



NUDGE CAMPAIGNS

Driving Student Success Through Nudges



CIVITAS
LEARNING

A nudge campaign is a communication strategy that an institution designs for a targeted group of students to achieve a specific, measurable outcome.

1 Simple.

Although there are many types of actions you can take based on the insights you get from the Civitas Learning Platform, including evaluating a policy or program and creating new support mechanisms for students, contacting students via email, text, and/or phone is a much simpler and faster way of impacting student success. It is a quick and easy way to get started improving persistence on your campus.

2 Low cost.

Sending a growth-mindset based nudge to students is not nearly as expensive as developing a program or initiative for a group of at-risk students. A single person can quickly access a list of students in need of a nudge using Illume or Inspire. It's a low-risk way to drive student success outcomes.

3 Effective.

Even though communicating with students is a very simple idea and something you are already doing, using predictive insights to target the right students at the right time, and using nudging best practices when crafting your messages can result in measurable increases in student persistence.

Ready to Register?

Goal

Registration in Spring Term,
Persistence to Fall

Students

All students

Owner

Advisors

Strategy

Send the day before registration
starts for Fall.

Focus on the following mindset-
based concepts:

- Encouragement
- Empathy
- Responsibility

Very Low and Low

Subject Line: Overwhelmed About What to Take Next Term? Let's Talk.

Dear [Student First name],

Feeling like you're underwater with college? Stressed? You're not alone!

It's overwhelming to think about next term when this term is staring you right in the face. But getting registered for next term now is a great way to secure the classes you need, and complete that important step of registration.

Not sure what to register for or how to even start? Schedule an appointment today and I would be glad to help you get registered.

Moderate

Subject Line: Overwhelmed About What to Take Next Term? Let's Talk.

Dear [Student First name],

It's a super busy time of the year, and you're in the middle of a lot of important work for your courses. Focusing on your classwork now is important, so keep up the hard work!

It's also time to register for next term. Registering for courses can be overwhelming and even frustrating to figure out, but we're here to help.

High and Very High

Subject Line: Overwhelmed About What to Take Next Term? Let's Talk.

Dear [Student First name],

Can you believe it's already that time of year to register for next term? You'll want to be prepared so you can get the classes and sections you want.

You may already know what to do, but if not, just click here [INSERT LINK] to register! Need to make a change that requires an approval? Call or email me for the assistance you need to get the class schedule you want for next term.

Finish Strong!

Goal

Finish the term strong, Persistence to Fall

Students

All students

Owner

Advisors

Strategy

Send two weeks from the end of the term.

Focus on the following mindset-based concepts:

- Normalizing challenge
- Learning through difficulty
- Self-efficacy

Very Low and Low

Subject Line: Finish Strong!

Dear [STUDENT NAME],

Final exams in college are hard! Finals period causes increased stress and anxiety for most students. Since studying can be exhausting and confusing, we are here to help! Contact me so we can strategize about your strong finish to this term.

You're here at [INSERT INSTITUTION NAME] because we believe you can do the hard work required to finish your courses well. We're here to support you on this journey, and look forward to speaking with you about some of the specifics!

Moderate

Subject Line: Finish Strong!

Dear [STUDENT NAME],

You are capable of more than you imagine! You're here at [INSERT INSTITUTION NAME] because we believe you can do the hard work required to finish this term strong. Remember that it's through these difficulties that you are learning. You don't have to be the best, just keep pressing on to be better tomorrow than you were yesterday.

Feeling stuck on what to study? Contact me for some assistance in finishing strong.

High and Very High

Subject Line: Finish Strong!

Dear [STUDENT NAME],

Take a deep breath, the term is almost done! Keep up the hard work that has brought you this far and push to the finish line. The challenges of exam period are what make you a stronger student. Press on!

Win Back

Goal

Win back students that have not enrolled for the next term.
Persistence to Fall.

Students

Students that have not registered for Fall.

Sort by "Next Enrolled Term" column on the Student List page in Illume Students to get a list of students not enrolled in the Fall.

Owner

Deans

Strategy

Students enrolled in Spring but not enrolled Summer and Fall

Send after the Fall registration period

Students enrolled in Spring and Summer but not Fall, and last enrolled prior to Spring and not enrolled in Summer and Fall

Send during Summer

Focus on the following mindset-based concepts:

- Normalizing challenge
- Embracing challenge
- Learning through difficulty

Enrolled in Spring but not enrolled in Summer and Fall

Very Low and Low

Subject Line: You Can Finish Your Degree.

Dear [STUDENT NAME],

Is life getting in the way of you achieving your dream of graduating from college? Financial stress, life challenges, anxiety, and not feeling a sense of connection to your courses are super normal for college students. Do any of those sound familiar to you?

You came to [INSERT INSTITUTION NAME] for a reason. Talk with me about that reason and let's make a plan together that helps you get back on track for next term.

Moderate

Subject Line: You Can Finish Your Degree.

Dear [STUDENT NAME],

Keeping busy this Summer? Got plans for the Fall? Although Summer is often a time students take a break, registering now for Fall will ensure you get into the classes you'll need to stay on track toward graduation.

Let's talk about your current situation and ensure you're all set for the Fall.

High and Very High

Subject Line: You Can Finish Your Degree.

Dear [STUDENT NAME],

Is something keeping you from registering for Fall? Now is the time to get registered for your Fall classes so you can keep up the pace toward your degree. How can I help?

Enrolled in Spring and Summer but not Fall

Very Low and Low

Subject Line: You Can Finish Your Degree.

Dear [STUDENT NAME],

Fall term is just around the corner. It's time to register.

Keeping your academic momentum is important to your ultimate success in college. Don't let this Fall term pass you by! Come in and share the highlights of your spring and summer courses so we can get you registered for Fall.

Moderate

Subject Line: You Can Finish Your Degree.

Dear [STUDENT NAME],

Fall term is just around the corner. It's time to register. Keeping your academic momentum is important to your ultimate success in college. Don't let this Fall term pass you by! Come in and share the highlights of your spring and summer courses so we can get you registered for the Fall.

High and Very High

Subject Line: You Can Finish Your Degree.

Dear [STUDENT NAME],

Fall classes are just around the corner, and now is the perfect time to ensure you're registered for everything you need to keep the pace toward your degree. Is anything preventing you from registering? Let's talk about it so we can help you move that obstacle out of the way!

Enrolled prior to Spring and not enrolled in Summer and Fall

Subject Line: You Can Finish Your Degree.

Dear [STUDENT NAME],

College is tough. Figuring out how to finish a degree is stressful. Students sometimes need to take a break from studies because dealing with both school and life is overwhelming! We also know re-starting college is hard work, but we have the resources here to help you.

Let's connect to work together on a plan that gets you on track to finishing your degree.

Are You Ready?

Goal

Nudge students into behaviors that will help succeed in the upcoming term. Persistence to Spring.

Students

All students registered for the upcoming term.

Sort by "Next Enrolled Term" column on the Student List page in Illume Students to get a list of students enrolled in the Fall.

Outreach Owner

Advisors

Strategy

Send two week prior to term start.

Focus on the following mindset-based concepts:

- Normalizing challenge
- Embracing challenge
- Learning through difficulty

Very Low and Low

Subject Line: I Know You Can Do This!

Dear [STUDENT NAME],

Finishing a degree is like running a marathon. It takes hard work and commitment to finish! Start getting read now to tackle the challenges ahead. And don't forget, we are here to help! Come on in or give us a call today to schedule an appointment to get registered for Fall.

Moderate

Subject Line: I Know You Can Do This!

Dear [STUDENT NAME],

College life is full of challenges. Think about all the challenges you have overcome and the things you have learned about yourself. Working with diligence toward your goals is worthwhile!

Students like you face all kinds of challenges every day, and need to keep pressing forward to overcome them. What kind of challenges are you facing today that could prevent you from having a great next term? If financial, or logistical, or personal challenges feel daunting, we are here to help!

High and Very High

Subject Line: You've Got This!

Dear [STUDENT NAME],

You've come this far and seen how overcoming the challenges of college can be so rewarding. Keep challenging yourself, and if you need a little help, tell us today how we can help you turn your degree goal into a reality.