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# CSU CERTIFICATE PROGRAM IN STUDENT ANALYTICS

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Fall 2023 Review

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## What is Certificate Program in Student Success Analytics?

The Chancellor's Office offers the Certificate Program in Student Success Analytics. It features system and campus data, contextualized within national research on student success in higher education. The goal is to help campuses design measurably effective student success interventions in response to this data, particularly on behalf of historically marginalized students. To that end, each session is consistently infused with information that will support your efforts to be a more intentional and equity-minded practitioner in your area of work at the university.

The Certificate Program in Student Success Analytics is a team-based program. Most teams are comprised of colleagues from the same campus or organization. The course consists of seven live and interactive webinar sessions and corresponding online modules in the online classroom in Canvas. It is offered once a semester and includes a data action project from each campus. The overall minimum time commitment to complete the course is 25 hours.

### Fall 2023 Chico Cohort Participants

Danielle D Anderson	Office of the Registrar
Rachel Mason	Financial Aid & Scholarship
Gina O'Neal	Student Financial Services
Erin Wilson	Academic Advising Programs
Michelle Holmes	Office of the Registrar
Brad Layne	Institutional Research & Strategic Analytics
Katie Parsons (co-lead)	Student Success Initiatives & University Advising
Tricia Douthit (co-lead)	Institutional Research & Strategic Analytics

### Fall 2023 Data Action Project

**Chico State - Project 1**

*Surveying Student Voices:  
Understanding Reasons for  
Withdrawals*

California State University Chico

**Problem:** Chico State has experienced declining enrollment and challenges with student retention and graduation rates since the 2017-2018 academic year. Despite valuable insights from the GI 2025 dashboard, one crucial element has been missing: the student's perspective. Key findings include a 66% transfer rate to other institutions, higher attrition among pre-nursing majors, and difficulties in History 130 affecting 21% of departing students.

**Goals:** The project aims to collect students' feedback to (1) eliminate bias in understanding why students leave, (2) identify areas for improved service, (3) proactively reduce withdrawals, (4) address students' obstacles, and (5) allocate resources more effectively.

**Measurement:**

**Short Term:** Survey Response Rate - A higher response rate indicates a more comprehensive understanding of withdrawal reasons.

**Long Term:** Change in Retention Rates - Monitor changes in retention rates to measure the project's effectiveness. Change in Graduation Rates - Assess the impact of strategies informed by survey data on graduation rates. Use data to advocate for allocation of financial resources to support identified areas of opportunity.

To ensure the project's long-term success, we will:

- Obtain buy-in from staff and stakeholders during implementation to foster sustainability.
- Consult with stakeholders to align the project with staff and student needs.
- Create a comprehensive process map for the withdrawal survey, integrating it into the institutional structure for ongoing improvement. This approach allows for gradual growth and evolution of the project.

## Course Modules

Each module has a series of sections, including pre-session assignments, dashboard quizzes, a discussion and resource forum, and a post-session archive, which allows participants to access session content asynchronously, if necessary.

## Participant Feedback

**Rachel Mason:** "The CSU Analytics Program was an incredible experience, so I'm thankful I was selected to participate and improve my skills as a leader here on campus. The tools and knowledge provided through this program allowed our group to take charge of our Withdrawal Process, and we are already making meaningful progress in improving retention going forward. Utilizing the various dashboards and using that data is eye opening, and prompted us to take a hard look at our current processes and how they need to be reimagined."

**Michelle Holmes:** "There is a lot of work being done to improve student success across the various campuses and there were many things our campus is doing right. The line-up of presenters, which included CSU students, was top notch and I came up with a renewed sense of pride in the work we do. I am excited to implement our withdrawal survey and start making our own advancements toward student success."

**Erin Wilson:** "Overall, I really enjoyed this process. The program was well organized and had fantastic guest speakers. I'm excited about the project we did and look forward to it being implanted on campus."

## Student Success Dashboard

The chancellor's office has developed a series of dashboards relating to student success. Throughout the certificate course, each team member learned how to use these dashboards. These dashboards are available for all CSU Employees.

Website link: [CSU Student Success Dashboards \(calstate.edu\)](https://calstate.edu/student-success-dashboards)

## Dashboard Resource Guide:

### Dashboard Key

- 1 Use the "left nav" to visit other dashboard sections and pages.
- 2 Page title presented as a question to help orient you to the page's focus.
- 3 Drop-down menus let you filter the data along different dimensions.
- 4 Click on tabs to view additional charts, data tables, and supporting content.
- 5 "Download Data" allows you to download the chart's data as a CSV file.
- 6 Hover over chart data points to reveal data values, student counts, etc.
- 7 Some pages include supporting data in left-side panels.
- 8 Some chart legends include a "click to show/hide" feature that can make the chart easier to view.
- 9 Dashy, the ChatBot, can answer questions about definitions and where to find related analyses.
- 10 Use the "Give Us Feedback" link to send us your questions, corrections, and suggestions.

The screenshot shows the CSU Student Success Dashboard for Bakersfield, School of Arts & Humanities, Art, 2015, First-Time Full-Time Freshmen. The main title is "How Quickly Do They Progress?". The dashboard includes a left navigation menu, a main content area with a chart of "Units Attempted" from 2015 to 2021, and a summary panel on the right. The summary panel shows 19 enrolled students, a 16% 4-yr grad rate, and a 42% dropout rate. A legend at the bottom of the chart allows users to show or hide data series: Enrolled (red), Dropped Out (orange), Graduated (green), and Graduated Diff. Campus (yellow). A "Download Data" button is located in the top right of the chart area. A "Give Us Feedback" link is at the bottom of the dashboard.

**Dashboard Tab Key**

- 1 The Overview Chart shows this page's primary chart and data visualization.
- 2 The Trends tab shows data for past and present student cohorts.
- 3 The Data Tables tab shows the chart data in a table format, which can be downloaded.
- 4 The Chart FAQ tab answers commonly asked questions for this page about the data and how to use the controls in this page.
- 5 The Methods tab explains where the data came from, how we analyzed it to create the findings, and definitions of terms used.

**CSU Student Success Dashboard**  
Moving from Insights to Action

Navigation: Overview Chart (1), Trends (2), Data Tables (3), Chart FAQ (4), Methods (5), Download Data

The dashboard displays a bar chart with multiple bars of varying heights, representing data across different categories. A sidebar on the right contains a search bar and a list of items.

## Graduation Initiative 2025 Dashboard

Website Link: [CSU | Graduation Initiative 2025 \(calstate.edu\)](https://calstate.edu/graduation-initiative-2025)

The CSU has set ambitious goals to facilitate our students' path to a high-quality college degree and committing us to eliminate equity gaps between historically underserved students and their peers. Fulfilling the aspirations of Graduation Initiative requires us to consistently measure progress and take stock of our efforts. This dashboard is meant to help you engage in productive, action-oriented discussions with all stakeholders that hold a vested interest in the success of our students. Dashboard Contents:

- Are we on track to meet our goals?
- Are students advancing quickly enough to meet our grad goals?
- What do we know about student who leave?
- Which courses have the lowest passage rates?
- Which courses have the largest GPA equity gaps?
- Which students enroll in postgraduate programs?

## Faculty Dashboard

Website Link: [CSU | Faculty Dashboard \(calstate.edu\)](https://calstate.edu/faculty-dashboard)

Faculty play a critical role in fostering student success in and out of the classroom. This dashboard is intended to help you gain a better understanding of the backgrounds and academic patterns of your students. Our hope is that, with the information provided, you will be better able to engage in productive discussions and planning with all stakeholders who hold a vested interest in promoting student success.

Dashboard Contents:

- Who are my students?
- How quickly do they progress?
- What paths do they follow?
- In which courses do they struggle?
- Which courses have the largest GPA equity gaps?
- Once students achieve Junior status, how long do they take to graduate?
- What are their academic outcomes?
- Which students leave before graduating?
- Which students enroll in postgraduate programs?

## CSU by the Numbers Dashboard

Website Link: [CSU | CSU by the Numbers \(calstate.edu\)](https://calstate.edu/by-the-numbers)

This dashboard is intended to help you gain a better understanding of the backgrounds and academic patterns of your current and past students. Our hope is that, with the information provided, you will be better able to understand the impact of past and current initiatives, and engage in productive discussions and planning with all stakeholders who hold a vested interest in promoting student success.

Dashboard Contents:

- How are our student populations changing?
- What are our application, enrollment and graduation rates?
- How do our students progress through their first year?
- What are our historical persistence and grad rate?
- Are there equity gaps?
- How many students are taking an additional term to graduate?
- What do we know about students with a disability?
- How many students are taking full unit loads?
- How do student backgrounds impact time to degree?
- How do we compare to our CSU Peers?
- How do we compare to our national peers?
- Who are our top HS and CCC feeder schools?

## Equity Gaps Dashboard

Website Link: [CSU | Equity Gaps Dashboard \(calstate.edu\)](https://calstate.edu/equity-gaps)

A rigorous education culminating in a valued Baccalaureate degree can lead to a lifetime of increased access and opportunity. Because the diversity of the CSU student body mirrors that of the State of California, we play a critical role in serving individuals and communities that have been historically underserved. This dashboard is meant to help you engage in productive, action-oriented discussions with all stakeholders that hold a vested interest in the success of our students.

Dashboard Contents:

- What does the equity gap look like on my campus?
- Which early academic behaviors help most with closing the gap?
- Do students achieve Junior status at equitable rates?
- Once students achieve Junior status, do they graduate at equitable rates?
- Which courses have the largest GPA equity gaps?
- Are there overlooked equity gaps?
- What actions can I take?

## Data Action Project

CSU-Chico's Fall 2023 data action project is: Surveying Student Voices: Understanding Reasons for Withdrawals.

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*Goals:* The project aims to collect students' feedback to (1) eliminate bias in understanding why students leave, (2) identify areas for improved service, (3) proactively reduce withdrawals, (4) address students' obstacles, and (5) allocate resources more effectively.

*Short Term Measurement:* Survey Response Rate - A higher response rate indicates a more comprehensive understanding of withdrawal reasons.

*Long Term Measurement:* Change in Retention Rates - Monitor changes in retention rates to measure the project's effectiveness. Change in Graduation Rates - Assess the impact of strategies informed by survey data on graduation rates. Use data to advocate for allocation of financial resources to support identified areas of opportunity.

To ensure the project's long-term success, we will:

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## Future Plans

Moving forward, Chico State is committed to utilizing our engagement in the Student Success Analytics certificate program to advance initiatives aligned with our campus's Enrollment Continuum priorities. This strategic alignment ensures that the goals and efforts of our program cohorts resonate with the university's overarching mission, while also paving the way for actionable insights and implementation.

In Spring 2024, our cohort will delve into a pivotal issue that has been identified as a significant barrier to student enrollment: registration holds on students' accounts. With recognition of the multifaceted implications of these holds, the project aims to:

**Identify the root causes** of the problem by understanding the underlying reasons for common holds on student accounts such as academic, financial, and administrative requirements

**Assess the impact** of these holds on students' decisions regarding enrollment, persistence, and graduation.

**Recommend solutions** based on data-driven insights, develop actionable recommendations to streamline processes, reduce unnecessary barriers, and enhance student experiences.

**Foster collaboration**, both cross-departmental and cross-divisional, to ensure that solutions are holistic, feasible, and sustainable.

By focusing on registration holds as a critical aspect of student engagement and success, this cohort aims to improve campuses processes in a way that not only enhance the enrollment experience of our students, but also fortifies the university's commitment to equity, access, and student-centered growth.

We appreciate the continued support and collaboration of university leadership as we continue this transformative journey. It's worth highlighting that, for three consecutive semesters, the Chico State cohorts have had their projects selected to be showcased in the program's closing session. Amongst the multitude of projects underway, only three teams receive this distinction in each cycle. This acknowledgment underscores the exceptional efforts and accomplishments of our Chico State cohorts in the use of their analytic knowledge.

Currently, the program lacks specific funding, hindering its ability to enhance participant experiences and foster engagement. The acquisition of additional resources is crucial to further exploring innovative approaches, implementing effective interventions, and contributing meaningfully to student success initiatives at Chico State beyond the four-month duration of the program. Support in securing these resources will empower the program participants to make a lasting impact on student outcomes and ensure the long-term implementation of their learning.