



NUDGE CAMPAIGNS

End of Term Re-Enrollment – Mattering



CIVITAS
LEARNING

Driving Student Success Through Nudges

A **nudge campaign** is a communication strategy, built upon a data-informed insight, that an institution designs to nudge a targeted group of students to achieve a specific, measurable outcome.

Nudges are small pushes in the right direction that do not require prescribed actions, but encourage certain behaviors. When students are presented with a nudge sent from a trusted person at your institution, they have the freedom to make their own choices with information about behaviors we know are more strongly associated with positive persistence and graduation outcomes.

- Kuh, George D., et al. *Student success in college: Creating conditions that matter*. John Wiley & Sons, 2011.

An important part of being in a community is feeling the sense that you **matter** to the people in the community. If you feel like others in the community are interested and concerned about you, it can influence your behavior within the community. It is common, especially at large institutions, that students do not feel like they matter to the community. This affects students' sense of belonging.

- Schlossberg, N. K. (1989), *Marginality and mattering: Key issues in building community*. *New Directions for Student Services*, 1989: 5–15. doi:10.1002/ss.37119894803

About the Nudge Campaign

Opportunity

Students do not enroll in classes for an upcoming term for variety of reasons, including non-academic reasons such as financial, logistical, and social-psychological. Students that have not enrolled for the next term can be identified in Illume Students, and the persistence prediction can be used to differentiate messaging for students based on predicted risk.

Goal

The goal of this nudge campaign is to nudge students to enroll for the next term.

Students

The target student group for this nudge campaign is students who have not enrolled for the next term.

Owner

The owner of the the nudge campaign is the person responsible for sending the nudges to the students and receiving and acting upon replies from students. Choose the most appropriate person at your institution to send the nudges. Remember, emails sent from a person the student knows are most likely to be read. Advisors or faculty are often appropriate owners for a nudge campaign.

Strategy

This nudge campaign is a single mindset nudge designed to help students who have not yet enrolled for the next term build a sense of belonging within their learning community. The nudge can be reinforced through a call-to-action.

The nudge should be sent at the end of the academic term and utilize the following mattering principles:

- Mattering
- Belonging
- Empathy
- Normalizing

End of the Term

Nudge for Very Low, Low and Moderate Persistence Predictions

Subject Line: You are a [MASCOT] and you belong here

Dear [STUDENT FIRST NAME],

You already know how challenging college is, especially with all the other things you have going on in your life. Sometimes you can feel so overwhelmed you start to think college might not be for you. Every student has these doubts, but it's not true. You are here, you are part of the [MASCOT] community, and you belong here.

I'm here to support you on your path to graduation because your success means a lot to me. If you need any help deciding on what classes to take next [TERM/SEMESTER], let me know.

[INSERT CALL-TO-ACTION - *The call to action should be related to registering for classes for next term. This could include a link to your institution's registration page and course planning tools available to students. See the Call-to-Action appendix below for more ideas.*]

[SIGNATURE]

Nudge for High and Very High Persistence Predictions

Subject Line: You are a [MASCOT] and you belong here

Dear [STUDENT FIRST NAME],

Registered for classes next [TERM/SEMESTER] yet? You're a really important part of the [MASCOT] community and we want you around! Besides, you belong here.

I'm here to support you on your path to graduation because your success means a lot to me. If you need any help deciding on what classes to take, let me know.

[INSERT CALL-TO-ACTION - *The call to action should be related to registering for classes for next term. This could include a link to your institution's registration page and course planning tools available to students. See the Call-to-Action appendix below for more ideas.*]

[SIGNATURE]

Call-To-Action

A nudge campaign is intended to encourage student behaviors that lead to an increased likelihood of success. To have an impact on students' likelihood to persist and graduate, the nudge must alter students perspectives or illicit actions that increase their chances of meeting their educational goals.

*A nudge can be reinforced with a request for a student to think or behave in a way that will likely improve their educational outcomes. This is a **Call-To-Action**. Including a call-to-action in a nudge is optional, but highly recommended. Nudges that ask a student to do something specific make it significantly more likely that they will do it and it will have an impact.*

It is important not to overwhelm the student by including a long list of resources or choices. Include just one call-to-action and make it specific to the target student population.

Four calls to action are described below along with examples of each.

Types of Calls-To-Action

1 Thought Exercise

Students' attitudes and beliefs can be changed simply by asking them to think about a question or reflect on a hypothetical situation. For example, asking students to remind themselves about the reasons they are going to college can reinvigorate a sense of determination to help carry them through a tough point in the term.

Thought exercises have the benefit of being powerful yet not requiring any additional resources beyond sending the nudge. They also provide students cognitive tools they can use anytime to increase their resilience when facing challenges.

2 Link to a Resource

Your institution has resources available to support students throughout their academic journey. You may also know of resources outside your institution that would be helpful for certain student groups. Provide a link to a resource related to the purpose of the nudge or to the targeted student group. This call-to-action leverages existing resources without requiring additional time or new initiatives.

3 Request to Signup or Attend

Your institution has a variety of support activities already in place for students, such as orientation sessions and student clubs. Ask students to signup, attend, and participate in one of these events or activities. This also has the benefit of not requiring any additional resources to support students beyond what is already allocated.

4 Schedule an Appointment or Visit

Ask students to schedule an appointment with someone in their academic support network. The call-to-action may be especially impactful for students in need of acute intervention such as students with Very Low and Low persistence predictions.

Asking students to schedule an appointment or visit an advisor, faculty, success coach, mentor, or academic support center requires the capacity to handle the influx of students wanting to utilize those resources. This is especially important to consider when using this call-to-action in a nudge campaign with a large targeted student group.

Thought Exercise Examples

Remember goals and aspirations

Think about the reason you applied to [INSTITUTION NAME] in the first place. Remind yourself about those goals and aspirations; you can achieve your goals here.

Use good habits

Good habits you discovered as a first-year student are the ones you can re-use to experience success this year. What habit will you use this week to prime yourself for success in your classes?

Address challenges

Now is the perfect time to consider a *new* way to tackle a *new* challenge. Working through new challenges is how we all learn. What new challenge are you facing? What is one way you will address this challenge today?

Link to Resource Examples

Study tips

Final exams are coming up. Click here for tips on how to beef up your study skills.

Time management resource

Juggling life and school is challenging. Here is a link to a guide on time management that may help.

Getting around

Getting around campus can be tricky. Here are links to campus maps and shuttle routes.

Learn about support services

Did you know that you have access to [WRITING CENTER/TUTORING/SUCCESS CENTER] to support you while you learn and grow at [INSTITUTION NAME]? Click here to learn about how you can take advantage of these services.

Request to Signup or Attend Examples

Join a student club

At [INSTITUTION NAME] we have a variety of student clubs you can join to meet students with similar interests as you. They are a great way to get connected to your learning community. An information session with representatives from the various clubs will be held at [TIME AND LOCATION]. Come to the session and meet student like yourself.

Attend orientation

It's important to attend one of your upcoming orientation sessions. They provide information that will help you be successful as you start your journey as a [MASCOT NAME].

Signup for an activity

A bunch of your fellow [MASCOT NAME] are volunteering at a local school this weekend. There are lot of opportunities to get involved with your peers and give back to the local community. Signup for an upcoming volunteer opportunity.

Schedule an Appointment or Visit Examples

Advising appointment

Schedule an appointment with me so we can review your plan for next term.

Tutoring center

[COURSE NAME] provides foundational information you will need in future courses. Like many students, if you feel like you need support learning the material, visit the tutoring center.

Office hours

Making a connection with your professors is important. Make a goal to visit all of your professors at least once this term.