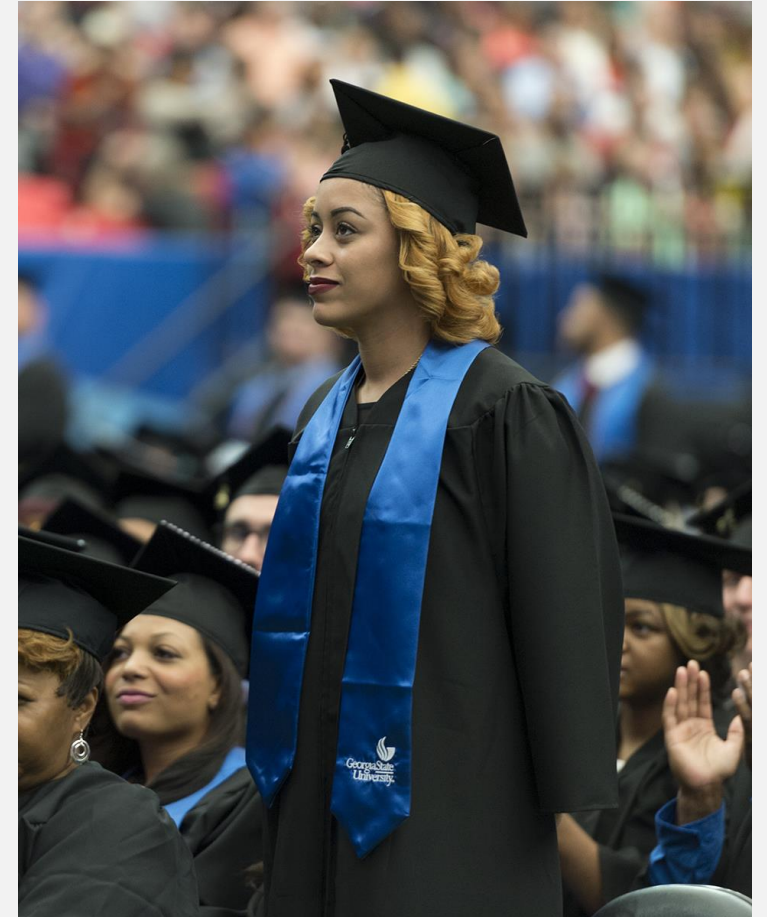
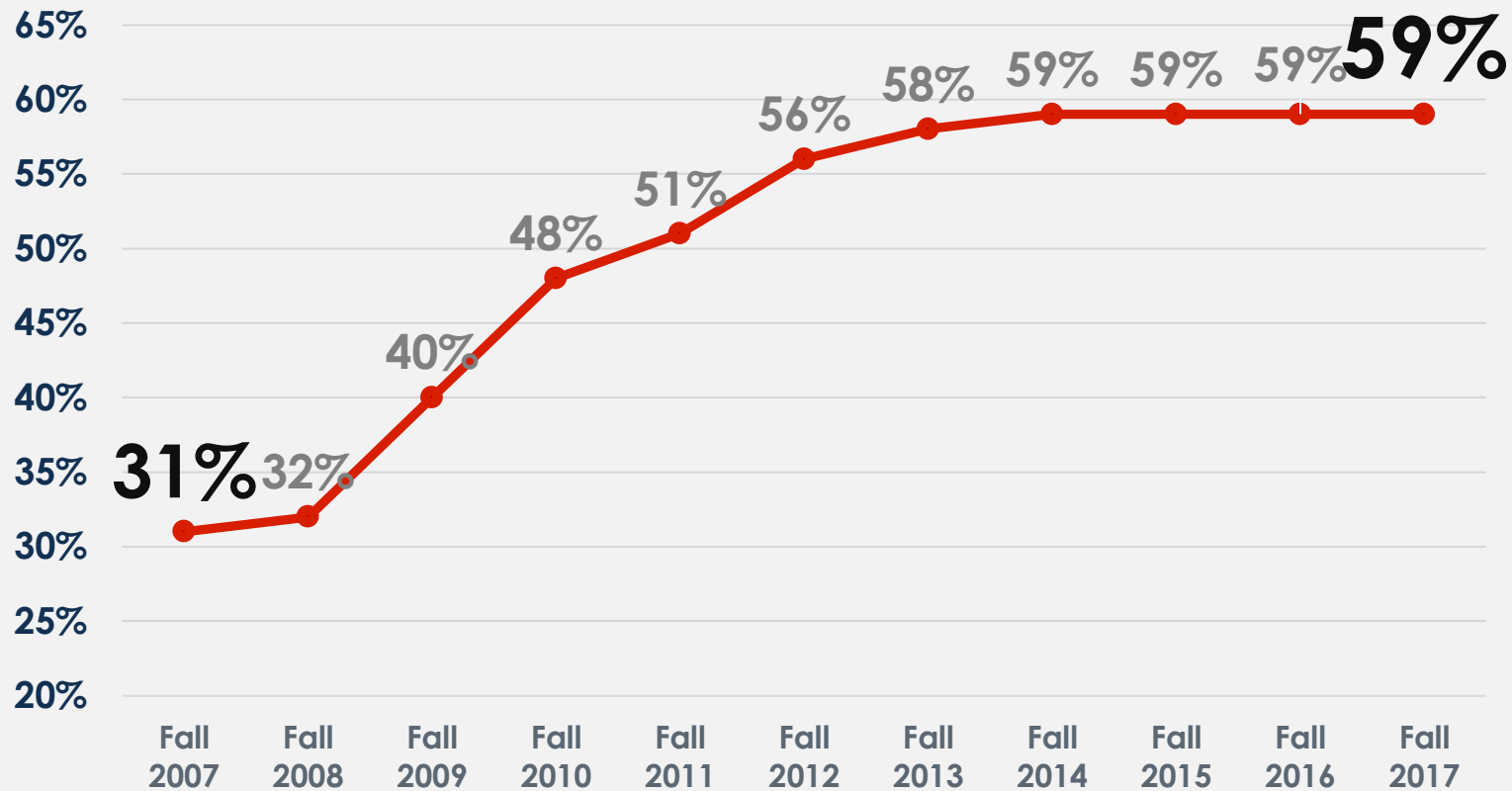
# Changing Demographics: Race & Ethnicity



# Low-Income Students



Percent of Georgia State Undergraduates on PELL



A background image of a classroom with several students sitting at desks, focused on their work. The students are diverse in age and ethnicity. The room has large windows in the background, letting in natural light. A blue semi-transparent box is overlaid on the center of the image, containing text and a downward-pointing arrow.

SAT SCORES

**-33 points**



Appropriations Cuts

**-\$65 million**





Are We the  
Problem?



19%

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Percent of Confirmed Freshmen Who Did Not Enroll  
Summer 2015



## 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





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.

# A.I.-enhanced Chatbot: 24/7 Help



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

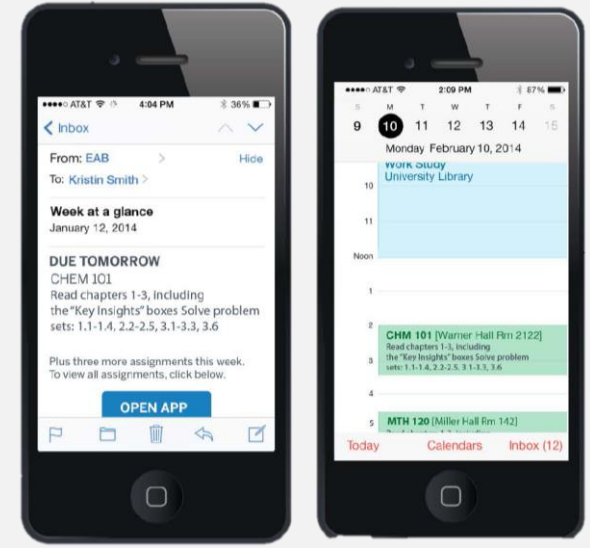
If your parents are divorced, the custodial parent (or the one you lived with the most in the past 12 months) is usually responsible for filling out the FAFSA. Check out this website to learn more: [1.usa.gov/1OgfTcg](https://1.usa.gov/1OgfTcg)

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)

✓ Accept    ⚠ Reject



185,000



Drop in Summer  
Melt:

**-37%**

365 More  
Students Enrolled

# A.I. & Continuing Students at Perimeter College

Fall 2021 RCT

FAFSA Completion: **+16%**

FAFSA Verification: **+14%**

Register for Fall classes early: **+14%**

Attend “Comeback Camp”: **+66%**

Get dropped for non-payment: **-36%**







# Using Pounce in Academic Courses

Fall 2021 RCT in American Government

Grade of “B” or higher: **+16%**

Final grades earned by first-generation students: **+11 points**

Other Continuing students **+7 points**

Overall Fall GPA: **+ 0.28 points**



2.6

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Average Number of Majors Cycled Through By  
Graduating Seniors in 2010



**LOST**

**CONFUSED**

**UNSURE**

**UNCLEAR**

**PERPLEXED**

**DISORIENTED**

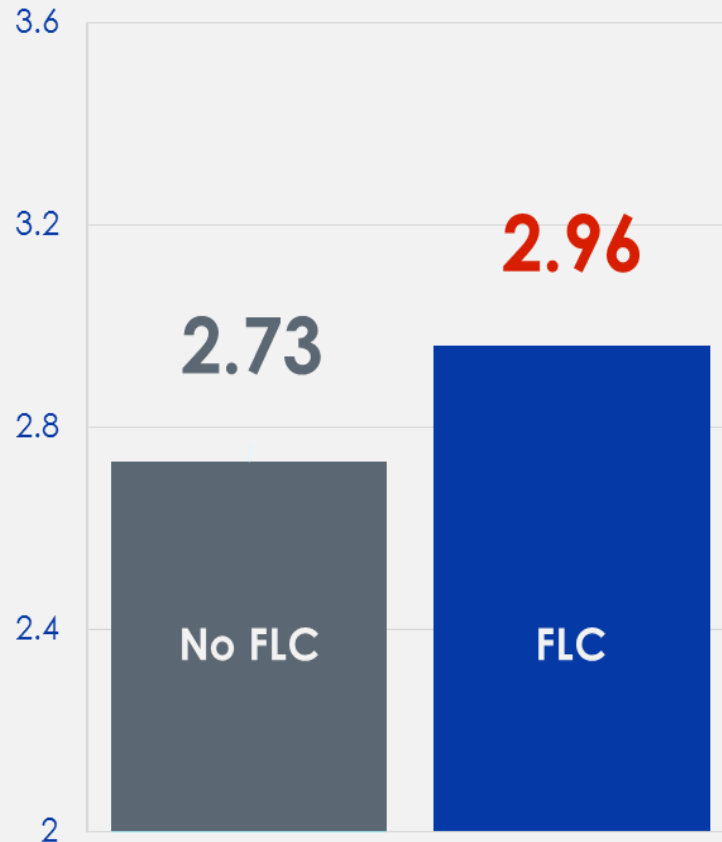
**BEWILDERED**

# Freshman Learning Communities & Meta Majors

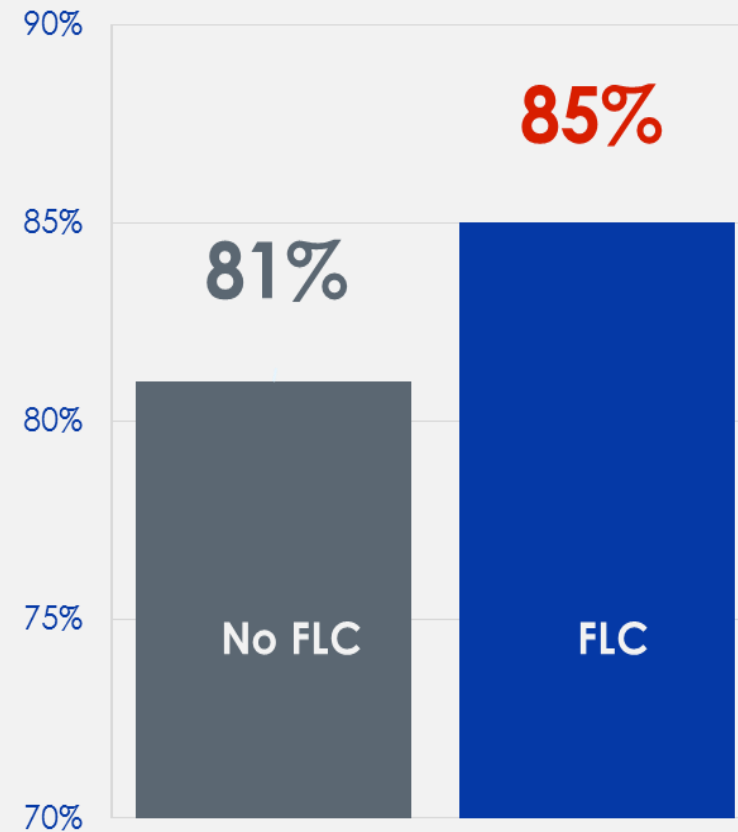


Freshman Learning Communities with block schedules of 5 to 6 courses:  
95% of non-Honors freshmen (Opt-out model)

### 1<sup>st</sup> Year GPA



### Retention





	GPA	Hours Attempt	Hours Earned	Retained
Non-FLC	<b>2.05</b>	<b>11.1</b>	<b>7.3</b>	<b>83.8%</b>
FLC	<b>2.27</b>	<b>12.7</b>	<b>9.4</b>	<b>90.5%</b>
Math 1001 DFW	Non-FLC: <b>54%</b>		FLC: <b>37%</b>	
Black Retention	Non-FLC: <b>82%</b>		FLC: <b>92%</b>	
Hispanic Ret	Non-FLC: <b>83%</b>		FLC: <b>90%</b>	
White Retention	Non-FLC: <b>85%</b>		FLC: <b>88%</b>	



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



# Guides with Live Job Data of GSU Alums by Major



Georgia State Home

STUDENTS

FACULTY & STAFF

About

How This Works

Engagement

CTC in The Majors & Pathways

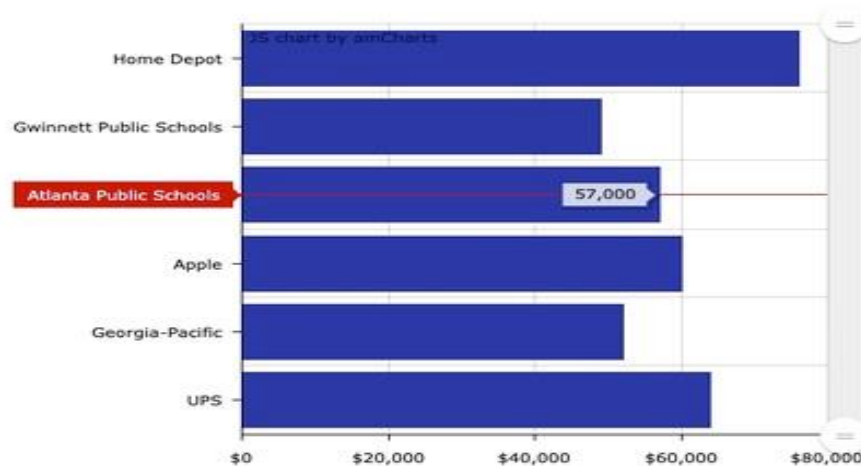
Faculty Training Tool Kit

## Your Career Starts Here

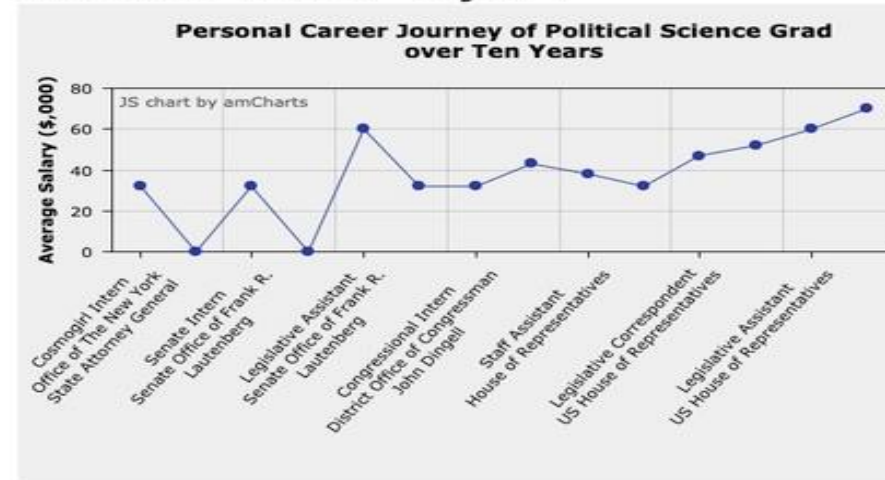


WHEN YOU TAKE YOUR FIRST STEPS ON CAMPUS, YOU ARE CHARTING YOUR CAREER PATH.

### Top Employers of GSU Political Science Grads: Average Salary



### What does a career path look like for this Major?



Log in to Steppingblocks for more **national** data on Political Science majors.

# Faculty and Department Seed Grants

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Example: The Department of History  
Skills-Based Approach to U.S. History Survey Courses

- Use Tableau to interpret historical data
- Data viz software as tool for presenting historical findings
- Did NOT require any alteration to existing SLOs







-32%

Drop in Major  
Changes After the  
Freshman Year

1,000+

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Number of Fully Registered Students Being Dropped  
Each Semester for Non-Payment in 2010-2011

# Financial Stop Outs



**30%** eventually graduate

Many with small balances, **\$300 or less**

**Seniors** at greatest risk



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

No application

Grants Awarded since  
2011: **19,000**

Grant Recipients  
Graduated This Year:  
**1,321**



# Panther Retention Grants



**86.5%**

*Students graduating  
within a year of  
receiving the grant*

5,760

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Students Who Dropped Out of  
Georgia State in 2010



## Predictive Analytics Project with EAB

**10 YEARS**  
OF DATA

**2.5 MILLION**  
GRADES

**144,000**  
STUDENT RECORDS

**800+**  
ANALYTICS-BASED  
**ALERTS**

**30,000** STUDENTS  
TRACKED **DAILY**

# Registration Tracking and Academic Maps



## B.S. in Chemistry

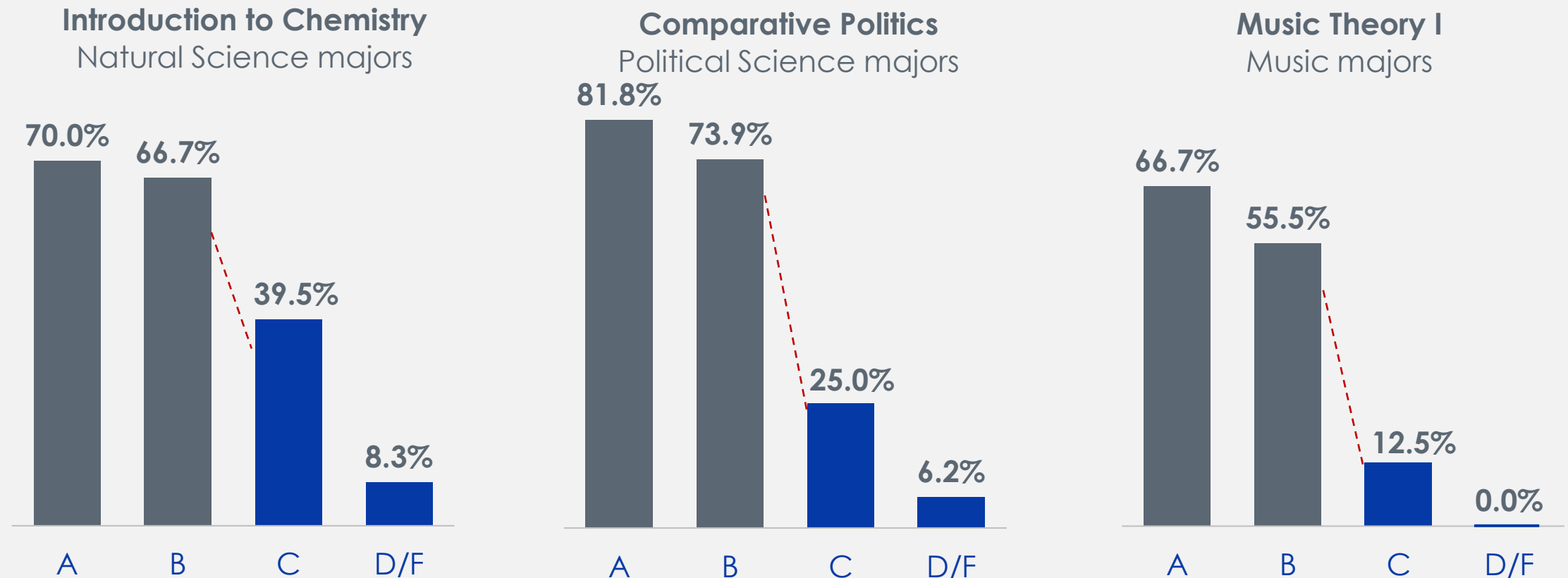
SEMESTER 1	SEMESTER 2
<ul style="list-style-type: none"><li>Complete 1 of ENGL 1101, ENGL 1102 or ENGL 1103 (C or Better)</li><li>Complete MATH 1113 or Higher (B- or Better)</li><li>Complete CHEM 1211K (B- or Better)</li></ul>	<ul style="list-style-type: none"><li>Complete ENGL 1102 or 1103 (C or Better)</li><li>Complete MATH 2211 or Higher (B- or Better)</li><li>Complete CHEM 1212K (B- or Better)</li><li>Maintain a cumulative GPA of 2.25 or Better</li></ul>
SEMESTER 3	SEMESTER 4
<ul style="list-style-type: none"><li>Complete CHEM 2400 (B- or Better)</li><li>Complete MATH 2212 (C or better)</li><li>Complete PHY 2211k (C or better)</li></ul>	<ul style="list-style-type: none"><li>Complete CHEM 3410 (C or better)</li><li>PHY 2212k ( B- or Better) (C or better)</li><li>Maintain a cumulative GPA of 2.25 or Better</li></ul>
SEMESTER 5	SEMESTER 6
<ul style="list-style-type: none"><li>Complete CHEM 4000 with a C or Better</li><li>Complete CHEM 4110 with a C or Better</li></ul>	<ul style="list-style-type: none"><li>Complete CHEM 4010 with a C or Better</li><li>Complete CHEM 4120 with a C or Better</li></ul>
SEMESTER 7	SEMESTER 8
<ul style="list-style-type: none"><li>Complete CHEM 4160 with a B- or better</li></ul>	<ul style="list-style-type: none"><li>Complete CHEM 4190 with a C or Better</li></ul>



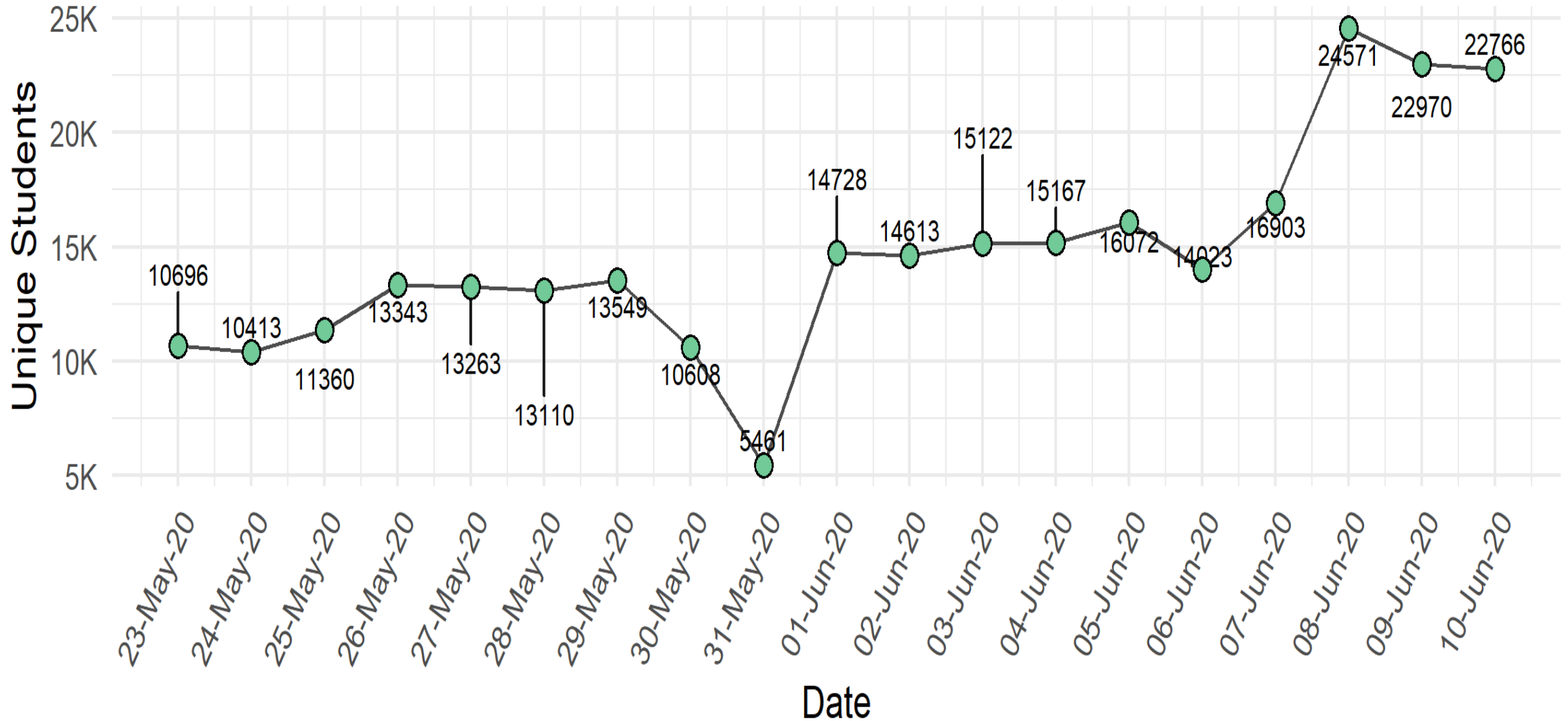
# Performance in 'Marker' Courses



## Graduation Rate in Major by Introductory Course Grade



# Course Engagement





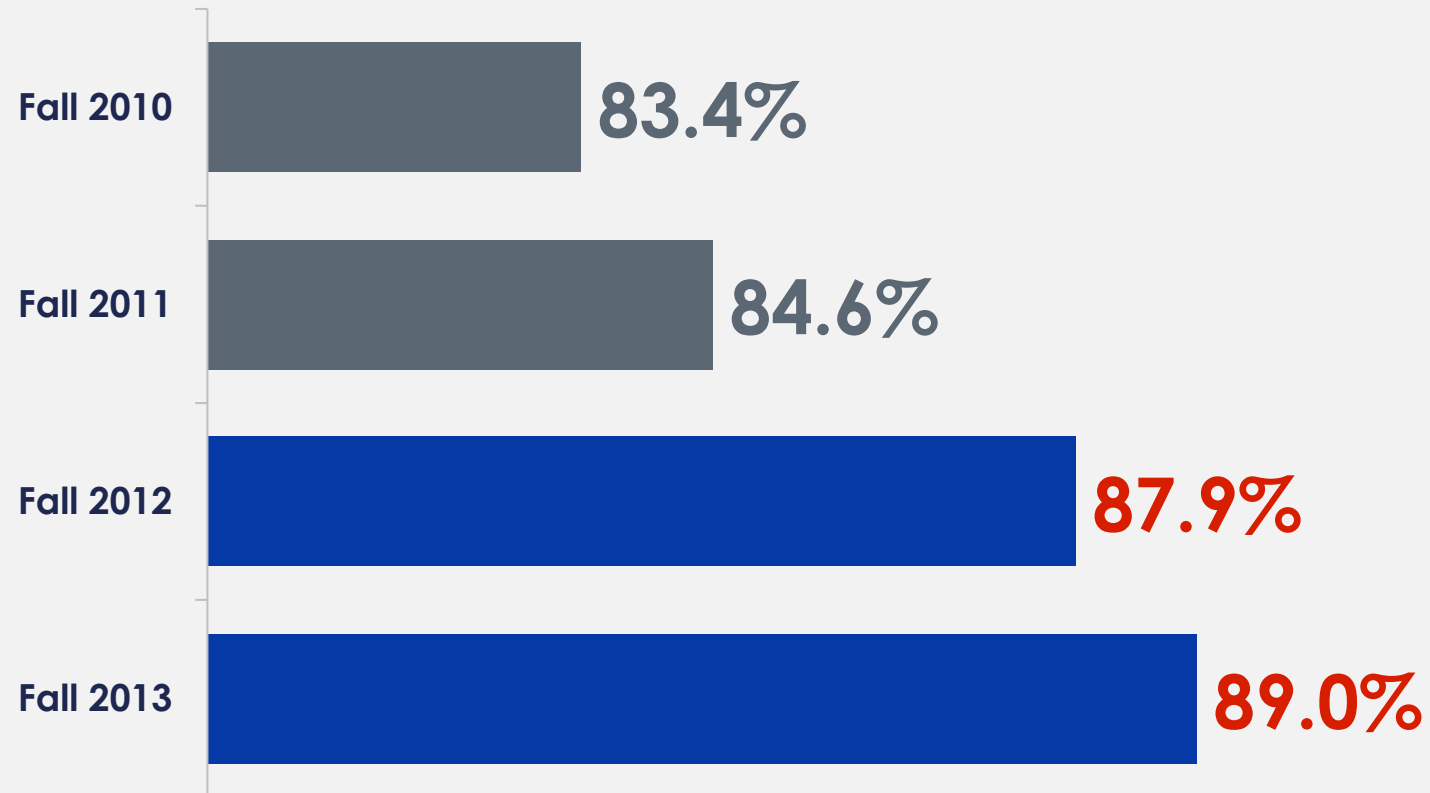
# 106,000

Advising Meetings Annually

# Results: Increased Retention



Increased Average First Term Retention  
Fall to Spring Retention

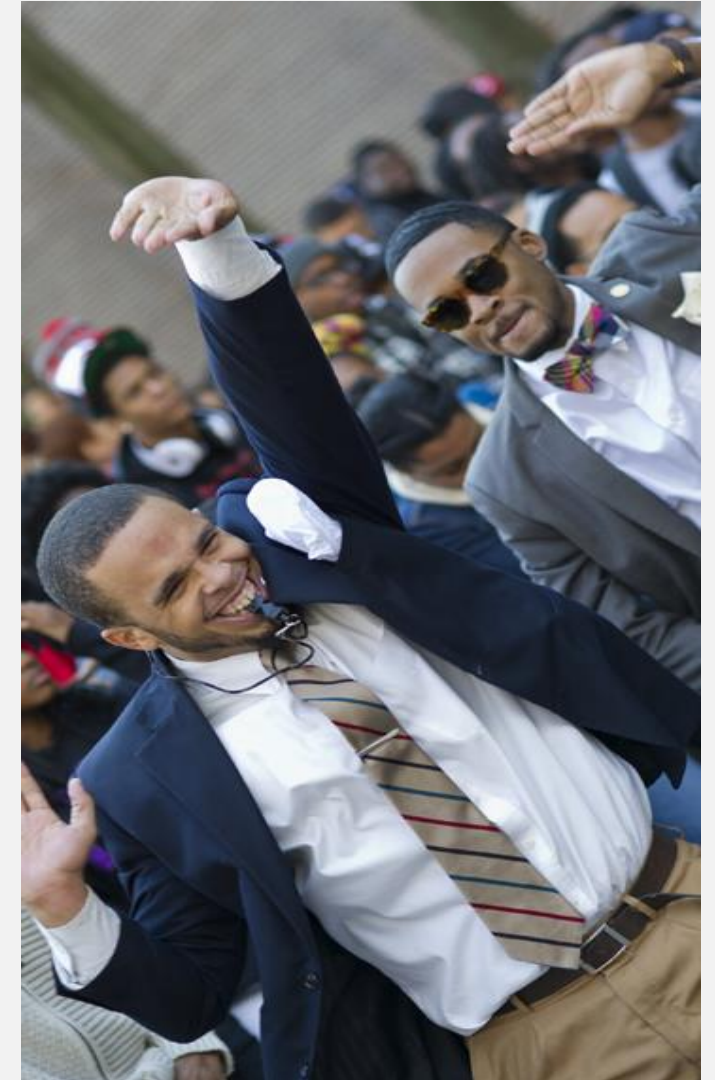
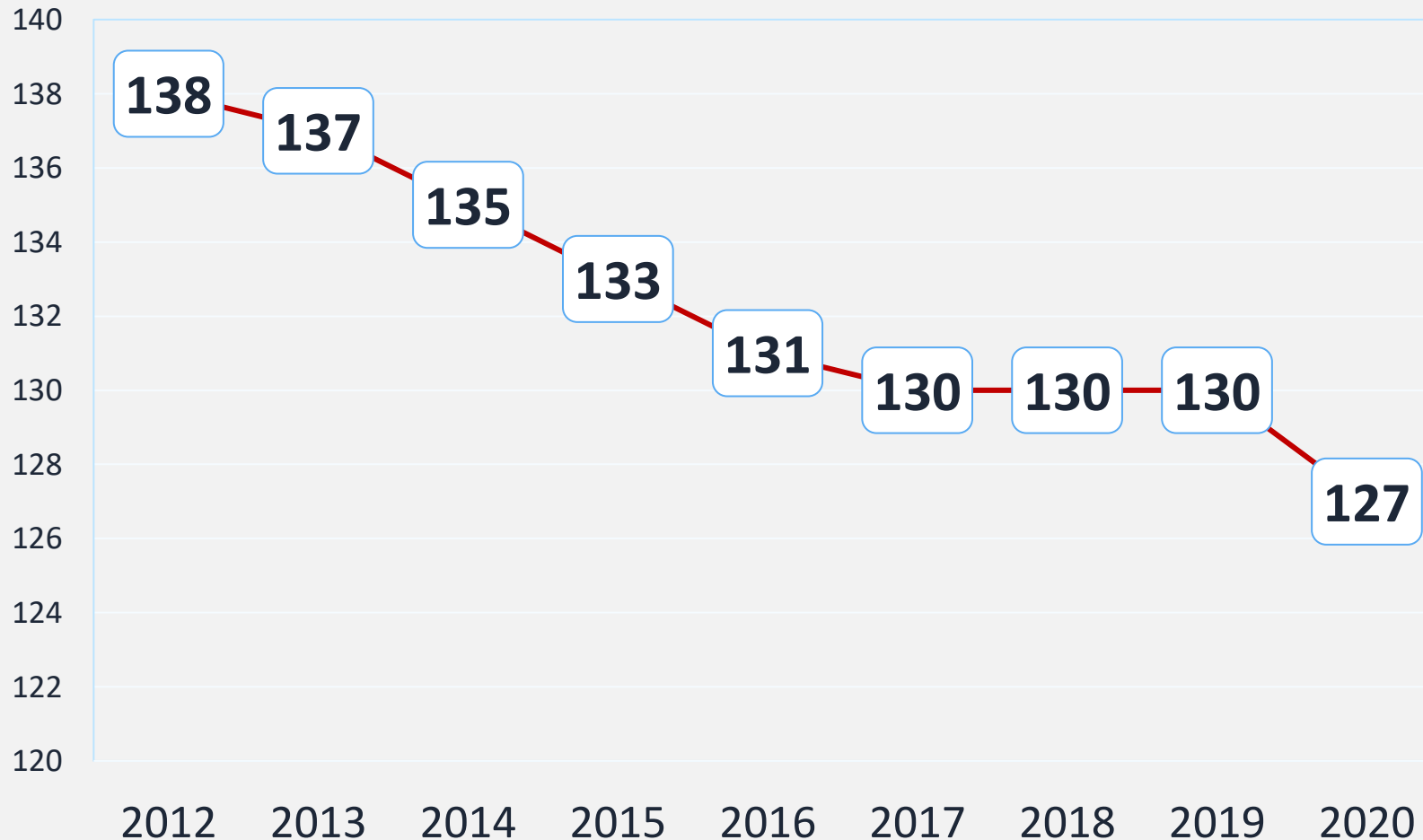


# Results: Decline in Time to Degree



Hours at Graduation  
*Native Freshmen Bachelor's Students*

— Median Hours at Graduation



# Results: ROI for Students



# \$21 million

*Savings to the Class of 2021 in tuition and fees when compared to the Class of 2012*



## STEM Degrees Conferred Since 2011 (with enrollment change)

Black **+158%** (50%)

Black Male **+216%** (54%)

Hispanic **+406%** (118%)

# Impacts

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JUNIOR

ST. TRACK

Retention Rate of  
Summer Success  
Academy Students  
87%

SENIOR

GRADUATION AND  
POST-GRADUATION



# Growing Recognition



# The Cost of Inaction



## The Calculus of Student Success: ROI

$y$

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

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

ROI for each 1-point increase =  
**\$3.32 million/year**



$x$

# Undergraduate Degrees Awarded Annually



2010-11: | 2019-20:  
**4,222** | **7,758**

**INCREASE:**

**3,536 (+84%)**

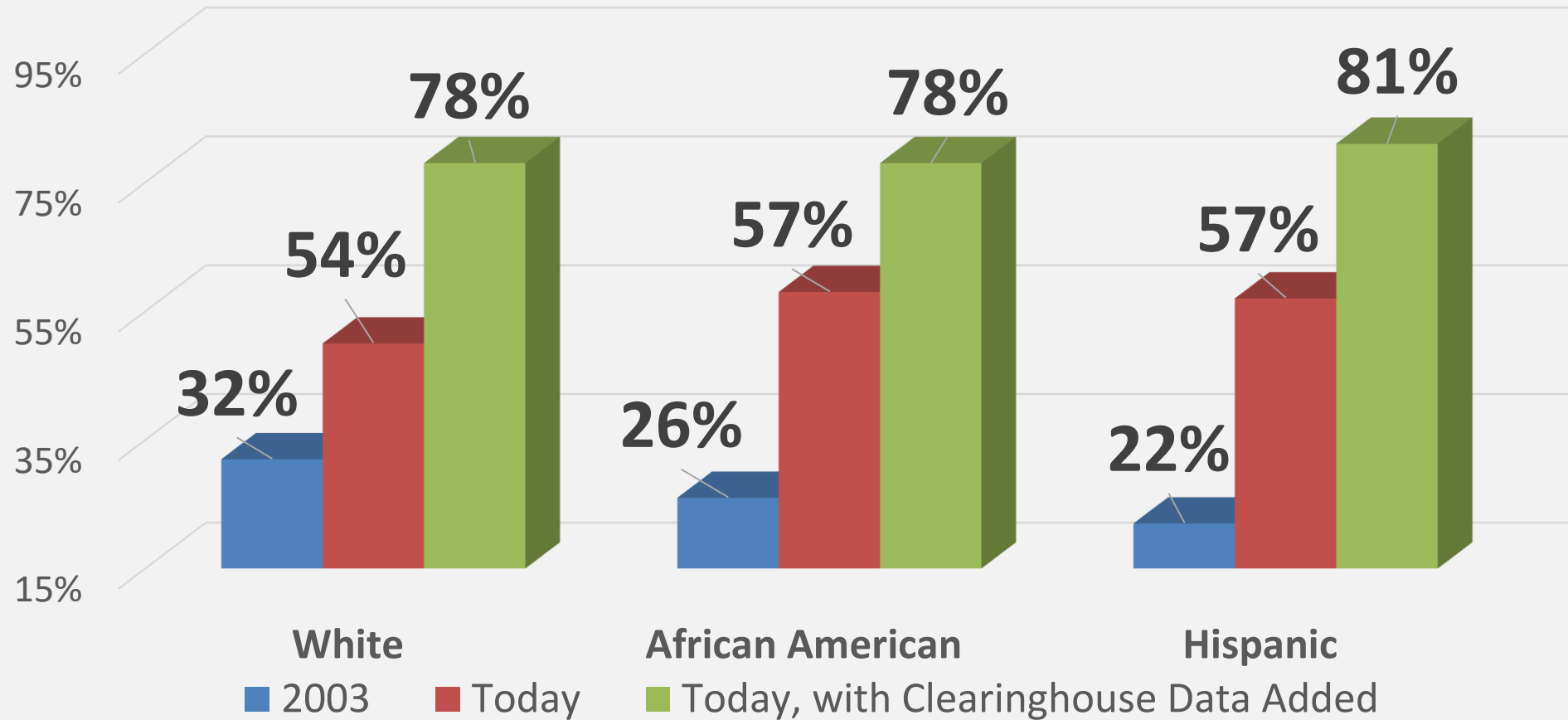
# Bachelor's Degrees Awarded by Group



	2009-10	2019-2020	Change	% Change
African American	1,001	2,213	<b>+1,212</b>	<b>+121%</b>
Pell	1,298	3,626	<b>+2,328</b>	<b>+179%</b>
Hispanic	196	654	<b>+458</b>	<b>+234%</b>



# Graduation Rates by Race & Ethnicity



# #1 in Degrees Conferred to African Americans



## Top 100 Degree Producers: Non-Profit Universities

2019 African-American Bachelor's - All Disciplines Combined

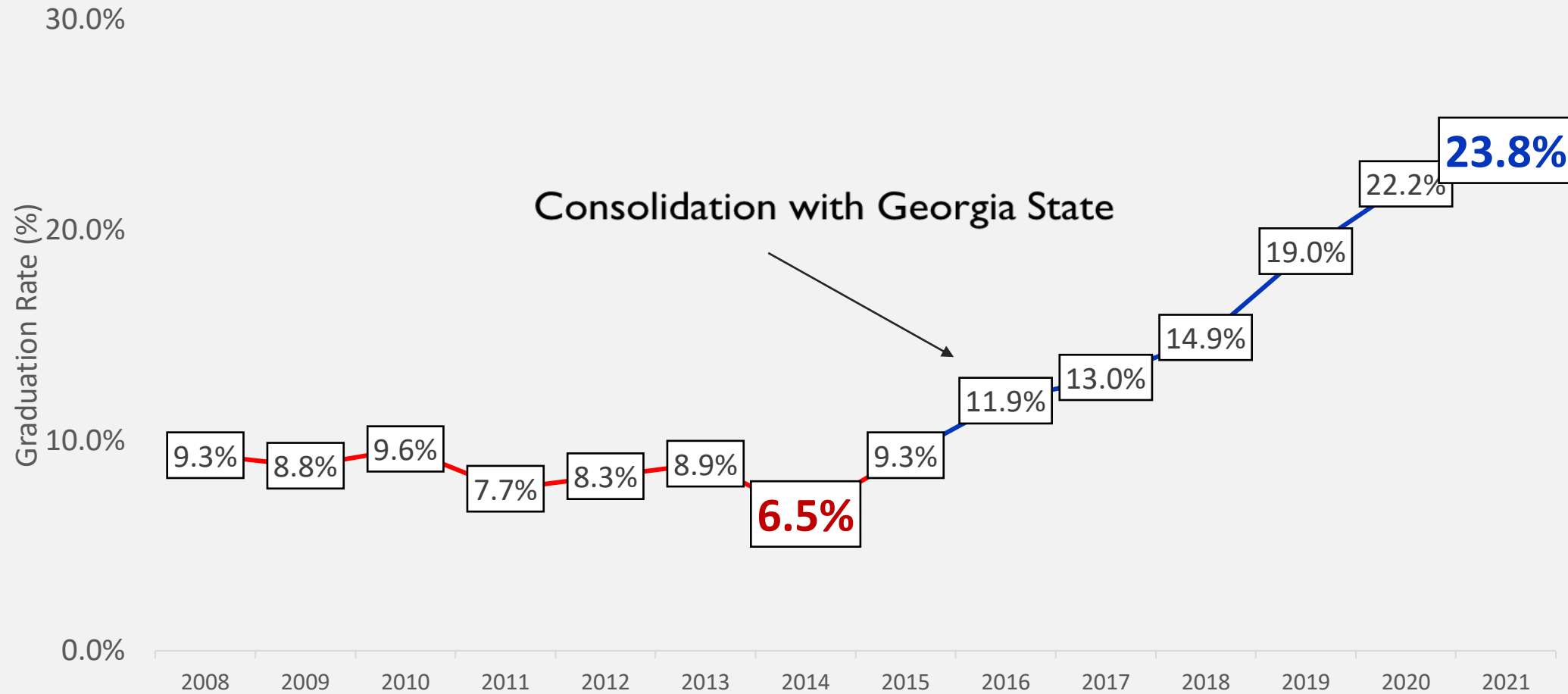


	Institutions	State	Total	%Grads	%Chg
1	<a href="#">Georgia State University</a>	GA	2,079	40%	9%
2	<a href="#">University of Maryland Global Campus (online)</a>	MD	1,579	25%	5%
3	<a href="#">University of Central Florida</a>	FL	1,565	11%	7%
4	<a href="#">Grand Canyon University (online)</a>	AZ	1,554	14%	6%
5	<a href="#">Florida International University</a>	FL	1,365	12%	12%
6	<a href="#">Florida A&amp;M</a>	FL	1,301	90%	11%
7	<a href="#">North Carolina A&amp;T</a>	NC	1,300	78%	-1%
8	<a href="#">Florida Atlantic University</a>	FL	1,229	21%	1%
9	<a href="#">University of Texas at Arlington</a>	TX	1,202	13%	5%
10	<a href="#">Howard University</a>	DC	1,177	87%	8%

Source: Diverse Issues in Higher Education, 2020



# Perimeter College: Associate Degree 3-Year Graduation Rates



Combined Graduated, Transferred, Retained: **83%**

Source: Chronicle of Higher Education, January 2020

# Perimeter College Graduation Rates: Equity



	2015	2020	Change
Overall	7%	22%	+15
White	10%	22%	+12
African American	4%	22%	+18
Hispanic	6%	25%	+19
Pell	5%	22%	+17

\* IPEDS 3-Year Graduation Rates for Associate Degree Students

# Social Mobility

- Brookings Institution
- Harvard CLIMB
- US News and World Report

## Top 1% of American Universities

*Moving Students from the bottom 20% of Americans by Annual Household Income to the Upper 50% fifteen years later.*

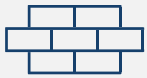


# Three core lessons



1

## Institutions inadvertently hinder their students' success



- Policies, practices, and systems often **become daunting barriers to student success**



- **Barriers are particularly harmful** for low income, first generation, and underrepresented students



- These barriers are the **foundational drivers of equity gaps**

2

## Institutions can identify and overcome obstacles by asking three key questions



- What do we do that causes our students to **fail to enroll, fail to graduate** or sometimes graduate with too much debt?



- Which policies **create barriers to timely graduation** or lead students to withdraw from their studies?



- What can we do to reduce institutional barriers to student success and **support students at key “moments of truth”** in their lives?

3

## Action-oriented institutions can create ongoing success



- **All institutions can achieve more equitable** enrollment, retention, and graduation rates



- Success creates a positive resource cycle to **reinvest in student and institutional success**



- Institutions require **baseline readiness capabilities** to successfully execute



NATIONAL  
INSTITUTE  
FOR  
**STUDENT  
SUCCESS**  
AT GEORGIA STATE UNIVERSITY

<https://niss.gsu.edu>

twitter: @tim\_renick