



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



Growing USG Market Share through Precision Recruiting

Presented to the Board of Regents May 2017

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

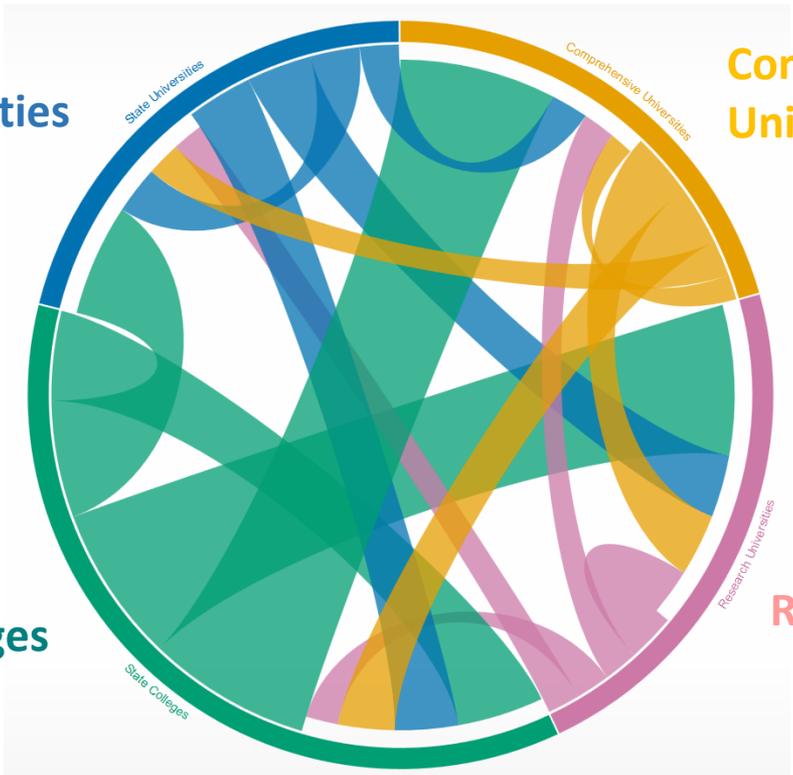
Data Visualization: Intra USG System Transfers

State Universities

Comprehensive Universities

State Colleges

Research Universities



Note: This visualization uses color blind accessible colors

No selections applied

USG First Time Freshman Enrollment Overview

of Freshman from Counties

Freshman Count
61.98k
59

Freshman Enrollment by School

Institution	Freshman Count
Totals	548717
University of Georgia	54790
Georgia Perimeter College	42352
Georgia Southern University	39331
Georgia State University	33479
Kennesaw State University	32084
Valdosta State University	24814
University of West Georgia	24202
Georgia Institute of Technology	20087
Gainesville State College	19840
Gordon State College	14978

Total Freshman Count

548.7k

Term	# Freshman
Totals	548717
Fall 2014	44571
Fall 2013	44387
Fall 2012	45775
Fall 2011	49176
Fall 2010	49011
Fall 2009	48013
Fall 2008	45398

Total Freshman Enrollment by County

Top 5 Freshman Enrollments by Institution

Institution	# Freshman
University of Georgia	54.79k
Georgia Perimeter College	42.35k
Georgia Southern University	39.33k
Georgia State University	33.48k
Kennesaw State University	32.08k

Bottom 5 Freshman Enrollments by Institution

Institution	# Freshman
Atlanta Metropolitan State College	4.85k
Waycross State College	2.48k
Middle Georgia State University	2.4k
South Georgia State College	1.73k
Georgia Regional College	1.38k

Qlik Data Portal

URL: qliksense.itos.uga.edu



GeorgiaDATA™
More Information. Smarter Decisions.



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Qlik Data Visualization Portal

Username *

Enter your Qlik Data Visualization Portal username.

Password *

Enter the password that accompanies your username.

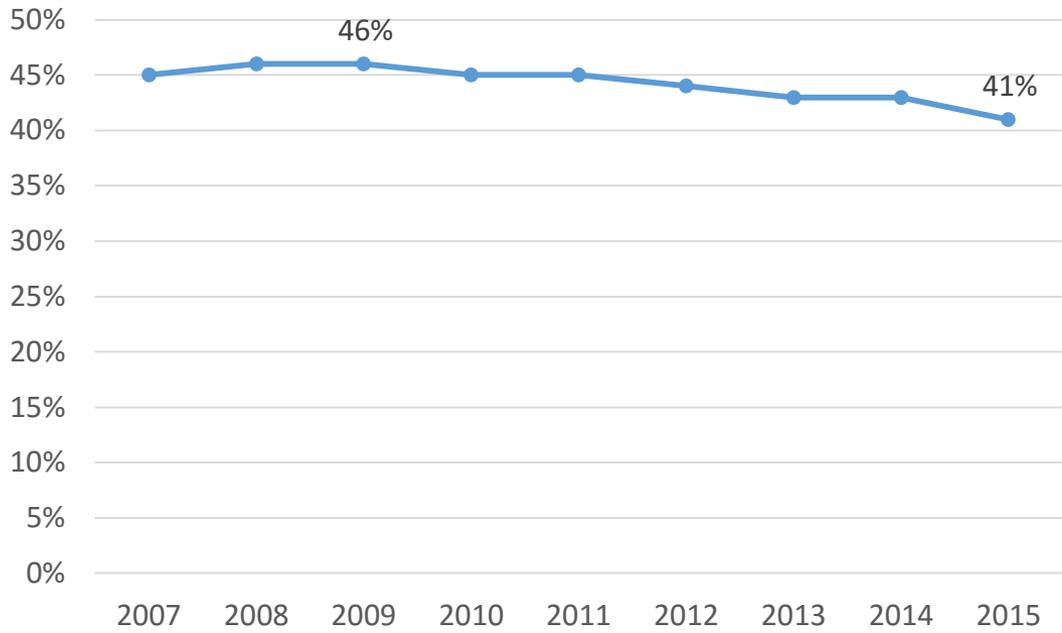
Qlik Data Portal

URL: qliksense.itos.uga.edu

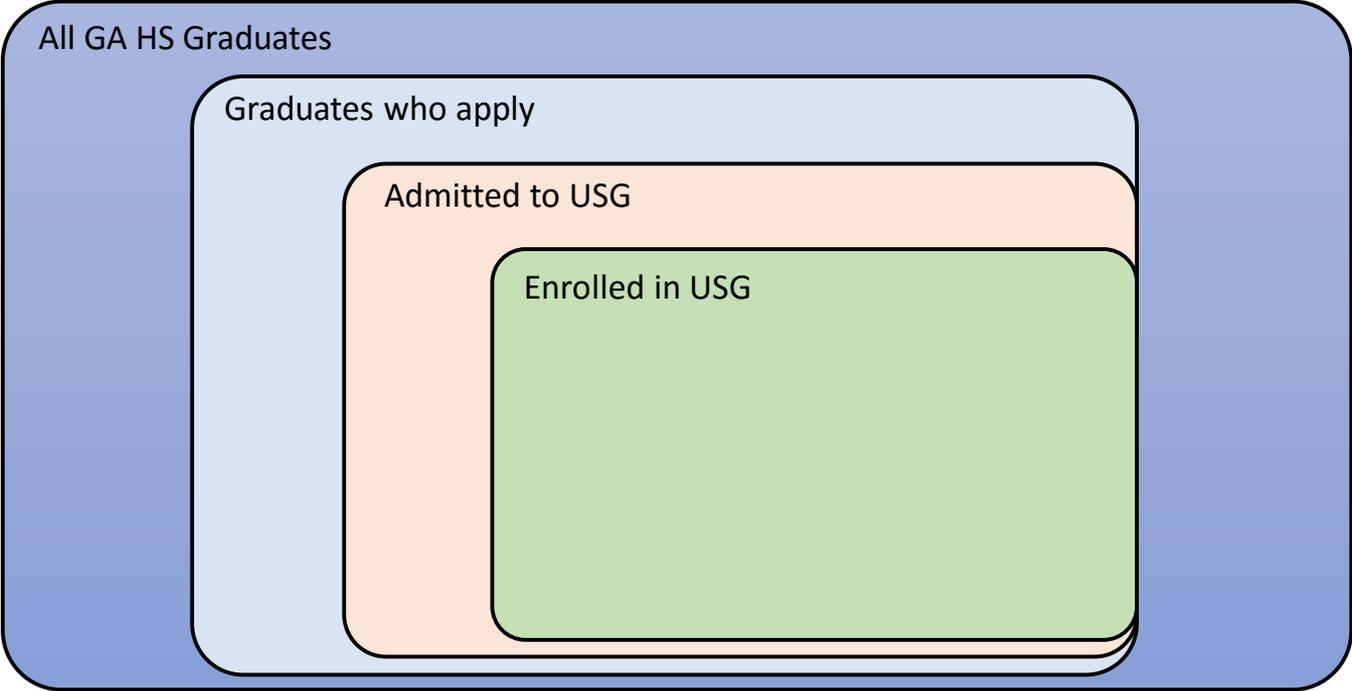
The screenshot displays the Qlik Sense user interface. At the top, the header includes the 'Qlik Sense' logo, a search icon, and a user profile for 'qliktesterB@itos.uga...'. Below the header, a navigation pane on the left shows 'Work' and 'Streams' sections, with 'USG BOR' selected. The main content area is titled 'USG BOR' and features a sorting dropdown set to 'Alphabetically'. Three data tiles are visible: 'Board of Regents' with the University of Georgia logo, 'Georgia High Schools' with a green and orange circle icon, and 'Market Share' with a similar icon.

USG Enrollment Trend

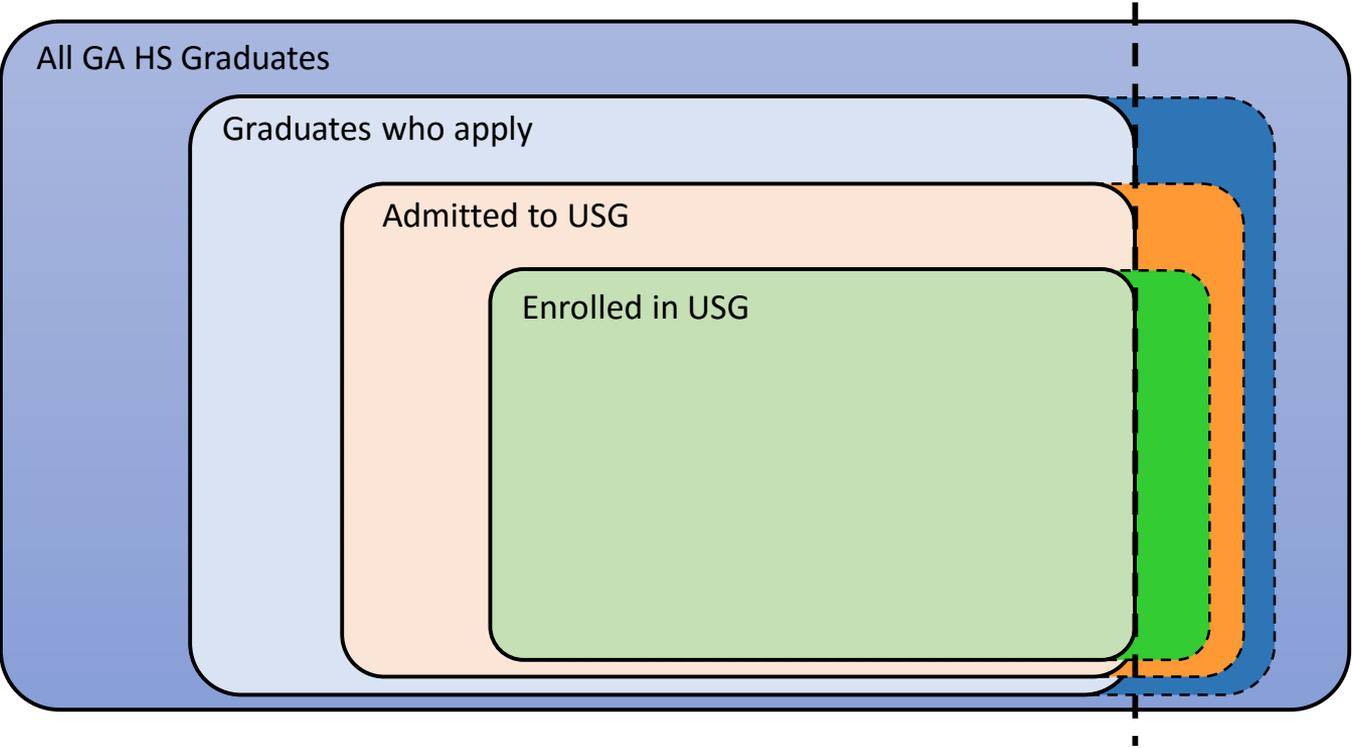
USG Enrollment Percentage of GA Public High School Graduates



Market Share Strategies



Market Share Strategies



Data Sources



Number of HS Graduates and Outcomes



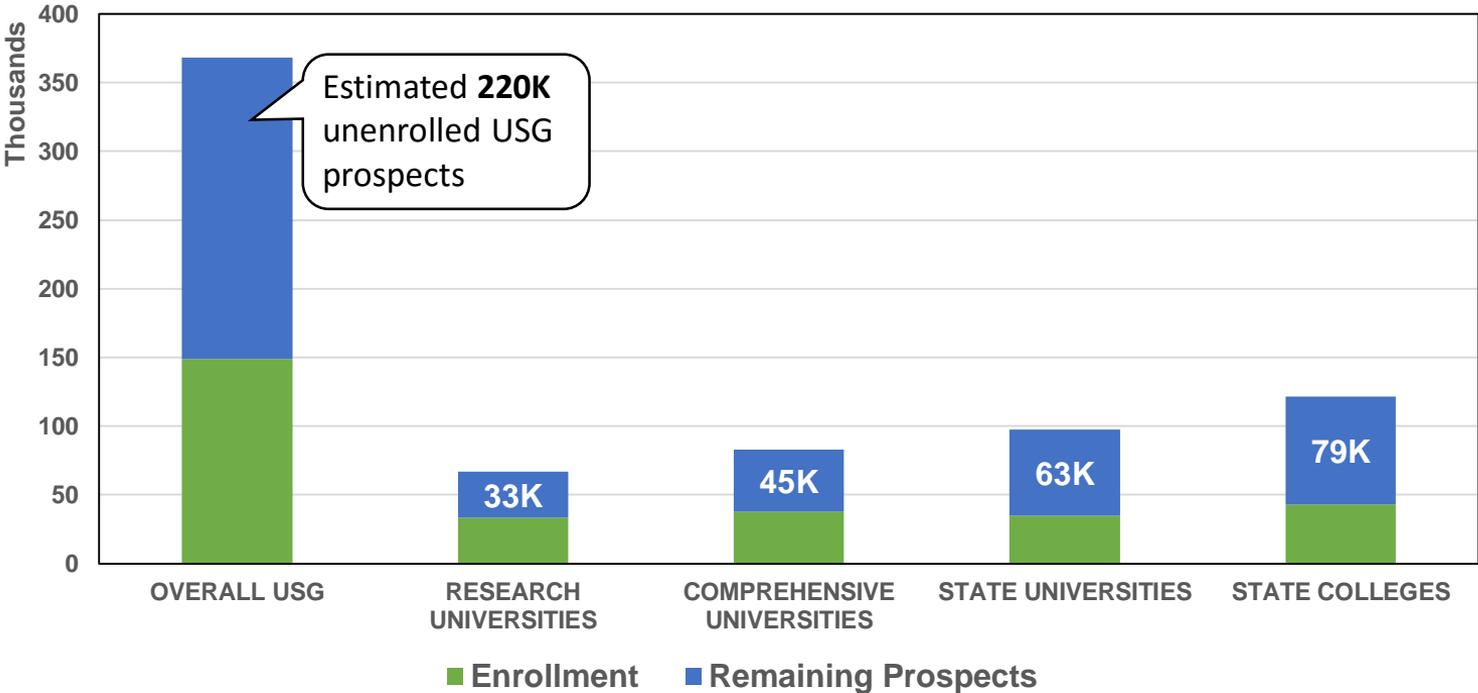
Number of SAT Takers and Score Distribution



First Time Freshman Enrollment and SAT Score

Estimated Maximal Market Share

From Fall 2012 to Fall 2015



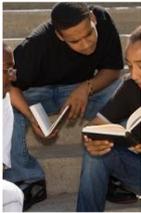
Data in the App about Georgia Public High Schools



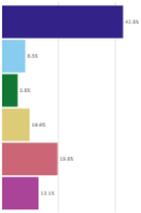
Estimated number of prospects from each HS to each USG Sector



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

4

Min # of Unenrolled SU Prospects



Highlight SU Capture Rates below...

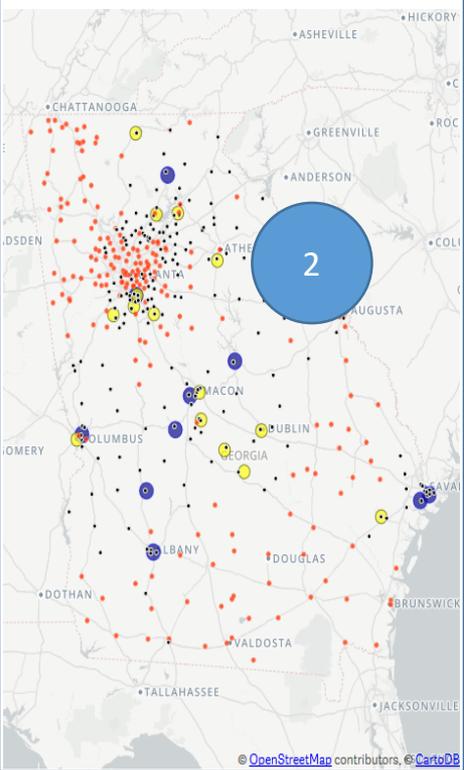


Include Est. No Test Takers

Show Unhighlighted

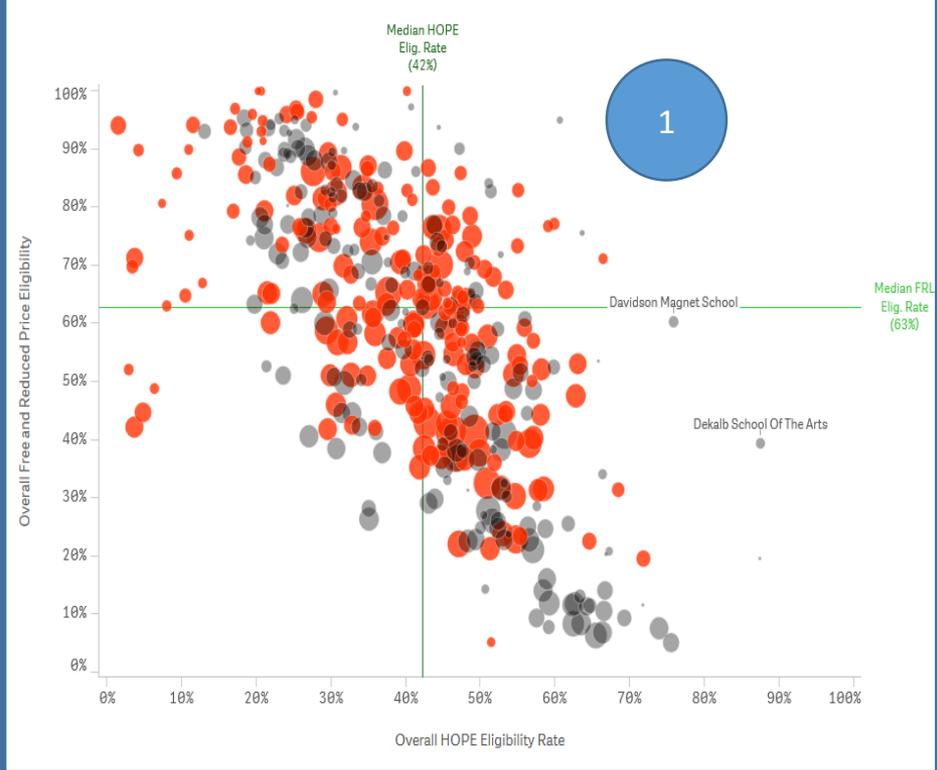
High School and SU Locations

Blue - Main Campuses; Yellow - Aux. Campuses



High School HOPE Eligibility and Free and Reduced Price Lunch Participation Rates

Size of dot corresponds to uncaptured (unrecorded in FTF data) SU calculated prospects within each HS; color highlights SU capture rates below threshold



Individual High School Details

(Update selection to update schools)

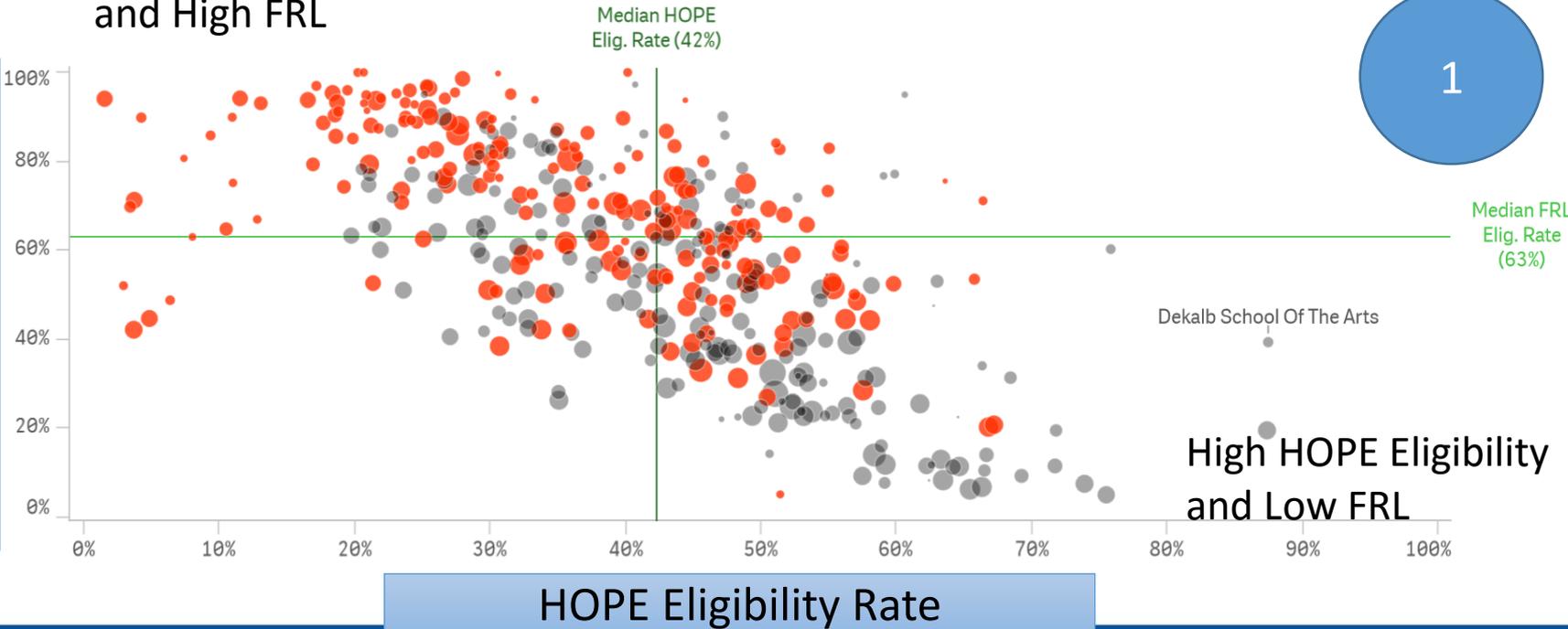
	High School	School District
Measures	Academy Of Richmond County High School	
State Universities Calculated Prospects	244.3	
Overall SU Enrollment	99	
Est. SU Capture %	40.5%	
Estimated No Test Prospects	56.3	
Uncaptured SU Prospects	145.3	
Overall USG Enrollment	295	
# of HOPE Eligible Students	213	
HOPE Eligibility Rate	24.3%	
FRL Eligibility Rate	77.0%	
School District	Richmond County	
2012-15 Outcomes: Overall % of Class Size		
USG %	35.6%	
TCSG %	8.0%	
Private in GA %	8.8%	
Out of GA %	11.7%	
Working %	20.2%	
Unknown %	15.6%	

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1. The High Schools Plot

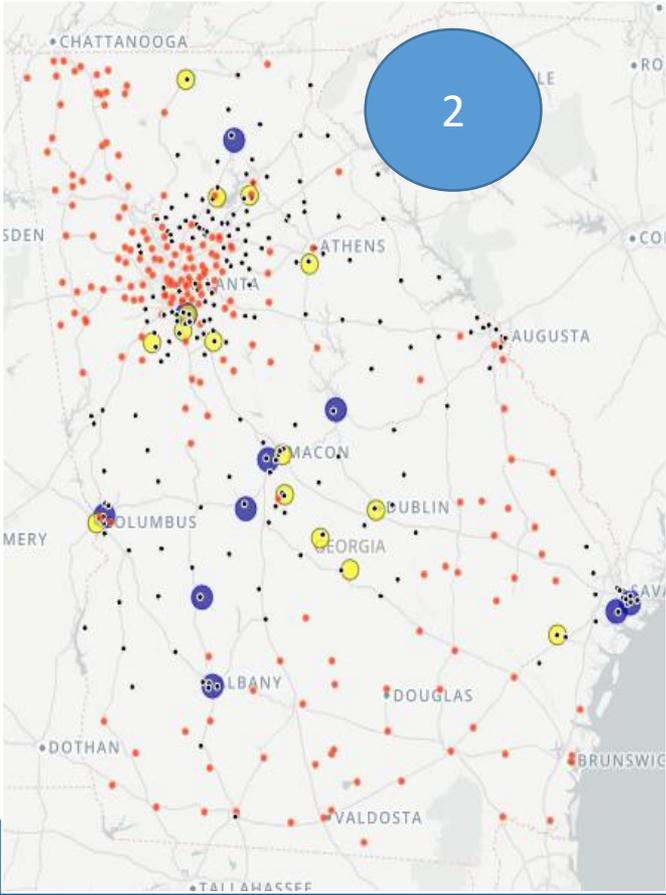
Low HOPE Eligibility
and High FRL

Free and Reduced
Lunch Rate (FRL)



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



Individual High School Details

(Update selection to update schools)

	High School ▼	School District ▼
Measures	⊕ Berkmar High School	⊕ Norcross High School
State Universities Calculated Prospects	549.3	603.3
Overall SU Enrollment	56	119
Est. SU Capture %	10.2%	19.7%
Estimated No Test Prospects	133.1	120.1
Uncaptured SU Prospects	493.27	484.31
Overall USG Enrollment	800	1095
# of HOPE Eligible Students	710	899
HOPE Eligibility Rate	35.9%	37.7%
FRL Eligibility Rate	80.5%	65.3%
School District	Gwinnett County	Gwinnett County
2012-15 Outcomes: Overall % of Class Size		
USG %	43.0%	48.4%
TCSG %	5.1%	1.5%
Private in GA %	4.7%	3.9%
Out of GA %	5.5%	14.2%
Working %	20.8%	15.4%
Unknown %	20.4%	16.5%

Sliders and Toggles to Change Viewing Settings

4

Min # of Unenrolled SU Prospects



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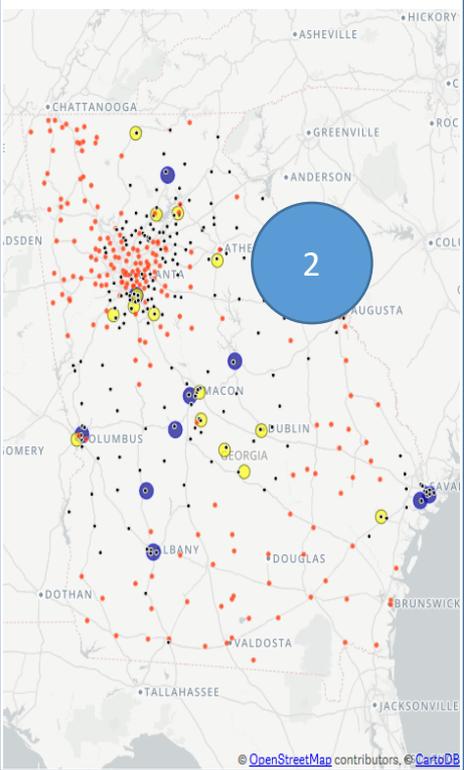


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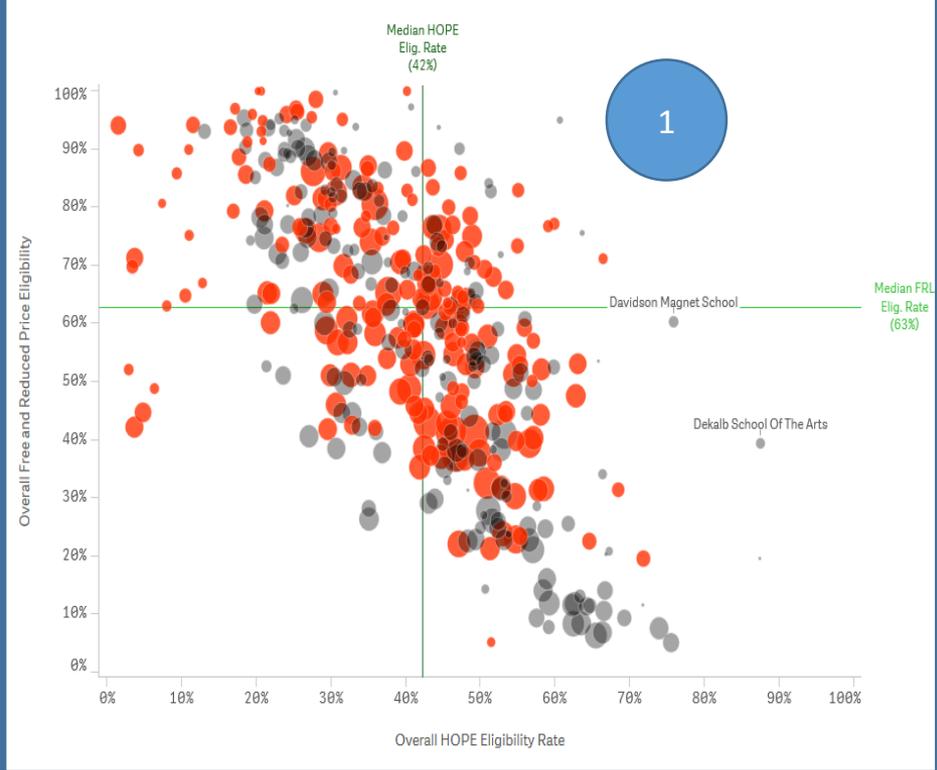
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Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



Thank You

Mathew Hauer, Ph.D.

Carl Vinson Institute of Government

Applied Demographer, State Services and
Decision Support Division

hauer@uga.edu

Minsoo Kim

Carl Vinson Institute of Government

Data Scientist, State Services and
Decision Support Division

mk4747@uga.edu

Estimated Maximal Market Share

From Fall 2012 to Fall 2015

