Finding Our Guideposts @
Georgia State University

ITHAKA Sustainable Scholarship

President Mark P. Becker
October 20, 2014
Strategy & Strategic Planning

- **Purpose:** Set Priorities for Resource Allocation & Decision Making

- **Clarity:** *Transformational Change*

- **Process:** Inclusive, Focused & Informed

- **Implementation:** Walking the Talk
National model demonstrating that students from all backgrounds can achieve academic and career success at high rates.
• Problem Identification: Data-Based

• Design an Intervention

• Pilot the Intervention

• Evaluate: Adopt, Revise, or Abandon

• Implementation: Scale
• Predictive analytics for success in majors and courses
• Based on 10 years of RPG data at Georgia State and over 2 million grades
• Tracks 700+ markers of student success
• Live, nightly feeds and daily alerts to advisors

Past 12 months: 34,000 1-1 meetings between students and advisers prompted by alerts from our system.
GRADUATION AND PELL RATES OF URBAN RESEARCH UNIVERSITIES

Making a Difference

GSU

GSU 2003

Pell Rate
• **Vision and Focus:**
  “Strategy First” + “Relentless & disciplined prioritization”

• **Data-driven Decision Making**

• **Question Existing Norms**

• **Experimentation**

• **Technology**

• **Organizational Culture**

• **Scale**