Georgia is moving to a performance-based funding model in 2015. This will mean that universities will receive funding based on retention, progression, and graduation. The impact of this change will make it imperative that faculty members take responsibility for and work with campus support systems to increase retention and graduation rates.

The VP of enrollment management, the Director of IT and the VPAA collaborated in the development of an electronic portal that would connect faculty, students and support services and be user-friendly. A formula was created to identify math and reading based risk factors for all freshman. Our VSU Faculty Portal, enables faculty to view an interactive class roster with photos, reports and easy referral methods. If a student is marked as at-risk due to attendance, an email is sent to that student’s advisor, housing, & the academic support office. If a student is flagged as having problems with course content a notification is sent to a professional advisor or tutor who will then reach out to the student.

### Results

VSU saw:

1. 3.9% increase in passing grades from Fall 2011 to Fall 2012 in Math courses;
2. 5.1% increase in passing grades from Spring 2012 to Spring 2013 in Math courses;
3. 2.0% increase in overall retention rate; and
4. 4.0% increase in retention for faculty who used the portal.

### Methods

1. **AT-Risk model based on HS Quality, HS GPA, SAT and ACT scores**
   - Method 1: AT-Risk model based on HS Quality, HS GPA, SAT and ACT scores
   - Method 2: Interactive class roster with student photos, at-risk & DegreeWorks
   - Method 3: Faculty triggered early alert system
   - Method 4: Faculty triggered early alert system
   - Method 5: Oracle Business Intelligence Enterprise Edition and Information Discovery

### Introduction

VSU saw:

1. 3.9% increase in passing grades from Fall 2011 to Fall 2012 in Math courses;
2. 5.1% increase in passing grades from Spring 2012 to Spring 2013 in Math courses;
3. 2.0% increase in overall retention rate; and
4. 4.0% increase in retention for faculty who used the portal.

### Solutions

By combining predictive modeling, business intelligence, data warehousing, and application development VSU created new Faculty and Student Portals. Both provide interactive reports and a fully tailored user experience.

The Student Portal provides real-time information and ads to drive student success intervention strategy specific to student needs. The Faculty Portal allows faculty to communicate proactively initiate student success strategies anytime throughout the semester.

Business intelligence and data warehousing models are provided to faculty and support staff to identify at-risk populations. Valdosta State University is the first university to implement Oracle Endeca Information Discovery. We are now able to use the same technologies as Amazon and Netflix. The difference is we target content to promote academic success.