
CSU STUDENT SUCCESS ANALYTICS CERTIFICATE PROGRAM

Fall 2024 Review

Katie Parsons

Student Success & Advising Analyst
Student Success Initiatives & University Advising

Tricia Douthit

Senior Director
Institutional Research & Strategic Analytics





California State University **Chico** Institutional Research and Strategic Analytics

What is the CSU Student Success Analytics Certificate Program?

The CSU Student Success Analytics Certificate Program is offered by the Chancellor's Office. 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 CSU 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.

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.

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)

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 academic patterns of your current and past students. The goal is to be 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-dashboard)

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?

Graduation Initiative 2025 Preliminary Progress Update

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

In 2015, the CSU launched Graduation Initiative 2025, setting ambitious goals to improve student success and close equity gaps. This report provides an overview of Chico State's progress towards those goals.

- Focus on eliminating equity gaps for underserved students
- Importance of measuring progress and removing barriers to success
- Impact of the global pandemic on students and educators
- Commitment to improving policies for all student success
- Student outcomes broken down by race and ethnicity
- Encouragement to share findings and promote internal assessment for further progress

Fall 2024 Chico State Cohort & Data Action Project Cohort Participants

Anthony J Alvarado
Juan Gutierrez
Ashley Kaplan
Karel D. Llamas
Chloe Maday
Valantina Y Rashoo
Ruby G Romero

Office of the Registrar
Institutional Research and Strategic Analytics
Process Evaluation and Continuous Improvement
Graduation Advising
Professional & Continuing Education
College of Behavioral and Social Sciences
College of Engineering, Computer Science, and
Construction Management

Katie Parsons (co-lead)
Tricia Douthit (co-lead)

Student Success Initiatives & University Advising
Institutional Research & Strategic Analytics



Problem Statement: *The use of administrative-process and student-success-related holds is a critical tool for higher education institutions to ensure student engagement and compliance with necessary administrative tasks. These holds serve to motivate students to take actions that support their academic success and fulfill institutional requirements. However, the current practices around holds can sometimes be unclear and inconsistent, leading to confusion and potential harm to students.*

Goals: *(1) Enhance Student Success: Ensure that holds are used effectively to support student retention, progression, and completion. (2) Improve Administrative Efficiency: Streamline administrative processes and ensure compliance with institutional requirements. (3) Promote Equity and Transparency: Ensure that the use of holds is fair, transparent, and communicated clearly to all students.*

Proposed Solutions: *(1) Limit the Use of Holds: Restrict the use of holds to situations where they have been proven to produce the desired outcomes. (2) Clear Communication: Maintain clear, concise, timely, and multichannel communication with students about the existence of a hold. (3) Regular Monitoring and Review: Implement a process to regularly monitor and review the use of holds. (4) Appeal Process: Allow students to appeal the inability to register for subsequent terms or send official transcripts if a hold prevents these actions due to unpaid debts. (5) Debt Management Options: Establish payment plans for current students with outstanding balances and maintain a debt-forgiveness program for nominal debts, where allowed by law. (6) Equity Considerations: Routinely examine the use and impact of holds on students for issues of equity.*

Success Measurement: *The outcome of this project will be measured by the successful completion of implementing a new way of using holds (service indicators) that includes the six proposed solutions. This will decrease the overall holds or increase in the number of students who are able to register for classes at the beginning of registration period.*

Data Action Project

This semester, the Fall 2024 cohort made significant progress in advancing the objectives of the **Improving the Student Hold Process** project initiated in Spring 2024. While the Spring project focused on identifying broad issues and proposing initial solutions, Fall 2024 expanded upon that foundation with a more in-depth analysis and actionable steps.

Key achievements include:

- **Process Profile Completion:** A high-level process profile was developed to ensure consistency and clarity in the use of holds.
- **Limiting Required Holds:** A consensus was reached to restrict required holds to only two: tuition/large outstanding fees and academic disqualification. The team also explored flexible thresholds, such as 5–10% of outstanding tuition, to account for inflation and varying fees.
- **Holds Governance:** The establishment of a recommendation for a process owner (Enrollment Management) and a proposed Holds Committee to oversee and monitor the implementation and communication of holds policies.
- **Enhanced Communication:** Concrete recommendations for better student communication were outlined, including multichannel messaging, clear instructions, app integrations, and API-supported reminders.
- **Focus on Equity and Efficiency:** Fall efforts centered on balancing institutional requirements with equity considerations, emphasizing streamlined processes that reduce barriers for students.
- **Consultation with Cal Poly Pomona:** Lessons learned from a successful holds redesign at Cal Poly Pomona provided practical guidance, such as focusing on essential holds, implementing communication standards, and leveraging technology like AI-driven nudges.

These advancements build on the Spring 2024 goals, particularly the aim to reduce enrollment holds by 10% and improve student satisfaction. The Spring semester laid the groundwork by identifying problem areas and initial solutions, while Fall 2024 focused on actionable recommendations and clearer implementation strategies.

Future Plans

The next steps will involve finalizing the documentation for submission to Cabinet and the Project Management Office, focusing on recommendations for non-required holds and alternative outreach strategies. The Holds Committee will refine guidelines to ensure alignment with institutional priorities and equity goals. Additional plans include piloting some of the proposed communication tools, such as API-driven reminders and app integrations, and conducting an equity analysis to evaluate the impact of holds on different student populations.

In the long term, we aim to implement the revised holds process, monitor its effectiveness, and iterate based on data-driven insights. The ultimate goal is to ensure that holds serve as a supportive tool for student success, reducing barriers and enhancing transparency across all aspects of the student experience.