Exploring Diverse Pathways to Student Engagement: Data-Driven Insights and Strategies for Student Success

APLU Annual Meeting
Seattle, Washington
November 14, 2023
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Senior Vice Provost &
Chief Strategy Officer
Florida State University
Student Engagement:
#TheStateWay

Michael L. Sanseviro, Ph.D., Vice President for Student Engagement
#TheStateWay

- MSI with over 50K students
- 6 campuses around metro-Atlanta
- R1 institution with academic opportunities ranging from associate degrees to PhDs
- Over 5200 students living on the downtown Atlanta campus
- Reputation for Student Success and Innovation
Diverse Student Body

- 92% Apply for Federal Aid Annually
- 59% Receive Pell Grants
- 40% First Generation
- 70% Are Minorities Students
- 75% Receive the HOPE Scholarship
- 30% Come from households with incomes under $30,000 per year
- 1 in every 6 students in University System of Georgia
Measuring Student Engagement

- iCollege Usage (D2L)
- Early Alert (EAB.Navigate)
- Student of Concern (Maxient)
- AI ChatBot
- Facility Access (housing, dining, rec)
- Service Usage
- Panther Involvement Network/PIN (Anthology/Campus Labs Engage)
Positive Student Outcomes

- 10,000 degrees every year
- #1 in GA for 1st Gen, Pell, Black & Hispanic grads
- #1 in nation for Black grads
- 7th consecutive year without equity gaps
- 76% increase in undergrad degrees; 121% AA, 179% Pell, 234% Hispanic
Expanding Student Engagement

Panther Connect

Event Pass

Michael Sanseviro

Georgia State University

QR Code
# Panther Connect: Meta-Groups

<table>
<thead>
<tr>
<th>Involvement Selection</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletics &amp; School Spirit</td>
<td>1,520</td>
<td>2,264</td>
<td>2,754</td>
<td>2,495</td>
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<tr>
<td>Community Service &amp; Civic Engagement</td>
<td>2,142</td>
<td>2,270</td>
<td>2,777</td>
<td>2,176</td>
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<tr>
<td>Club Sports/Recreation Programs</td>
<td>1,976</td>
<td>2,758</td>
<td>3,058</td>
<td>2,611</td>
</tr>
<tr>
<td>Health &amp; Well-Being</td>
<td></td>
<td>2,226</td>
<td>4,495</td>
<td>2,214</td>
</tr>
<tr>
<td>Cultural/Multicultural Organizations</td>
<td>1,610</td>
<td>1,731</td>
<td>1,960</td>
<td>1,865</td>
</tr>
<tr>
<td>Fraternity/Sorority Life</td>
<td>1,117</td>
<td>1,254</td>
<td>1,540</td>
<td>1,205</td>
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<tr>
<td>Leadership Programs</td>
<td>1,688</td>
<td>2,126</td>
<td>2,392</td>
<td>2,010</td>
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<tr>
<td>On-campus jobs</td>
<td>3,096</td>
<td>3,929</td>
<td>4,283</td>
<td>3,348</td>
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<tr>
<td>Planning Programs &amp; Events on Campus</td>
<td>313</td>
<td>1,328</td>
<td>1,548</td>
<td>1,352</td>
</tr>
<tr>
<td>Student Government &amp; Political Organizations</td>
<td>801</td>
<td>654</td>
<td>760</td>
<td>1,087</td>
</tr>
<tr>
<td>Student Media</td>
<td>1,078</td>
<td>1,446</td>
<td>1,573</td>
<td>1,455</td>
</tr>
<tr>
<td>Study Abroad</td>
<td>2,208</td>
<td>2,616</td>
<td>2,375</td>
<td>2,059</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>1,234</td>
<td>1,616</td>
<td>1,708</td>
<td>1,522</td>
</tr>
<tr>
<td>Faith &amp; Spirituality</td>
<td>564</td>
<td>554</td>
<td>495</td>
<td>525</td>
</tr>
<tr>
<td><strong>Total Orientation Registrants:</strong></td>
<td><strong>4,833</strong></td>
<td><strong>5,224</strong></td>
<td><strong>6,307</strong></td>
<td><strong>5,632</strong></td>
</tr>
</tbody>
</table>
Data Dashboards
Data Dashboards
Fall 2022 Outcomes by Event Attendance

Retention Rate by Number of Events Attended

Red line shows the retention rate for all students

First Term GPA by Number of Events Attended

Red line shows the first term GPA for all students
STUDENT SUCCESS 2.0

Identity, Placemaking & Belonging
College to Career
Data-Driven Insights and Strategies for Student Engagement and Success

Blakely R. Pomietto, EdD
Senior Vice President for Academic Affairs and Chief Academic Officer
APLU Conference | November 12-14, 2023
UMGC by the Numbers

- 88,500+ students enrolled in FY 23
- 332,000+ course enrollments worldwide
- 56,000+ military-affiliated students
- 78% work 40 hours or more per week*
- 66% are first-generation*
- 55% are students of color
- 45% have dependent children*
- 18% speak English as a second language*
- 4,500+ adjunct faculty members

* UMGC Fall Demographic Survey, Fall 2021
The Sun Never Sets at UMGC

175+ locations in more than 20 countries & territories

85% of courses and 93.5% of enrollments online

14% of courses and 6.5% of enrollments in F2F, hybrid, & other modalities
Defining Student Engagement

In the Learning Experience

Behaviors associated with learning activities and course success
- Online classroom logins
- Early participation
- Weekly submission rates
- Changes in student participation

With the University Community

Community as “Customer Affinity”
- Access to support and resources to complete “jobs to be done”

Community as “Membership”
- Feeling connected to other students and being part of a larger network
Using Data to Monitor, Act and Impact
Undergraduate – Not Making the First Log-in Early in the Class Increases Course Failure Rate

<table>
<thead>
<tr>
<th>First Day Logged In</th>
<th>-8</th>
<th>-7</th>
<th>-6</th>
<th>-5</th>
<th>-4</th>
<th>-3</th>
<th>-2</th>
<th>-1</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>10</th>
<th>15</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Enrollments</td>
<td>100%</td>
<td>71%</td>
<td>59%</td>
<td>52%</td>
<td>48%</td>
<td>42%</td>
<td>33%</td>
<td>23%</td>
<td>11%</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Students Not Logged In</td>
<td>101,676</td>
<td>72,301</td>
<td>60,148</td>
<td>53,164</td>
<td>48,683</td>
<td>42,979</td>
<td>33,666</td>
<td>23,742</td>
<td>11,638</td>
<td>7,756</td>
<td>5,689</td>
<td>4,503</td>
<td>3,531</td>
<td>2,752</td>
<td>1,620</td>
<td>1,371</td>
<td>1,300</td>
</tr>
<tr>
<td>Students End Up Failing</td>
<td>21,090</td>
<td>16,937</td>
<td>15,002</td>
<td>13,828</td>
<td>13,044</td>
<td>12,013</td>
<td>10,206</td>
<td>8,020</td>
<td>5,078</td>
<td>3,984</td>
<td>3,323</td>
<td>2,941</td>
<td>2,539</td>
<td>2,183</td>
<td>1,512</td>
<td>1,335</td>
<td>1,279</td>
</tr>
</tbody>
</table>
Undergraduate – First Submitting the First Discussion Post Early Increase Course Failure Rate

<table>
<thead>
<tr>
<th>First Day Posted</th>
<th>% of Enrollments</th>
<th>Students No Post Yet</th>
<th>Students End Up Failing</th>
</tr>
</thead>
<tbody>
<tr>
<td>-8</td>
<td>100%</td>
<td>101,676</td>
<td>21,090</td>
</tr>
<tr>
<td>-7</td>
<td>98%</td>
<td>99,290</td>
<td>20,809</td>
</tr>
<tr>
<td>-6</td>
<td>91%</td>
<td>92,977</td>
<td>20,047</td>
</tr>
<tr>
<td>-5</td>
<td>87%</td>
<td>88,659</td>
<td>19,488</td>
</tr>
<tr>
<td>-4</td>
<td>84%</td>
<td>85,400</td>
<td>19,099</td>
</tr>
<tr>
<td>-3</td>
<td>80%</td>
<td>81,270</td>
<td>18,559</td>
</tr>
<tr>
<td>-2</td>
<td>73%</td>
<td>74,196</td>
<td>17,673</td>
</tr>
<tr>
<td>-1</td>
<td>65%</td>
<td>65,861</td>
<td>16,380</td>
</tr>
<tr>
<td>0</td>
<td>48%</td>
<td>49,312</td>
<td>13,754</td>
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<tr>
<td>1</td>
<td>37%</td>
<td>37,731</td>
<td>11,826</td>
</tr>
<tr>
<td>2</td>
<td>30%</td>
<td>30,093</td>
<td>10,451</td>
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<tr>
<td>3</td>
<td>23%</td>
<td>23,199</td>
<td>9,161</td>
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<tr>
<td>4</td>
<td>17%</td>
<td>17,196</td>
<td>7,923</td>
</tr>
<tr>
<td>5</td>
<td>13%</td>
<td>13,161</td>
<td>6,931</td>
</tr>
<tr>
<td>10</td>
<td>6%</td>
<td>6,524</td>
<td>4,590</td>
</tr>
<tr>
<td>15</td>
<td>5%</td>
<td>5,325</td>
<td>4,086</td>
</tr>
<tr>
<td>20</td>
<td>5%</td>
<td>5,005</td>
<td>3,918</td>
</tr>
</tbody>
</table>

First Day Posted

- % Discussion Post Yet (%): 21%, 21%, 22%, 22%, 22%, 24%, 25%, 28%, 31%, 35%, 39%, 46%, 53%, 61%, 68%, 69%, 63%, 70%, 72%, 73%, 75%, 77%, 77%, 77%, 78%, 78%, 78%, 78%
- % Failure Rate (Line): 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%, 0%
Dear Faculty,

With the Fall term underway and Session 2 beginning on September 20, I ask that you reach out to your students before the course begins. I’ve witnessed firsthand how a simple greeting or a personalized message of welcome and introduction can resonate with students and translate into success. Your individual touch truly makes a world of difference in humanizing the online experience and setting a supportive tone for the learning journey.

Here are a few things to keep in mind for the upcoming session:

- **Personalized Outreach:** A few encouraging words can make all the difference. If you need inspiration, sample messages can be found [here](#).
- **Class Progress Tool:** This tool enables you to identify students needing support from the onset of the term by tracking login frequency—a vital predictor of successful course completion. Find several resources, such as step-by-step instructions, information on how to request support from a success coach, and guidelines for creating a Google phone number or student contact on our Faculty Hub page.
Weekly Submission Rates: Fall 2023

New Students

Returning Students
LMS-Based Student Progress Tools
Success Coach “Course Success Dashboard”

Student LMS Engagement Course Success Likelihood Dashboard

GUIDANCE: You can use the below filters to limit the view to students you own. Then you can see your students who are “Least Likely to Succeed” in a particular course for prioritized outreach. By scrolling to the right of the view, you can see exactly where a student’s engagement in the class is lower than their peers (the class average is in parentheses). Lastly, the dashboard includes multiple filters and columns to conduct specific no login or no participation campaigns.

<table>
<thead>
<tr>
<th>Contact Owner Dept.</th>
<th>Contact Owner</th>
<th>Plan Specialization</th>
<th>Last Positive Activity (Anyone)</th>
<th>Sthnt New Returning Desc</th>
<th>Current Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Advising</td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
</tr>
<tr>
<td>Owner Success Team</td>
<td>Class Course</td>
<td>Any Assignment Submission?</td>
<td>Last Connect (Anyone)</td>
<td>Student Career</td>
<td>Course Success Likelihood</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
</tr>
<tr>
<td>Contact Owner Supervisor</td>
<td>Plan Program</td>
<td>Any Course Login?</td>
<td>Last Attempt (Anyone)</td>
<td>Class Session Ld</td>
<td>Least Likely to Succeed</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
</tr>
<tr>
<td>Program Owner</td>
<td>Partner Program</td>
<td>Employer Detail</td>
<td>Sthnt Empld</td>
<td>Sthtn 7 to 49</td>
<td></td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Least Likely to Succeed</th>
<th>Less Likely to Succeed</th>
<th>Most Likely to Succeed</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,379</td>
<td>3,068</td>
<td>17,253</td>
</tr>
</tbody>
</table>
“HyperCare” Student Success Team

OL1 HyperCare vs. Control Group Journey Performance

- More logins
- Engagement with more content
- More participation/submissions
- Higher grades
## Reflections and What’s Next

### Challenges
- Connecting data
- Making data actionable
- Perceptions of “role identity”

### What’s Next
- Non-academic engagement tools, esp. career-related
- Connecting learning engagement with other engagement
- Develop student profiles and recommend opportunities

### Recommendations
- Engage stakeholders across the student lifecycle
- Don’t try to eat the elephant all at once
- Be transparent with the data and the learnings – it’s a community wide effort
Student Success and Student Engagement

Indiana University
• Established in 1820

• Fall 2023 total IU Enrollment – 90,144

• 7 campuses, 2 regional centers, 9 medical centers
  • IU Bloomington – R1
  • IU Indianapolis – R2
  • IU Northwest – Hispanic Serving Institution
  • IU South Bend – Emerging Hispanic Serving Institution
  • 6 Professional schools – Medicine, Law, Optometry, Dentistry, Business, Social Work
  • Graduate programs across the state
  • Award-winning online education program

• Strategic Plan – IU2030 – Student Success and Opportunity is the first pillar for every campus.
Student Success - Our purpose

The Office of the Vice President for Student Success (OVPSS) serves as both Indiana University’s home for comprehensive student success strategy and a source of support, partnership, and resources for campus-based student success efforts.

OVPSS collaborates with stakeholders to champion student interests, needs, and perspectives in all university decisions, so that every student (undergraduate, graduate, and professional) can thrive.
Our guiding principles

- Student centered
- Research grounded
- Metric focused
- Equity minded
- Data informed
- Campus relevant
Student Engagement Definition
“Student Engagement Is”

• a measure of a student's level of interaction with others, plus the quantity of involvement in and quality of effort directed toward activities that lead to persistence and completion. (Mainstay, 2021)

• the psychological investment a student makes in learning. This includes the degree to which a student actively participates in academic and cocurricular activities on the campus, pursuing contact with faculty outside the classroom, involvement in civic activities and service learning, and participation in cocurricular learning. (NCSSLE, 2023)

• the mental state students are in while learning, representing the intersection of feeling and thinking. (Barkley & Major, 2020, p. 6)

• represents two critical features of collegiate quality—the amount of time and effort students put into their studies and other educationally purposeful activities, and how the institution deploys its resources and organizes the curriculum and other learning opportunities to get students to participate in activities that decades of research studies show are linked to student learning. (NSSE, 2023)
**Student engagement** refers to the level of interest, attention, curiosity, and participation that students demonstrate in their learning experiences. Engaged students are actively involved in their education, both academically and socially. They show a genuine interest in the subject matter, are motivated to learn, and actively participate in class discussions and activities.

Educators and researchers emphasize the importance of student engagement because it is closely linked to academic success, retention, and the development of lifelong learning skills. Engaged students are more likely to perform well academically, have higher levels of satisfaction with their educational experiences, and are better equipped for future challenges.
The Thriving Quotient

Drivers of Student Success

**Engaged Learning**
- Development of a comprehensive, integrated approach to student success.

**Diverse Citizenship**
- Implementation of literature-informed, empirically-based approaches

**Social Connectedness**
- Enactment of cultural system of student success

**Positive Perspective**
- Application of clear pathways for student learning & success

**Academic Determination**
- Enactment of a student success mindset

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https://www.researchgate.net/figure/Drivers-of-Student-Success_fig2_318698529
### High-Impact Practices

- Capstone Courses and Projects
- Collaborative Assignments and Projects
- Common Intellectual Experiences
- Diversity/Global Learning
- ePortfolios
- First-Year Seminars and Experiences
- Internships
- Learning Communities
- Service Learning; Community Based Learning
- Undergraduate Research
- Writing-Intensive Courses

### NSSE Indicators of Student Engagement

<table>
<thead>
<tr>
<th>Theme</th>
<th>Engagement Indicators</th>
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</thead>
<tbody>
<tr>
<td>Academic Challenge</td>
<td>Higher-Order Learning</td>
</tr>
<tr>
<td></td>
<td>Reflective &amp; Integrative Learning</td>
</tr>
<tr>
<td></td>
<td>Learning Strategies</td>
</tr>
<tr>
<td></td>
<td>Quantitative Reasoning</td>
</tr>
<tr>
<td>Learning with Peers</td>
<td>Collaborative Learning</td>
</tr>
<tr>
<td></td>
<td>Discussions with Diverse Others</td>
</tr>
<tr>
<td>Experiences with Faculty</td>
<td>Student-Faculty Interaction</td>
</tr>
<tr>
<td></td>
<td>Effective Teaching Practices</td>
</tr>
<tr>
<td>Campus Environment</td>
<td>Quality of Interactions</td>
</tr>
<tr>
<td></td>
<td>Supportive Environment</td>
</tr>
</tbody>
</table>

[https://www.aacu.org/trending-topics/high-impact](https://www.aacu.org/trending-topics/high-impact)

[https://nsse.indiana.edu/nsse/survey-instruments/engagement-indicators.html](https://nsse.indiana.edu/nsse/survey-instruments/engagement-indicators.html)
Undergraduate Student Success
IU focuses on holistic student support and creating a student-ready culture so that every student can thrive.
Our goal: Helping IU undergraduates thrive

- **Basic Needs**: Access and successfully manage resources to meet their basic needs.
- **Academic Pathway**: Successfully navigate and grow in their IU academic career.
- **Relationships**: Cultivate positive, sustained relationships with fellow students, staff, and faculty.
- **Community**: Intentionally engage with and contribute to their university and local community.
- **Help-Seeking Behavior**: Understand, embrace and exhibit help-seeking behavior.
- **Well-Being**: Develop skills to facilitate their own wellness and well-being.
- **Cultural Competence**: Demonstrate civil engagement and cultural competence.
- **Career Experience**: Actively engage in a practical, major and/or career-related experience.
- **Post-graduate Plan**: Have a plan for employment, graduate school, government service, or a non-profit experience post-graduation.

**Graduate**: Successfully graduate with a degree from IU.
Multi-campus Focus Areas for OVPSS
At the “system” level

- Aligning all campuses around the concepts of holistic student support, student-ready cultures, and thriving.
- Creating analyses and providing this to campuses and decision-makers.
- Coordinating and Centralizing key processes and services with students at the center
- Professionalized and more "centralized" Academic Advising
- Implementing advanced student success technology
- Faculty and staff development and support
Thank you!

Julie Payne-Kirchmeier, PhD, CASP
Vice President for Student Success

Email: vpss@iu.edu ; jpkirch@iu.edu
Website: vpss.iu.edu
Phone: 317-274-8777
Instagram: @iu.vp.studentsuccess
Florida State University
A Top 25 Public Research I

- 45,000 Students
- 34,000 Undergrads
- 56% White
- >20% Hispanic
- 9% Black/African American
- >80,000 FTIC Applicants
- Middle 50% GPA 4.3 – 4.6
- Middle 50% SAT 1280 – 1390
- Over $400 million in Annual Research Expenditures
- Residential
- 75% students from 4 hrs away
- 30% First Generation
- 26% Pell Eligible
- 96% First-year Retention
- 84% Six-year Grad Rate
- 75% Four-year Grad Rate
- Near Parity on rates across race/ethnic and financial categories.

Tallahassee, FL
Engagement Strategies

- Differentiate academic engagement as separate from social
- Over 700 student organization
- Engage 100 – now includes transfers
- Expanded Experiential Learning
- Early Alert for disengagement – LMS data, faculty, class progress
- Noles Everywhere – new off-campus and out-of-state students
- Tracking data from events
- USES group (Undergraduate Student Experience Strategies)
  - Hello FSU – Top 5 things students should consider doing this week
- What questions should we be asking?
Data and Infrastructure

• Measure Everything
  – 22 years of data-informed student success efforts
  – Analytic Partners Program

• Data Lake with Convenience Layer

• Infrastructure
  – Data culture
    • Democratizing data
    • Data literacy
    • Data Evangelist
  – Data Teams
Outcomes and Opportunities

• Measurable Progress – Metric Based
  – Extreme success on retention and graduation + parity
• Behavioral matching
• Geolocation Data? Social Media? Campus Reimagined Case
• AI insights
  – Personalize Hello FSU
  – Wayfinding for future careers
• Fair and ethical use of data
Rick Burnette, PhD
Sr Vice Provost and Chief Strategy Officer
rburnette@fsu.edu
THANK YOU!

This session has been sponsored by:
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The Commission on Information, Measurement, & Analysis (CIMA)
The Council on Student Affairs (CSA)