



A Faculty Centered Actionable Intelligence System

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Introduction

Georgia is moving to a performance based funding model in 2015. This will mean that Universities will receive funding based on retention, progression, and graduation. The impact of this change will make it imperative that faculty members take responsibility for and work with campus support systems to increase retention and graduation rates.

The VP of enrollment management, the Director of IT and the VPAA collaborated in the development of an electronic portal that would connect faculty, students and support services and be user friendly. A formula was created to identify math and reading based risk factors for all freshman. Our VSU Faculty Portal, enables faculty to view an interactive class roster with photos, reports and easy referral methods. If a student is marked as at-risk due to attendance, an email is sent to that student's advisor, housing, & the academic support office. If a student is flagged as having problems with course content a notification is sent to a professional advisor or tutor who will then reach out to the student.

Results

- VSU saw a:
- 1.) 3.9% increase in passing grades from Fall 2011 to Fall 2012 in Math courses;
 - 2.) 5.1% increase in passing grades from Spring 2012 to Spring 2013 in Math courses;
 - 3.) 2.0% increase in overall retention rate; and
 - 4.) 4.0% increase in retention for faculty who used the portal.

Methods

Method 1.) AT-Risk model based on HS Quality, HS GPA, SAT and ACT scores

HS Quality, HS GPA, SAT Total	English Based Courses				At-risk Indicator (60.0% or Below)	Math Based Courses				At-risk Indicator (60.0% or Below)
	Pass	DFW	Total	% Passed		Pass	DFW	Total	% Passed	
1, 1, 1	382	20	402	95.0%		193	12	205	94.1%	
1, 3, 2	355	90	445	79.8%		132	48	180	73.3%	
1, 4, 1	216	95	311	69.5%		60	79	139	43.2%	At-risk, Math
2, 1, 3	441	38	479	92.1%		104	23	127	81.9%	
2, 3, 2	495	125	620	79.8%		124	90	214	57.9%	At-risk, Math
3, 2, 4	398	109	507	78.5%		102	94	196	52.0%	At-risk, Math
3, 3, 1	132	69	201	65.7%		50	37	87	57.5%	At-risk, Math
3, 4, 3	230	167	397	57.9%	At-risk, English	52	96	148	35.1%	At-risk, Math
4, 1, 1	422	31	453	93.2%		242	33	275	88.0%	
4, 1, 4	266	32	298	89.3%		80	32	112	71.4%	
4, 4, 4	200	154	354	56.5%	At-risk, English	51	103	154	33.1%	At-risk, Math
9, 2, 3	169	34	203	83.3%		45	20	65	69.2%	

Method 2.) Interactive class roster with student photos, at-risk & DegreeWorks

Student Photo	Last Name	First Name	Middle Name	Attendance/Course Progress	Email	At Risk General	DegreeWorks
	Doe	J	Tanner	Attendance/Course Progress Flags	bahaugab@valdosta.edu	Yes	DegreeWorks
	Doe	J	Jahkeem	Attendance/Course Progress Flags	bahaugab@valdosta.edu	No	DegreeWorks

Method 3.) Faculty triggered early alert system

Student

STUDENT_PHOTO	STUDENT_NAME	EMAIL_VSU	FULL_CUMULATIVE_GPA	ADVISOR_NAME	ADVISOR_EMAIL
	John Doe	bahaugab@valdosta.edu	-	Robert Smith	bahaugab@valdosta.edu

Student Schedule

CRN	Course	Instructor Email	Attendance Status	Attendance Comments
80354	ENGL 1101 T - Composition I	jdoe@valdosta.edu	Level 2: Multiple Absences, At-Risk	Marlee has accrued three absences. We are in the process of setting up a meeting to discuss the matter.
80042	KSPE 1020 C - Weight Training	jdoe@valdosta.edu		
80643	VSU 1101 K - Keys to College Success	jdoe@valdosta.edu		
81056	PHIL 2010 B - Fundamentals of Philosophy	jdoe@valdosta.edu		
81213	HIST 2112 K - United States History Sn 1865	jdoe@valdosta.edu		

Method 4.) Faculty triggered early alert system

Automatic Alerts, Triggers, and Events

- Sends notification to the student's advisor and academic success center
- If the student lives on campus, a wellness check is automatically triggered through the housing office
- If the student is in an FLC, all other instructors are notified

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Edit Student Attendance

Course: ACCT 2101 - Principles of Accounting I
 Edit Name: Jane Doe
 Edit Status: Level 0: No Absences
 Level 0: No Absences
 Level 1: 1-2 Absences, No-Risk
 Level 2: Multiple Absences, At-Risk
 Level 3: Failing due to Absences

Edit Course Progress

Course: ACCT 2101 - Principles of Accounting I
 Edit Name: Jane Doe
 Course Status: Level 0: Good

ATTENDANCE
Attendance in good standing

PROGRESS
Course progress in good standing

Solutions

By combining predictive modeling, business intelligence, data warehousing, and application development VSU created new Faculty and Student Portals. Both provide interactive reports and a fully tailored user experience.

The Student Portal provides real-time information and ads to drive student success intervention strategy specific to student needs. The Faculty Portal allows faculty to communicate proactively initiate student success strategies anytime throughout the semester.

Business intelligence and data warehousing models are provided to faculty and support staff to identify at-risk populations. Valdosta State University is the first university to implement Oracle Endeca Information Discovery. We are now able to use the same technologies as Amazon and Netflix. The difference is we target content to promote academic success.

Method 5.) Oracle Business Intelligence Enterprise Edition and Information Discovery

Student Metrics

At Risk Rate: 17% | Drop Out Rate: 24% | High School GPA: 3.08

Students Drop Out vs Retention

Students by Academic College

College of Arts & Sciences | College of Business Admin | College of Education | College of Nursing | College of the Arts | No College Designated