

SPOTLIGHT



Spring 2026

SPOTLIGHT ON CONTINUOUS IMPROVEMENT:

DATA DAY 2025 PRESENTER HIGHLIGHTS

During Data Day 2025, four Continuous Improvement Liaisons delivered powerful, data-driven presentations showcasing how assessment, strategic insight, and thoughtful action are elevating student success across Alabama State University. Their work reflects our collective commitment to evidence-based decision-making and continuous enhancement of programs and services. Below is a snapshot of each presentation.



The Separation of BIO 127 & BIO 128 for Majors and Non-Majors

DR. DANIEL WILLIAMS
*Department Chair,
Biological Sciences*

Dr. Daniel Williams presented an insightful overview of the department's multi-year analysis and subsequent restructuring of the general biology curriculum. By examining pass/fail data from Fall 2022 through Spring 2025, the department identified significant performance gaps between majors and non-majors taking the combined BIO 127/128 courses. Majors consistently outperformed non-majors, indicating that the shared course model did not adequately support learning needs across groups.

In response, the department implemented a major curricular redesign:

- Non-majors now take a combined 4-credit lecture + online lab course (BIO 127/128), and
- Majors/Honors students take redesigned BIO 137/138 courses with separate, rigorous lecture and lab components.

This separation is expected to improve pass rates, reduce attrition, and strengthen alignment between course content and student pathways. Dr. Williams emphasized collaboration with Institutional Research and the importance of in-person dialogue when navigating complex data needs.



Data Matters: Transforming Recruitment Through Analytics

DR. FREDDIE WILLIAMS
*Assistant Vice President for
Admissions & Recruitment*

Dr. Freddie Williams delivered a dynamic session demonstrating how Admissions is leveraging data to strengthen recruitment, streamline operations, and improve enrollment outcomes. Using Slate, PeopleSoft, dashboards, conversion rate tracking, and targeted communications analytics, the Admissions team has shifted from reactive decision-making to proactive, data-informed strategy.

Key accomplishments included:

- Identifying high-yield high schools and regions to refine travel schedules and recruiter assignments.
- Enhancing funnel management to detect drop-off points early and launch "Hornet Next Steps" campaigns for admitted students.
- Using CRM and engagement analytics to personalize messaging and increase responsiveness and event participation.

The results speak for themselves: increases in new student enrollment, overall headcount, and retention, supported by clearer insights and stronger cross-campus collaboration. Dr. Williams credited teamwork, leadership support, and continuous refinement of communication strategies as central to their success.



Keeping the Hive Alive: Freshman Retention in Psychology

DR. TINA VAZIN
Chair, Department of Psychology

Dr. Vazin shared the Psychology Department's innovative approaches to improving first-year retention as part of their "Keeping the Hive Alive" initiative. With a long-term departmental vision of growing to 500 aspiring psychologists, the team examined retention data for the 2023–2024 and 2024–2025 academic years and implemented a range of empirically-based interventions designed to support new psychology majors holistically.

Strategies included:

- Intrusive advising to ensure early identification of challenges.
- Social engagement activities, including the Passing of the Torch Ceremony and the Freshman Halloween Bash, to build community and belonging.
- Peer mentoring, focus groups, and a Freshman Council to amplify student voice and support.

All faculty members participated in designing, implementing, and assessing interventions, making this a truly department-wide effort. Dr. Vazin noted that sustainability and innovation remain central, with ongoing data collection and continual refinement of strategies planned for the next cycle.



Using TRIO Data to Strengthen First-Generation Student Success

DR. ACQUANETTA PINKARD
Director, TRIO Programs

Dr. Pinkard presented a compelling data story highlighting how TRIO Programs are leveraging institutional, admissions, financial aid, and demographic data to enhance support for first-generation, low-income, and underrepresented students. A key achievement included adding the First-Generation identification item to the admissions application, an essential step in allowing the University to identify and support these students earlier.

Key insights and actions included:

- Identifying a growing population of first-gen students, alongside gaps in student understanding of the term.
- Using data to strengthen grant proposals and secure ASU's First-Gen Forward Institution designation.
- Creating the First-Gen Scholars Club, launching a First-Gen Mini-Conference, and expanding campus-wide awareness and celebrations.

These efforts have improved early outreach, enhanced visibility, strengthened reporting, and fostered collaborative partnerships, positioning ASU as a leader in supporting first-generation student success.

Each presentation at Data Day 2025 demonstrated how data, when thoughtfully analyzed and intentionally applied, becomes a catalyst for transformational change. From academic programs to admissions pipelines to student support ecosystems, these presenters and all of our continuous improvement liaisons model the power of intentional, evidence-based improvement every single day. Their ongoing work reflects the dedication, collaboration, and operational excellence that move our institution forward.

