



# USG Enrollment Data Analysis Demonstration Project

January 2016

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

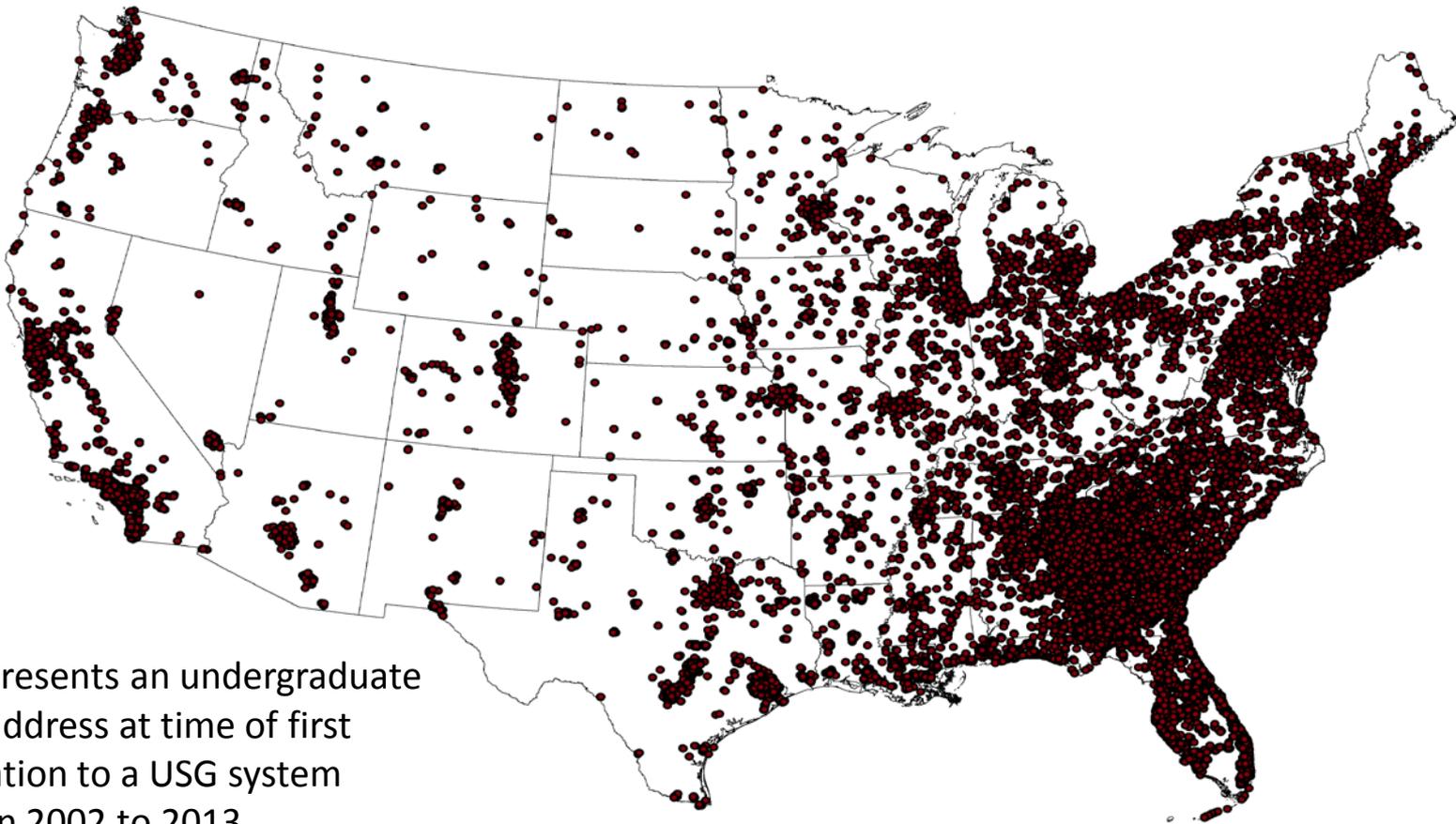
## Institutional Research Subject Matter Expert Group:

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- 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
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## Carl Vinson Institute of Government:

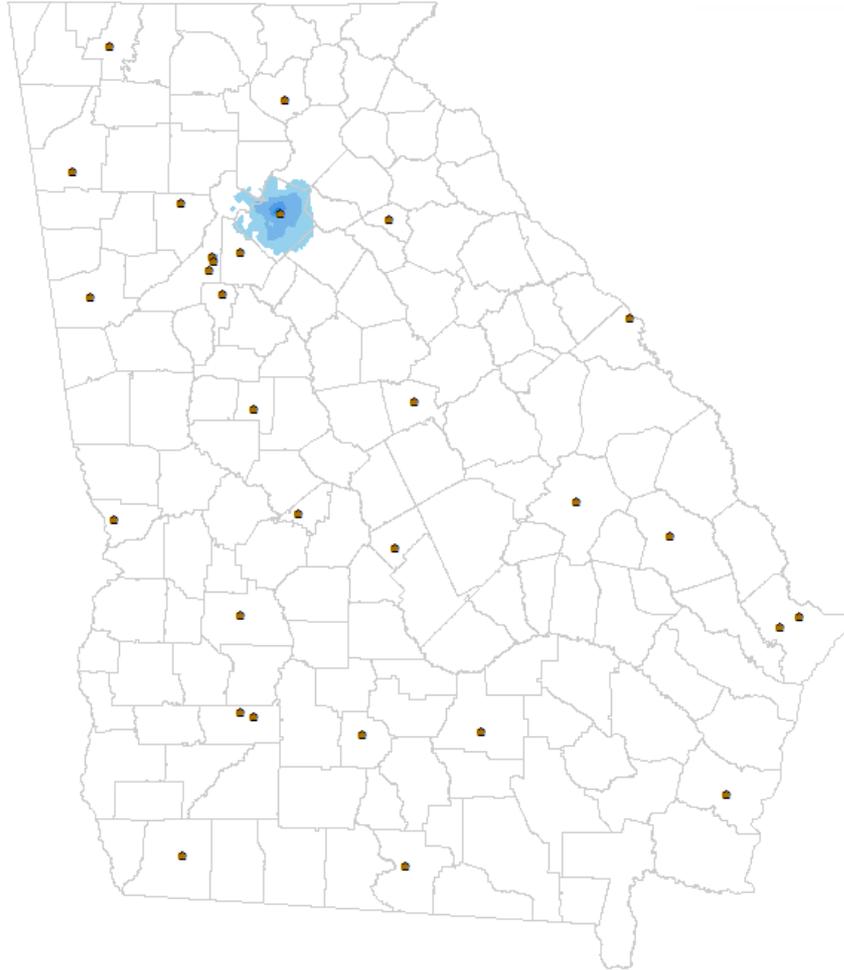
- Project Team: David Tanner, Mathew Hauer, James Byars, Jan Coyne, Eric McRae, Brantley Hobbs, Greg Wilson, Holly Lynde, Xuelai Qui, Andrew Grandage, Dr. Theresa Wright, and Dr. Erik Ness
- Publications: Jake Brower, Karen DeVivo

# Where do USG students come from?



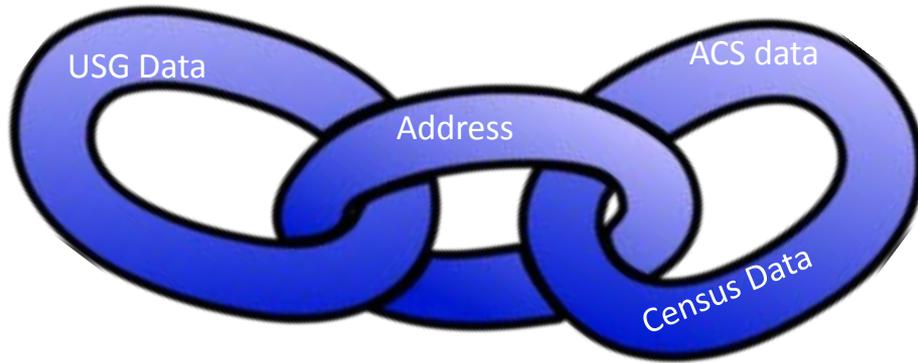
A dot represents an undergraduate student address at time of first matriculation to a USG system institution 2002 to 2013.

## Georgia Gwinnett College, 2008



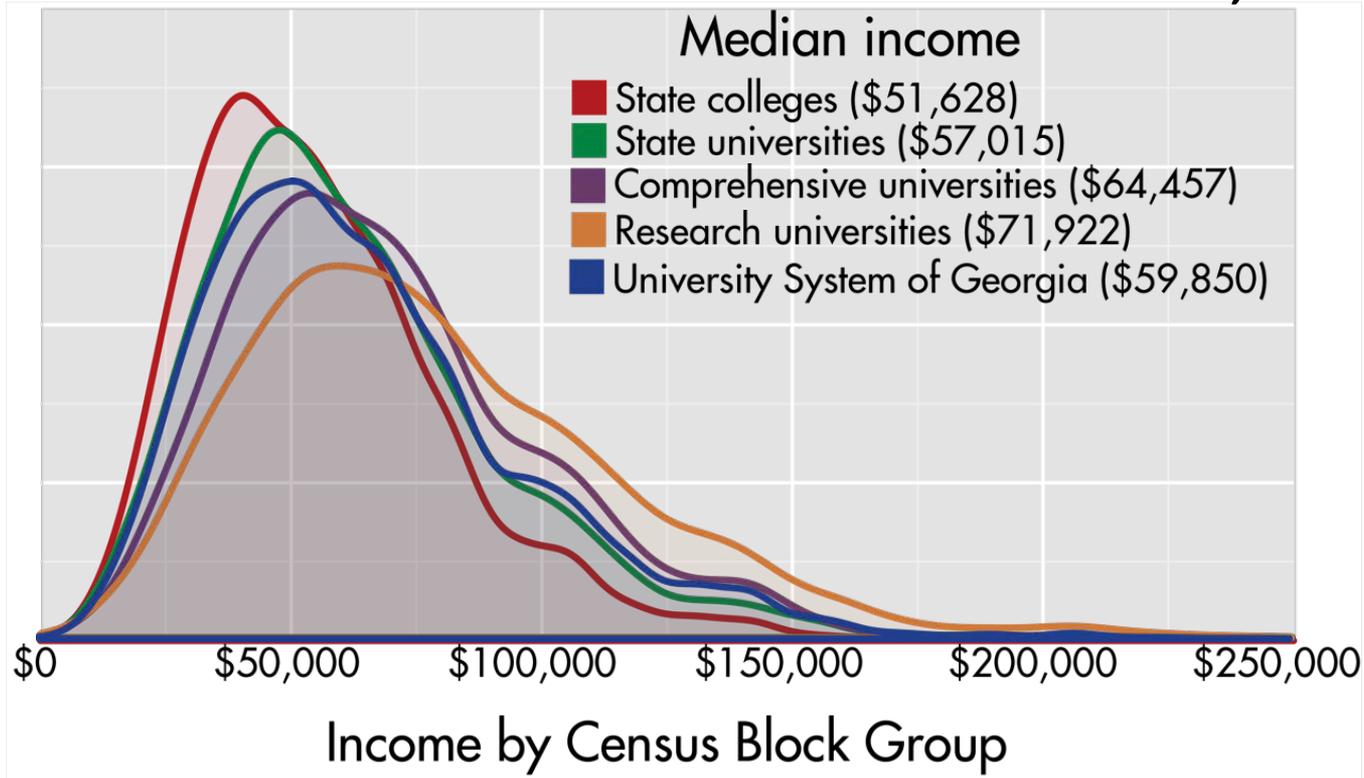
Animated maps allow decision makers to see the change in an institution's enrollment catchment area over time.

# Gain New Insights by Linking Data Sets

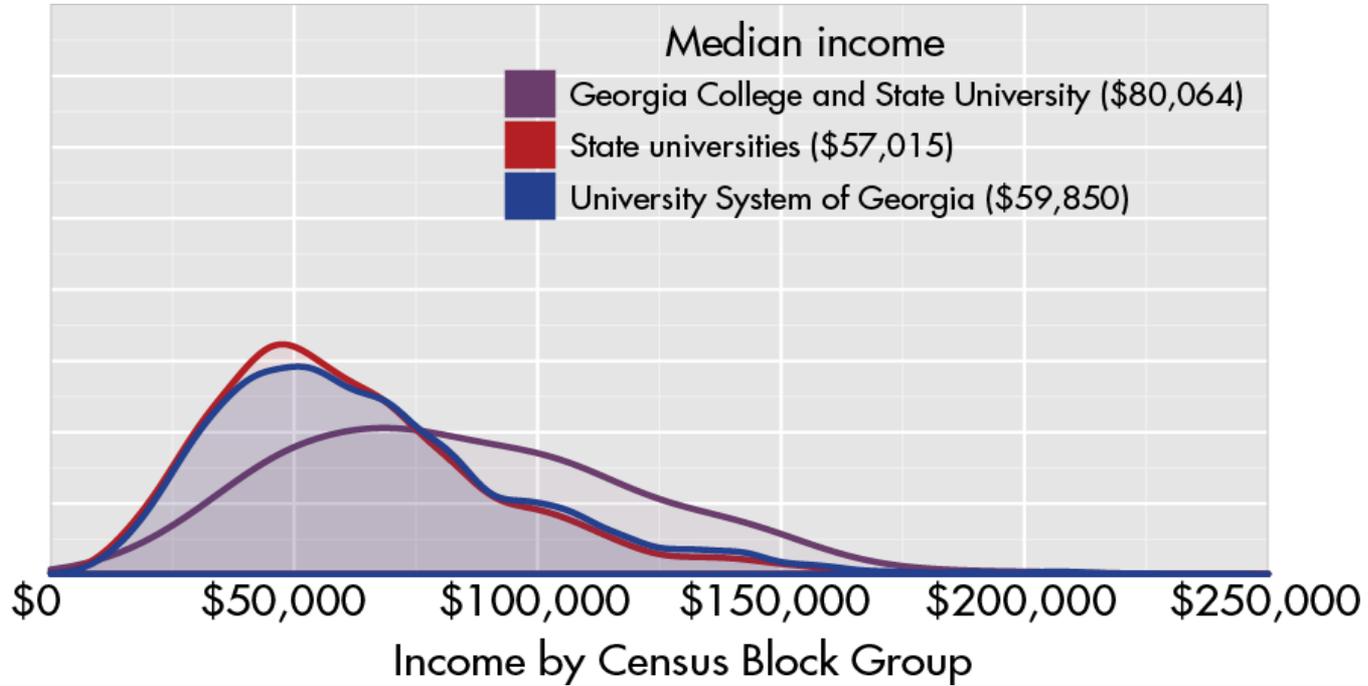


- An address is a common link between USG data and US Census data
- 2008 to 2012 sample
- N = 305,653 students

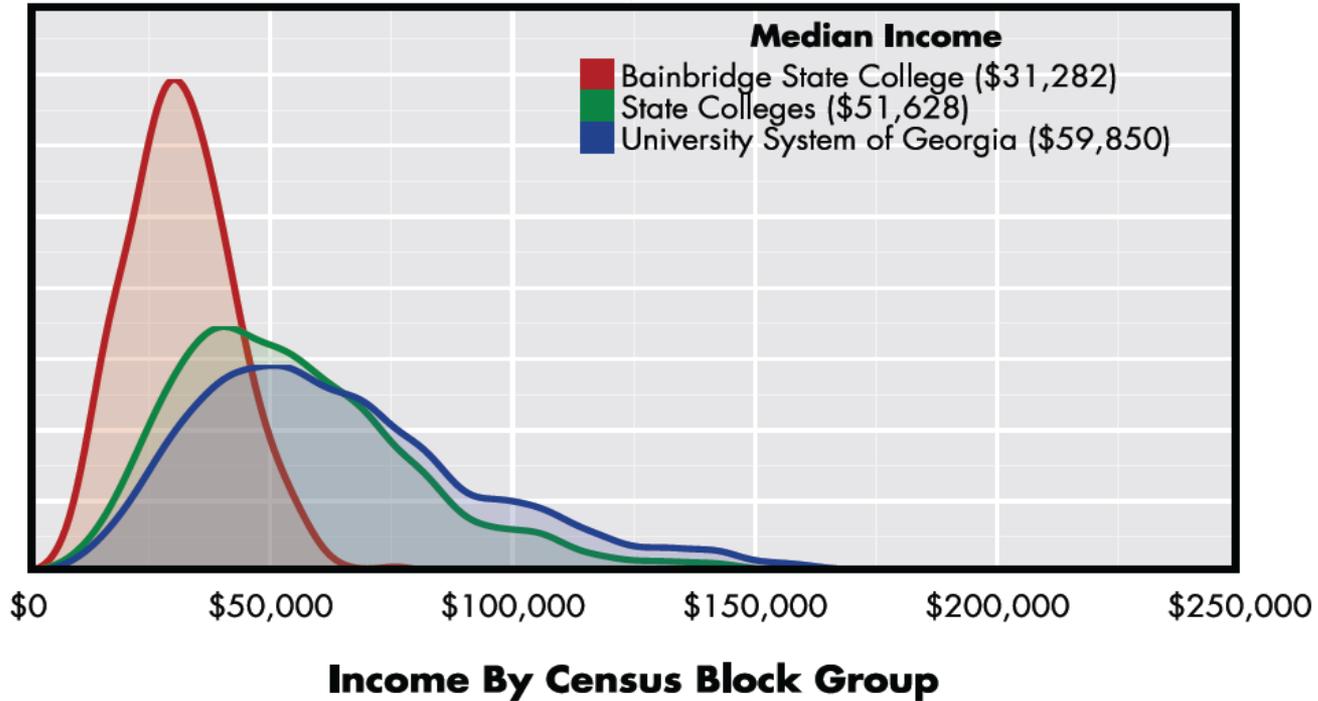
# Student Profile: USG Income Distribution, Fall 2012



# Student Profile: Georgia College and State University Income Distribution, Fall 2012



# Student Profile: Bainbridge State College Income Distribution, Fall 2012



# 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

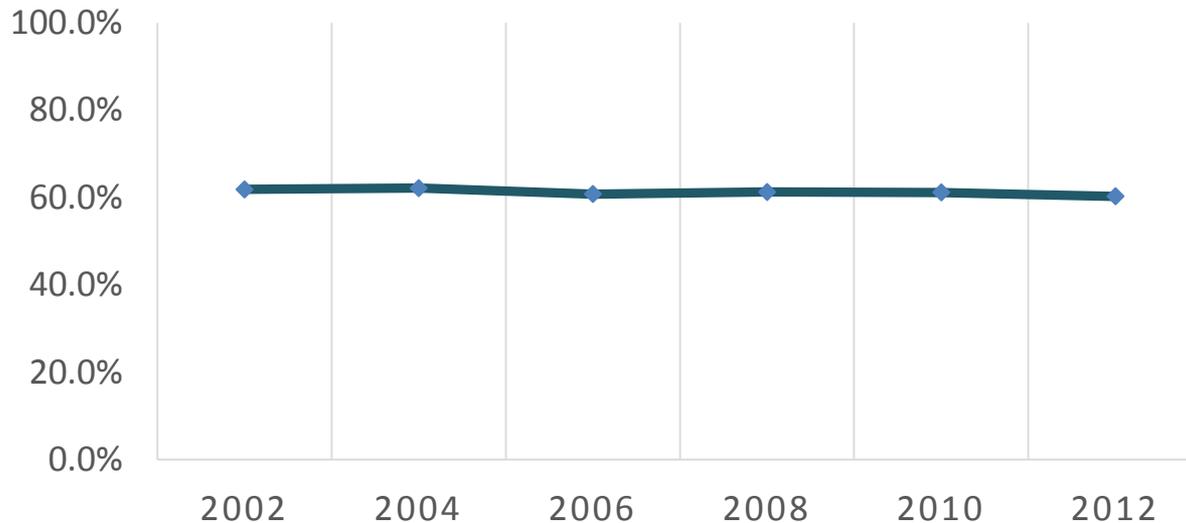
Research Universities



Note: This visualization uses color blind accessible colors

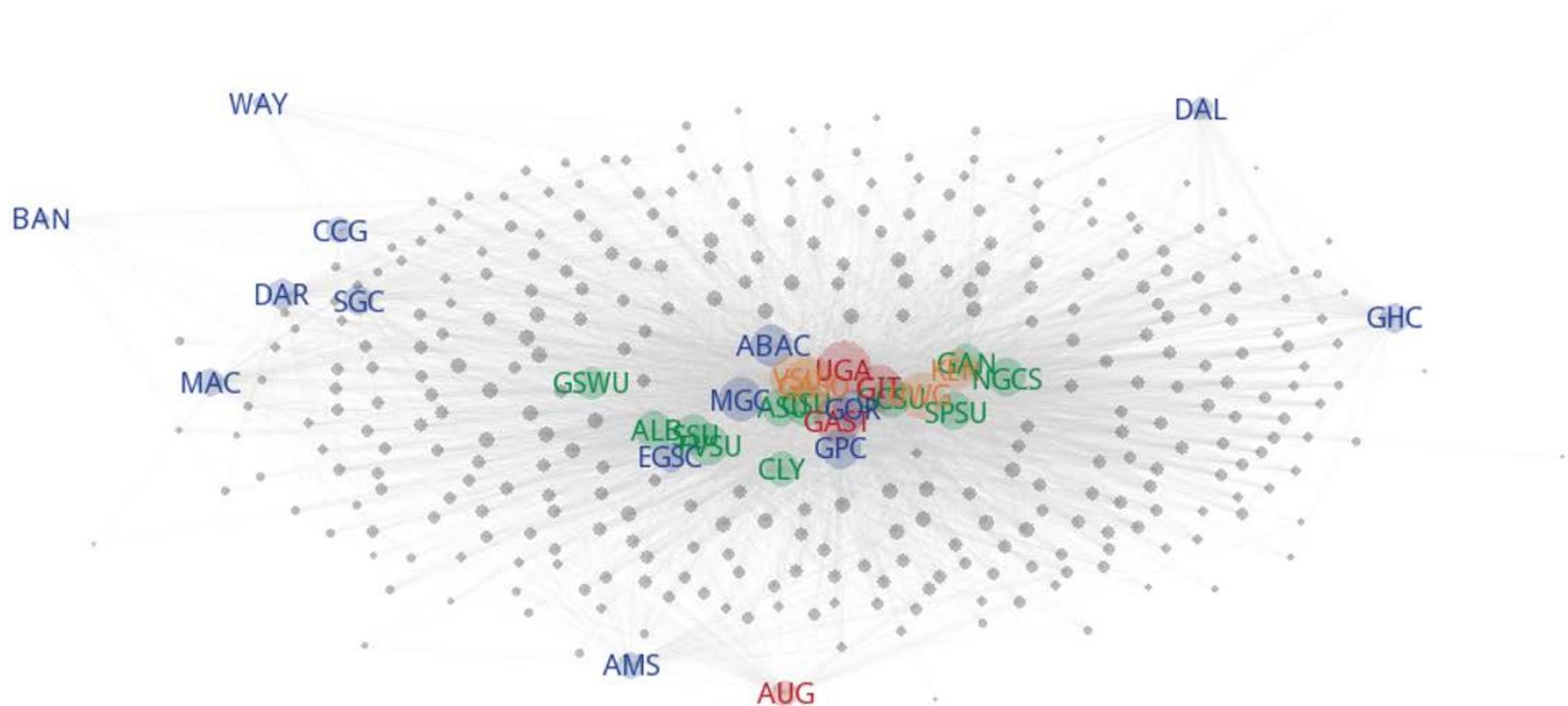
# 60% of recent Georgia high school graduates enroll in a USG institution

USG SHARE OF GEORGIA HIGH SCHOOL RECENT GRADUATES



Source: IPEDS

# USG – Georgia Public High School Network, Fall 2003



Comprehensive University

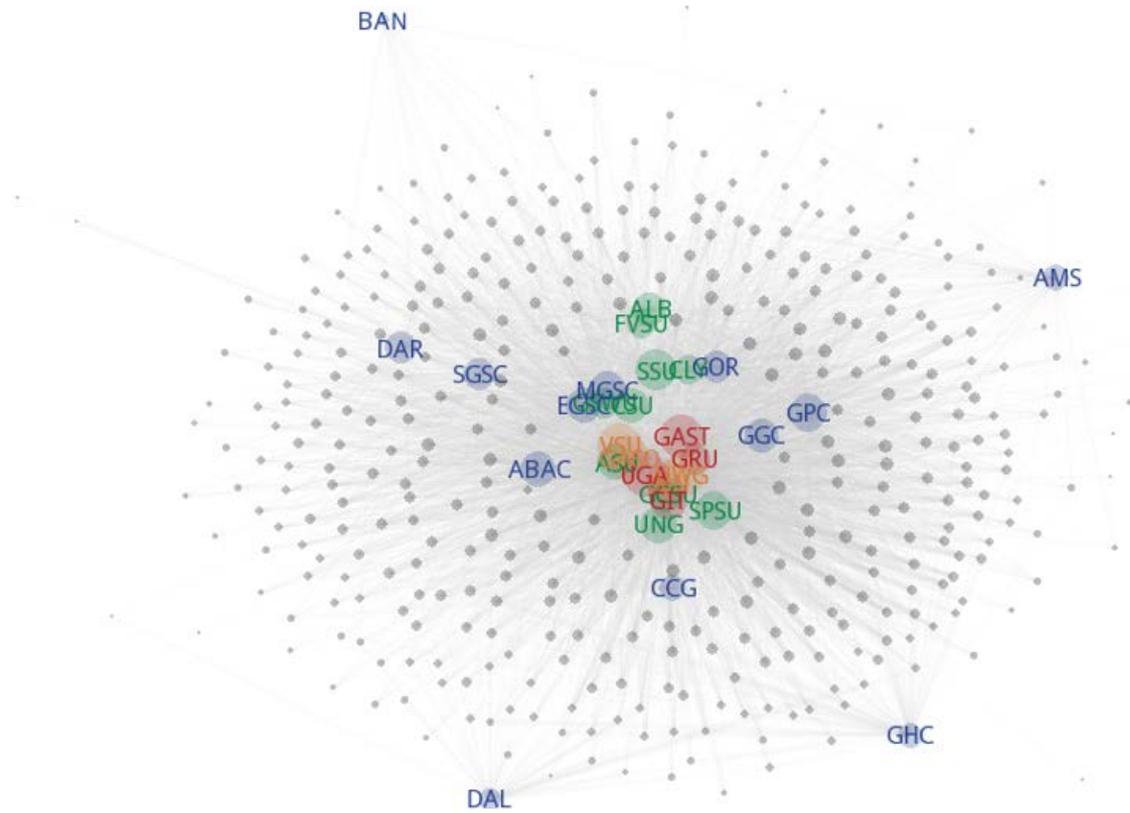
Research University

State University

State College

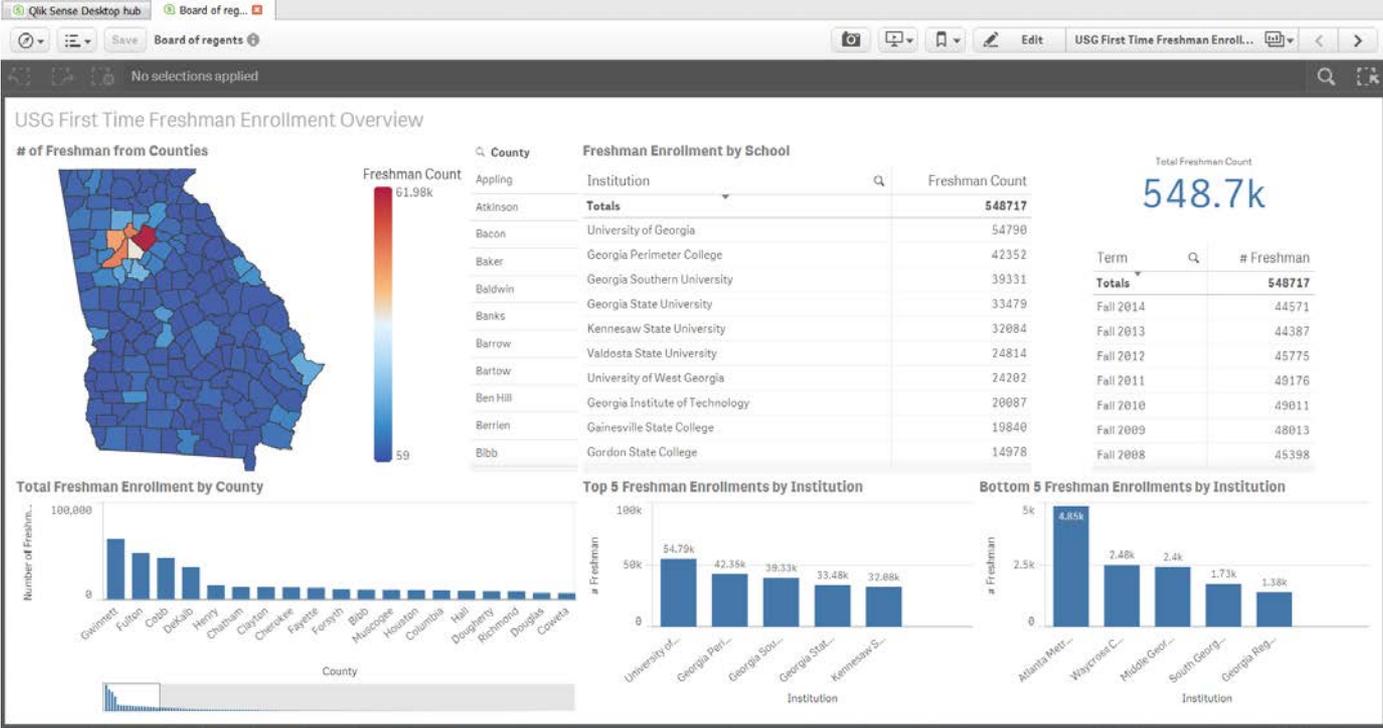
High School

# USG – Georgia Public High School Network, Fall 2014



- Comprehensive University
- Research University
- State University
- State College
- High School

# 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

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