**COURSE WITH HIGHEST DWF RATE**

The CSU Dashboard reveals an unexpected statistic.

- Contrary to anecdotal evidence, the college of business course with the highest DWF rate is not a quantitative college course, typically excelling in business analytics, but MKTG 431, which, in theory, should speak to the strengths and interests of business students.

- MKTG 431, the course with the highest DWF rate is offered in both online and in-person formats. 35% DWF rate provided by CSU Dashboard is the aggregate rate across course formats for years 2011-2016.

**ONLINE V.S. IN-PERSON**

Analysis of student success in the two formats of the same course.

**Questions**
- How do students perceive the online courses?
- Why do students take the online version of a course?
- Do the online courses deliver the skills they need for their future career?
- Should there be more online courses offered?

**Learning Inventory/Challenges**
- A student enrolled in the online course may have access to lecture videos, Institutional Research Data, and the iLearn Activity Log Data. Newly transferred students may be new to this type of learning environment.

**Online section has 9% higher DWF rate than in-person one.**

**AVERAGE GPA**

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**MKTG 431 Students’ Performance (URM vs. NURM)**

- Both URM and NURM students perform worse in the online version. The drop in performance is notable for the URM students.

**ISYS 363 Students’ Performance (URM vs. NURM)**

- URM students perform worse overall in the online and in-person version. The differences are larger for NURM students.

**TRANSFER STUDENTS**

INSTITUTIONAL RESEARCH DATA FOR ONE ACADEMIC YEAR

**AVERAGE GPA**

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**FUTURE WORK**

**PREDICTIVE ANALYTICS TO IMPROVE STUDENT SUCCES**

- To construct predictive algorithms
- Enable automated messaging to students through iLearn
- Implement and test messaging in ISYS 363.

**FUTURE DISSEMINATION**

The results of the future work will be shared again with the director of Technology Services and various other parties within College of Business, i.e., the director of student advising, the dean, as well as the department chairs during the dean’s council in Fall 2019.

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