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 demographics and institution catchment areas

Student Progression Report
Successful paths to graduation

Transfer Student Report
Transfer student patterns within the USG system

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:**
- Danny Bellinger, Georgia Perimeter College
- Erik R. Bowe, Kennesaw State University
- Dr. Jayne Perkins-Brown, Georgia Southern University
- Dr. Michael Crow, Savannah State University
- Dr. Chris Ferland, Georgia College and State University
- John McElveen, Columbus State University
- Dr. Timothy M Renick, Georgia State University
- Dr. Meihua Zhai, University of Georgia

**Carl Vinson Institute of Government:**
- Project Team: David Tanner, Mathew Hauer, James Byars, Jan Coyne, Eric McRae, Brantley Hobbs, Greg Wilson, Holly Lynde, Xuelai Qui, Andrew Grandage, Dr. Theresa Wright, and Dr. Erik Ness
- Publications: Jake Brower, Karen DeVivo
Where do USG students come from?

A dot represents an undergraduate student address at time of first matriculation to a USG system institution 2002 to 2013.
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
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)
Student Profile: Georgia College and State University
Income Distribution, Fall 2012

Median income
- Georgia College and State University ($80,064)
- State universities ($57,015)
- University System of Georgia ($59,850)

Income by Census Block Group

$0 $50,000 $100,000 $150,000 $200,000 $250,000
Student Profile: Bainbridge State College Income Distribution, Fall 2012

Median Income
- Bainbridge State College ($31,282)
- State Colleges ($51,628)
- University System of Georgia ($59,850)
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
Data Visualization: Intra USG System Transfers

State Universities

Comprehensive Universities

State Colleges

Research Universities

Note: This visualization uses color blind accessible colors

https://apps.its.ua.edu/usgdatademo/Transfer/transfers.html
60% of recent Georgia high school graduates enroll in a USG institution

Source: IPEDS
USG – Georgia Public High School Network, Fall 2003
High School to USG Pipeline – Qlik Visualization
Developing the tools and techniques to enhance decision making to attract, retain and graduate more students
Thank You

David Tanner
Carl Vinson Institute of Government
Associate Director, State Services and Decision Support Division
dtanner@uga.edu

Mathew Hauer
Carl Vinson Institute of Government
Applied Demographer, State Services and Decision Support Division
hauer@uga.edu