Visualizing Opportunities for Equity: Unearthing College Experience of Underrepresented Students

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CAIR 2019

Who are the students at CSUF

57.5% Female

61.0% Receiving Financial Aid

46.0% Under-represented

29.9% 1st Gen. to Attend

Ethnicity

- International 7.1%
- Unknown 3.2%
- Multi 3.9%
- Asian 20.5%
- Black 2.0%
- Hispanic 43.8%
- Native American 0.1%
- Pacific Islander 0.2%
- White 19.3%
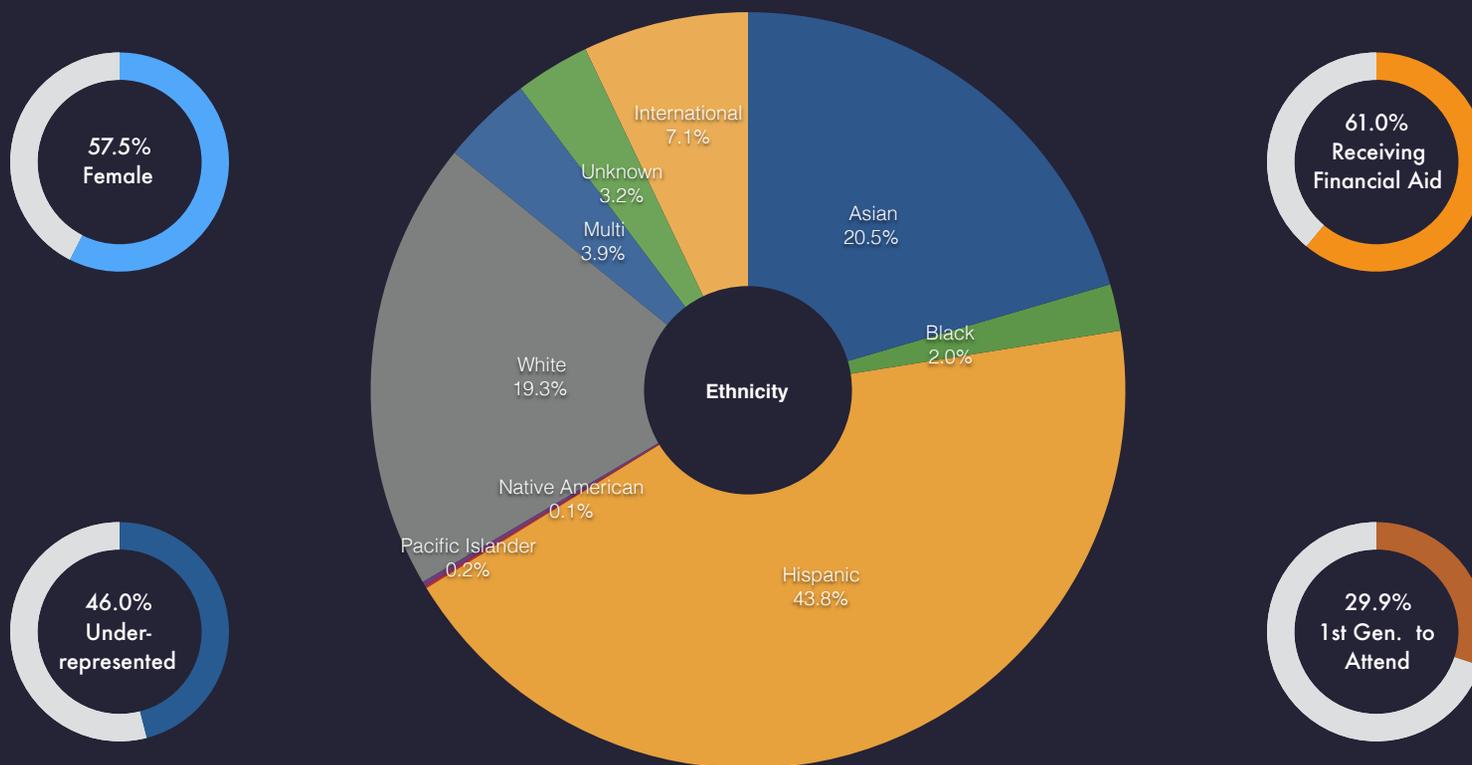
How well are our students doing

First-time Full-time Freshmen

▲ 4-year   ▲ 6-year

	2015	2016	2017	2018	2019

6-year line: approximately 63% (2015), 63% (2016), 67% (2017), 68% (2018), 69% (2019)

4-year line: approximately 21% (2015), 21% (2016), 22% (2017), 25% (2018), 30% (2019)

90.0%
72.5%
55.0%
37.5%
20.0%
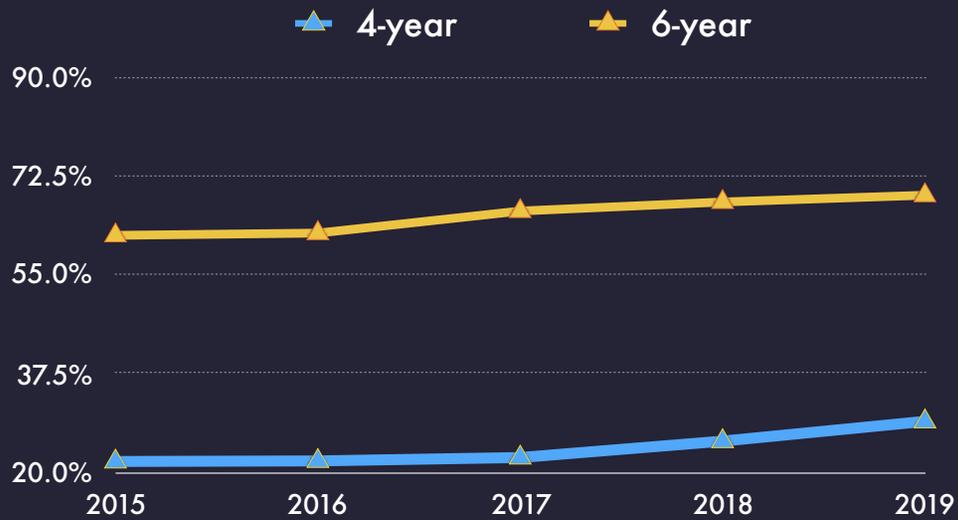
Undergraduate Transfer

▲ 2-year   ▲ 4-year

4-year line: approximately 75% (2015), 74% (2016), 74% (2017), 79% (2018), 85% (2019)

2-year line: approximately 32% (2015), 36% (2016), 38% (2017), 36% (2018), 43% (2019)

90.0%
72.5%
55.0%
37.5%
20.0%

2015 2016 2017 2018 2019
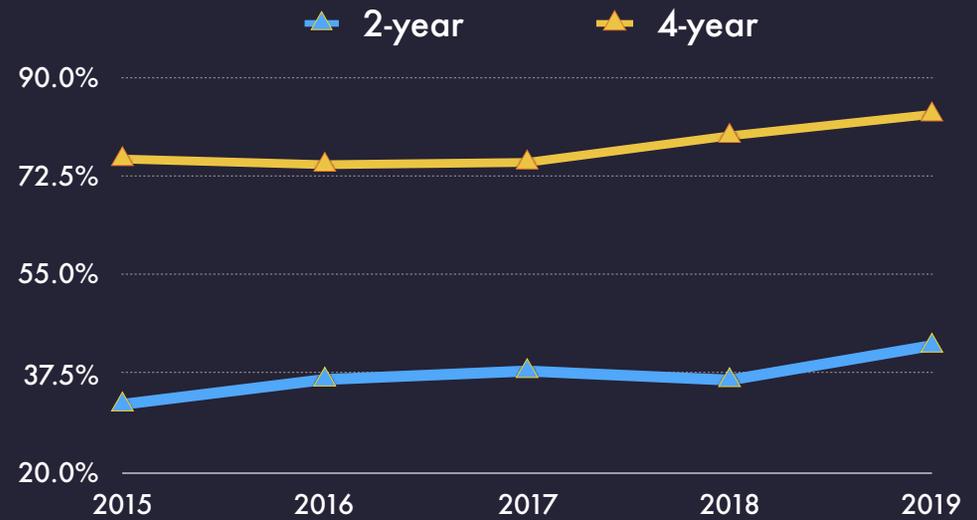
How well are our students doing (cont.)

Equity Gaps
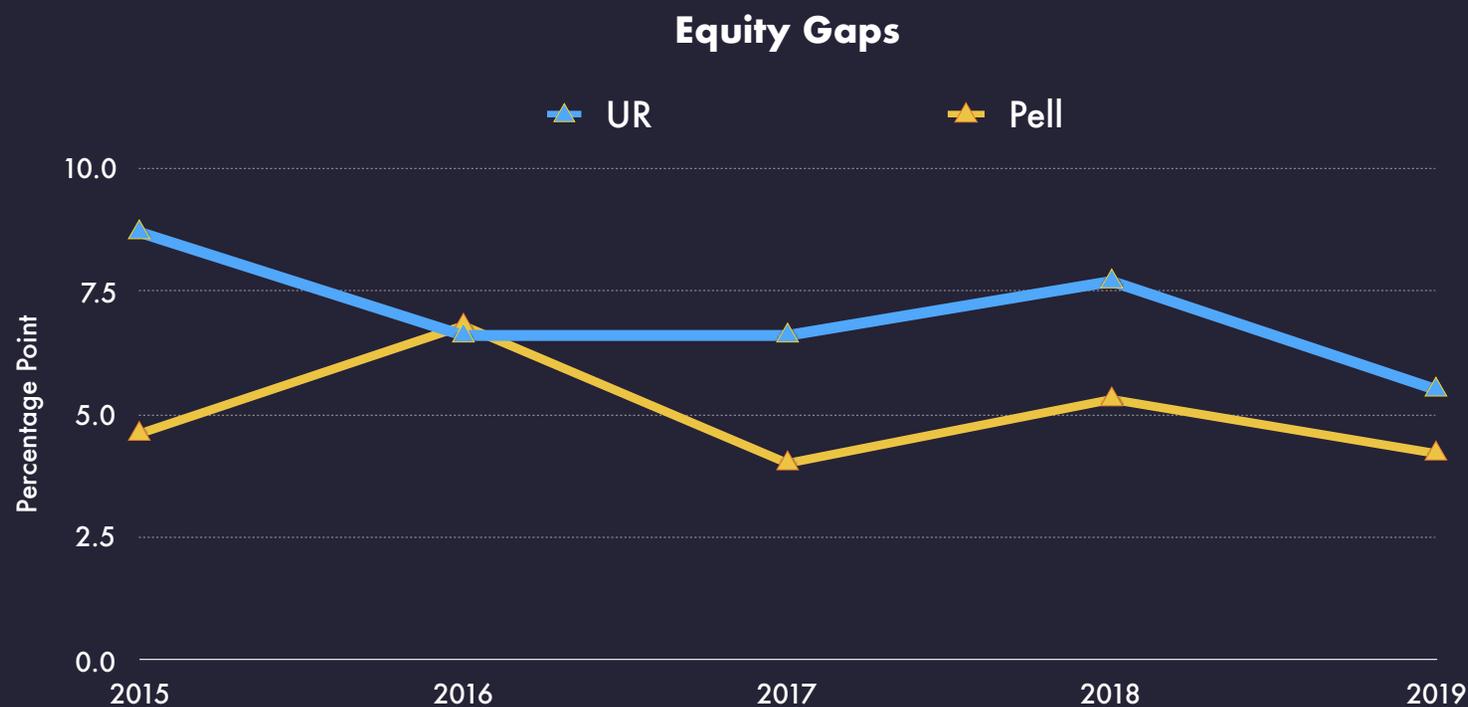
Focused support throughout the college experience…informed by **data**

Application

Enrollment

Experience

Performance

Graduation

Use data to tell **stories** that unearth different students' experiences

01 **User-friendly data visualization & dissemination tools**

02 **Easy, wide access & data transparency**

**03** **Campus data competency & habit of mind**

*"Data analytics initiatives are most effective when they **target clear, measurable outcomes,** so determine which critical institutional goals call for this approach, and let these efforts lead the way to the **broader use** of analytics **across the institution**."*

(A Joint Statement on Analytics from AIR, EDUCAUSE & NACUBO, 2019)
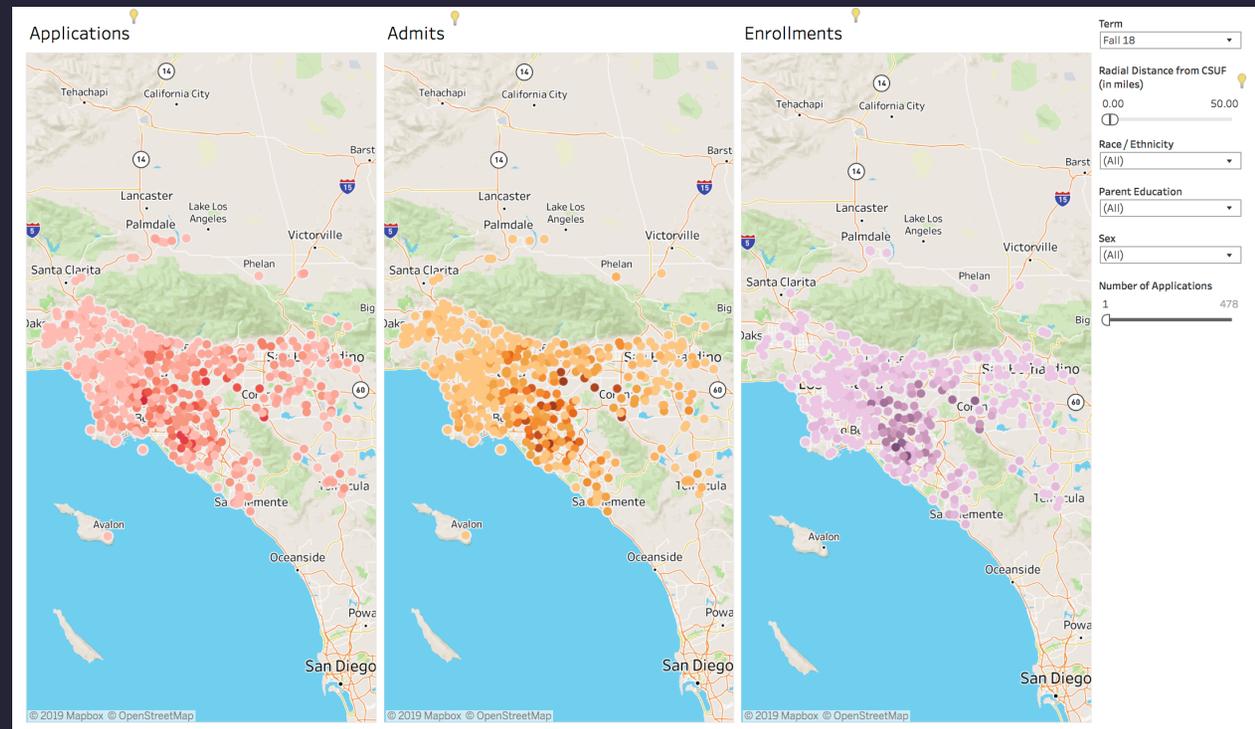
Dashboard 2: App/Admit/Enroll trends

Application

Apps/Admits/Enrolls Semester-by-Semester Comparison

select 2 semesters from dropdown list for side-by-side comparison

Semester(s)	Student Category	College	Degree Program	Impaction Location
(Multiple values) ▼	First-time Freshman ▼	Humanities & Social Sci... ▼	English BA ▼	(All) ▼

	Sex	Race/Ethnicity	Parents Education	
	(All) ▼	(All) ▼	(All) ▼	

Degree Program	EI Range	fall 2016					fall 2017				
		Applied	Admitted	% Admitted	Enrolled	% Enrolled	Applied	Admitted	% Admitted	Enrolled	% Enrolled
English BA	less than 2900	309	51	16.5%	24	47.1%	79	5	6.3%	1	20.0%
	2900-3199	151	124	82.1%	18	14.5%	67	16	23.9%	2	12.5%
	3200-3499	90	85	94.4%	1	1.2%	91	20	22.0%	2	10.0%
	3500-3799	37	35	94.6%	5	14.3%	126	21	16.7%	10	47.6%
	3800-4099	0	0		1		120	103	85.8%	19	18.4%
	4100-4399						90	85	94.4%	12	14.1%
	4400-4699						42	42	100.0%	4	9.5%
	4700 or higher						12	12	100.0%	2	16.7%
	Total	587	295	50.3%	49	16.6%	627	304	48.5%	52	17.1%

Dashboard 3:
Enrollment demographic distribution

Enrollment

Fall 2019 Demographics

	American Indian or Alaska Native	Asian	Black or African American	Hispanic/L..	Native Hawaiian or Other Pacific Islander	Nonresident alien	Two or more races	Unknown	White	Grand Total
College of the Arts	*	499	66	1,011	*	117	146	102	692	2,643
Mihaylo College of Business and Economics	10	2,414	117	3,055	15	885	316	274	1,641	8,727
College of Communications	*	455	105	1,488	*	108	174	104	792	3,235
College of Engineering and Computer Science	*	1,118	57	1,518	*	832	148	143	721	4,547
College of Education	*	143	49	305	*	*	36	55	358	958
College of Health and Human Development	*	1,509	153	3,371	18	271	235	211	1,115	6,892
College of Humanities and Social Sciences	13	938	150	4,495	*	384	293	252	1,468	8,001
College of Natural Sciences and Mathema..	*	708	58	1,234	*	150	102	66	480	2,806
Other	*	382	39	966	*	72	85	71	438	2,059
Grand Total	51	8,166	794	17,443	68	2,828	1,535	1,278	7,705	39,868
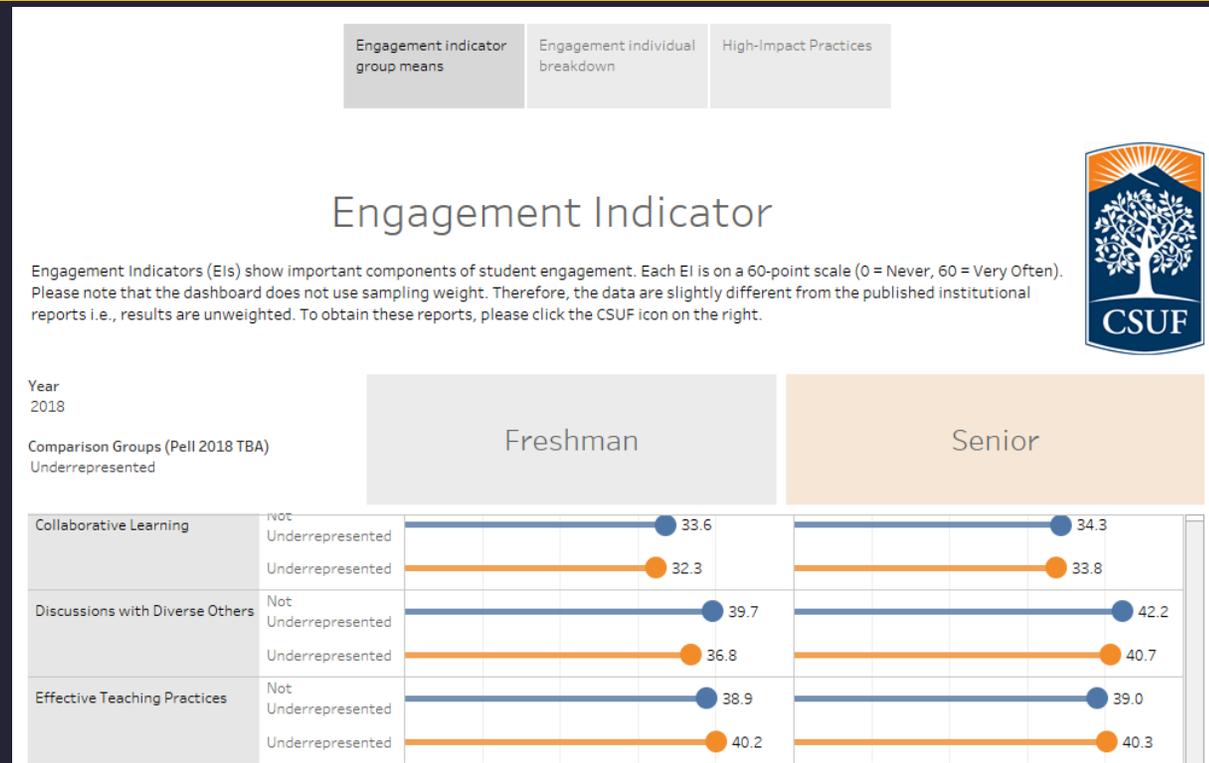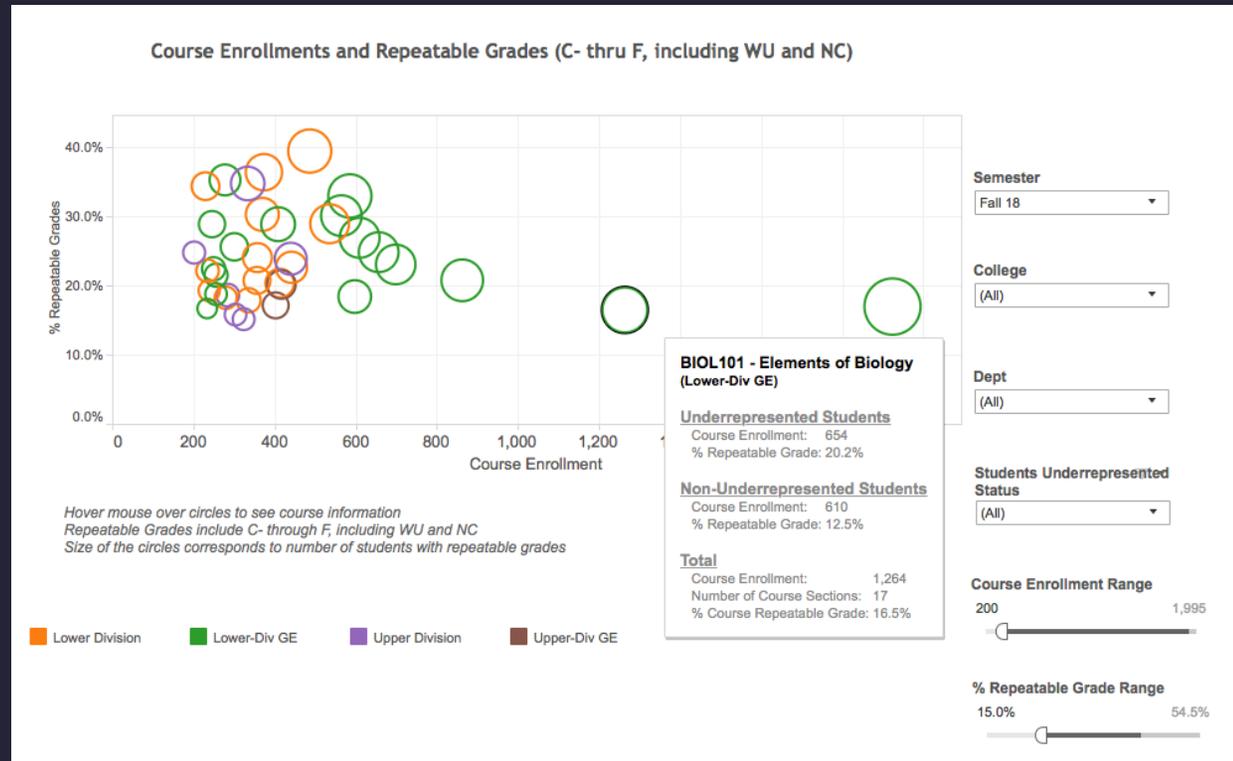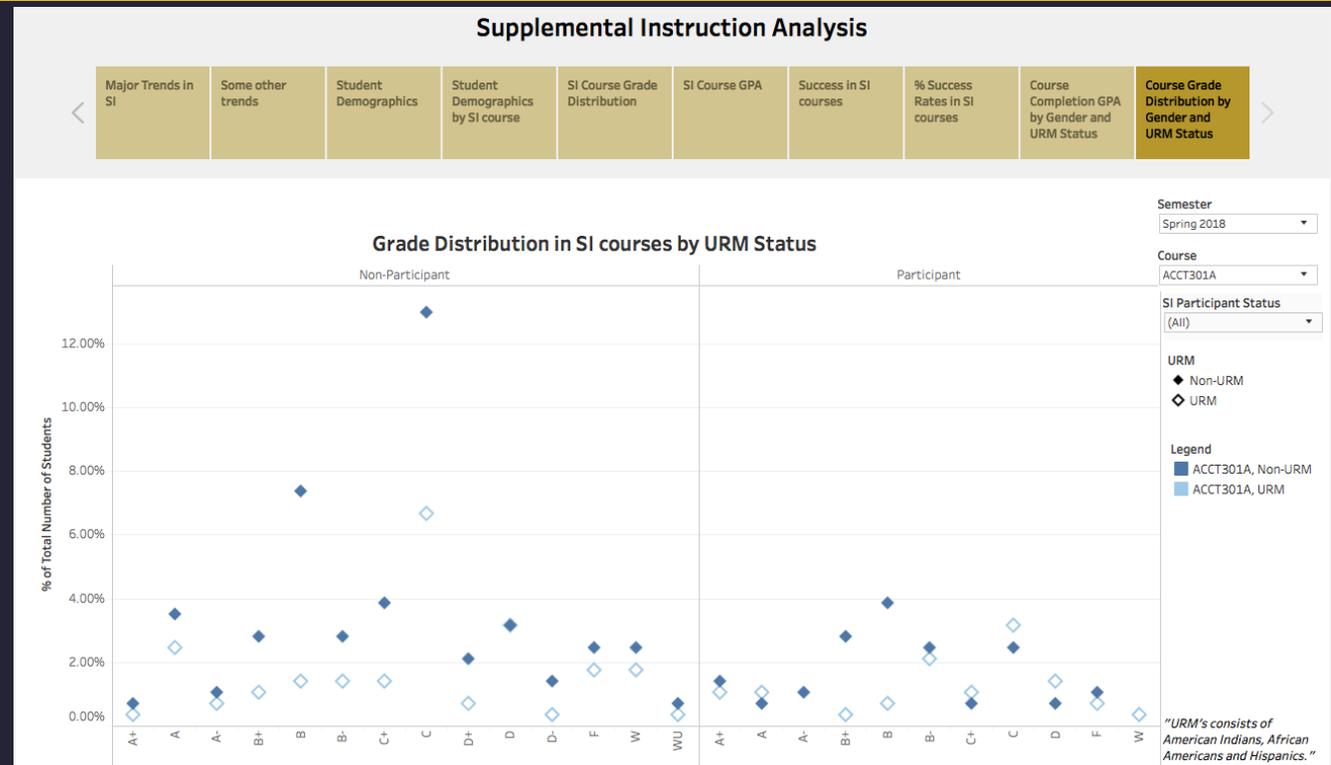
Dashboard 7:
Retention/Graduation rates

Graduation

Graduation/Retention Rates for First-time Full-time Freshman Cohorts

Cohort

67.8%
56.6%
25.5%

| | fall 02 | fall 03 | fall 04 | fall 05 | fall 06 | fall 07 | fall 08 | fall 09 | fall 10 | fall 11 | fall 12 | fall 13 | fall 14 | fall 15 | fall 16 | fall 17 | fall 18 |

- Grad in 4 Yrs or Less
- Grad in 5 Yrs or Less
- Grad in 6 Yrs or Less
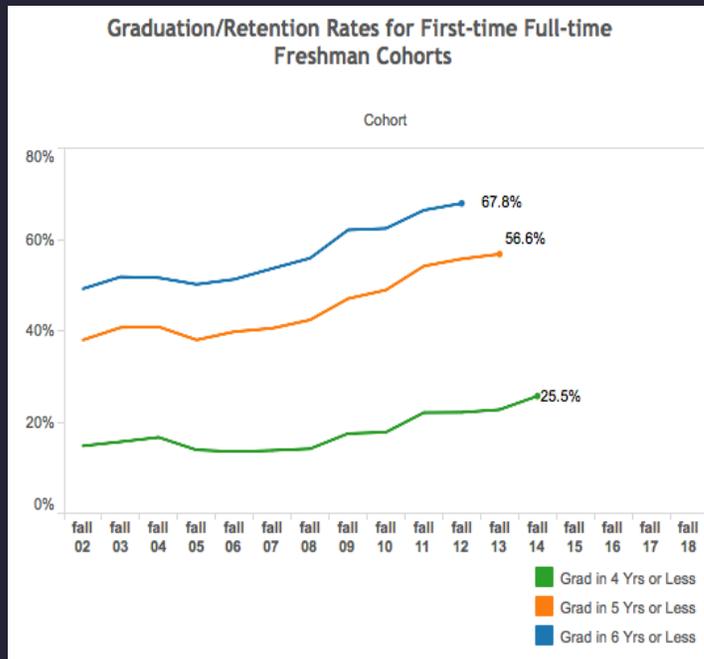
College (at Entry)	Gender	Pell Recipient	Parents Education	Underrepresent... Status	Ethnicity
(All)	(All)	(All)	(All)	(All)	(All)

Cohort	Number of Students	Avg. HS GPA	Retained after 1 Yr	Retained after 2 Yrs	Retained after 3 Yrs	Grad in 4 Yrs or Less	Grad in 5 Yrs or Less	Grad in 6 Yrs or Less
fall 02	3,292	3.16	80.1%	70.1%	65.2%	14.6%	37.8%	49.0%
fall 03	3,100	3.22	81.1%	70.8%	66.1%	15.5%	40.5%	51.6%
fall 04	3,542	3.23	82.1%	72.9%	67.8%	16.5%	40.7%	51.4%
fall 05	3,820	3.21	77.9%	68.8%	63.8%	13.7%	37.8%	50.0%
fall 06	3,737	3.19	78.7%	69.4%	64.3%	13.4%	39.6%	51.1%
fall 07	4,042	3.18	79.4%	69.7%	65.9%	13.6%	40.4%	53.5%
fall 08	4,519	3.20	80.2%	72.7%	69.0%	14.0%	42.2%	55.7%
fall 09	3,845	3.27	84.4%	78.6%	74.4%	17.3%	46.9%	61.9%
fall 10	3,749	3.27	84.9%	78.2%	75.1%	17.6%	48.8%	62.3%
fall 11	4,091	3.37	88.2%	81.5%	77.8%	21.9%	54.0%	66.2%
fall 12	4,419	3.39	88.5%	82.7%	78.2%	22.0%	55.6%	67.8%
fall 13	4,512	3.48	88.5%	81.9%	78.0%	22.6%	56.6%	
fall 14	4,243	3.53	88.1%	81.7%	77.5%	25.5%		
fall 15	4,287	3.57	88.7%	82.9%	79.5%			
fall 16	4,274	3.58	87.3%	80.9%				
fall 17	4,305	3.63	88.1%					
fall 18	4,303	3.68						

Dashboard 8:
Degree awarded

Graduation

Degrees Awarded (Primary Major)

College	Degree Level	Sex	UR Status	Ethnicity	First Generation to Earn Degree	Pell
(All)	(All)	(All)	(All)	(All)	(All)	(All)

	Primary Degree Program	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	Grand Total
College of Business and Economics	Accountancy MS	31	37	42	55	41	45	52	58	68	58	487
	Business Administration BA	1,631	1,643	1,644	1,638	1,758	1,749	1,798	2,004	2,054	2,174	18,093
	Business Administration MBA	150	127	152	189	183	131	141	105	92	78	1,348
	Economics BA	50	41	59	46	43	54	44	54	47	50	488
	Economics MA	7	5	3	15	8	15	20	9	18	17	117
	Information Systems MS	5	7	4	4	6	11	17	32	61	74	221
	Information Technology MS	17	14	23	24	16	22	25	14	23	18	196

Preliminary impact of our efforts

01 **Targeted recruiting & outreach** (student & program)

02 **Sophisticated academic planning**

03 **Differentiated student experience improvement strategies**

04 **Culturally relevant pedagogy & assessment**

05 **Focused investment of GI 2025 resources**

06 **Data-informed decision-making**
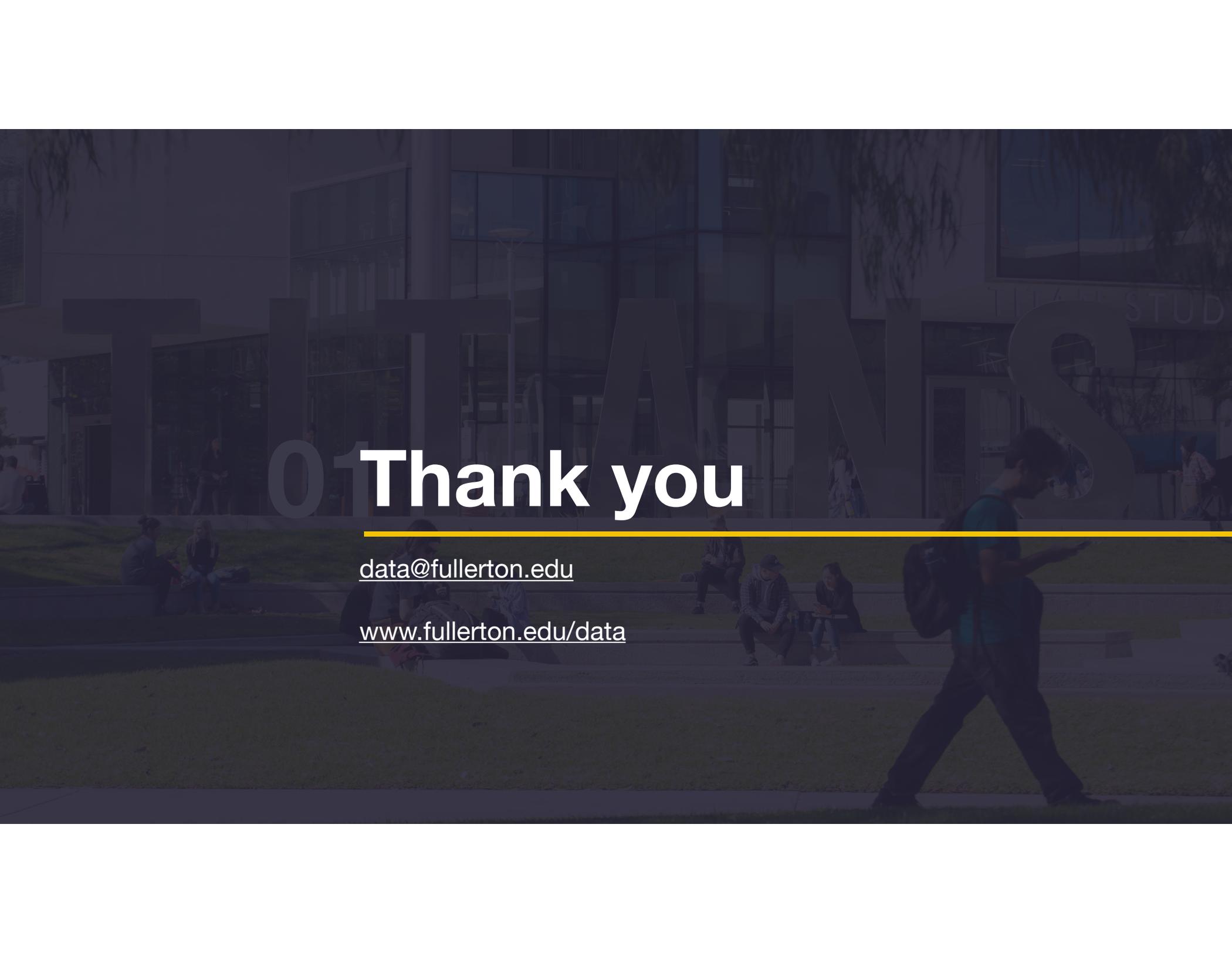
01 **Thank you**

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www.fullerton.edu/data