Purpose: Develop and demonstrate innovative ways to analyze and leverage USG enrollment data for student success.

<table>
<thead>
<tr>
<th>Report Type</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Longitudinal student enrollment</td>
<td>(2002 to 2014)</td>
</tr>
<tr>
<td>database</td>
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<tr>
<td>Student Profile Report</td>
<td>Student demographics and institution catchment areas</td>
</tr>
<tr>
<td>Student Progression Report</td>
<td>Successful paths to graduation</td>
</tr>
<tr>
<td>Transfer Student Report</td>
<td>Transfer student patterns within the USG system</td>
</tr>
<tr>
<td>First-time Freshman Report</td>
<td>Georgia High School to USG pipeline</td>
</tr>
</tbody>
</table>
Data Visualization: Intra USG System Transfers

State Universities

Comprehensive Universities

State Colleges

Research Universities

Note: This visualization uses color blind accessible colors
Qlik Data Portal

URL: qliksense.itos.uga.edu

Qlik Data Visualization Portal

Log in
Request new password

Username *

Enter your Qlik Data Visualization Portal username.

Password *

Enter the password that accompanies your username.

Log in
Qlik Data Portal

URL: qliksense.itos.uga.edu
USG Enrollment Trend

USG Enrollment Percentage of GA Public High School Graduates
Market Share Strategies

- All GA HS Graduates
- Graduates who apply
- Admitted to USG
- Enrolled in USG
All GA HS Graduates

Graduates who apply

Admitted to USG

Enrolled in USG

Market Share Strategies
Data Sources

Number of HS Graduates and Outcomes

Number of SAT Takers and Score Distribution

First Time Freshman Enrollment and SAT Score
Estimated Maximal Market Share

From Fall 2012 to Fall 2015

Estimated 220K unenrolled USG prospects
Data in the App about Georgia Public High Schools

- Estimated number of prospects from each HS to each USG Sector
- Enrollment from each HS to each USG sector
- Possibly underserved populations
- Employment and education patterns of HS graduates from each HS
- Geographic visualization of all data
Sliders and Toggles to Change Viewing Settings

High School and SU Locations
Blue - Main Campuses, Yellow - Aux. Campuses

High School HOPE Eligibility and Free and Reduced Price Lunch Participation Rates
Size of dot corresponds to unscaptured (unrecorded in FTP data) SU calculated prospects within each HS, color highlights SU capture rates below threshold.

Individual High School Details
Academy Of Richmond County High School
- State Universities: 244.3
- Prospects: 99
- Overall SU Enrollment: 48.5%
- Uncaptured SU Prospects: 56.3%
- Overall UG Enrollment: 145.3
- # of HOPE Eligible Students: 2095
- HOPE Eligibility Rate: 24.3%
- PHL Eligibility Rate: 77.0%
- School District: Richmond County
- 2012-15 Outcomes:
  - Overall % of Class Size: 39.6%
  - TCSG %: 8.8%
  - Private in GA %: 11.1%
  - Working %: 27.0%
  - Unknown %: 15.6%
1. The High Schools Plot

Low HOPE Eligibility and High FRL

High HOPE Eligibility and Low FRL

Median HOPE Elig. Rate (42%)

Median FRL Elig. Rate (63%)

Dekalb School Of The Arts
2. GA Map with HS and Sector Institutions

- **USG Institution**
- **USG Satellite Campus**
- High school with potential to grow market share
- High school at or above average USG market share
3. Individual High School Details

<table>
<thead>
<tr>
<th>Measures</th>
<th>Berkmar High School</th>
<th>Norcross High School</th>
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<tbody>
<tr>
<td>State Universities Calculated Prospects</td>
<td>549.3</td>
<td>603.3</td>
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<tr>
<td>Overall SU Enrollment</td>
<td>56</td>
<td>119</td>
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<tr>
<td>Est. SU Capture %</td>
<td>10.2%</td>
<td>19.7%</td>
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<tr>
<td>Estimated No Test Prospects</td>
<td>133.1</td>
<td>120.1</td>
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<td>Uncaptured SU Prospects</td>
<td>493.27</td>
<td>484.31</td>
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<td>Overall USG Enrollment</td>
<td>800</td>
<td>1095</td>
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<tr>
<td># of HOPE Eligible Students</td>
<td>710</td>
<td>899</td>
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<tr>
<td>HOPE Eligibility Rate</td>
<td>35.9%</td>
<td>37.7%</td>
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<tr>
<td>FRL Eligibility Rate</td>
<td>80.5%</td>
<td>65.3%</td>
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<tr>
<td>School District</td>
<td>Gwinnett County</td>
<td>Gwinnett County</td>
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<tr>
<td>2012-15 Outcomes: Overall % of Class Size</td>
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</tr>
<tr>
<td>USG %</td>
<td>43.0%</td>
<td>48.4%</td>
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<tr>
<td>TCSG %</td>
<td>5.1%</td>
<td>1.5%</td>
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<tr>
<td>Private in GA %</td>
<td>4.7%</td>
<td>3.9%</td>
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<tr>
<td>Out of GA %</td>
<td>5.5%</td>
<td>14.2%</td>
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<tr>
<td>Working %</td>
<td>26.8%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Unknown %</td>
<td>20.4%</td>
<td>16.5%</td>
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</tbody>
</table>
Thank You

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Estimated Maximal Market Share

From Fall 2012 to Fall 2015

Estimated 220K unenrolled USG prospects

Of that unenrolled USG estimate, 79K allocated to be state college prospects