

# Finding the Magic Number: Using Involvement Data to Uncover Key Indicators for Student Retention

VALDOSTA STATE UNIVERSITY

[WWW.VALDOSTA.EDU](http://WWW.VALDOSTA.EDU)



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Interim Associate Vice President for Student Success



# Finding the Magic Number

- ▶ Enrollment Projections – The Myth and Mystery



How we  
think it  
happens



# Making Magic Happen

## Retention Projections

- **Define the odds:**

$$\frac{P(Y = 1)}{P(Y = 0)}$$

- **Log-Odds:**

$$\ln\left(\frac{P(Y = 1)}{P(Y = 0)}\right) = \ln\left(\frac{p}{1-p}\right)$$

- **Retention Probability:**

$$p = \frac{e^{\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k}}{1 + e^{\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k}}$$



# The New Formula Produced.....

The top five ways VSU can impact retention

- 1) Probation
- 2) Engagement / Event Attendance
- 3) English (First English Course Passing Score)
- 4) College (College of the XXXXX)
- 5) Math (First Math Course Passing Score)





# Data Collection in Student Affairs





# Welcome to BlazerLink

## Coming Up



Late Night Basketball  
12/10/2018 - 12/10/18



Late Night Basketball  
12/10/2018 - 12/10/18



Alpha Sigma Alpha  
12/10/2018 - 12/10/18



Late Night Basketball  
12/10/2018 - 12/10/18

## Featured Organizations

Get involved in student organizations on campus.

See More

CREATE ORGANIZATION



Campus Activities Board (CAB)



Campus Recreation



Student Life Office



Valdosta State University



Tau Alpha



College of Humanities and S.





# VALDOSTA STATE UNIVERSITY BLAZERLINK

Wednesday, Sep 27, 2:00 p.m.

**My Friend's House: A Day Program For Se...**   
Student Leadership and Volunteer Services

Friday, Feb 23, 5:00 p.m.

**20th Annual Juried VSU Student Art Com...**   
College of the Arts


Sunday, Mar 4, 7:00 p.m.

**Muscle Cut**   
Campus Recreation

Sunday, Mar 4, 9:00 p.m.

**Tao Meditation**   
Campus Recreation

Monday, Mar 5, 5:00 p.m.

**Power Pedal**   
Campus Recreation

Friday, Feb 23, 5:00 p.m.

**20th Annual Juried VSU Student Art Competition**  
March 19-April 6, 2018



Open to all currently enrolled VSU students, any major  
\$500 in Awards, NO Entry Fee, All Media Accepted

**Deadline: 5pm, Friday, February 23**

Enter up to 4 different works, any media  
Upload (96dpi) jpgs to this website:

**Blog.valdosta.edu/studentcomp**  
(See details on website)

Questions? Contact Gallery Director Julie Bowland [jubowlan@valdosta.edu](mailto:jubowlan@valdosta.edu)

## 20th Annual Juried VSU Student Art Competition

Hosted by College of the Arts

Open to all currently enrolled VSU students, any major. \$500 in Awards, NO entry fee, All media accepted

**Location: Dedo Maranville Fine Arts Gallery**

**Add To Calendar**





# Analytics

DATES ▾

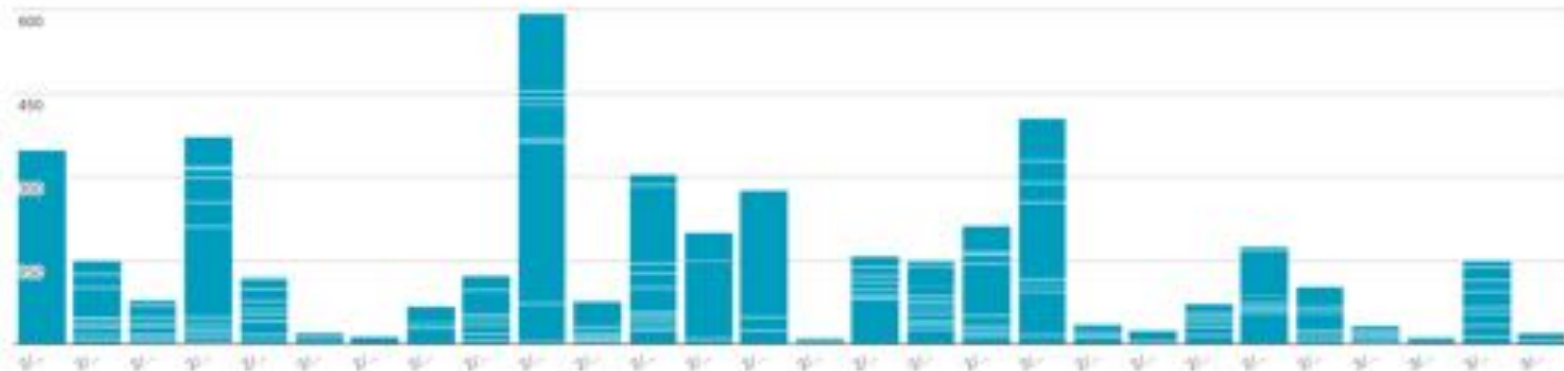
ORGANIZATIONS ▾ CATEGORIES ▾ EVENTS ▾ TAGS ▾ MEMBERSHIP ▾ LOYALTY ▾ LOCATIONS ▾

ACTIVITY FEE ▾ ALUMNI ▾ ATHLETIC FEE ▾ BIRTH DATE ▾ CITIZENSHIP ▾ CREDIT HOURS ▾ GENDER ▾ GPA ▾ HOUSING FEE ▾ IN STATE ▾ MAJOR ▾

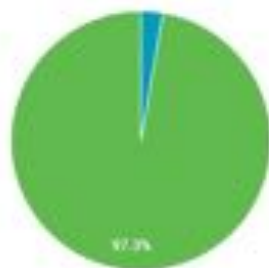
PRIOR TERM GPA ▾ PROGRAM LEVEL ▾ RACE ▾ RESIDENCE HALL ▾

## Attendance

TIMELINE AGGREGATE DAY WEEK MONTH

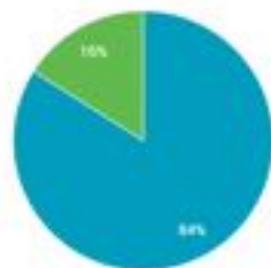


### Loyalty



● New ● Returning

### Membership



● Non-Member ● Member

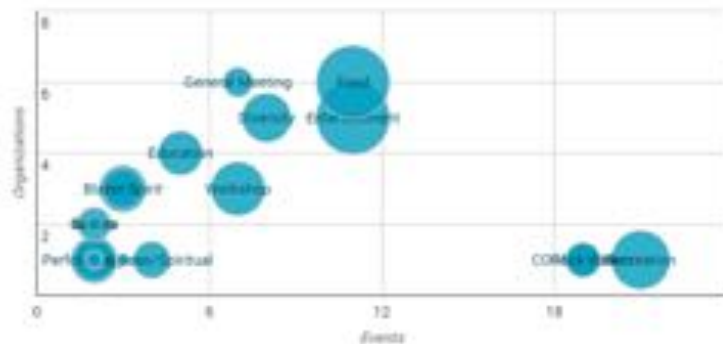
### Categories

ATTENDANCE EVENTS



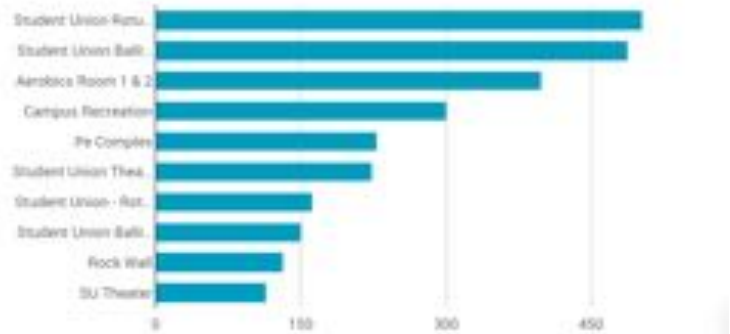
● Academic... ● College Pa... ● Multicultur... < 1/1 >

### Tags



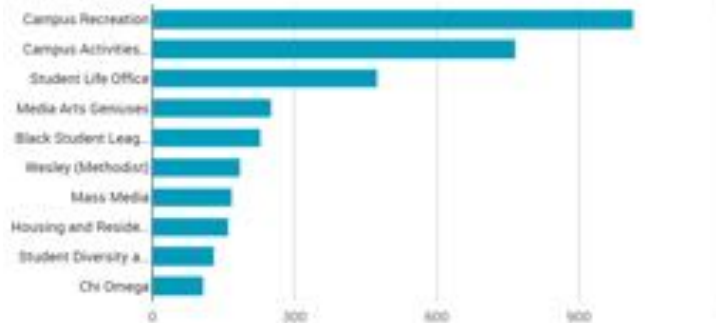
### Top Locations

ATTENDANCE EVENTS

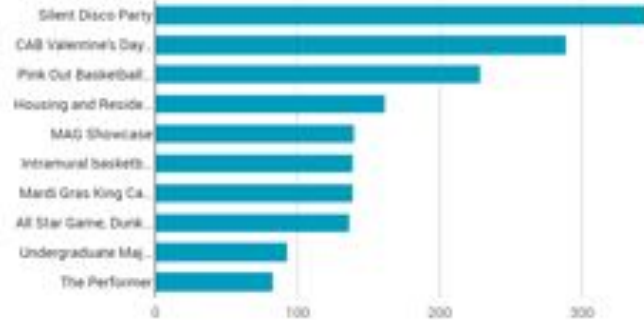


## Top Organizations

ATTENDANCE EVENTS



## Top Events



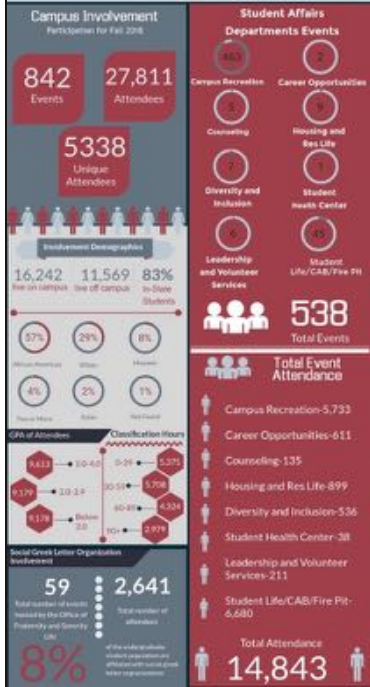
## Demographics

Major
Credit Hours
Birth Date
GPA
Residence Hall
Gender
In-State
Race

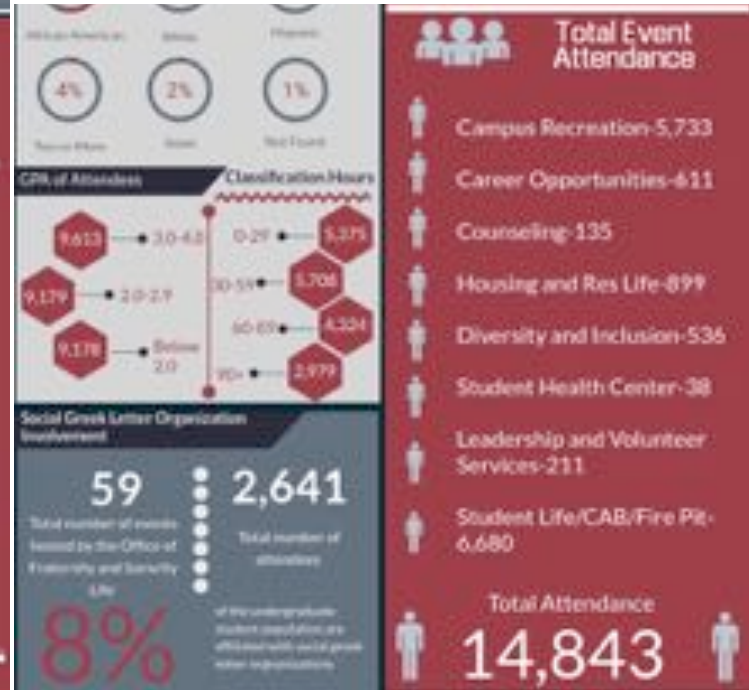
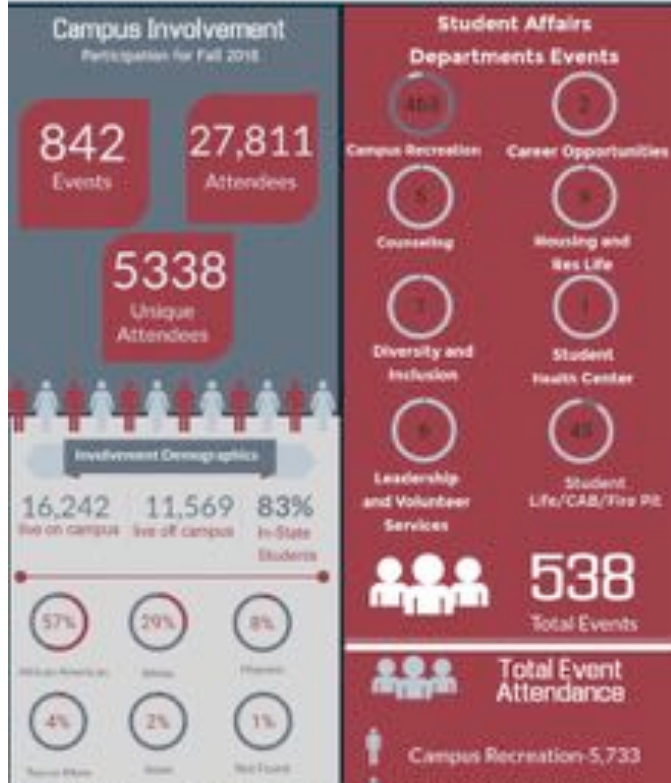


- Hopper Residence Hall (666)
- Georgia Residence Hall (505)
- Langdale Residence Hall (427)
- Centennial Res Hall East (387)
- Patterson Residence Hall (167)
- Brown Residence Hall (161)
- Centennial Res Hall West (143)
- Reade Residence Hall (122)
- Lowndes Residence Hall (111)

Fall 2017 Campus Involvement



Fall 2017 Campus Involvement





# Data Dashboard



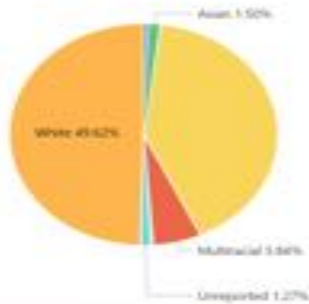
Search

- ▲ ACADEMIC\_ORGANIZATI
- ▲ **ACADEMIC\_STANDING**
- ▲ ACTIVITY\_ORGANIZATI
- ▲ ATHLETE
- ▲ AT\_RISK\_GENERAL
- ▲ AT\_RISK\_MATH
- ▲ AT\_RISK\_READING
- ▲ CITIZEN
- ▲ COHORT\_TERM\_IND
- ▲ COLLEGE
- ▲ DEPARTMENT
- ▲ ETHNICITY
- ▲ FIRST\_GENERATION
- ▲ FLC
- ▲ FTFT\_FRESHMAN
- ▲ FTFT\_TERM
- ▲ FULL\_TIME
- ▲ GENDER
- ▲ GRADE\_A\_IND
- ▲ GRADE\_B\_IND
- ▲ GRADE\_C\_IND
- ▲ GRADE\_D\_IND
- ▲ GRADE\_F\_IND
- ▲ GRADE\_W\_IND
- ▲ GRADUATE\_ASSISTANC
- ▲ GRADUATE\_CURRENT\_T
- ▲ GRADUATE\_FUTURE\_TE
- ▲ GRADUATE\_PAST\_TERM
- ▲ GREEK\_ORGANIZATION
- ▲ HONORS\_SCHOLAR\_IN
- ▲ HOUSING
- ▲ HS\_GPA
- ▲ INTRAMURAL\_GAMES
- ▲ INTRAMURAL\_SPORTS
- ▲ MAJOR
- ▲ MAJOR\_DEGREE\_DESC

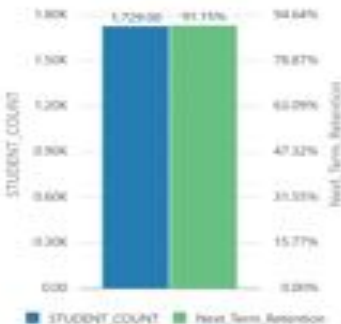
## DV\_Presence\_Attendance

Project	Prepare	Visualize	Refresh		
Presence_Event_Ind	INTRAMURAL_SPORTS_IND	FIRST_GENERATION	HOUSING	GREEK_ORGANIZATION	ACADEMIC_ORGANIZATION
Attendee 1	All	All	All	All	All
Attendee 10 or More	→				

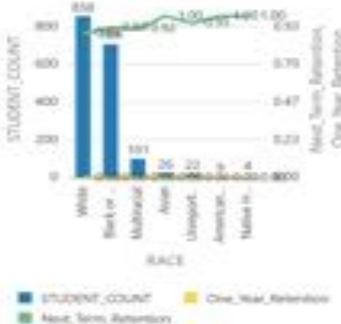
STUDENT\_COUNT by RACE



STUDENT\_COUNT, Next\_Term\_Rete...



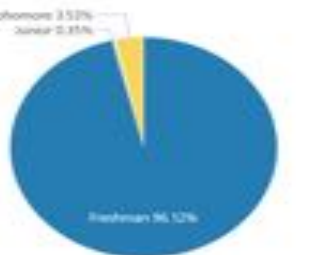
STUDENT\_COUNT, Next\_Term\_Rete...



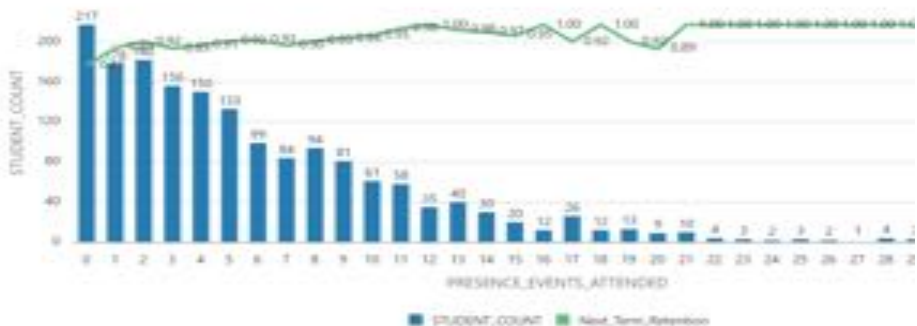
STUDENT\_COUN...



STUDENT\_COUNT by STUDENT\_CL...

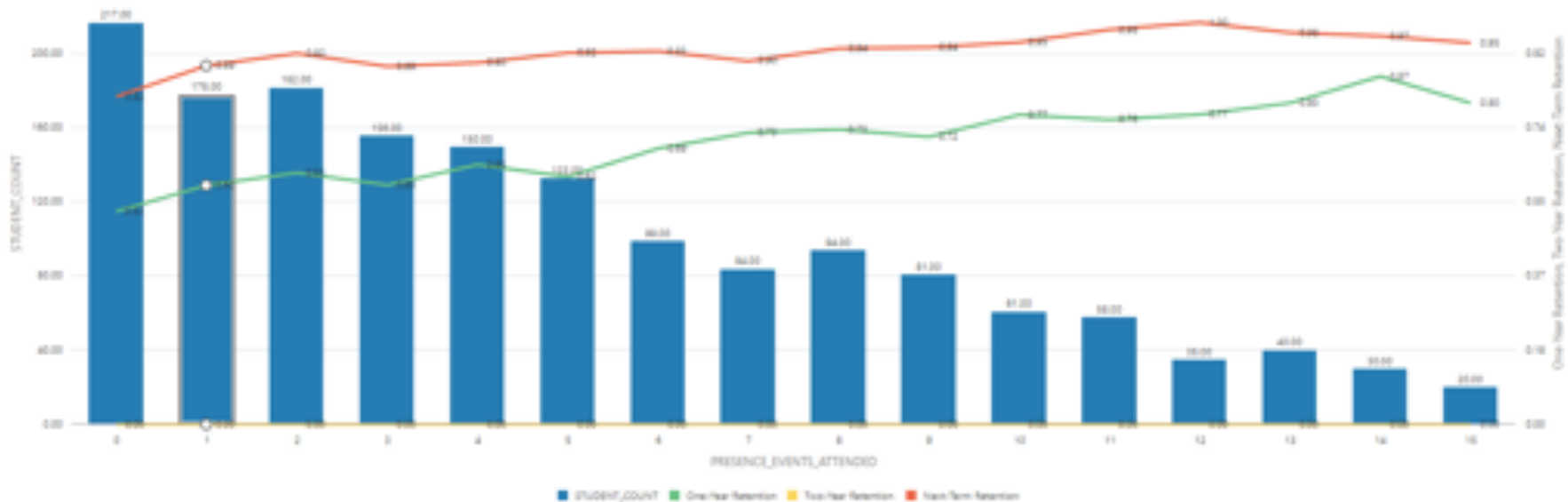


STUDENT\_COUNT, Next\_Term\_Retenon by PRESENCE\_EVENTS\_ATTENDED



STUDENT\_COUNT, One-Year Retention, Two-Year Retention, Next-Term Retention by PRESENCE\_EVENTS\_ATTENDED

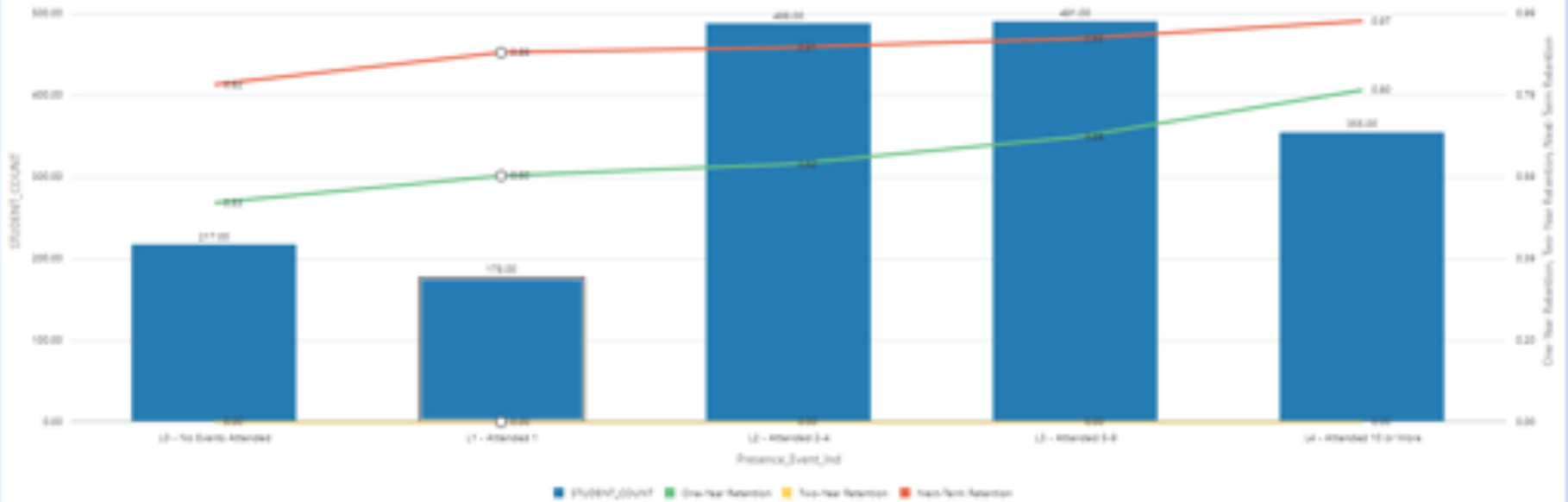
0 1 10 11 12 13 14 15 16 2 3 4 5 6 7 8 9





STUDENT\_COUNT, One-Year Retention, Two-Year Retention, Four-Term Retention by Presence\_Event\_Incl

XXXXXXXXXXXXXXXXXXXX





# Student Portal

The screenshot shows the MyVSU Student Portal interface. At the top, there is a red navigation bar with the MyVSU logo, a user menu for Vincent, and utility icons for BlazerTV, notifications, email, search, and login. Below the navigation bar, a welcome message "Welcome, Vincent" is displayed on the left, and a dropdown menu for "Student" is on the right.

The main content area is divided into several sections:

- Academic Progress:** Shows "Completed" and "Hours Registered" with a large "0". A "No data to display" message is present. Buttons for "Courses", "Grades & GPA", and "Degree Works" are visible.
- BlazerLink & Blazer Briefcase:** Features an "Event Goal" of 3/10 and a "Blazer Briefcase Score" of 0%. A circular progress indicator shows 0%. A text box states: "Did You Know? Attending events on campus increases your success at VSU. Undergrad students, sign up into 10 events this semester and be entered to win a \$200 scholarship!". A "Get Involved!" button is at the bottom.
- Calendar:** Lists events for June:
  - 15 JUN: Screen on the Green! Captain Marvel First Launch (08:00pm - 11:00pm)
  - 15 JUN: Hanna Hail 1089 SAUVY THEATRE PERFORMANCE SPACES (07:30pm - 10:00pm)
  - 16 JUN: Hanna Hail 1089 SAUVY THEATRE PERFORMANCE SPACESA "See More Events" button is at the bottom.
- My Success Team:** Shows a "Financial Aid Office" with a "Financial Advisor" role.

Below these sections, there are two more boxes: "Financials & Holds" and "3 Withdrawals Remaining".

The "Tip of the Week" section features three promotional banners:

- Valdosta State News:** A red banner with a soldier figure.
- walk georgia:** A blue and green banner with a person walking and a circular logo.
- DO THIS EARN THIS:** A green banner showing a person on a bicycle and a stack of money.

The "Portals" section includes a "Banner" and "View All" button, followed by a list of links:

- VSU Email
- BlazerLink
- Blazer Briefcase
- PeopleAdmin Hiring Manager
- Qualtrics
- Microsoft OneDrive Office Apps

A red plus sign button is at the bottom right of the portals list.



# Connecting the Data Across Campus



Commuter  
Success  
Coaches &  
Resident  
Assistants

KNOWING THE DATA  
ALLOWED US TO TARGET  
COMMUNICATION TO  
NEW STUDENTS WHO  
WERE NOT ENGAGED





		N Prior Institutions: None	Not Applicable ACT Reading: Not Applicable ACT Composite: Not Applicable				
Early Alert Tracking	Portal Notes	DegreeWorks Notes	<b>Engagement: Events Attended</b>	Portal Alerts	Emails Sent via the Portal	Course Registration History	
<b>Engagement: Events Attended</b>							
Term	Event Name	Event Host	Event Location	Start Date	End Date	Point Value	Event Source
Spring 2020	Leadership Retreat	Greek Ambassadors of Valdosta State University	Student Union Ballrooms	01/18/2020 09:00 AM	01/18/2020 04:30 PM		Presence
Fall 2019	Fraternity New Member Education	Fraternity and Sorority Life (Greek Life Office)	Ballrooms B & C	09/21/2019 07:30 PM	09/21/2019 08:30 PM		Presence
Fall 2019	SAE Snicker	Sigma Alpha Epsilon	Student Union Ballrooms	09/12/2019 05:00 PM	09/12/2019 06:00 PM		Presence
Fall 2019	IFC Open House -day 2	Interfraternity Council	Student Union	09/10/2019 04:00 PM	09/10/2019 08:00 PM		Presence
Fall 2019	IFC Open House -day 1	Interfraternity Council	Student Union	09/09/2019 06:00 PM	09/09/2019 08:00 PM		Presence
Fall 2019	IFC Recruitment Orientation	Interfraternity Council	SU Ballrooms	09/08/2019 05:00 PM	09/08/2019 06:30 PM		Presence

# VSU STUDENT SUCCESS PORTAL

Academic Advisors view of engagement data

QEP

IN THE PAST,  
WE KNEW OUR  
ACTIVELY  
ENGAGED  
STUDENTS...



# LOOKING AHEAD

- ▶ Early outreach for registration in future semesters via text campaigns
- ▶ Targeted Financial Aid outreach to engage those who have not been actively engaged on campus



# Questions

